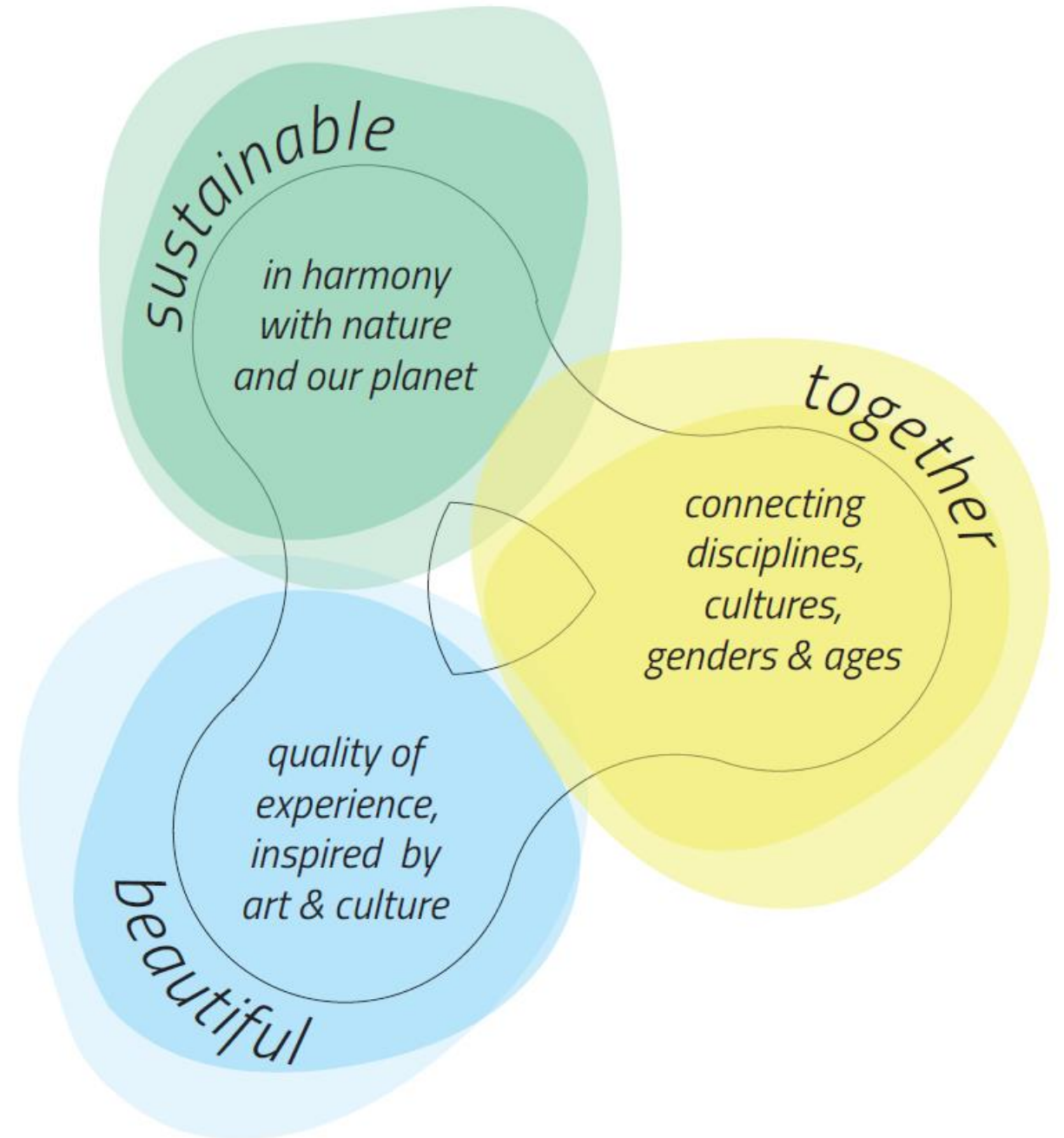
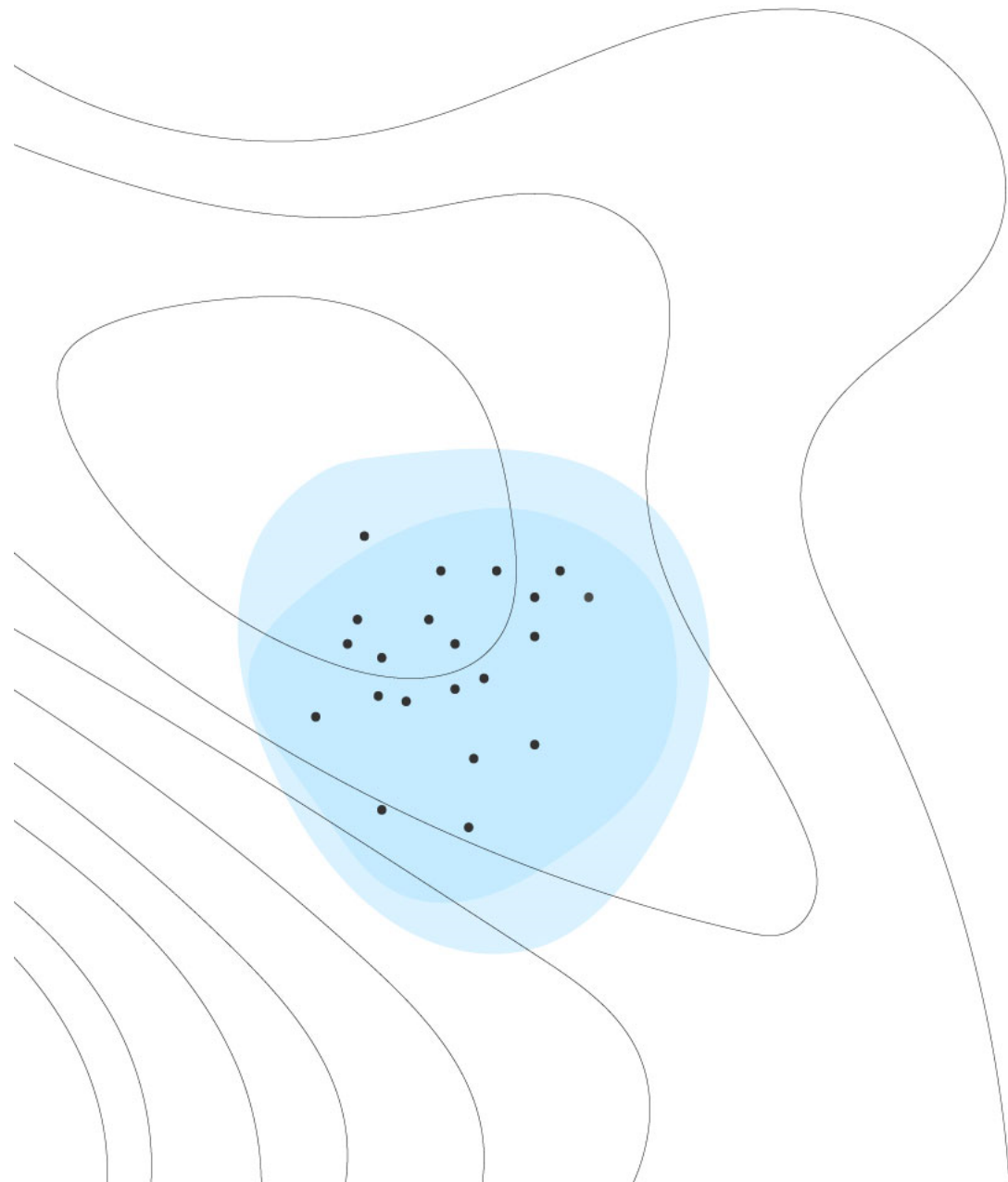


# New European Bauhaus

## From concept to action

*Borislava Woodford*  
*Joint Research Centre*

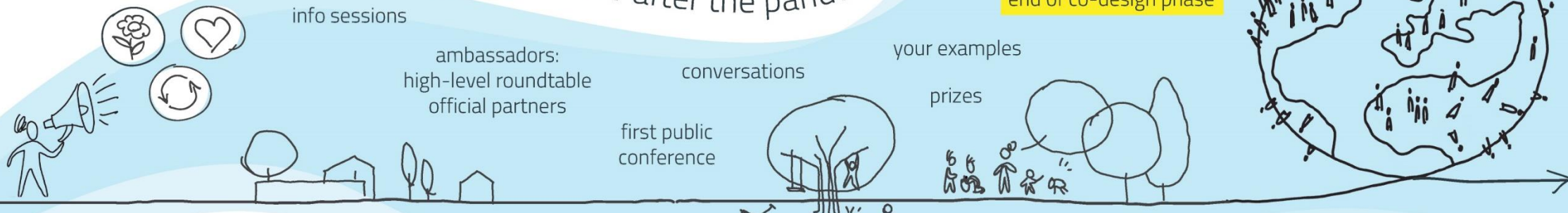




- NEB – inspired by the old Bauhaus movement in Europe;  
a cultural movement as a driving force to bring the European Green Deal to life;  
addressing global challenges in a transversal way, through holistic solutions;  
linked to [Renovation Wave](#) and the [Fit for 55](#) EC' packages;  
project under the auspices of EC President Ursula von der Leyen

# January – June 2021: 6 months of co-design open to all

How do we want to *live together* after the pandemic?



18 JANUARY

launch of co-design phase

beautiful | sustainable | together

350 000  
Website visits

20 000  
Newsletter subscribers

12 000  
Instagram followers

2 000  
Your contributions

200  
Official partners

200+  
Partners activities



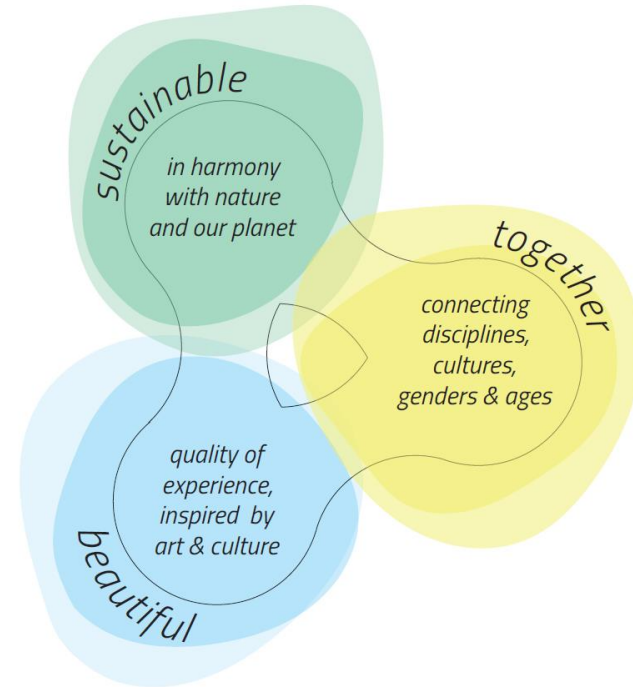
# New European Bauhaus

## 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





Brussels, 15.9.2021  
COM(2021) 573 final

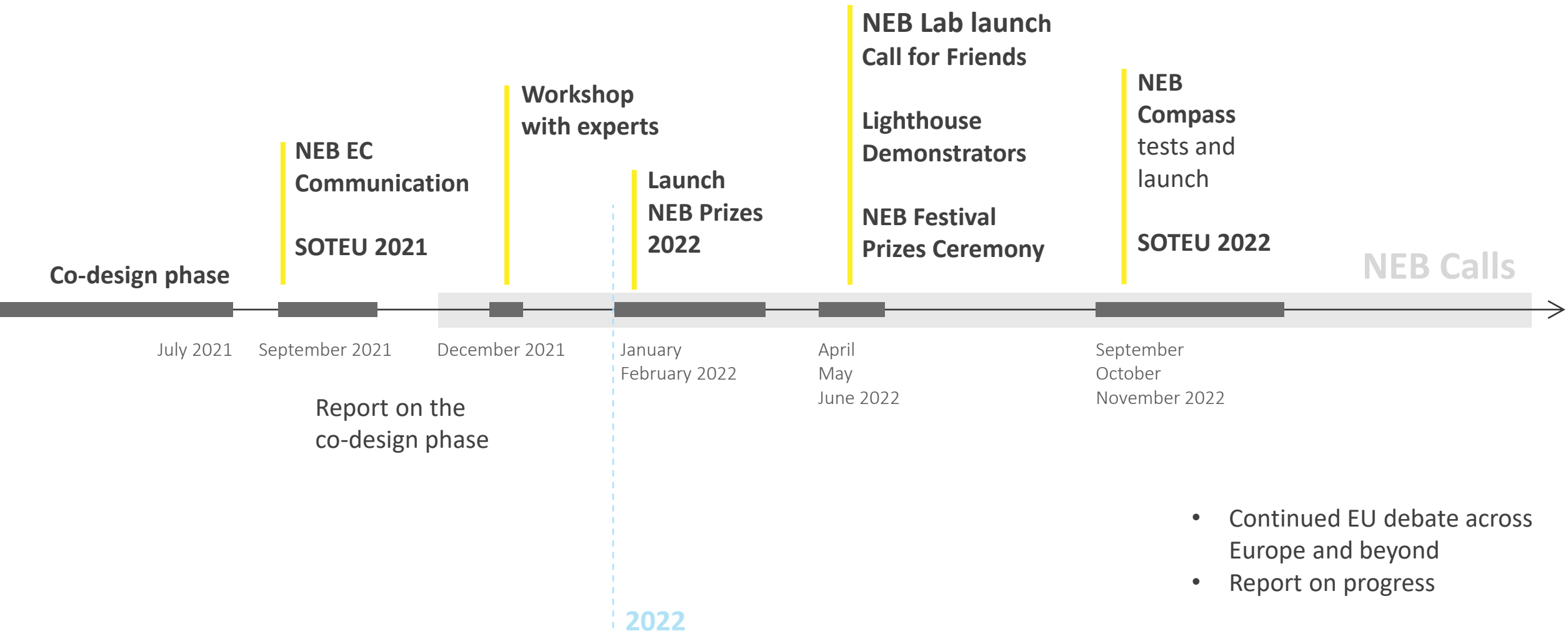
**COMMUNICATION FROM THE COMMISSION TO THE EUROPEAN  
PARLIAMENT, THE COUNCIL, THE EUROPEAN ECONOMIC AND SOCIAL  
COMMITTEE AND THE COMMITTEE OF THE REGIONS**

**New European Bauhaus  
Beautiful, Sustainable, Together**

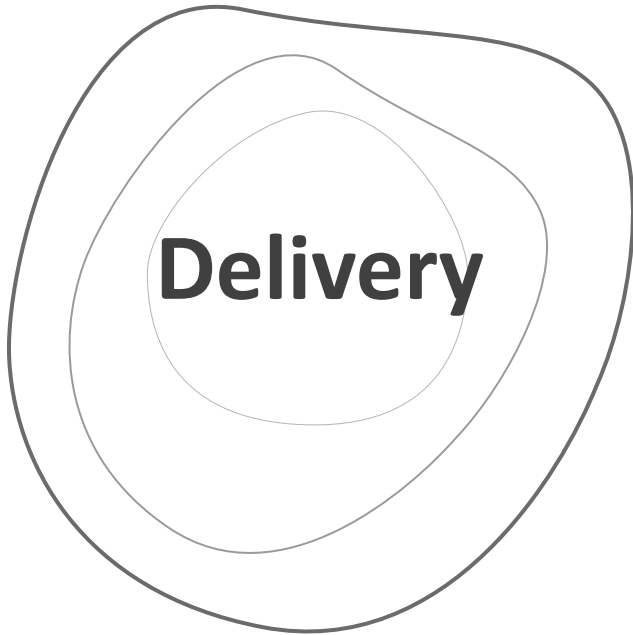
# New European Bauhaus European Commission Communication

15 September 2021

# New European Bauhaus timeline



- Continued EU debate across Europe and beyond
- Report on progress



### **Impact on 3 levels**

- Transforming places on the ground
- Transforming the enabling ecosystem for innovation
- Diffusing 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





# A growing community

HLRT members, Partners, Friends, National Contact Points,  
Prize finalists, beneficiaries of calls







## National Contact Points (NCP)

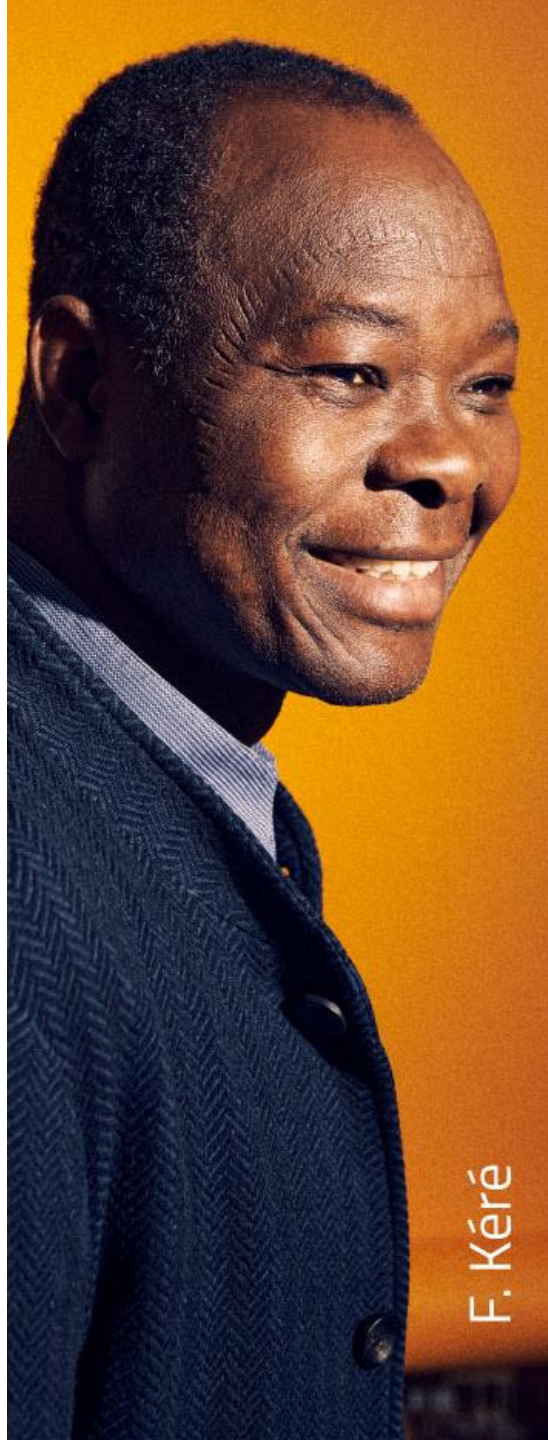
The **National Contact Points** promote the New European Bauhaus agenda and coordinate efforts to implement the initiative at **national level**.

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

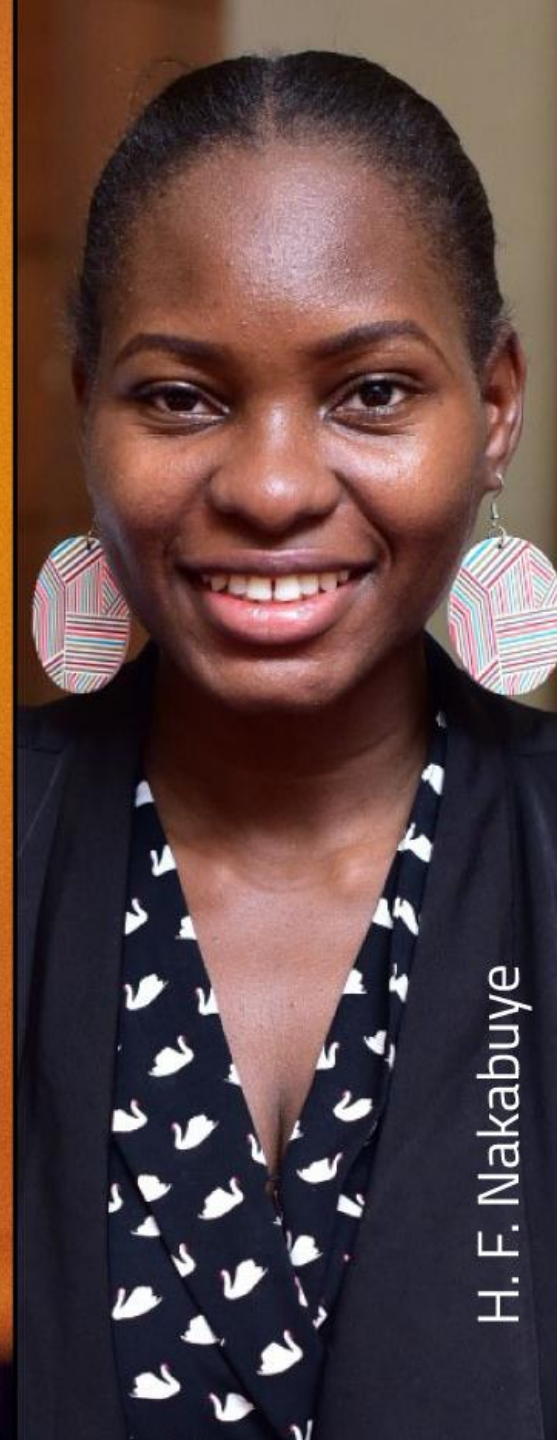


## The 3 New members of the NEB High Level Round Table

Francis Kéré  
Hilda Flavia Nakabuye  
Emeka Ogboh



F. Kéré



H. F. Nakabuye



E. Ogboh

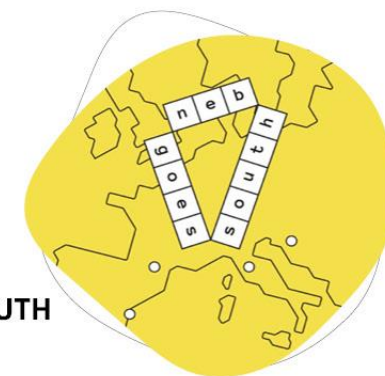




**LABELLING STRATEGY**



**REGULATORY ANALYSIS  
AND EXPERIMENTATION**



**NEB GOES SOUTH**



**INNOVATIVE FUNDING:  
CROWD AND PUBLIC  
FUNDING**

# NEB Lab

[https://europa.eu/new-european-bauhaus/about/neb-lab\\_en](https://europa.eu/new-european-bauhaus/about/neb-lab_en)

**NEW EUROPEAN BAUHAUS  
OF THE MOUNTAINS**



**INNOVATIVE FUNDING:  
PHILANTHROPY**



**TRANSFORMATION  
OF PLACES OF LEARNING**



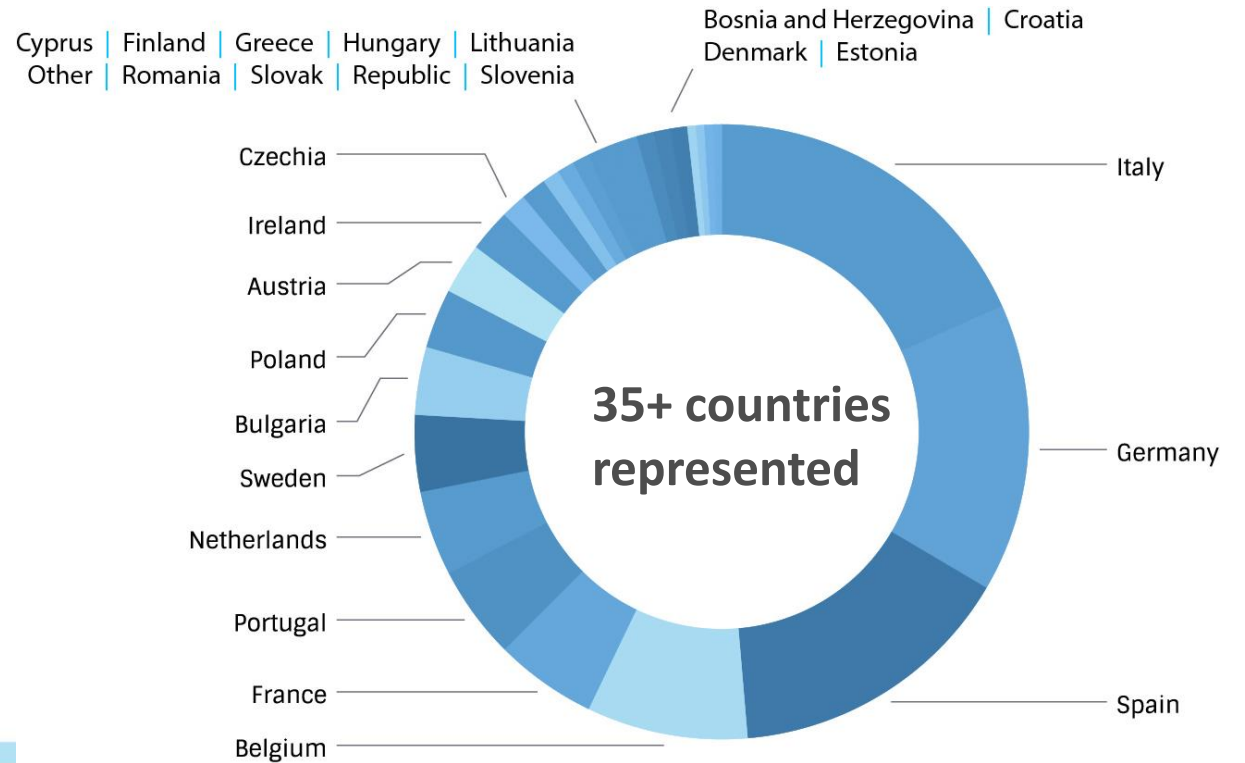
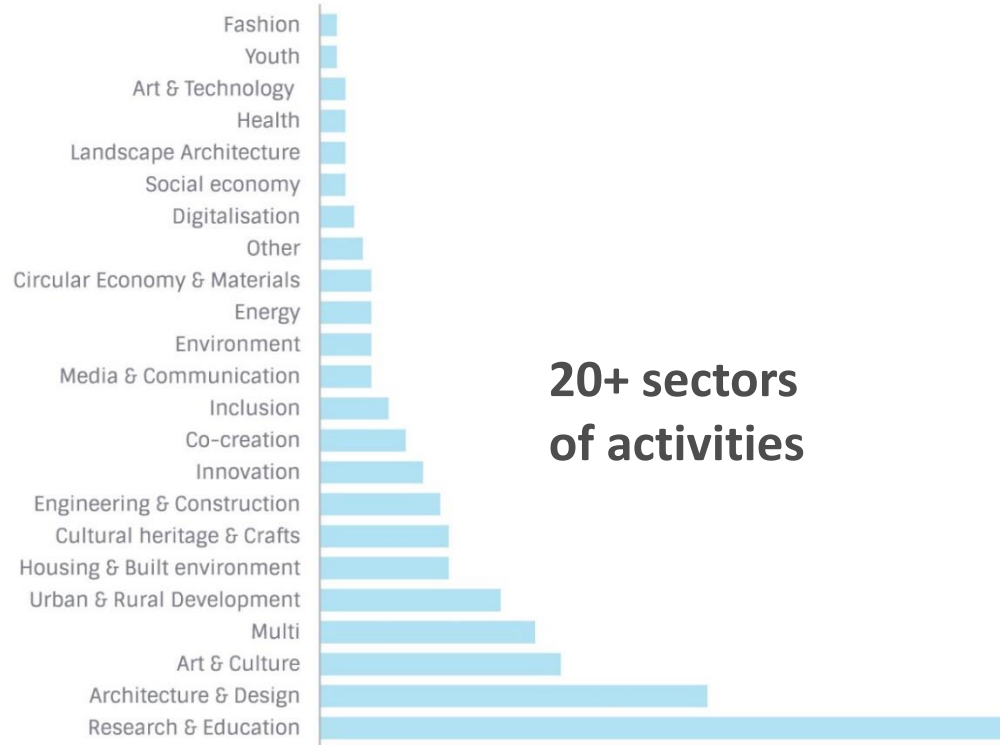
**NORDIC CARBON  
NEUTRAL BAUHAUS**

# NEB Community



- 500+** **Official Partners**  
*non political and non-for profit organisations*
- 19** **Members of the High-Level Round Table**  
*practitioners in different fields relevant to NEB*
- 99** **NEB Prize winners & finalists**  
*promoters of inspiring projects illustrating the NEB triangle of values*
- 27** **National Contact Points**  
*public authorities coordinating national efforts to implement the initiative*
- 50+** **Friends**  
*companies and public authorities*
- > **NEB calls' beneficiaries**
- > **NEB Team & other relevant EC colleagues**

# A diverse and vibrant community of Partners



**\*Including more than 100 Trans-national organisations**







- **Open to for-profit organisations and public authorities** (regions, villages & cities)
- Can join and contribute to NEB Lab projects
- Opportunities for networking and engaging in discussions and peer learning activities
- Municipalities and businesses as hosts and sponsors for NEB Lab activities

[Become a friend of the New European Bauhaus](#)

[Become a partner of the New European Bauhaus](#)



# Friends of the NEB

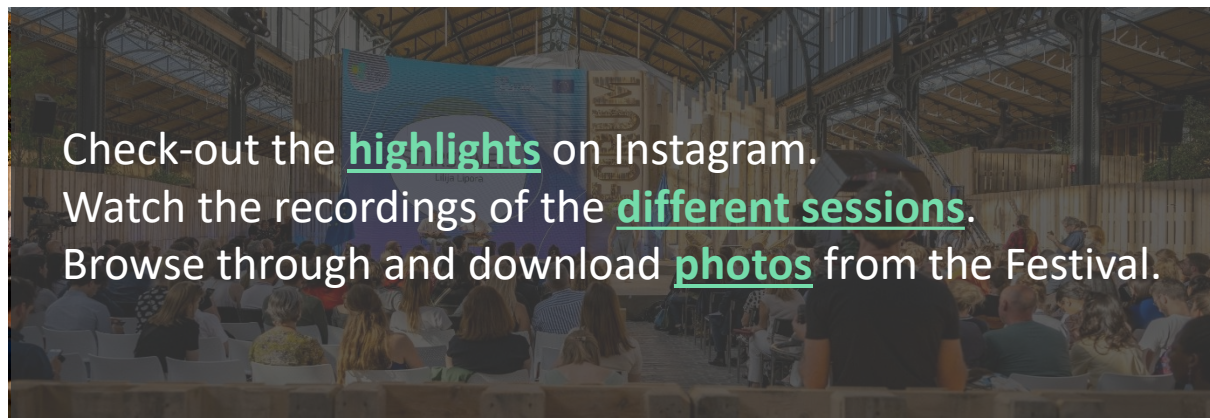
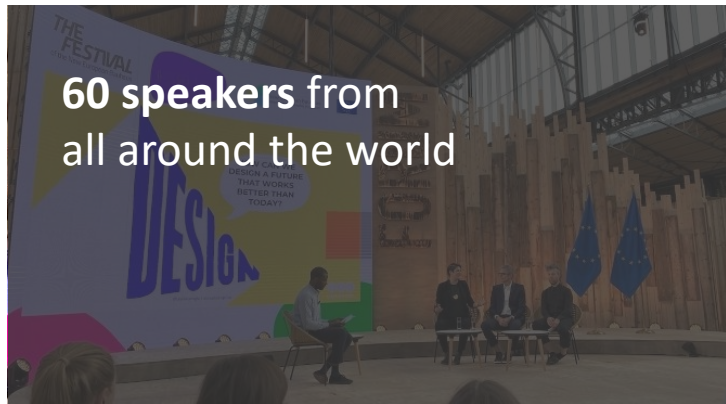


60 Friends

Find the complete list [here](#)

New European Bauhaus









# New European Bauhaus Prizes 2022



# Winners of New European Bauhaus Prizes 2022

## REGENERATION OF BEACH DUNE SYSTEMS

Spain

AMB  
(Barcelona Metropolitan Area)

## GLEIS 21

Austria

Einszueins Architektur

## DE KORENBLOEM

Belgium

Sergison Bates Architects,  
Studio Jan Vermeulen i.c.w.  
Tom Thys Architecten

## REPLAY

Portugal

Zewalab Associação Lix0  
(Zero Waste Lab)  
& OPOLAB



## SYMBIOTIC SPACES COLLECTIVE

Germany

Symbiotic Spaces Collective

## FOLK CONCEPT

Poland

Maciej Choiński

## TOPOLO/TOPOLOVE – THE VILLAGE AS HOUSE

Italy

Associazione Robida

## FLAUX - FLOWER MATTER

Finland

Irene Puraschit  
& Chanawan Danpan



# Runners up of New European Bauhaus Prizes 2022

## DĂM CLICK PE ROMANIA

Romania

Ateliere Fără Frontiere

## ODYSSEA ACADEMY

Greece

Odyssea A.M.K.E.

## GENIUS LOCI - DIGITAL MAPPING TOOL

Lithuania

Žemųjų Šančių  
bendruomenė

## R-URBAN BAGNEUX

France

AAA  
Atelier d'Architecture  
Autogérée

## MODULAR SHUTTER GARDENS

Poland

Cansu Iraz Seyrek Şık  
& Metin Erol Şık

## RICO SRL

Italy

Rico srl

## RECLAIM ŽIŽKOV

Czechia

Martin Mráz

## COOLCO'S - COOLING CORNERS & CORRIDORS

Hungary

Zsófia Anna Ghira  
& Jasmin Heilemann



# Public vote winners of New European Bauhaus Prizes 2022



New European Bauhaus

# LIGHTHOUSE DEMONSTRATORS

5 projects  
13 locations, EU & beyond  
€25 million funding





New European Bauhaus

# 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.

# Multiple NEB funding opportunities including support for towns, cities & citizen initiatives



**LOCAL PLACE-BASED INITIATIVES**  
Apply by 30 May

**CO-CREATION OF PUBLIC SPACE WITH CITIZENS**  
Apply by 29 May

**CITIZEN ENGAGEMENT ACTIVITIES**  
Apply by 29 May

European Regional Development Fund  Funded by the European Union

  Funded by the European Union

  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 on the Events page:**

[https://europa.eu/new-european-bauhaus/get-involved/events\\_en](https://europa.eu/new-european-bauhaus/get-involved/events_en)

**And through the Delivery page:**

[https://europa.eu/new-european-bauhaus/delivery\\_en](https://europa.eu/new-european-bauhaus/delivery_en)



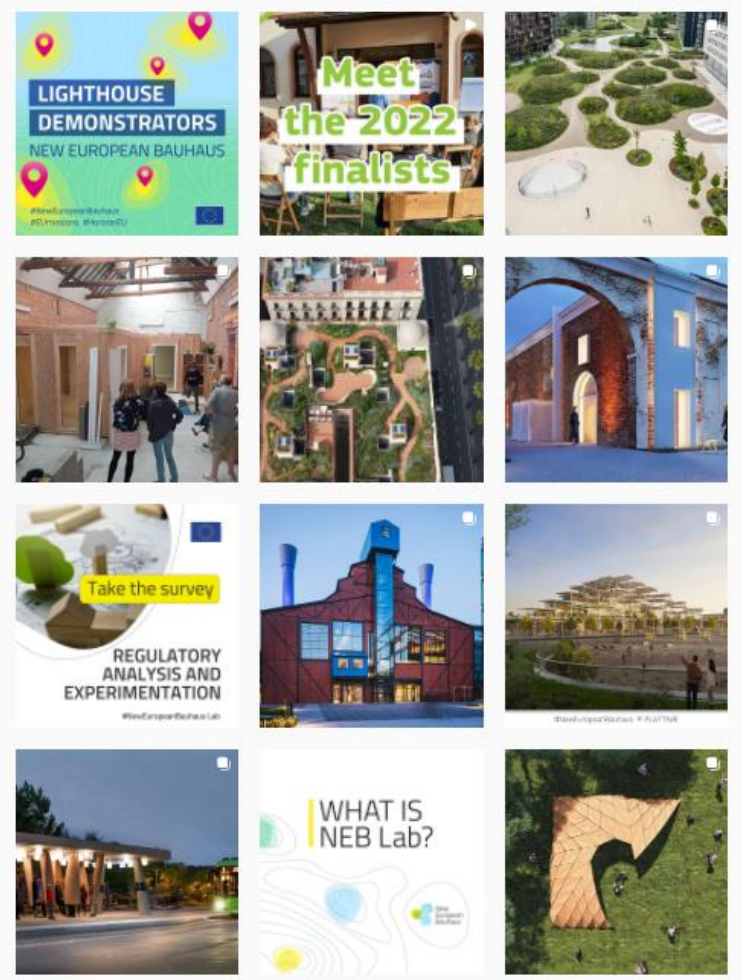
neweuropeanbauhaus Edit Profile Open Business Suite

231 posts 20.1k followers 95 following

New European Bauhaus eu beautiful |sustainable |together Connecting the #EUGreenDeal to our living spaces. #NewEuropeanBauhaus Prizes: vote for your favourite project/idea prizes.new-european-bauhaus.eu



POSTS VIDEOS SAVED TAGGED



### Website

670k visits  
1.5m page views



### Newsletter

25k subscribers



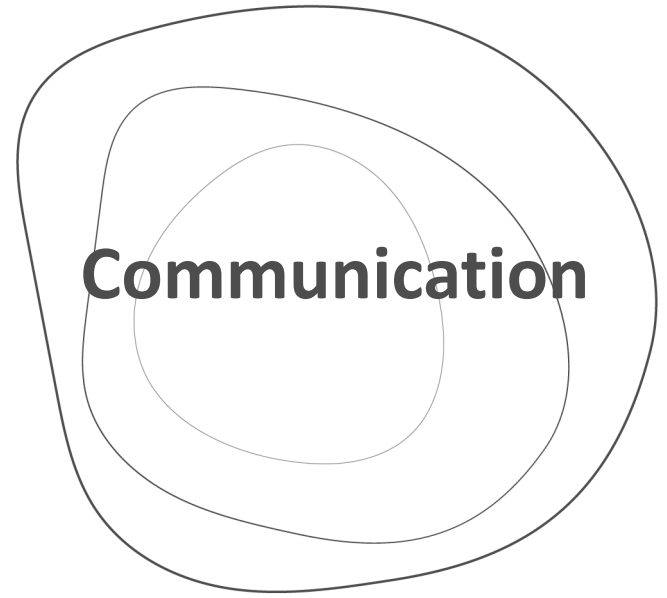
### Instagram

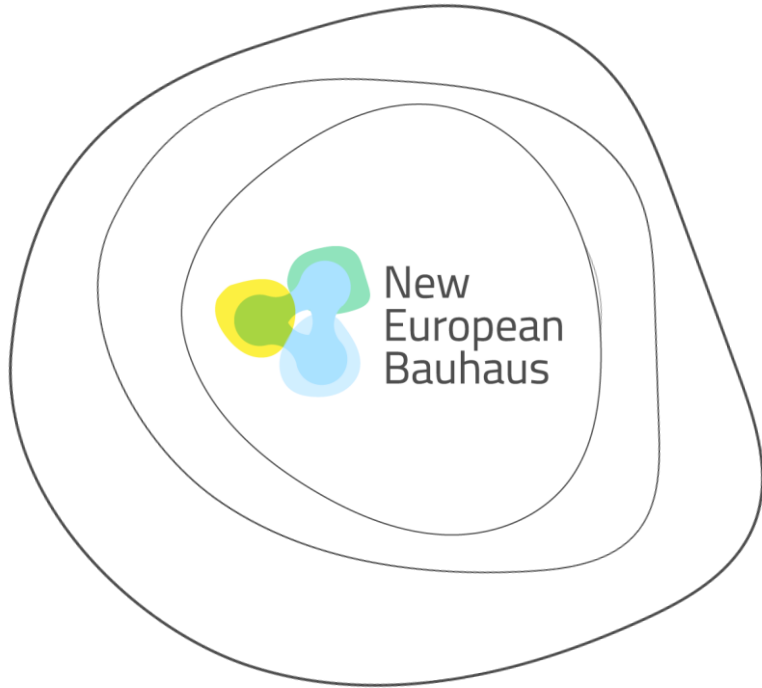
23k followers  
52k interactions  
450k video views



### Twitter

33k interactions





- #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](https://europa.eu/new-european-bauhaus/stay-touch/e-zine_en)
- **VIDEO:** [https://youtu.be/\\_jClMKlrnho](https://youtu.be/_jClMKlrnho)





Thank you !