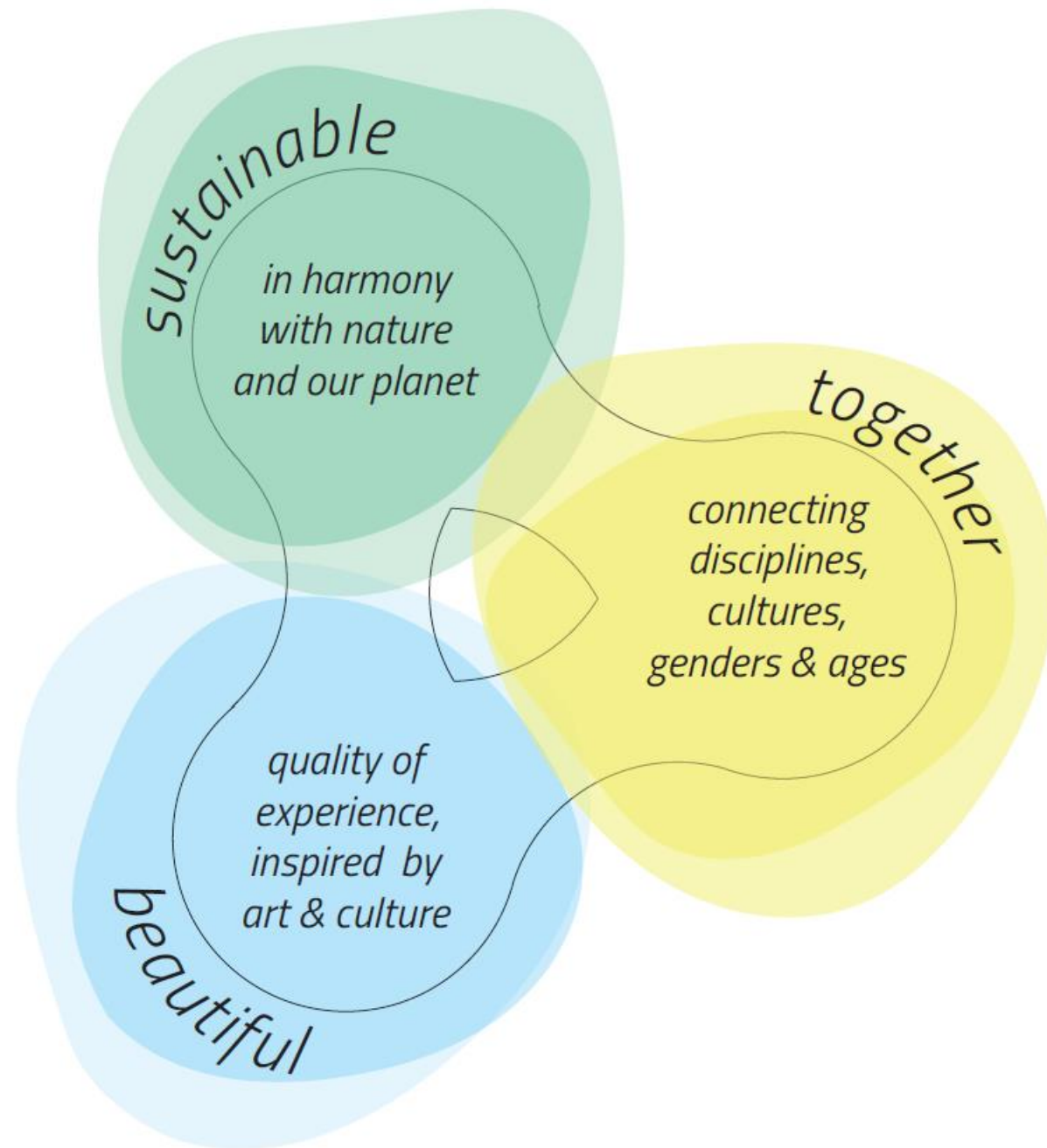


NEW EUROPEAN BAUHAUS

Solène Gautron

Policy Officer Unit JRC.B4 - New European Bauhaus
Directorate-General Joint Research Centre,
European Commission

Rural Pact
20 March 2024



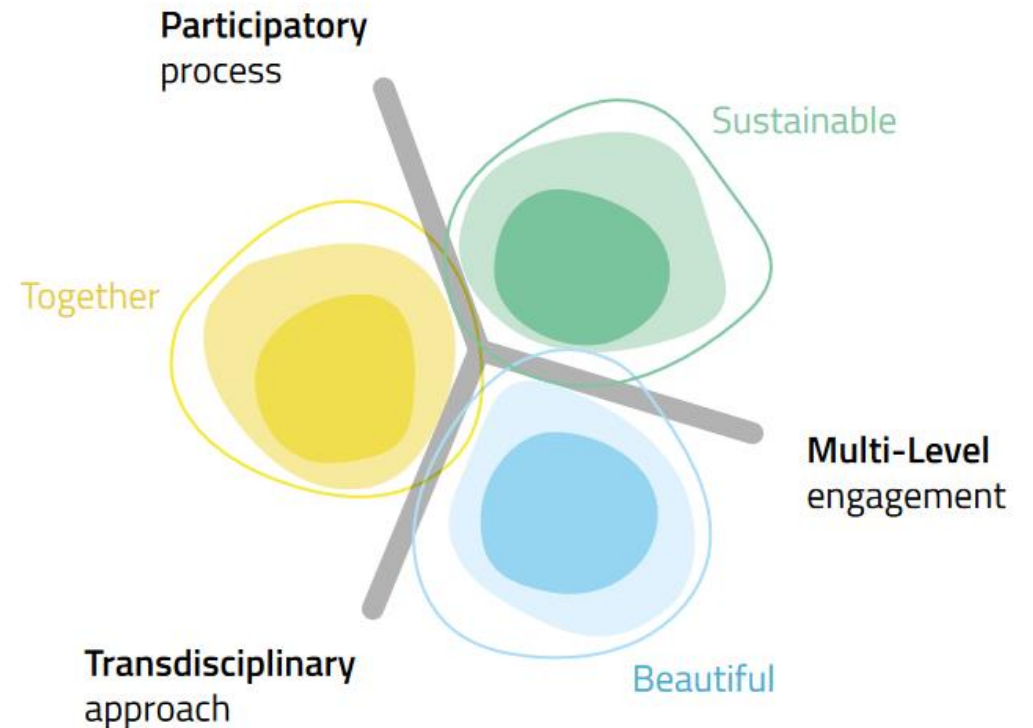
What is the New European Bauhaus?

The **New European Bauhaus** (NEB) is an environmental, economic, and cultural initiative launched by the European Commission in 2020 and **co-created** with stakeholders across sectors.

NEB promotes an **integrated approach** to the Green Transition of our economy and societies, building on:

3 Values

3 Working Principles



Why do we need the New European Bauhaus?

- To bring the **green transition closer to people**, making it a cultural transition;
- To shape a **collective change in thinking and behaviour** and open a debate about how we want to live in respect of nature and the planet;
- To make **everyone part of the change** – making change beautiful, useful, meaningful, and attractive;
- To **stimulate hope, creativity and innovation** to address the climate crisis;
- To offer an example of how to **enhance citizens' involvement and ownership** in political decisions and policies that are made and implemented;



Buga Pavillion,
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How do we deliver the NEB?

- By co-creating with an active **NEB Community** across Europe
- By supporting **bottom-up initiatives and funding projects**
- By developing **standards and guidelines** to support NEB projects
- By **integrating NEB objectives in EU programmes and policies**, and within the European Commission
- By increasing **awareness and mobilisation**

*RUrban-Bagneux
Prizes 2022 ceremony
A school for each and everyone
New European Bauhaus Festival 2022*
All pictures are Content licensed to the European Union



By co-creating with an active **NEB Community**

752 Partners

203 Friends

120 Prizes winners & finalists

150 Onboarded projects

624 000 Website views

28 000 Newsletter subscribers

31K Instagram followers

9K LinkedIn followers





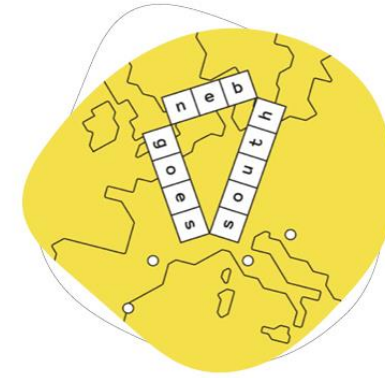
INNOVATIVE FUNDING



**TRANSFORMATION
OF PLACES OF LEARNING**



**REGULATORY ANALYSIS
AND EXPERIMENTATION**



NEB GOES SOUTH



**NEW EUROPEAN BAUHAUS
OF THE MOUNTAINS**



LABELLING STRATEGY



ACTIONS FOR UKRAINE



NEB STEWARDSHIP LAB



NORDIC CARBON NEUTRAL BAUHAUS



**NEW EUROPEAN BAUHAUS
ON THE DANUBE**

NEB Lab

NEB Lab of the Mountains

- The NEB Lab of the Mountains aims to **co-create socio-ecological transformation in mountain areas**. The Lab works on implementing the New European Bauhaus at the regional level, with a first focus on South Tyrol's mountainous area.
- The lab works on 7 thematic clusters:
 - sustainability and affordable housing
 - valorisation of sustainable and beautiful built environment
 - circular design and bio economy
 - art and democracy
 - creative industries and inclusive society
 - design and art of education
 - digital transformation for the common good



Coordination Team, NEB Lab of the Mountains:

- Eurac Research, NEB Partner
- KasaKlima, NEB Partner
- Agenzia per l'energia del Friuli Venezia Giulia, NEB Partner
- Free University of Bozen/Bolzano
- Autonomous Province of Bozen/Bolzano - South Tyrol

By supporting **bottom-up initiatives and funding testing and demonstration projects**

NEB Lighthouse Demonstrator in Riga:

How to apply circularity principles to adapt a 40-year old Soviet building to modern living standards? Transformation of a five-story building (empty since 2018) **to house families with physical and mental disabilities** + multiple social services and community centres for the neighbourhood.

Designing the irresistible circular society

DESIRE: 8 transformation sites in 8 neighbourhoods across Europe

Desire experiments with creating sustainable, attractive, and inclusive urban spaces which respect the limited resources of the planet.

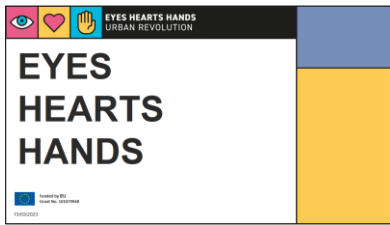
NEB Lighthouse Demonstrators



NEB-STAR: connecting climate-friendly cities by working together with people and organisations in Stavanger, Prague and Utrecht.



CultuurCampus: making Rotterdam South a better place to live and learn by combining culture, education, research and policy.



EHHUR: supporting cities and people by changing their surroundings with their eyes, hearts and hands in seven countries: Denmark, Greece, Belgium, Portugal, Turkey, Croatia and Italy.



DESIRE : creating sustainable, attractive, and inclusive urban spaces which respect the limited resources of the planet in interaction with citizens, artists, urban planners, contractors, builders...



NEBourhoods: 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.



CrAFt : will support all 5 selected projects, as well as future NEB lighthouse project. Test collaborative local models for NEB transformations in 3 'sandbox cities' and guide the 100 cities selected under the 'Climate-Neutral and Smart Cities' Mission.

MAKESENZ

NEW
EUROPEAN
BAUHAUS

NEW EUROPEAN BAUHAUS
IN REGIONS AND CITIES
beautiful | sustainable | together
#NewEuropeanBauhaus

New European Bauhaus Prizes

NEW
BAUHAUS
PRIZES

Topolò/Topolove
The Village as House

Grimacco, Italy

NEB Prizes 2022, Rising Star
*“Prioritising the places and
people that need it the most”*



La Fabrika de Toda la Vida

Los Santos de Maimona, Spain

NEB Prizes 2022, NEB Award
“Regenerated urban and rural spaces”





27 March 2024 > One week to vote for your favorite project!



<https://prizes.new-european-bauhaus.europa.eu/finalists#request-public-vote>

By supporting local transformations



Support to New
European
Bauhaus Local
Initiatives



Support to New European Bauhaus Local Initiatives

Honouring and supporting the inspiring place-based transformative projects done
by local public authorities.

Video: La Fábrica de Toda la Vida, Spain © European Union, 2021

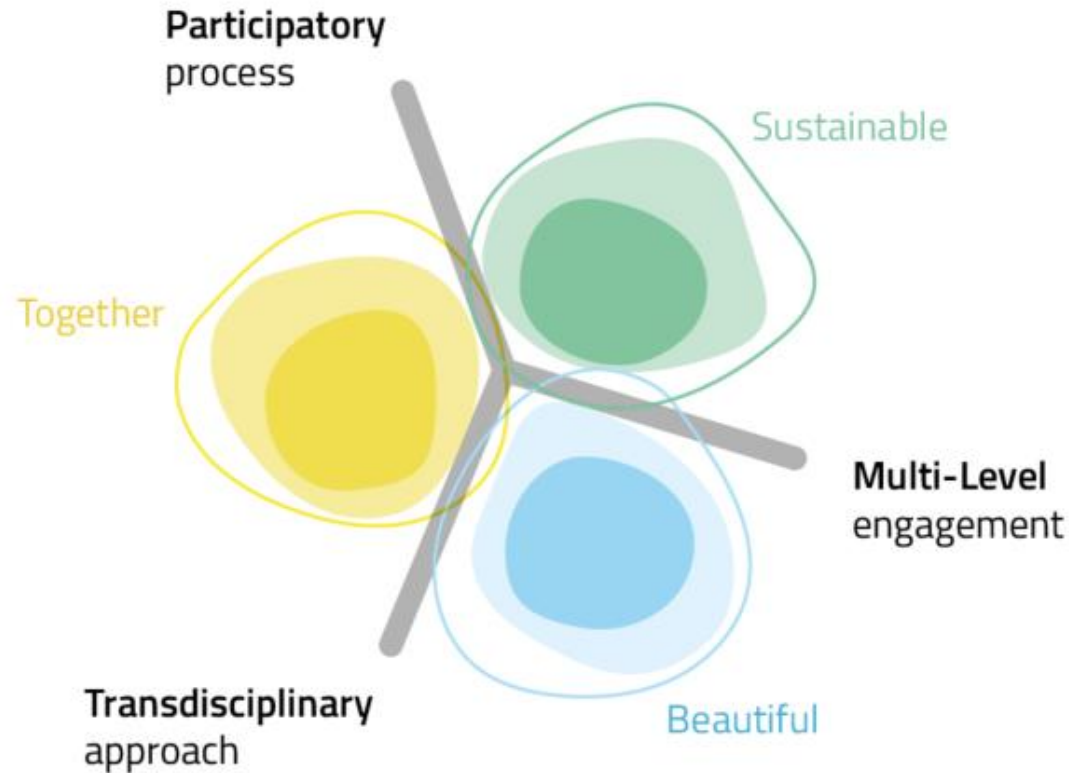
By supporting local transformations



VILLAGES FOR THE FUTURE

NEW EUROPEAN
BAUHAUS
PAMPILHOSA
PROJECT

By developing **standards and guidelines** to support NEB projects



Compass, Toolbox, Investment Guidelines

Guiding frameworks for decision-makers and project managers who wish to apply NEB values and principles to their activities

By integrating NEB objectives in EU programmes and policies, and within the European Commission



By increasing awareness and mobilisation

NEB Festival, 9-13 April 2024: a key moment

- To **gather** the NEB Community
- To **demonstrate** that a more sustainable, beautiful, and inclusive future is at reach
- To **showcase** regenerative and circular approaches to construction and design
- To **raise awareness and reflect** on challenges and existing solutions
- To **exchange collectively** on ways to strengthen the impact of the New European Bauhaus



Tomorrow: how to strengthen the movement? New European Bauhaus Facility

Revitalise European neighbourhoods
with design for sustainability and inclusion



Tomorrow: how to strengthen the movement?

New European Bauhaus Facility

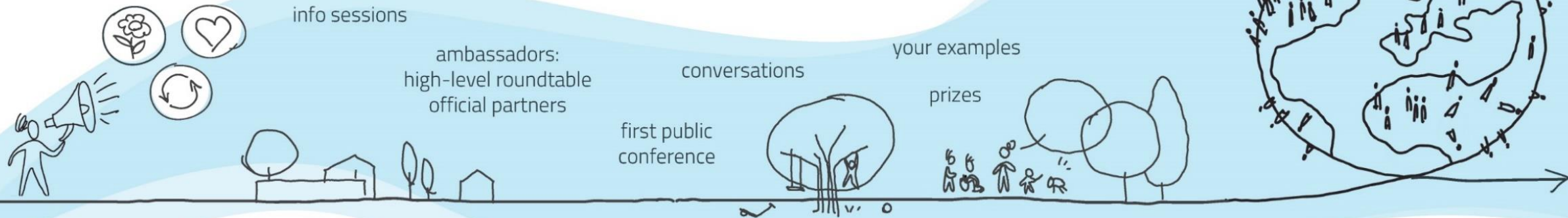


- R&I Component
- Roll-Out Component
- 3 areas of focus:
 - Circular and Regenerative Approaches for the Construction Ecosystem
 - Connecting the Green Transformation and Local Democracy
 - Innovative Funding and New Business Models for the Built Environment



Tomorrow: how to strengthen the movement?

To revitalise our neighbourhoods with design for sustainability and inclusion



How can *you* join the movement?


- **Call for Partners** open to non for-profit organisations, NGOs, Universities
- **Call for Friends** open to for-profit organisations, as well as public authorities (regions, villages & cities)
- Can **join the NEB Lab** and contribute to 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](#)

**BE PART
OF THE NEB
COMMUNITY!**

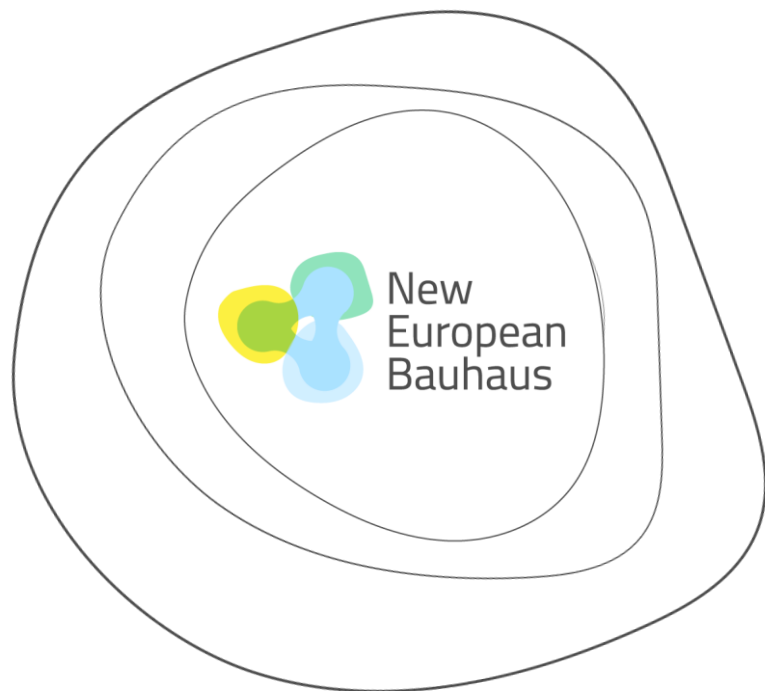




“ If the European Green Deal has a soul, then it is the New European Bauhaus which has led to an explosion of creativity across our Union.”

Ursula Von der Leyen,
President of the European Commission

#NewEuropeanBauhaus



- **Web:** <https://europa.eu/new-european-bauhaus>
- **Instagram:** @neweuropeanbauhaus
- **Newsletter:** https://europa.eu/new-european-bauhaus/stay-touch/e-zine_en





Thank you!