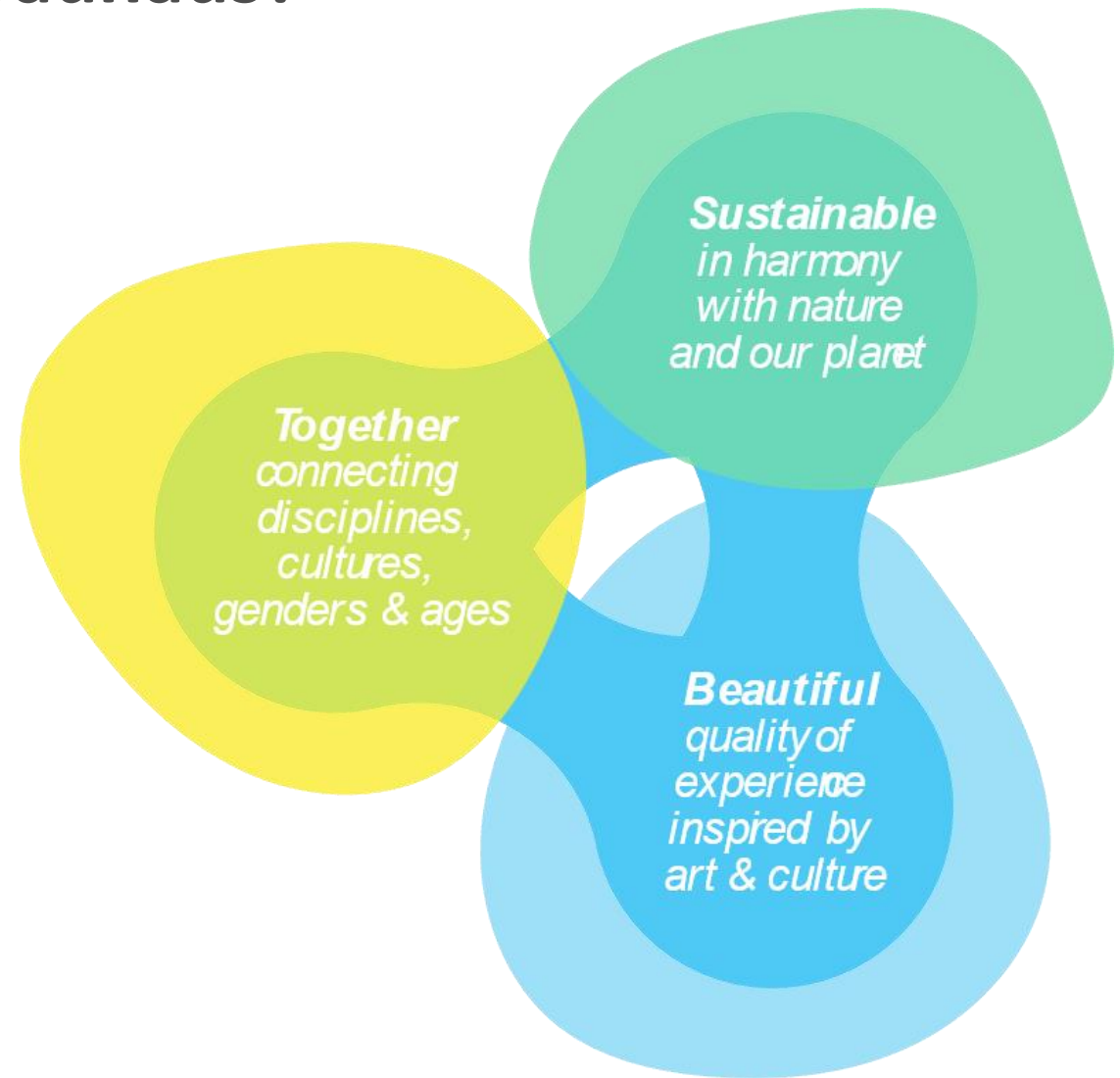


THE NEW EUROPEAN BAUHAUS

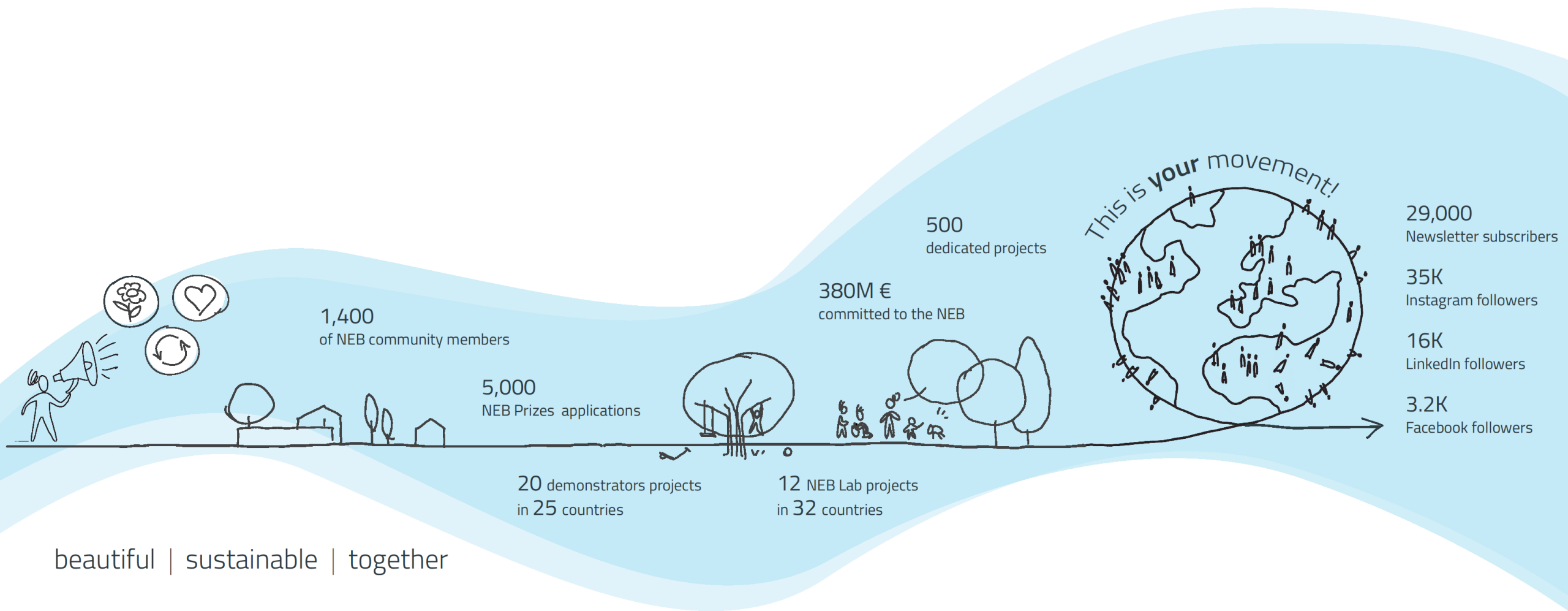
Laura Hagemann Arellano
NEB unit – JRC B.4
European Commission

What is the New European Bauhaus?

- It is an *initiative*, an invitation
- Inspired by the original Bauhaus
- With 3 core values
- A strong place-based, people centred approach



New European Bauhaus at glance



beautiful | sustainable | together

NEB Lab of the Mountains

Co-create socio-ecological transformation in mountain areas

- **sustainability and affordable housing**
- valorization 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



South Tyrol's
mountainous area

Lighthouse Demonstrators: Bottom-up initiatives testing and demonstrating NEB

**Riga: How to apply circularity principles to adapt a 40-year-old Soviet building to modern living standards?
Transformation of a five-story building to house families with physical and mental disabilities + social services and for the neighborhood.**

Designing the irresistible circular society

**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.

Biodistretto

Nepi, Italy

Interventions: Energy efficiency improvement of a public building owned by the Municipality of Nepi and establishment of Citizens Energy Communities to support the definition of a smart mobility network.



Eyes

Aesthetically viable and socially accepted urban transformation



Hearts

Inclusive and socially fair involvement of local communities



Hands

Concrete engagement actions for full sustainability

Affordable Housing Demonstrators

Interventions: Energy efficiency improvement of a public building owned by the Municipality of Nepi and establishment of Citizens Energy Communities to support the definition of a smart mobility network.



ProLight

Affordable housing for remodelled neighbourhoods across Europe

Despite accounting for less than 2% of the Earth's surface, urban areas are responsible for more than 60% of greenhouse emissions and their building stock plays a critical role.



Technical assistance for local transformations



VILLAGES FOR THE FUTURE

NEW EUROPEAN
BAUHAUS
PAMPILHOSA
PROJECT

New European Bauhaus Prizes

MAKESENZ

NEW
EUROPEAN
BAUHAUS

NEW EUROPEAN BAUHAUS
IN REGIONS AND CITIES

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#NewEuropeanBauhaus



NEW
BAUHAUS
PRIZES

The Village as House

Topolò - Topolove

Grimacco, Italy

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



NEW EUROPEAN BAUHAUS PRIZES 2025

beautiful | sustainable | together

New European Bauhaus
Prizes platform !

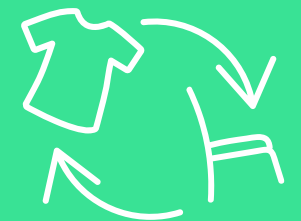
Fifth edition of the **New European Bauhaus Prizes**

- special focus on housing:
the NEB **Affordable housing prizes**

Strand A:
New European Bauhaus Champions

Strand B:
New European Bauhaus Rising Stars

4 categories



NEW EUROPEAN BAUHAUS

Boost for Small Municipalities

- Recognizes the critical role of smaller communities
 - & the potential of ongoing projects
- NEB-aligned projects
 - Sufficient level of maturity
 - In the built environment

- Small municipalities in rural areas and urban areas (of less than 20,000 inhabitants)
- Demonstrate a strong community engagement

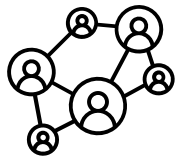
Objective ①

Transforming Places with Communities

R&I Component: Develops novel NEB solutions

- ① Connect the green deal to local democracy
- ② Circular and Regenerative Approaches to the Built Environment
- ③ Innovative funding and new business models for the transformation of neighbourhoods

Funding approximately **EUR 120 Million/year**



Engagement

- NEB Community
- National Contact Points
- NEB Lab projects
- Local Chapters

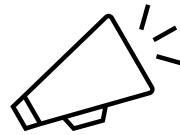
Objective ②

Supporting Innovation

Roll-out component: Implements and scales up NEB solutions

- ① Foster sustainable living and community empowerment
- ② Circular and Regenerative Approaches to the Built Environment
- ③ Skills, models, and tools to support NEB change-makers

Funding **mixed sources** (EU, private and national funds), ambition: **EUR 120 Million/year**

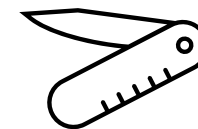


Communication

- NEB Festival
- Social media
- Newsletter
- Website
- Press and media

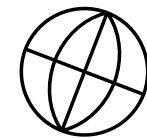
Objective ③

Enabling Change



Tools

- NEB Compass
- NEB Toolbox
- NEB Investment Guidelines
- NEB Self-Assessment Method and Checklist
- NEB Key Performance Indicators.



International Dimension

- Osaka World Expo 2025
- NEB Actions in Ukraine



Thank you!