



New European Bauhaus

beautiful | sustainable | together

CULTURAL HERITAGE AND BUSINESS DEVELOPMENT:

NEW OPPORTUNITIES OF COOPERATION

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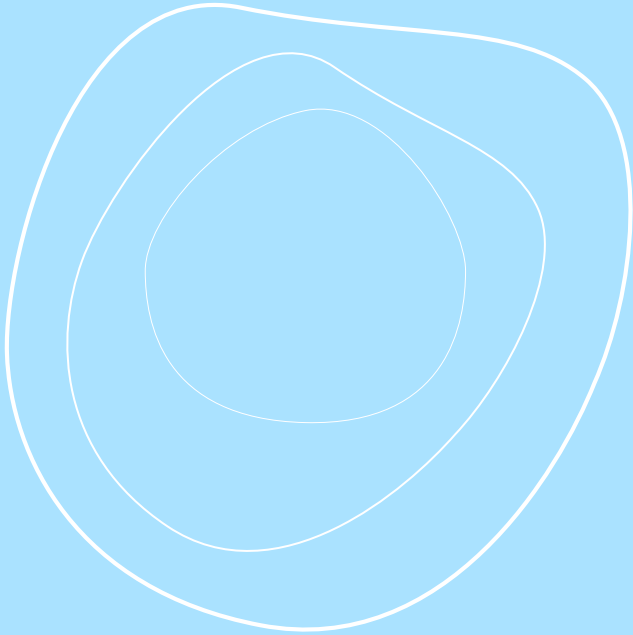


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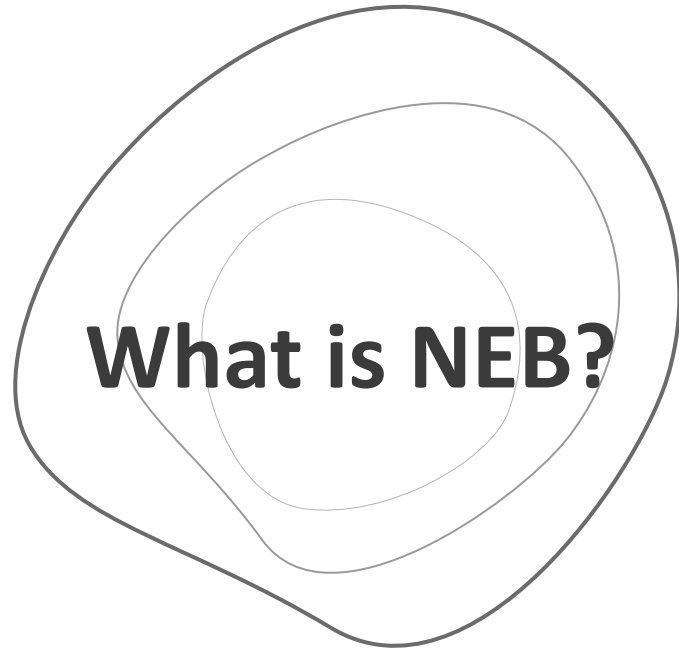


If the European Green Deal has a soul, then it is the New European Bauhaus which has led to an explosion of creativity across our Union.

Ursula Von der Leyen, President of the European Commission



A creative, interdisciplinary and ongoing movement
connecting the [European Green Deal](#) to our living spaces and experiences



- **SUSTAINABILITY** climate goals, circularity, zero pollution, biodiversity
- **BEAUTY** quality of experience and style, health and safety, beyond functionality
- **TOGETHER** inclusion, diversity, accessibility, affordability, ages, genres, disciplines

For a deep, collaborative and multi-disciplinary
transformation of our societies



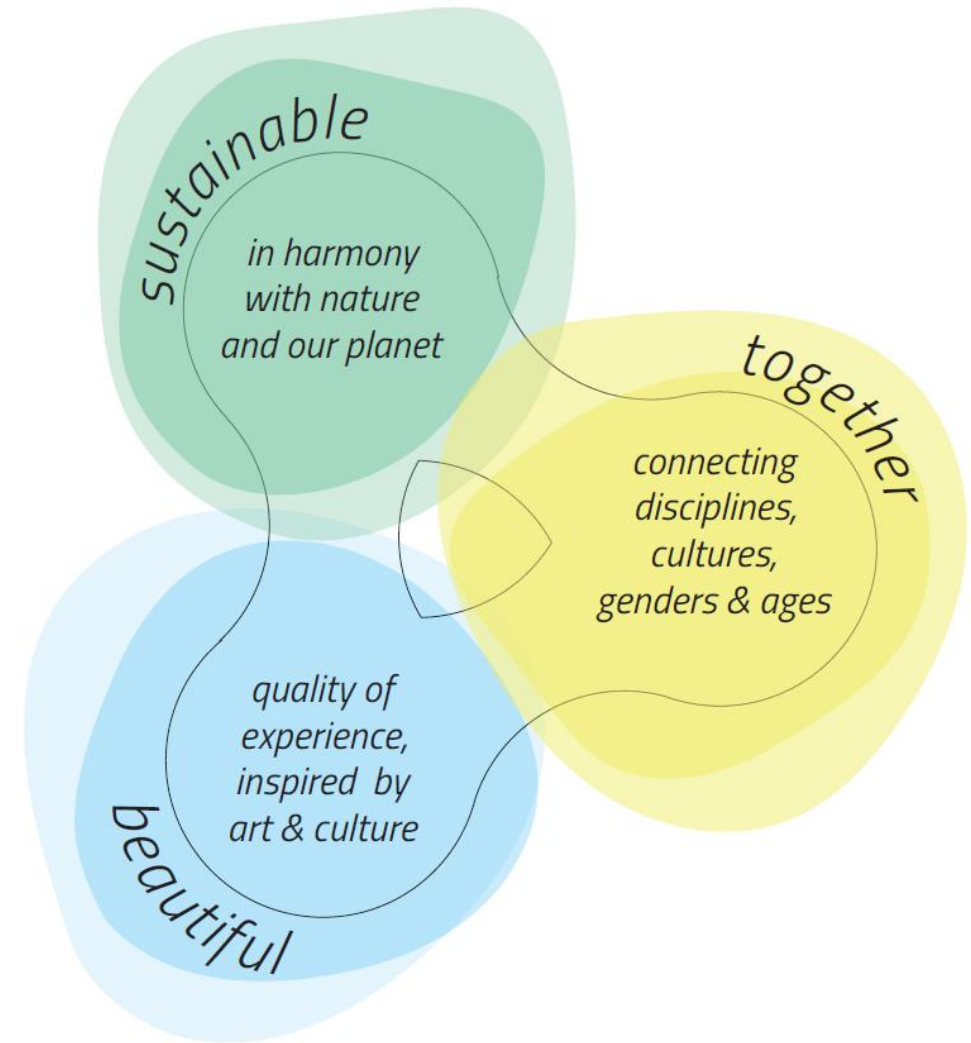
New European Bauhaus

Principles:

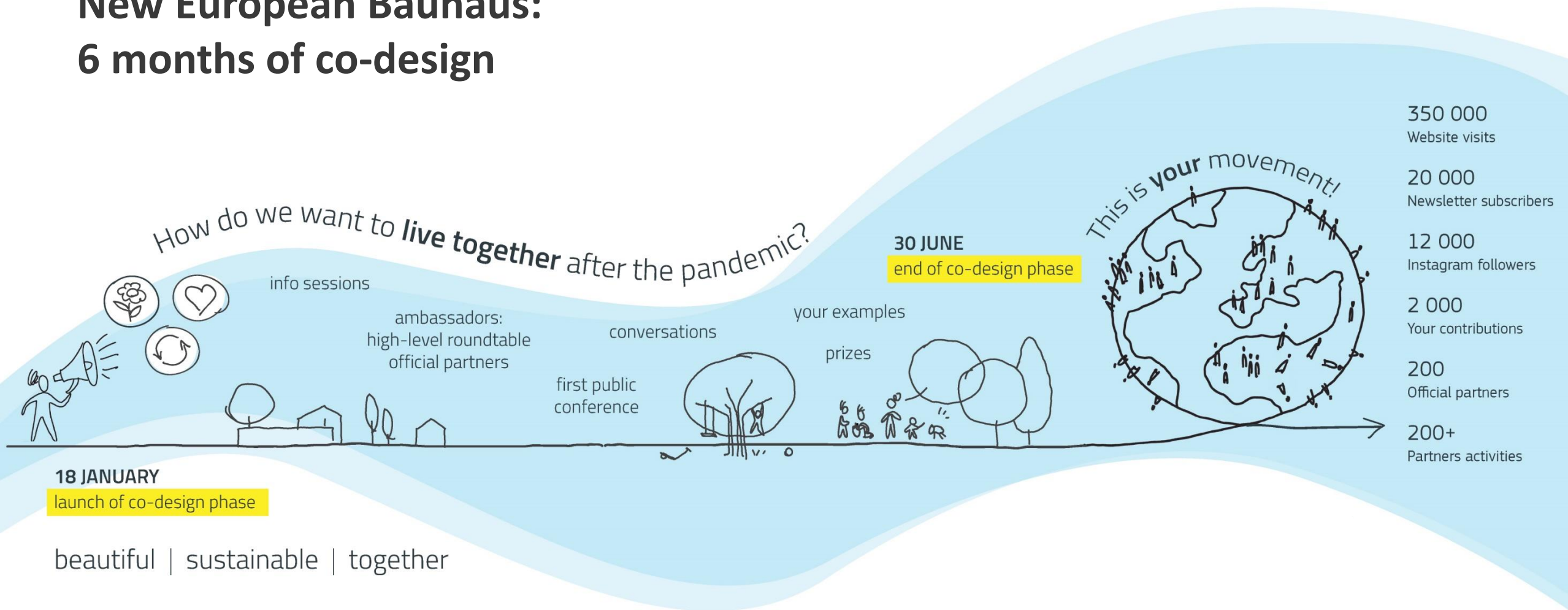
Global/local, participatory and transdisciplinary approach

Thematic axes of the transformation path:

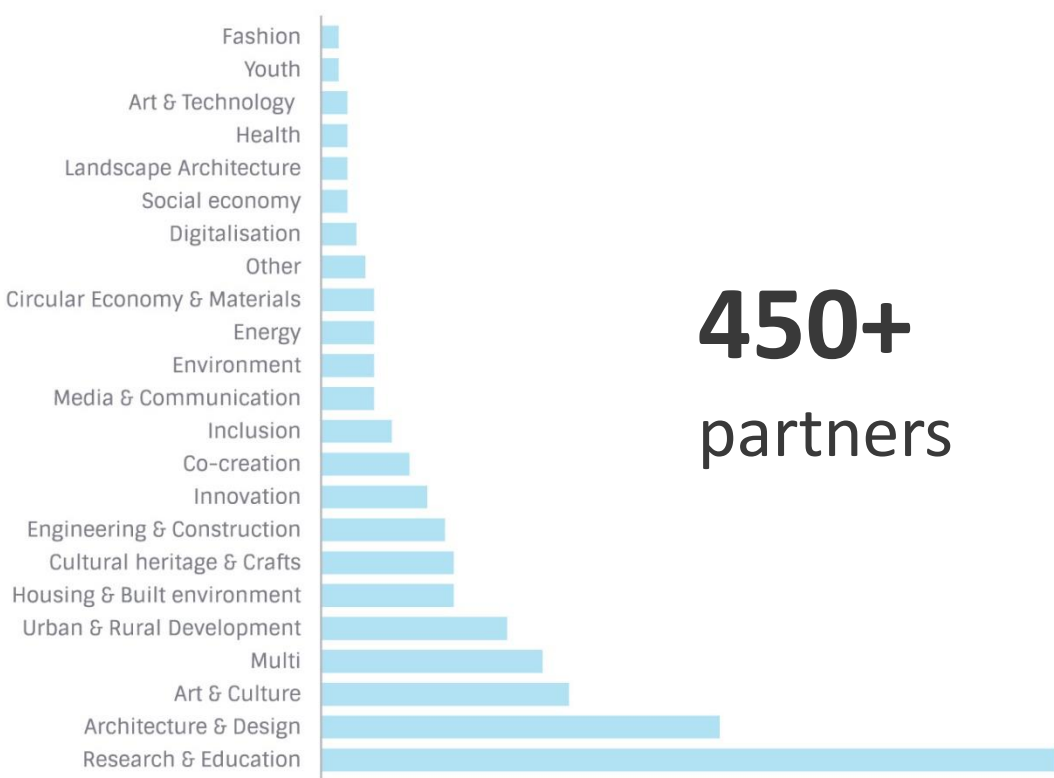
- Reconnecting to nature
- Regaining a sense of belonging
- Prioritising the places and people that need it the most
- The need for long term, life cycle thinking in the industrial ecosystem



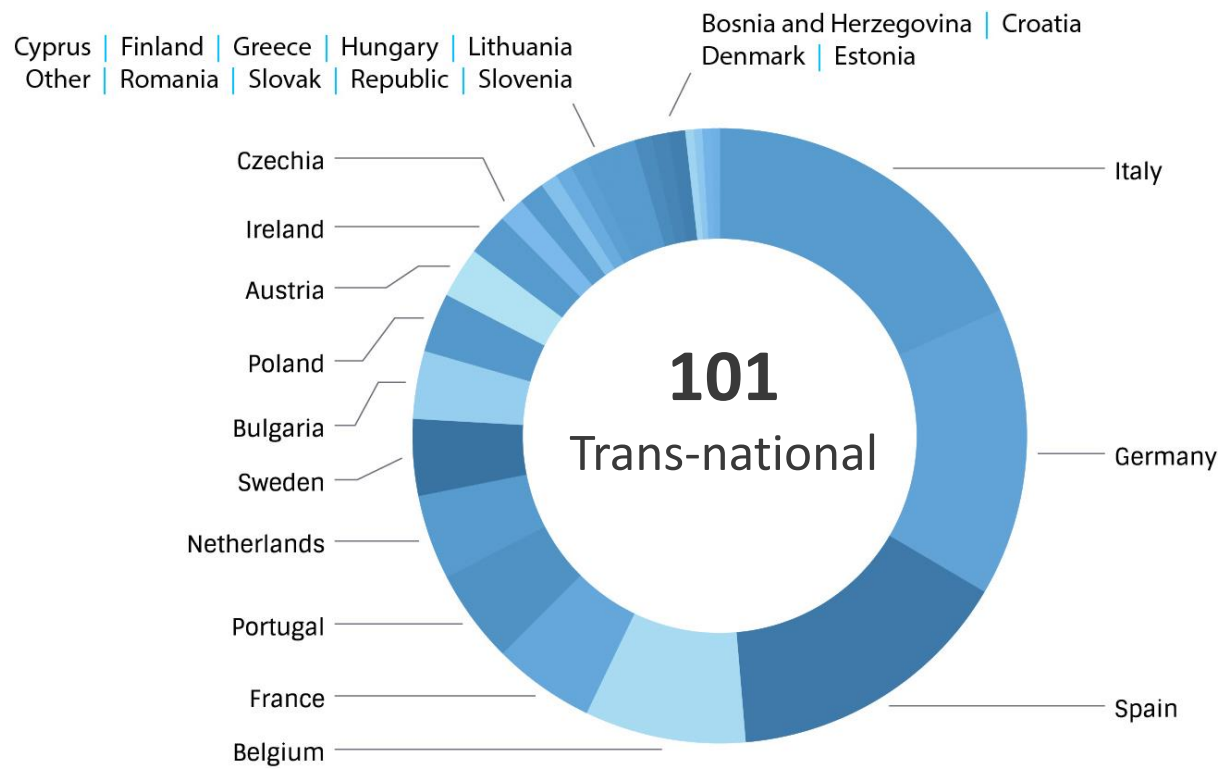
New European Bauhaus: 6 months of co-design



A diverse and vibrant community of Partners

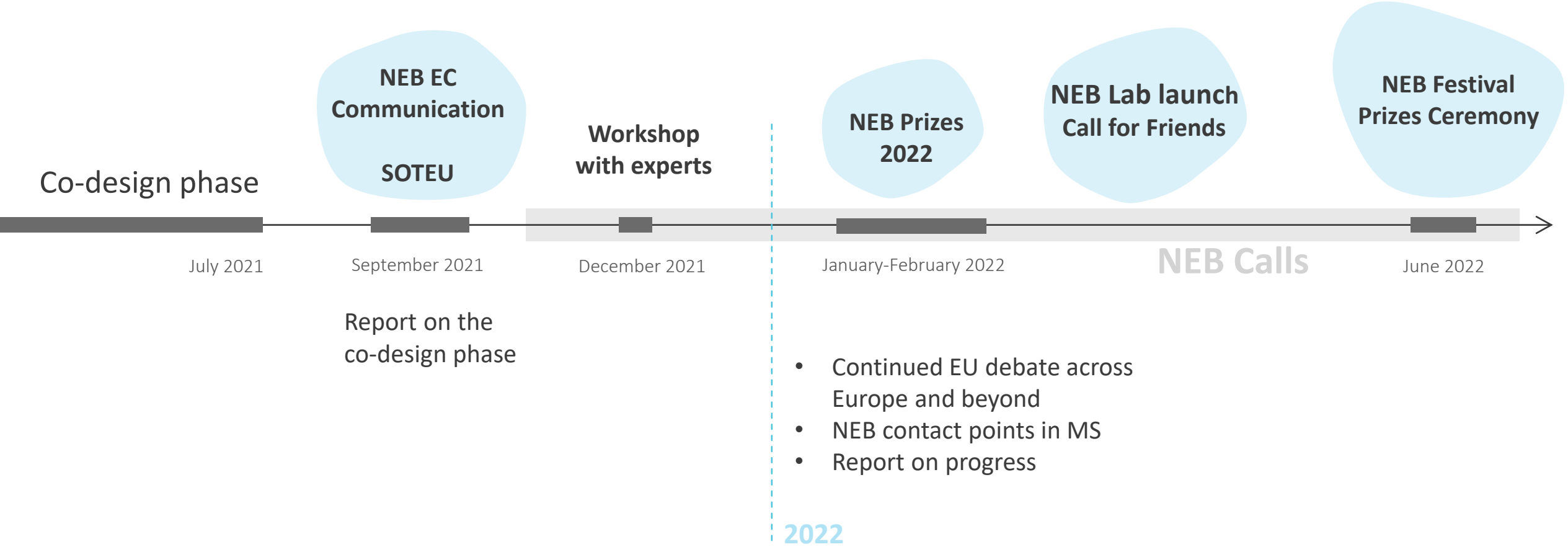


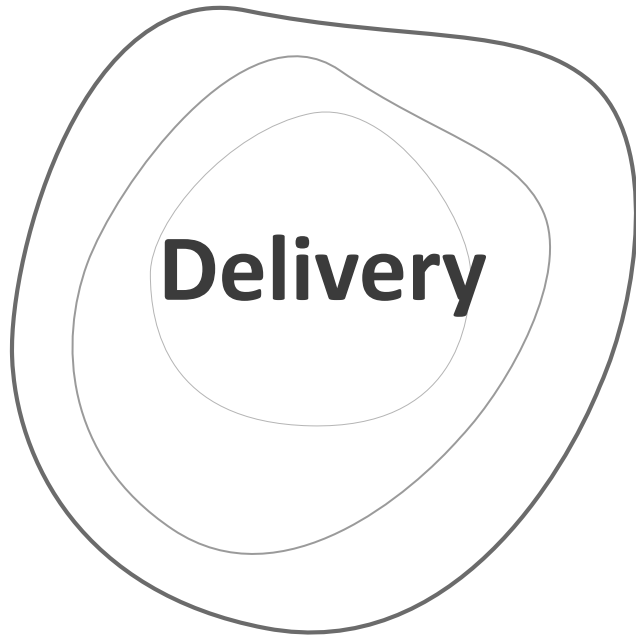
450+
partners



101
Trans-national

New European Bauhaus timeline





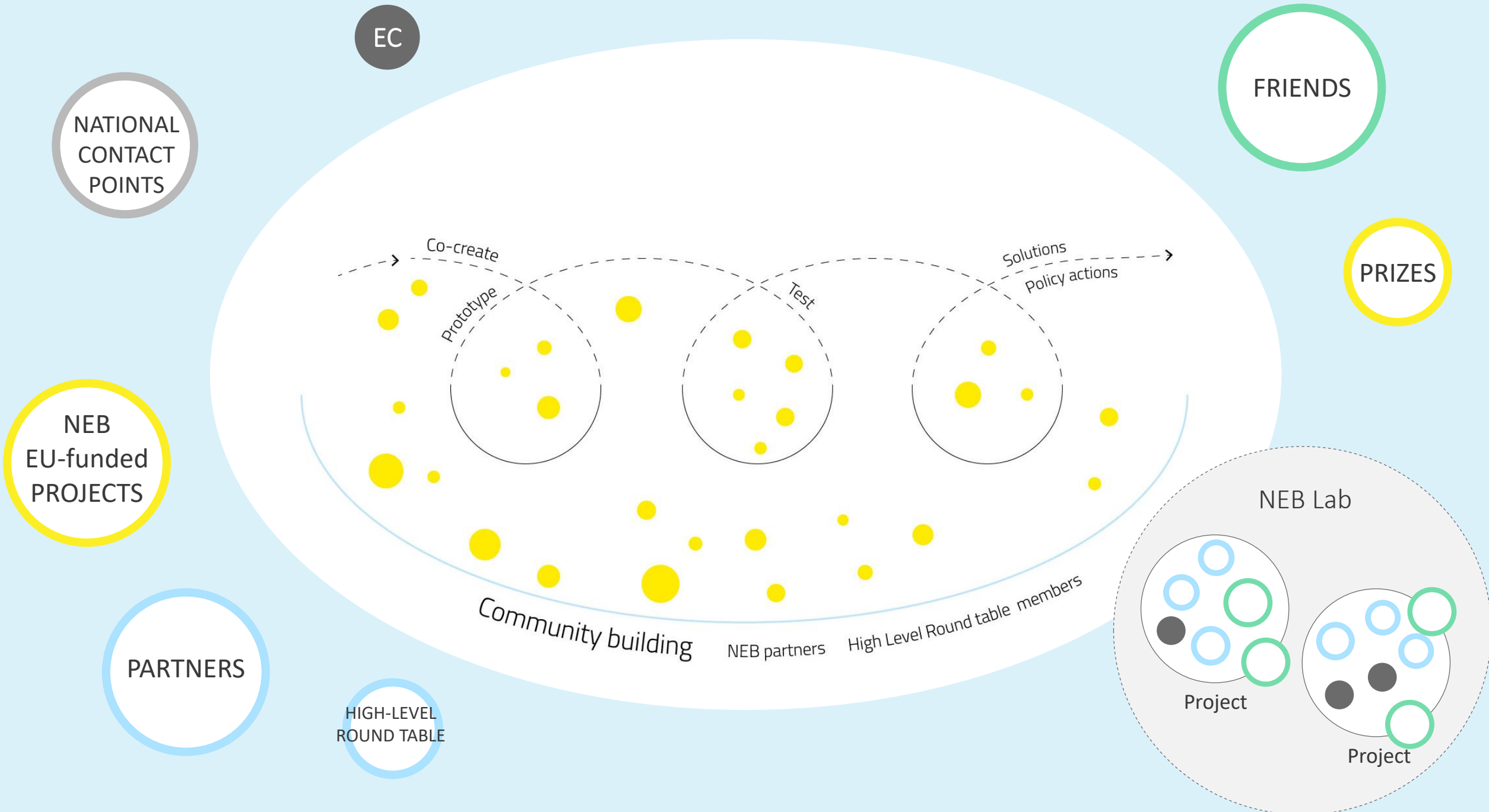
Impacts at 3 levels

- Transforming of places on the ground
- Transforming of the enabling ecosystem for innovation
- Diffusing of new meanings through education and culture

Cross-policy and cross-programmes

- Setting the policy context
- Mobilising a set of EU programmes
- Calling on Member States to mobilise EU resources in shared management







NEBLab

"think and do tank"

of the New European Bauhaus community.

community-led and **commission-led projects** aimed at creating or enabling beautiful, sustainable, inclusive places and forms of living

includes all official members of the New European Bauhaus Community who are actively working on a project



LABELLING STRATEGY



**REGULATORY ANALYSIS
AND EXPERIMENTATION**



NEB GOES SOUTH



**INNOVATIVE FUNDING:
CROWD AND
PUBLIC FUNDING**



NEB OF THE MOUNTAINS



**INNOVATIVE FUNDING:
PHILANTHROPY**



**NORDIC CARBON NEUTRAL
BAUHAUS**



**TRANSFORMATION
OF PLACES OF LEARNING**

*Achieving more by working together:
an incubator to connect people
and learn from each other's experience.*



Labelling strategy

supports the **definition, identification**
and **development** of New European
Bauhaus transformation projects.



Regulatory analysis and experimentation

explores how the regulatory framework on European, national, regional or local level can support the development of New European Bauhaus projects.





Take the survey

by 30 June 2022

Share your experience
with local to EU legislation
in the built sector

Share an existing report
(study, policy or scientific
paper)



Transformation of places of learning

collects and **connects** transformation initiatives, proof of concepts and good practices **for future** formal and informal **learning environments**.

[Share your project](#)





Innovative funding - pilot for joint funding with philanthropy

explores **innovative funding solutions** and modalities **to mobilise private funding** for New European Bauhaus activities for which traditional EU, or other, instruments and expertise are insufficient or inappropriate.





Innovative funding – crowdfunding and public funding

aims to **identify, co-design** and **pilot** models of pooling **private and public resources** and directing them where most needed to support New European Bauhaus transformation projects.

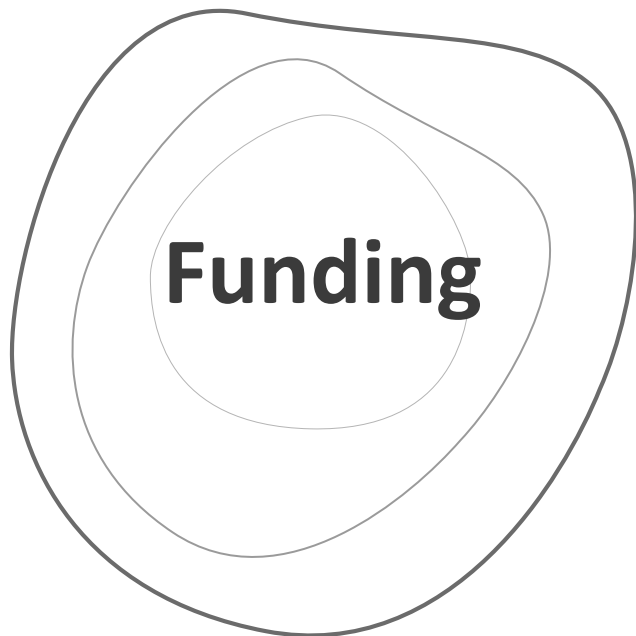


New European Bauhaus in the EU policy ecosystem



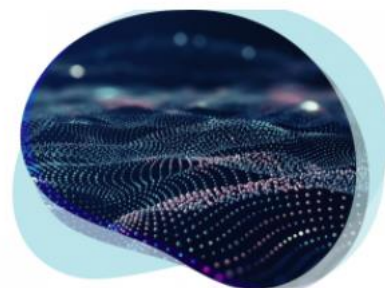
Overview of EU funding opportunities to support the achievement of the New European Bauhaus objectives





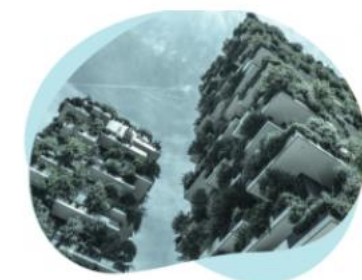
Mobilising Eu programmes for the transformation of the enabling environment for innovation

[OPPORTUNITIES](#)



Mobilising EU programmes for the transformation of places on the ground

[OPPORTUNITIES](#)

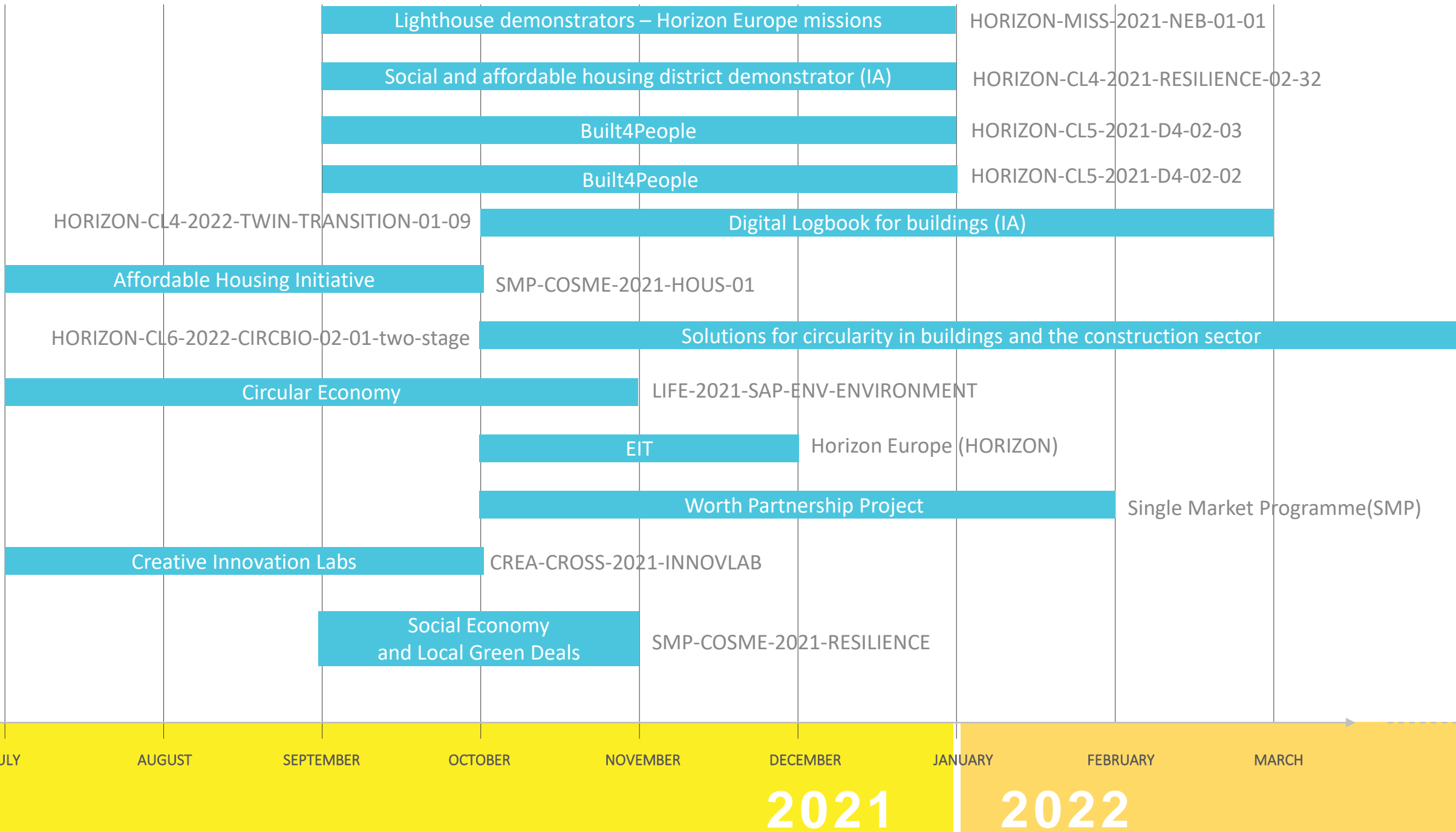


Mobilising EU Programmes for the diffusion of meanings

[OPPORTUNITIES](#)



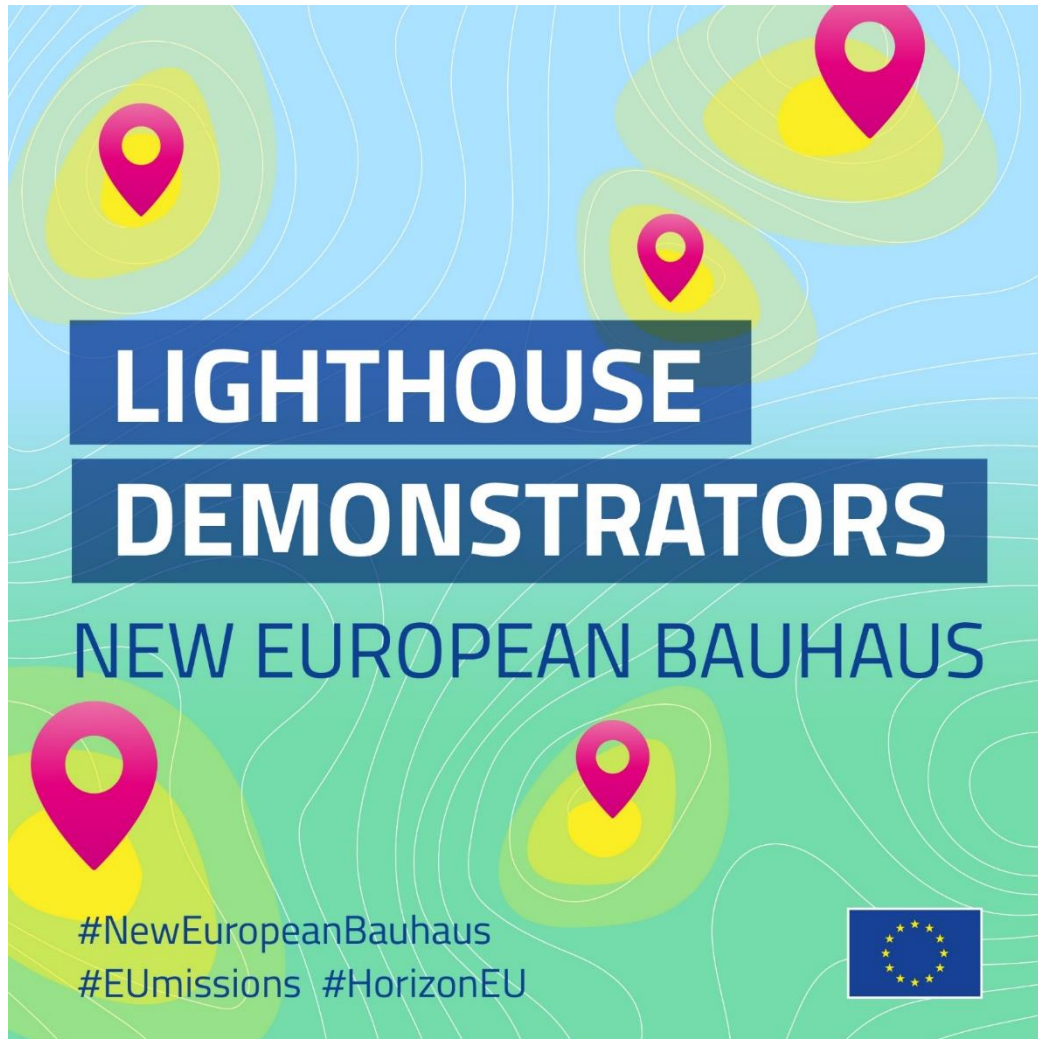
calls timeline



2021

2022

NEB Lighthouse Demonstrators



- **CULTUURCAMPUS**, a sustainable hub of arts, research, learning and community as catalyst, aims to transform the disadvantaged urban area of Rotterdam South (NL).
- **NEB-STAR (New European Bauhaus STAvangeR)**: showcases how territorial transformation plans can incorporate the principles and values of the NEB in Stavanger (NO), Prague (CZ) and Utrecht (NL).
- **NEBhourhoods (NEBhourhoods)**: prepares Munich-Neuperlach (DE) for the future as mapped out by the [European Green Deal](#) when it comes to the built environment, circularity, mobility, energy, food, and health.
- **DESIRE (Designing the Irresistible Circular Society)** Based on three main themes of inclusivity, circularity and reconciling cities with nature, the project will use art, architecture, and design to explore alternative ways of transforming territories across different European cities (DK, NL, SI, IT, LV).
- **EHHUR (EYES HEARTS HANDS Urban Revolution)**: the project supports cities and vulnerable residents in transforming their built environment.





Support to New European Bauhaus Local Initiatives

DG REGIO – TA CALL: [APPLY NOW](#)

Opened until May 23rd!

Who can apply for this call?

- EU **sub-national public authorities** that administer **less than 100,000 inhabitants** and have all the competences they require to undertake the proposed transformation within the given area.

Category 1: a single municipality or local public authority;

Category 2: a group of municipalities or functional area;

Category 3: public entity aggregating municipalities/local authorities, recognised as a tier of government.





Funded by the
European Union

Call for proposals for Citizen Engagement Activities

EIT CALL: **APPLY NOW**
Opened until May 29th!

Grants for implementation of **co-design of public realm and social and educational activities** aiming to respond to NEB challenges

Who can apply?

Private or public legal entity may apply, consortia are not eligible.

New European Bauhaus



Call for proposals for Co-Creation of public space through citizen engagement

EIT CALL: [APPLY NOW](#)
Opened until May 29th!

Grants shall be awarded for the implementation of **products and services** (including rapid product prototypes), **co-design of public realm and social and educational activities**

Who can apply?

Applications must be consortia of a minimum 2 partners and a maximum of 4 partners



Community
New European Bauhaus



Funded by the
European Union





Online info sessions on New European Bauhaus funding opportunities

- Available calls
- Eligibility criteria
- Practical info and application process
- Q&A

Recordings are available here:

- [29 November, 14:00 – 17:00](#)
- [1 December, 14:00 – 17:00](#)
- [20 January, 9:30 – 12:30](#)

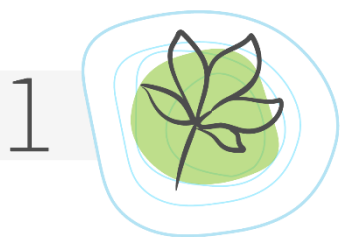
And through the Delivery page:

https://europa.eu/new-european-bauhaus/delivery_en

New European Bauhaus Prizes 2022

As in the first edition, the **New European Bauhaus prizes 2022** will award young talents' ideas as well as existing projects for **sustainability**, **inclusiveness** and **aesthetics** bringing the European Green deal to people and local communities.

Prizes will be awarded in **four categories**:



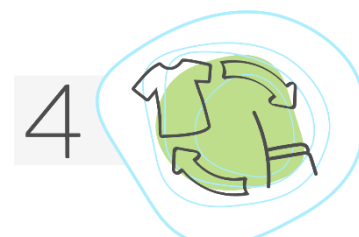
1
reconnecting
with nature



2
regaining a sense
of belonging



3
prioritising the places and
people that need it most



4
shaping a circular industrial
ecosystem and supporting
life-cycle thinking



beautiful | sustainable | together

PRIZE
NEW EUROPEAN
BALANCE

Prefabricated unstabilised rammed earth elements for a greener and circular building industry



Neighbourhood lights for urban re-naturalization



Contemporary art as a tool to stimulate urban and social regeneration



Re-imagining our cities as an extension of nature



A circular supply chain for furniture



Check here for the
[Winners Virtual Exhibition:](#)

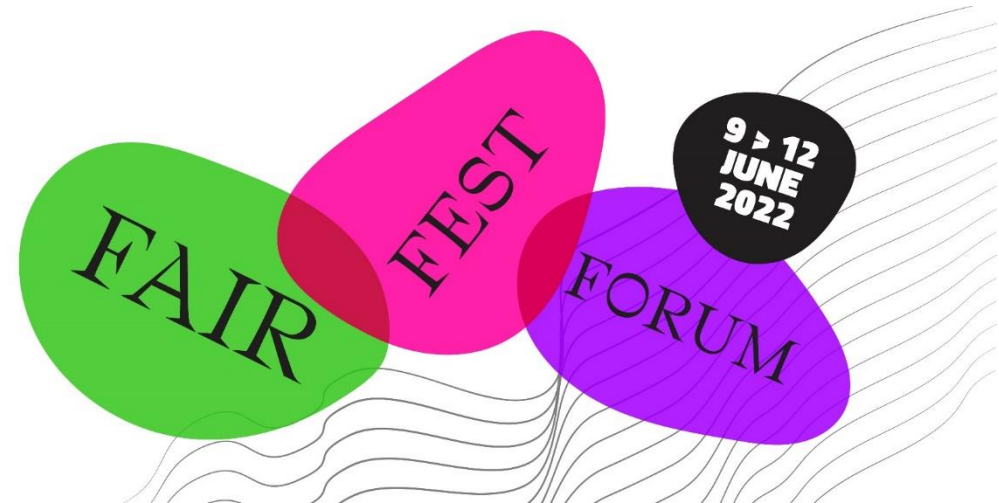




The Festival of the New European Bauhaus will take place **from 9 to 12 June 2022** as a hybrid event. The core activities will take place in **Brussels**, with satellite events across the **EU and beyond**.

It will be organized in 3 pillars:

- **The Forum:** to exchange views and debate topics
- **The Fair:** to exhibit and showcase projects and prototypes reflecting and supporting the values of the NEB
- **The Fest:** bringing together culture, art and conviviality

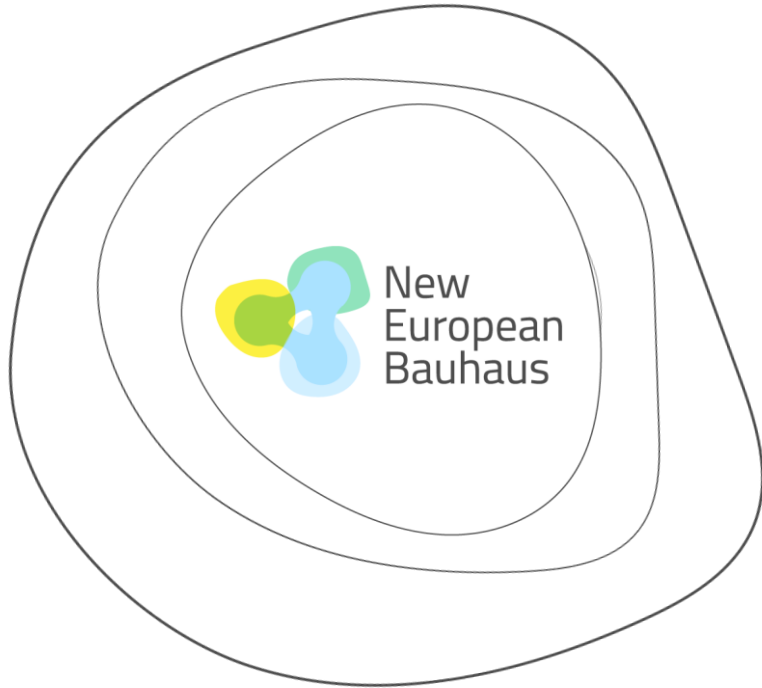




National Contact Points (NCP)

The [National Contact Points](#) **promote** the New European Bauhaus agenda and coordinate efforts to implement the initiative at **national level**.

They act as contact points for the EU Institutions, other Member States and national stakeholders.



- #NewEuropeanBauhaus
- **Web:** <https://europa.eu/new-european-bauhaus>
- **Instagram:** @neweuropeanbauhaus
- **Pinterest:** <https://www.pinterest.com/eucommission/new-european-bauhaus/>
- **Newsletter:** https://europa.eu/new-european-bauhaus/stay-touch/e-zine_en





Thank you !