



New European Bauhaus
beautiful | sustainable | together

Plan

Key values

Mainstreaming in INTERREG Programmes

Inspirations

Core values

Sustainability

- Circular economy
- Energy efficiency
- Use of sustainable materials and construction techniques
- Re-use of materials and spaces
- Green mobility
- Restoring biodiversity (re-naturing landscapes)

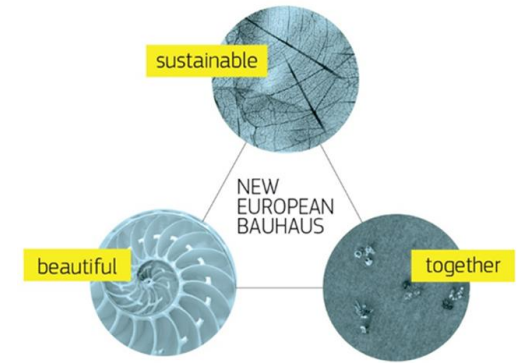
Aesthetics

- Places in harmony with nature
- Rediscovery of history and architectural heritage
- Places or forms that appeal to people's creativity and imagination

Inclusivity

- Attention to the needs of marginalised groups
- Wider participation in decision-making
- Housing access and affordability

New European Bauhaus



- **Impacts at 3 levels**
 - Transforming of places on the ground
 - Transforming of the enabling ecosystem for innovation
 - Diffusing new meanings through education and culture
- **Cross-policy and cross-programmes**
 - Mobilising a set of EU programmes
 - Calling on Member States to mobilise EU resources in shared management

Q4 2020-Q3 2021 (1 year)

DESIGN

Q4 2021-2023+ (2 year+)

DELIVER

Q1 2023/2024+(2 years+)

DISSEMINATE

New European Bauhaus policy ecosystem



Delivery Prizes 2021

- Part of the design stage, spotlight on inspirational examples and ideas by young talents
- Close cooperation DG REGIO - JRC
- Launched on 23 April - <https://prizes.new-european-bauhaus.eu/>
- Competition: April –May 2021, winners announced on 16 Sept.
- 10 categories, two strands:
 - “New European Bauhaus Awards” – existing, completed examples
 - “New European Bauhaus Rising Stars” – concepts, ideas submitted by young talents (30 age or less)
- New edition in 2022, to be launched in Q1



NEB beyond
Cohesion
policy

NEB related calls and DGs involved:

- **DG RTD** launched the Lighthouse demonstration call
- **EIT** launched the call SCALE UP FOR EUROPE - The New European Bauhaus Acceleration Pilot Call
- **DG GROW** launched the Affordable Housing Initiative
- **EISMEA** launched a call for proposal on “Social economy and local green deals supporting SMEs to become more resilient”
- The **JRC** is broadly informing the community about the opportunities to contribute and become part of the NEB, working with different services on the definition of the NEB related calls announced in the Communication. Among them, there is the NEB Lab.

Communication 573(2021): New European Bauhaus - Beautiful, Sustainable, Together

The European Commission invites Member States to:

- introduce the New European Bauhaus in their socio-economic and territorial development strategies and to reflect their commitment to support and mainstream the New European Bauhaus in the implementation of cohesion policy 2021-2027 as part of the Partnership Agreements and relevant operational programmes;
- take up the New European Bauhaus financial instrument to finance projects on the ground
- mobilise the relevant parts of their recovery and resilience plans (e.g. on renovation or infrastructures) on New European Bauhaus transformative projects.



Mainstreaming

Inspirations – NEB Prizes 2021

- 10 categories
- Virtual exhibition <https://prizes.new-european-bauhaus.eu/winner-virtual-exhibition>
- 3/100 of the highest-voted projects received INTERREG funding



Xifré's Rooftop



ULIA Garden

Source: <https://prizes.new-european-bauhaus.eu/>

Main message:

What kind of investments/projects?

- Balanced combination of the main three values
- Physical space transformation, products or a series of co-designed events

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<https://europa.eu/new-european-bauhaus>



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<https://www.pinterest.com/eucommission/new-european-bauhaus/>

Thank you!
Questions?