

Practical approaches to New European Bauhaus

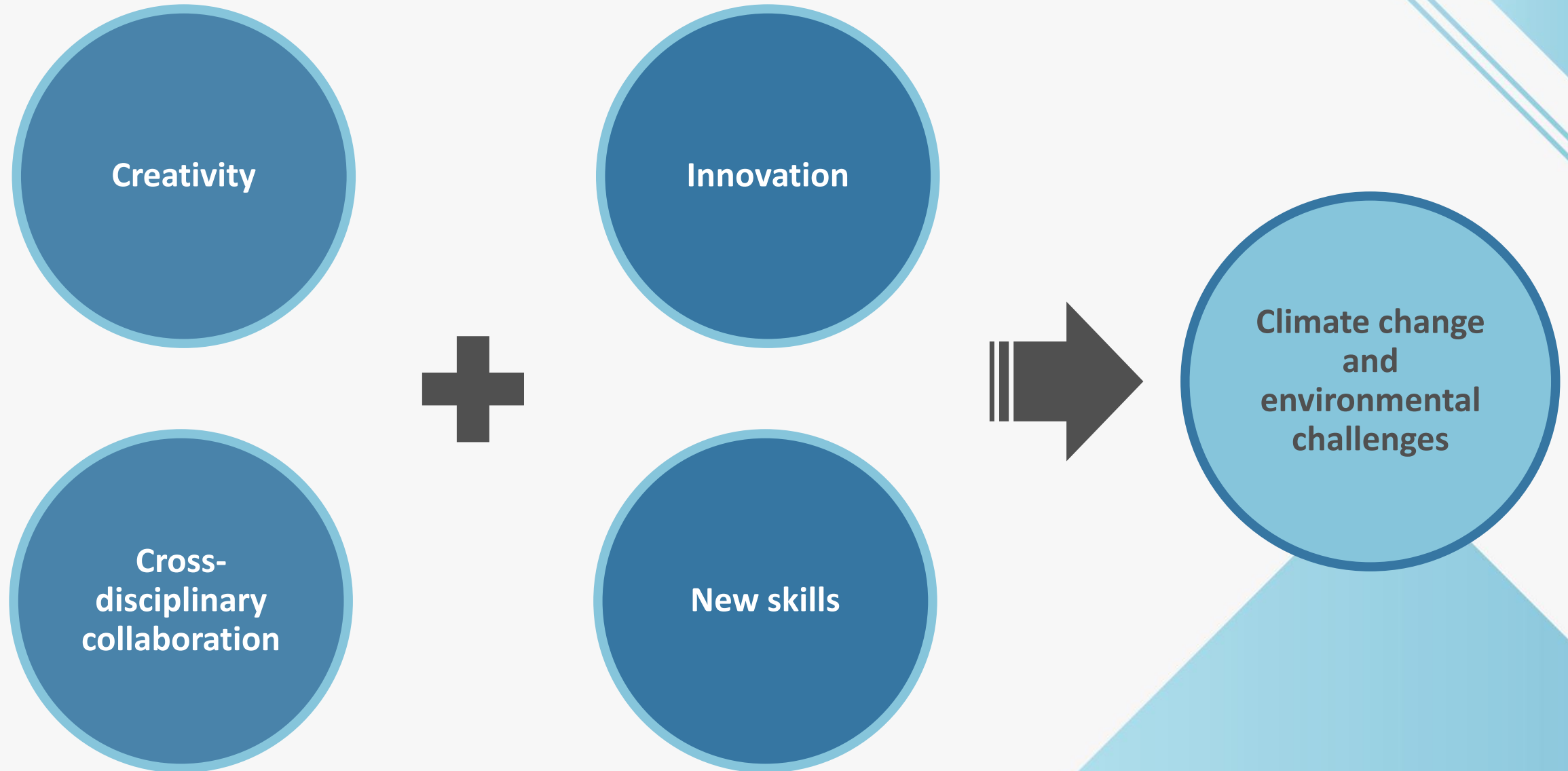
24th April 2023



1 - New challenges - New European Bauhaus initiative

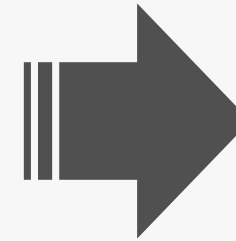


New challenges - New European Bauhaus initiative



Creativity

Innovation



**Climate change
and
environmental
challenges**

**Cross-
disciplinary
collaboration**

New skills

New challenges - New European Bauhaus initiative



“We have to ensure that sustainability and beauty is not A PRIVILEGE FOR a few, but an opportunity for many. The NEB must be relevant to all regions and territories.”

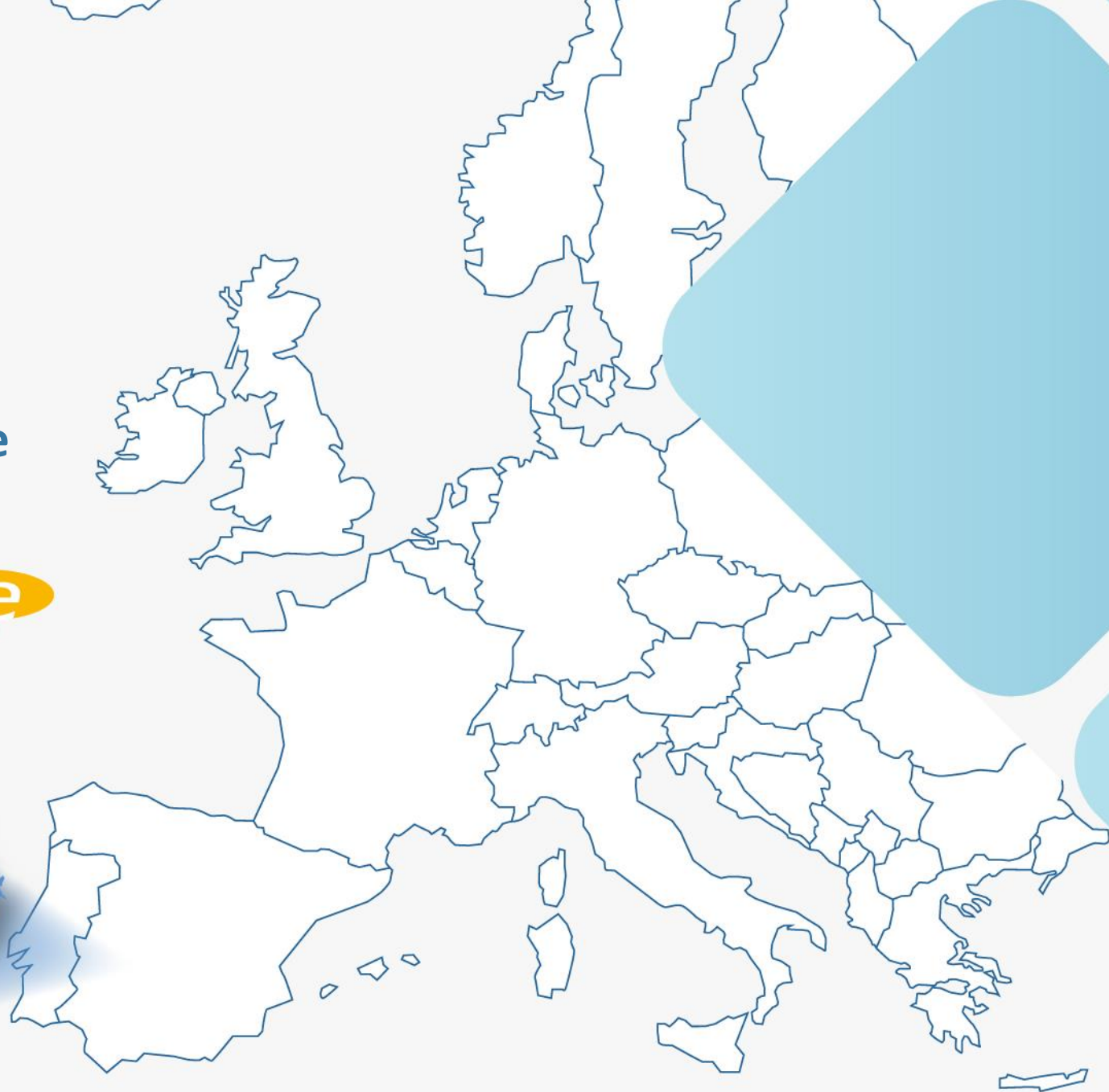
2 - EUROACE

(Euroregion Alentejo - Centro - Extremadura)



JUNTA DE EXTREMADURA

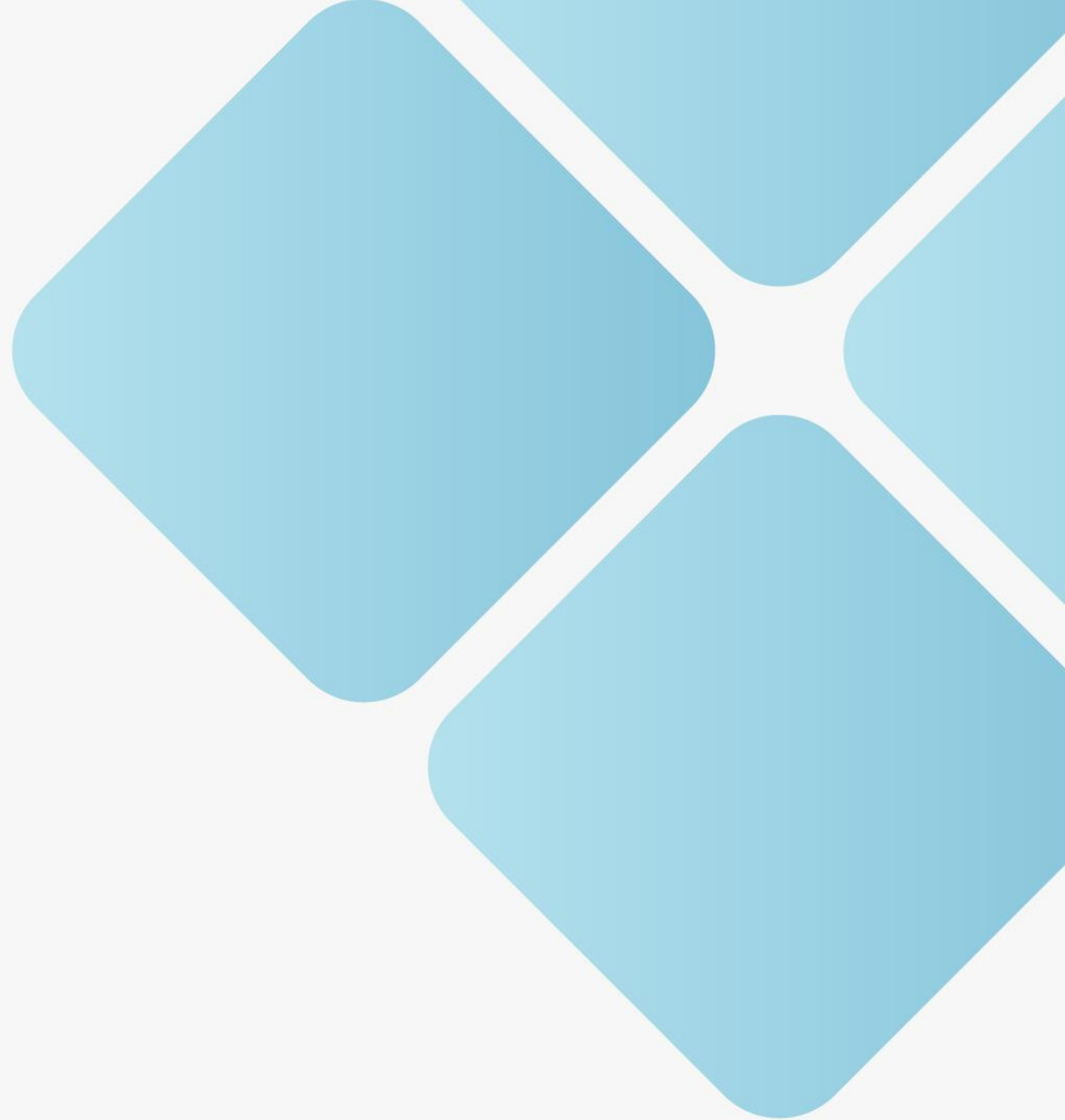
Where we are



EUROACE (Euroregion Alentejo - Centro - Extremadura)

- ▶ EUROACE history;
- ▶ Project of hope and recovery;
- ▶ Our border nature, with a strong rural character, and the longstanding history of collaborative working with the regions of Centro of Portugal and Extremadura of Spain to seek solutions to common challenges, also led us to think in terms of cross-border cooperation this great project that the Commission proposed to us;
- ▶ Borders are the true laboratories of European integration;
- ▶ One of the distinctive and common elements of the three regions is the existence of a large territory that preserves an unique ecological and landscape value and an enormous environmental quality, but where there has also been depopulation and abandonment of rural areas with multiple economic, social, human and cultural consequences.

3 - Bauhaus EUROACE project



Bauhaus EUROACE project

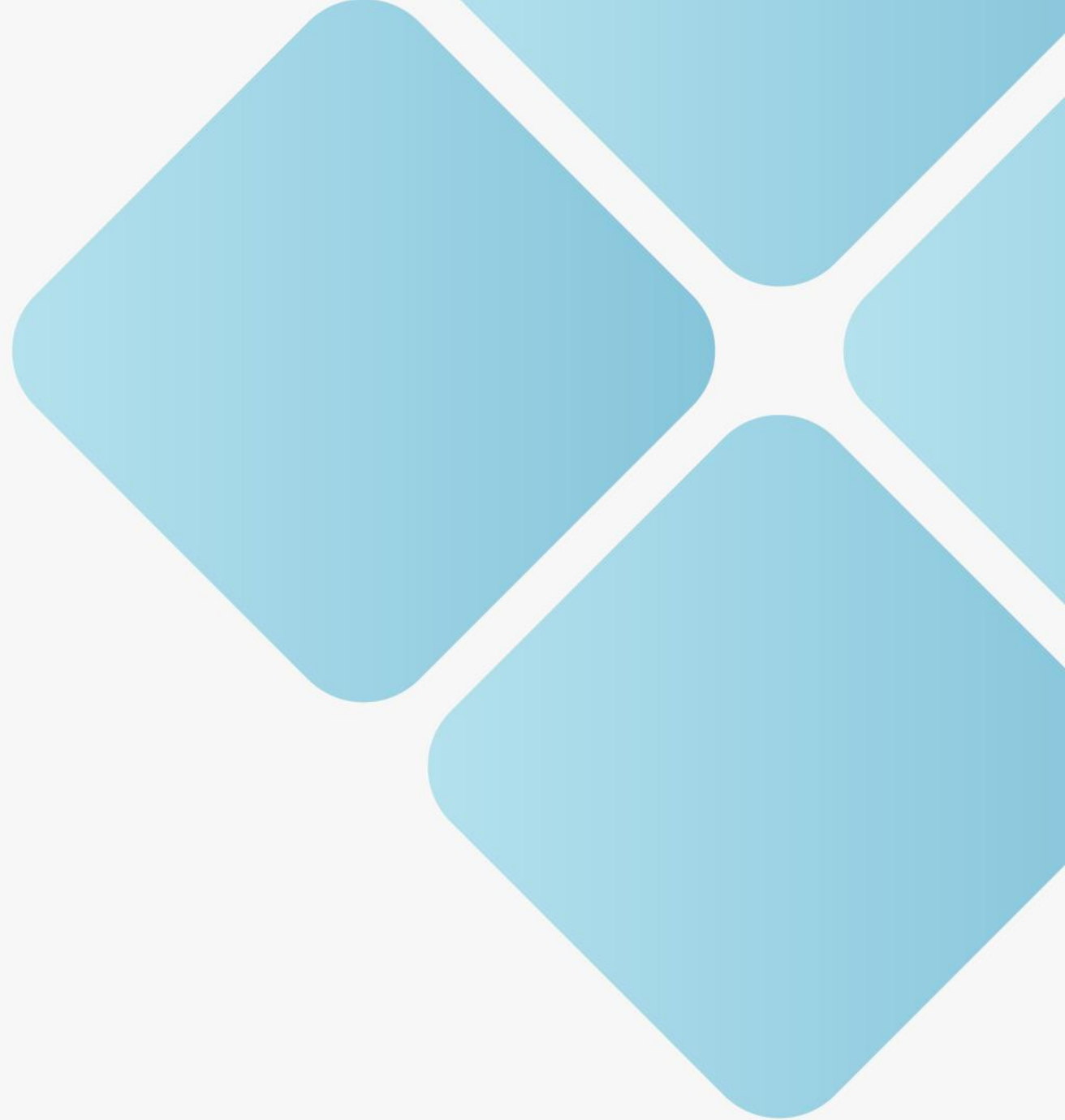


The purpose of the Bauhaus EUROACE project is to develop, in a participative way and from different perspectives, proposals in which creativity, innovation, cooperation, respectful integration with the environment and the enhancement of the heritage focus on solving the problems that affect rural areas in which depopulation is progressing, much more pronounced in the rural border territories.

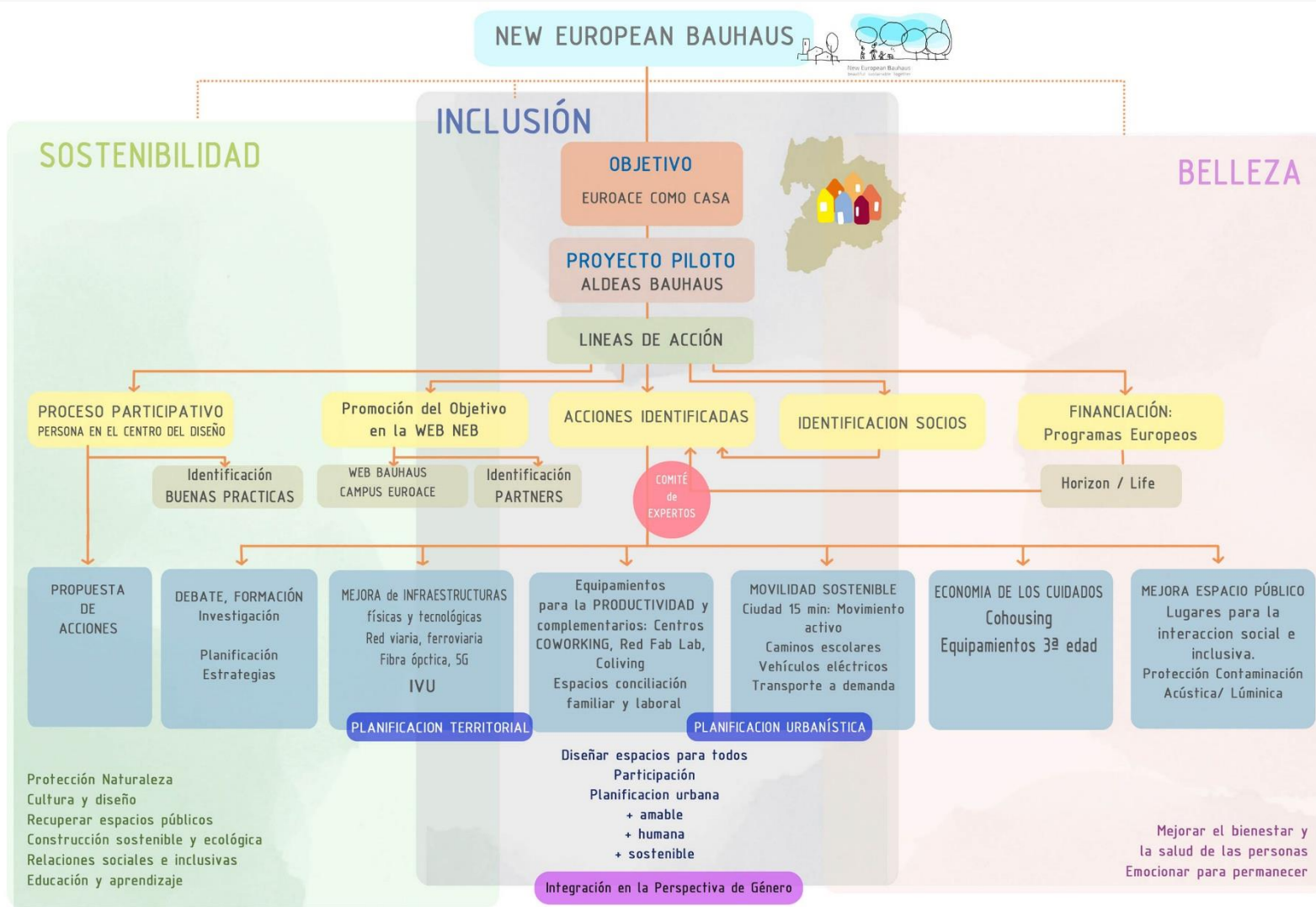
Bauhaus EUROACE project

- ▶ The **European Green Deal**;
- ▶ The hallmarks of territories such as EUROACE are more aligned than ever with the challenges posed by the EC, which marks a **new green, digital and resilient economic model** as a guarantee of well-being;
- ▶ Territories such as EUROACE can be pioneers in offering that new way of life that the **New European Bauhaus** wants to promote;
- ▶ EUROACE had opted years ago for the **Green and Circular Economy**, but this new philosophy also proposed rethinking our future, changing the way we relate to our environment and transforming our scenarios into **more sustainable places, but also aesthetic and inclusive, more human**;
- ▶ Like many other projects that we share with Spain, we thought that we could also approach this initiative to cross-border projects, to give it greater added value. And we started working with our partners from Centro and Extremadura and saw that we could use the values of the New European Bauhaus to face one of the most important challenges facing the three regions: **depopulation**.

4 - EUROACE project LIKE HOME Bauhaus Village Network



EUROACE project LIKE HOME - Bauhaus Village Network



EUROACE project LIKE HOME - Bauhaus Village Network



2 Countries

3 Regions

6 Villages

EUROACE project LIKE HOME - Bauhaus Village Network

Alentejo

- Marco
| Esperança - Arronches |
- São Pedro do Corval
| Reguengos de Monsaraz |

Centro

- Dornelas do Zêzere
| Pampilhosa da Serra |
- Sortelha
| Sabugal |

Extremadura

- Moraleja
| Cáceres |
- Llerena
| Badajoz |

Same problems

Loss of population

Abandonment of their territories

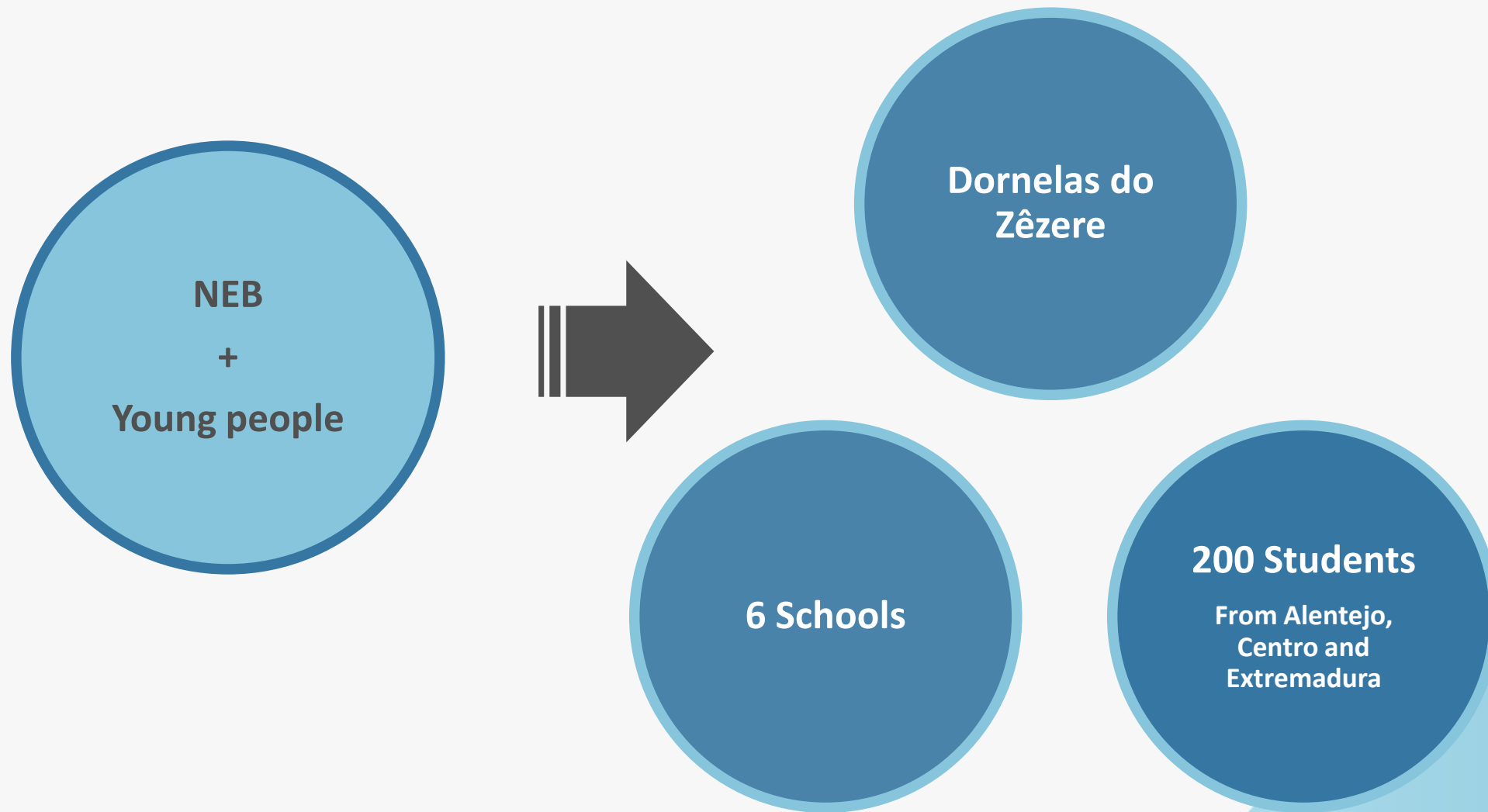
EUROACE project LIKE HOME - Bauhaus Village Network

- ▶ **Project Bauhaus Village Network**, as a pilot action to test innovative initiatives inspired by the principles of the NEB (sustainability, beauty, inclusiveness, participation, innovation...) to make their territories more attractive, fix population and fight against the demographic challenge.
- ▶ **Project Network of Villages of the Future**, and it has been one of the 20 projects approved throughout Europe, incidentally also the most cherished by the Commission, as it is a TC project. So far there have been several meetings, one in Dornelas do Zêzere, and another in São Pedro de Corval; in addition, responsables for Technical Assistance have toured the six municipalities, we have done 6 workshops, one in which village and a public event happened in Coimbra last friday (21st april 2023) in which the consultants presented the conceptual framework of technical assistance. There will be another event in Extremadura, in June, as a final event of this technical assistance.

5 - Europe Day Euroace Bauhaus



Europe Day Euroace Bauhaus



6 - POCTEP vs New European Bauhaus

Interreg



Cofinanciado por
la Unión Europea
Cofinanciado pela
União Europeia

España - Portugal

POCTEP vs New European Bauhaus

OP 5: a Europe closer to its citizens, promoting the integrated and sustainable development of all types of territories and local initiatives.

Priority 6: aims to promote the development of multisectoral strategies for integrated and sustainable development through cross-border cooperation. In other words, it consists of applying in certain territories of the area of cooperation, actions of a multisectoral nature to achieve a greater impact.

7 - How to communicate BAUHAUS



New European Bauhaus
beautiful | sustainable | together



How to communicate BAUHAUS



A screenshot of the Facebook page for CCDR Alentejo. The page header shows the logo and name "CCDR Alentejo" with 986 likes and 1.4 million followers. A post from 5 hours ago is visible, titled "Seminário 'Rede de Aldeias para o Futuro - Aldeias Bauhaus EUROACE'". The post text mentions a seminar on April 21st in Coimbra, organized by CCDR Centro and the Junta de Extremadura. Below the text is a promotional graphic for the "Rede de Aldeias para o Futuro Aldeias Bauhaus EUROACE" seminar, dated 21.04.2023. The graphic includes the text "Network of villages for the future" and "Red de Aldeias para el Futuro Aldeias Bauhaus EUROACE".

Rede de Aldeias Bauhaus para o Futuro promoveu workshops no Alentejo



Aldeias Bauhaus Para o Futuro é um projeto conjunto da euronregião EUROACE (Alentejo – Centro – Extremadura) que foi selecionado pela Comissão Europeia, entre mais de 80 iniciativas apresentadas, na convocatória europeia de assistência técnica a projetos transformadores, em municípios de média e pequena dimensão, que seguem as diretrizes do Novo Bauhaus Europeu (NEB).

A CCDR Alentejo, através da sua Divisão de Cooperação e Promoção, acompanhou nas últimas semanas a realização dos 6 workshops participativos realizados nas aldeias selecionadas para este projeto, nomeadamente, **Llerena** e **Moraleja**, na Extremadura espanhola, **Dornelas do Zêzere** e **Sortelha**, na Região Centro e **São Pedro do Corval** e a aldeia fronteiriça de **O Marco / El Marco**, no Alentejo.

A Rede de Aldeias Bauhaus para o Futuro promove a regeneração dos espaços rurais, seguindo os princípios básicos do Novo Bauhaus Europeu (NEB) de sustentabilidade, inclusão e beleza, a que se junta o envolvimento e a participação dos cidadãos na sua conceção, ou seja, envolvendo os habitantes na geração de ideias e ações que levam à criação dos espaços que os próprios cidadãos querem e necessitam.

No Alentejo, estes workshops foram promovidos pelos Municípios de Arronches e pelo Município de Reguengos de Monsaraz, nas respetivas aldeias sendo de registar o elevado interesse manifestado pelas populações envolvidas e que se materializaram na recolha de inúmeros contributos, pela equipa técnica do Instituto Politécnico de Castelo Branco, entidade parceira neste projeto.

As populações participaram ativamente identificando e transmitindo o que querem para as suas aldeias, quais as necessidades que existem nas localidades, as aspirações dos residentes e as ideias que gostariam de ver implementadas no futuro. Desta forma, o projeto promove a regeneração dos espaços rurais, envolvendo os habitantes na geração de ideias e ações que levam à criação dos espaços que os próprios cidadãos querem e necessitam.

Este é um projeto que envolve as entidades parceiras da euronregião EUROACE (Alentejo – Centro – Extremadura) nomeadamente, a CCDR Alentejo, CCDR Centro e a Junta de Extremadura.

Thank you!!

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