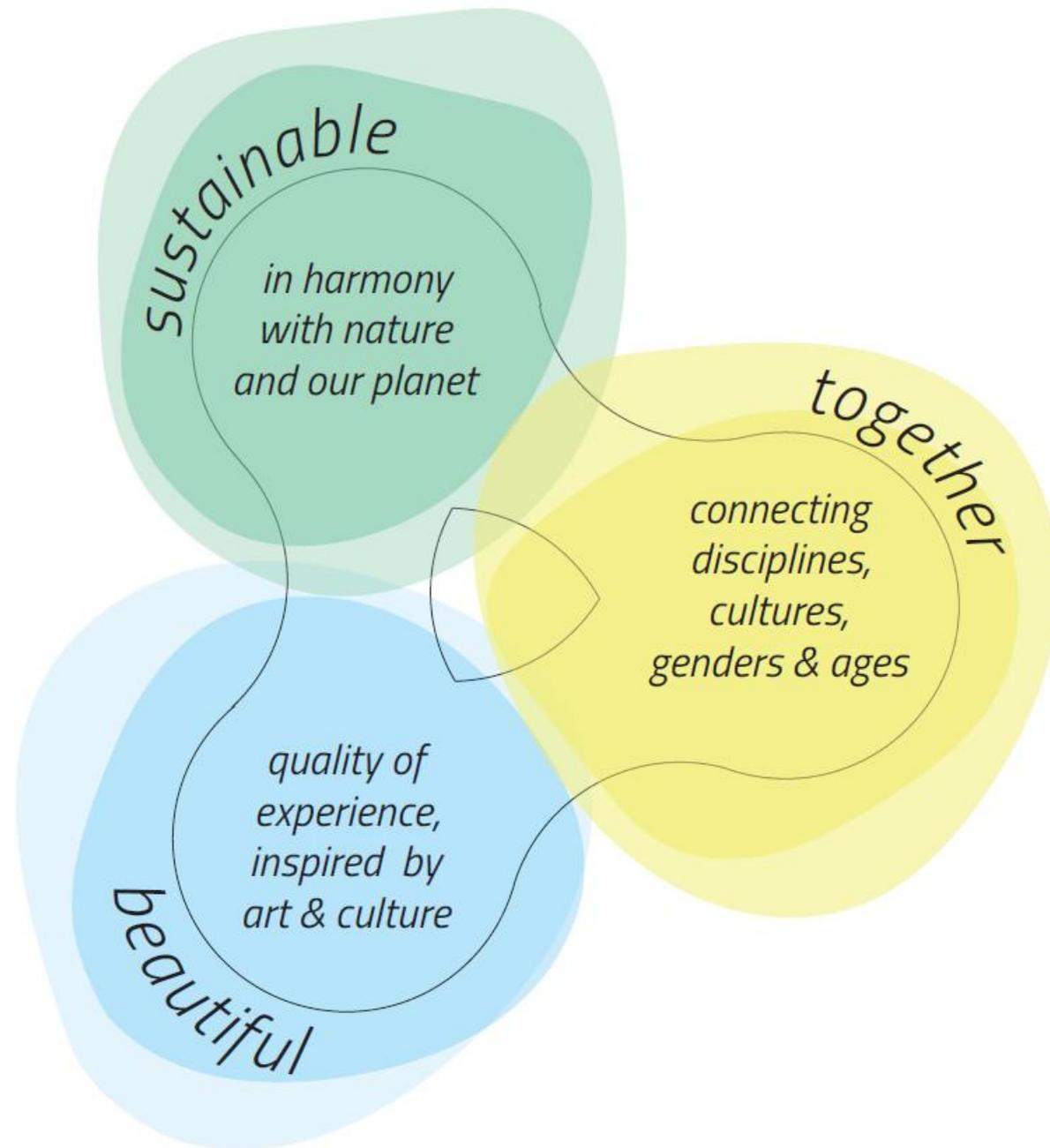


NEW EUROPEAN BAUHAUS

Sophia Vlieger de Oliveira

New European Bauhaus Coordination Unit
Joint Research Centre
European Commission

UNICA Research Meeting
Brussels, 2 December 2024



What is the New European Bauhaus?

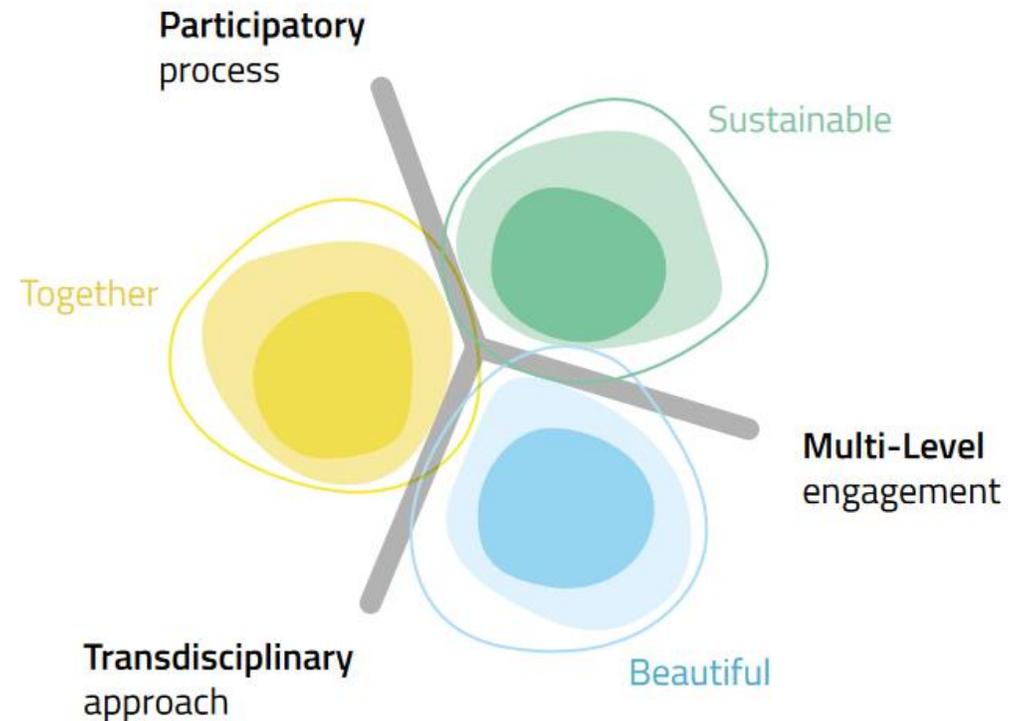
The **New European Bauhaus** (NEB) is an environmental, economic, and cultural initiative launched by the European Commission in 2021 and **co-created** with stakeholders across sectors.

NEB promotes an **integrated approach** to implementing the Green Transition of our economy and society on the ground.

It builds 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 created and implemented;



Buga Pavillion,
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How do we implement the NEB?

- By co-creating with an active **NEB Community** across Europe and supporting **bottom-up initiatives**
- By developing **standards and guidelines** to support NEB projects
- Through **communication** to increase **awareness and mobilisation**
- By **funding projects**

*NEB Prizes 2022 ceremony
A school for each and everyone
New European Bauhaus Festival 2022
NEB Prizes 2022 Finalist*

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Co-creating an active **NEB Community** and supporting **bottom-up** activities

800+ Partners (non for-profit organisations, NGOs, universities)

230+ Friends (for-profit organisations and public authorities)

170+ NEB Prize Winners and Finalists

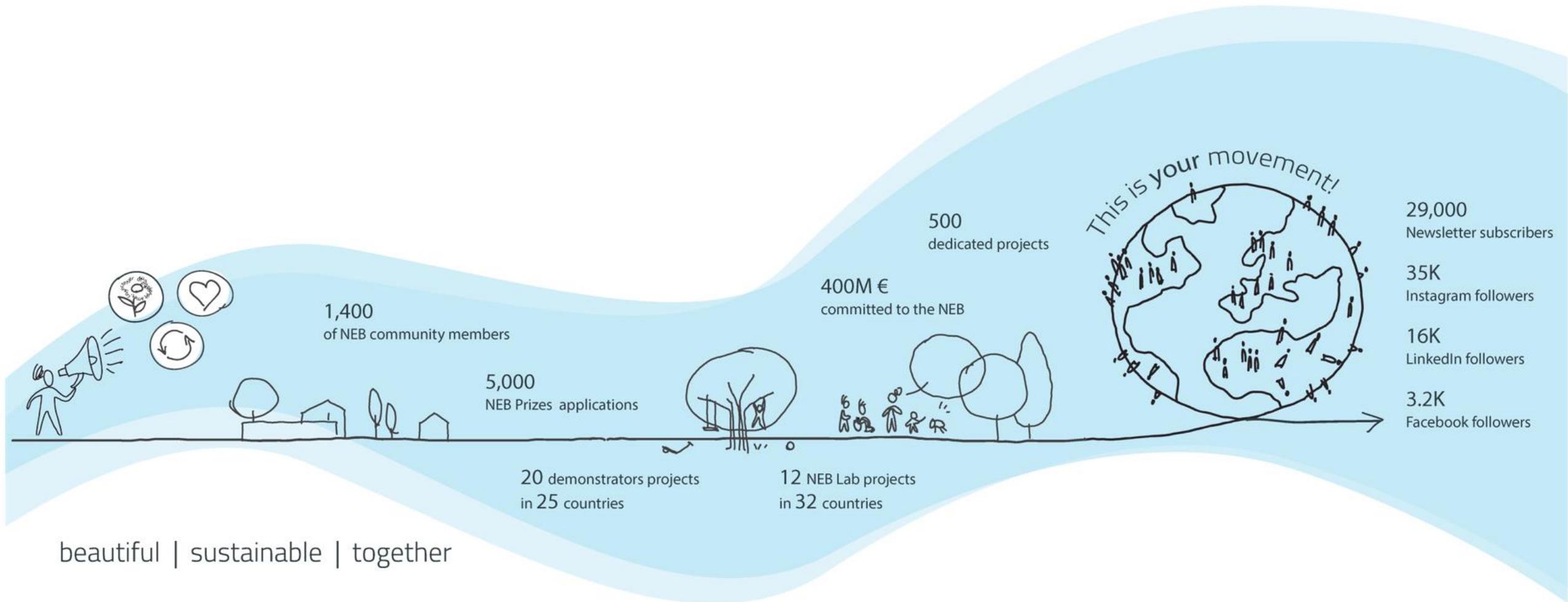
200+ NEB call beneficiaries

27 NEB National Contact Points

Explore the NEB Community on [NEB](#)

[Dashboard](#).





beautiful | sustainable | together

New European Bauhaus





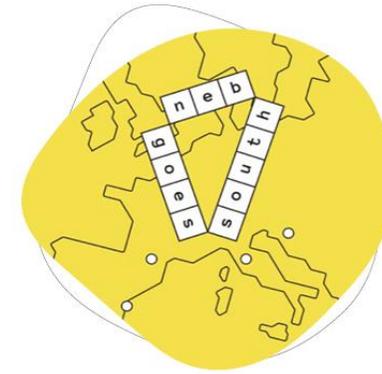
INNOVATIVE FUNDING



**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



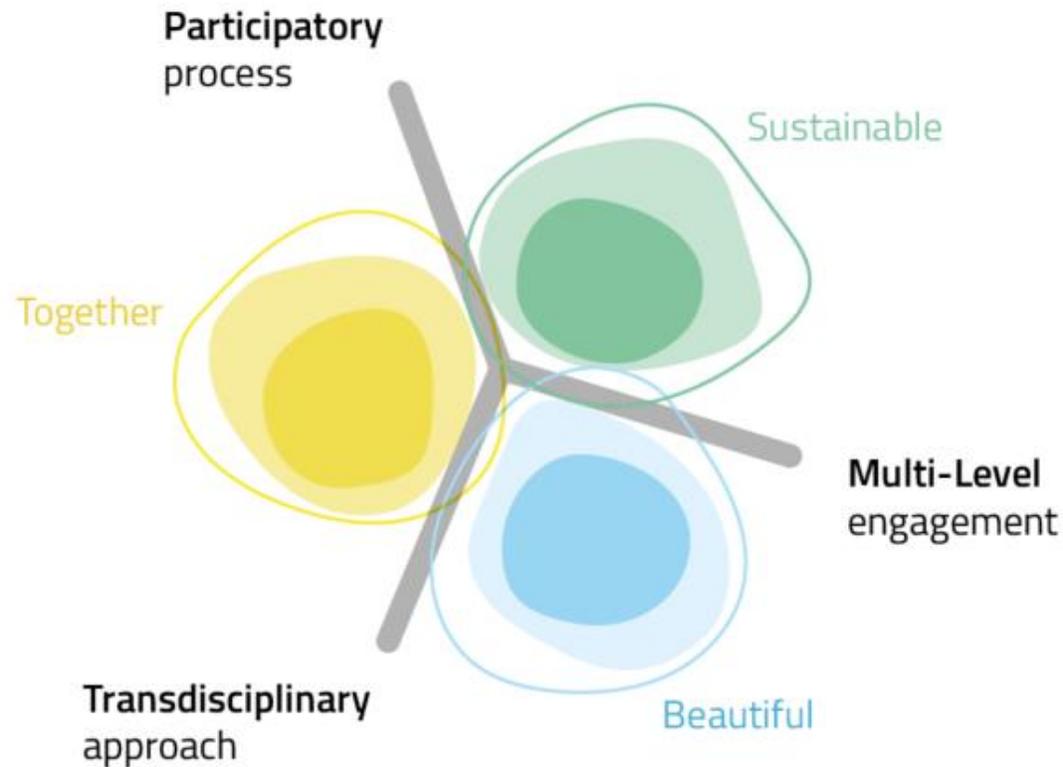
NORDIC CARBON NEUTRAL BAUHAUS



**NEW EUROPEAN BAUHAUS
ON THE DANUBE**

NEB Lab

Standards and guidelines to support NEB projects



NEB Compass, Toolbox, Self-Assessment Tools, Investment Guidelines: guiding tools and frameworks for decision-makers and project managers who wish to apply NEB values and principles to their activities

Communication to increase awareness and mobilisation

- To **bring together** the NEB Community and stakeholders across sectors and disciplines
- 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 NEB



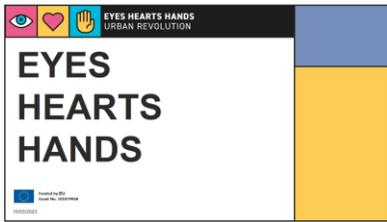
Funding Projects - NEB Lighthouse Demonstrators



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.

NEB Prizes

MAKESENZ

NEW
EUROPEAN
BAUHAUS

NEW EUROPEAN BAUHAUS
IN REGIONS AND CITIES

beautiful | sustainable | together

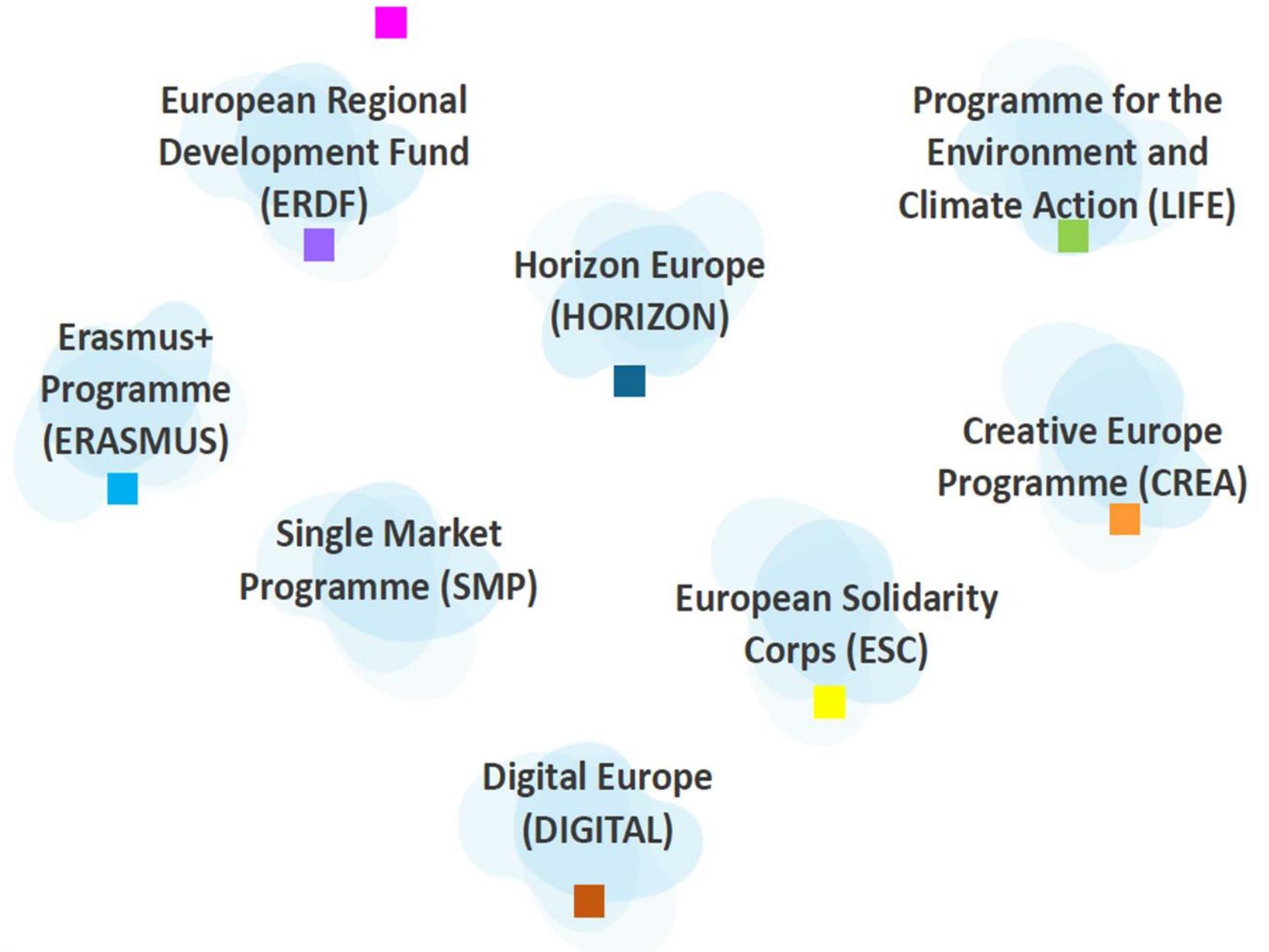
#NewEuropeanBauhaus

NEW
BAUHAUS
PRIZES



Agreements with 9 EU funding programmes

Overview of EU funding opportunities to support the achievement of the New European Bauhaus objectives

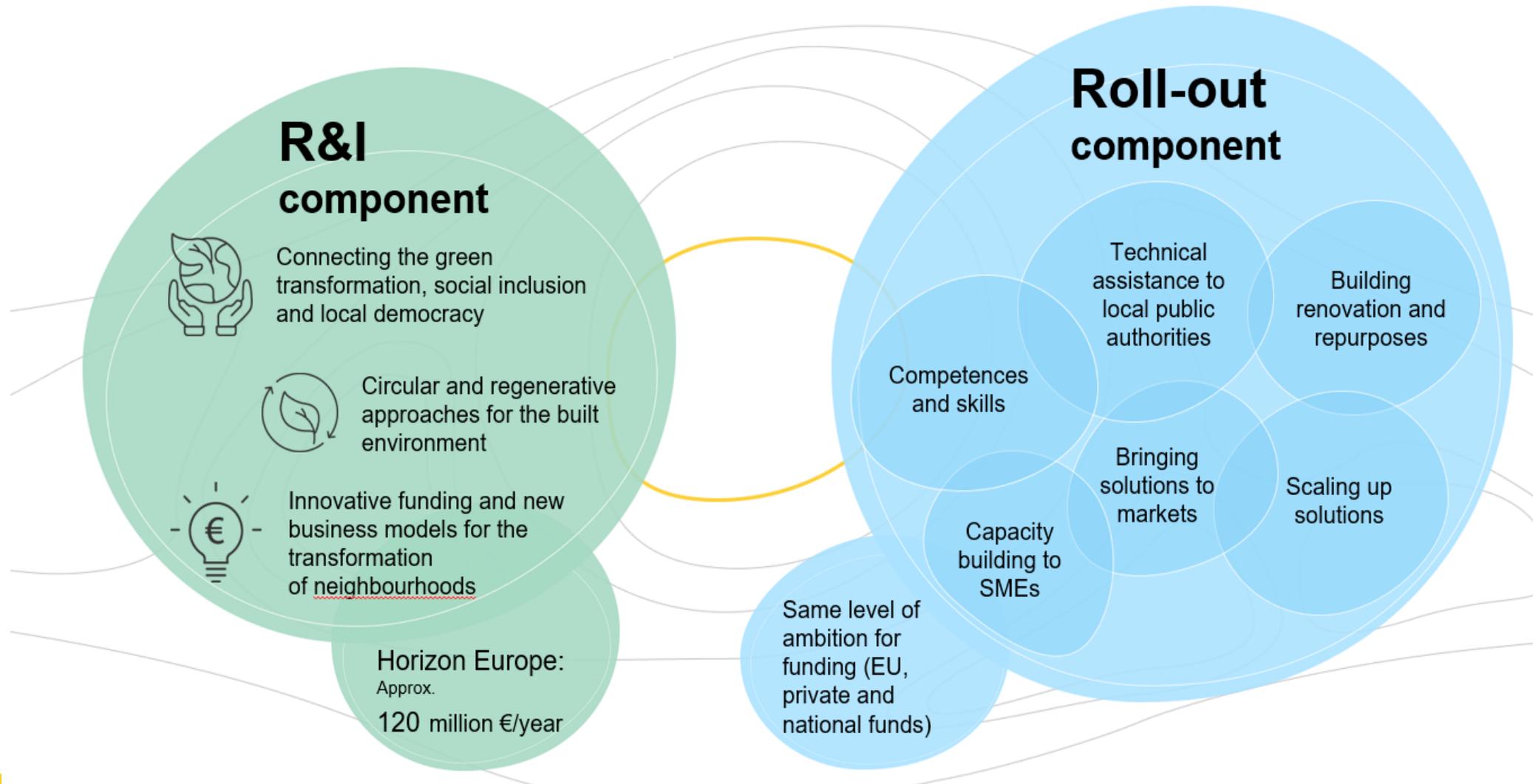


Tomorrow: the New European Bauhaus Facility

Revitalise European neighbourhoods
with design for sustainability and inclusion



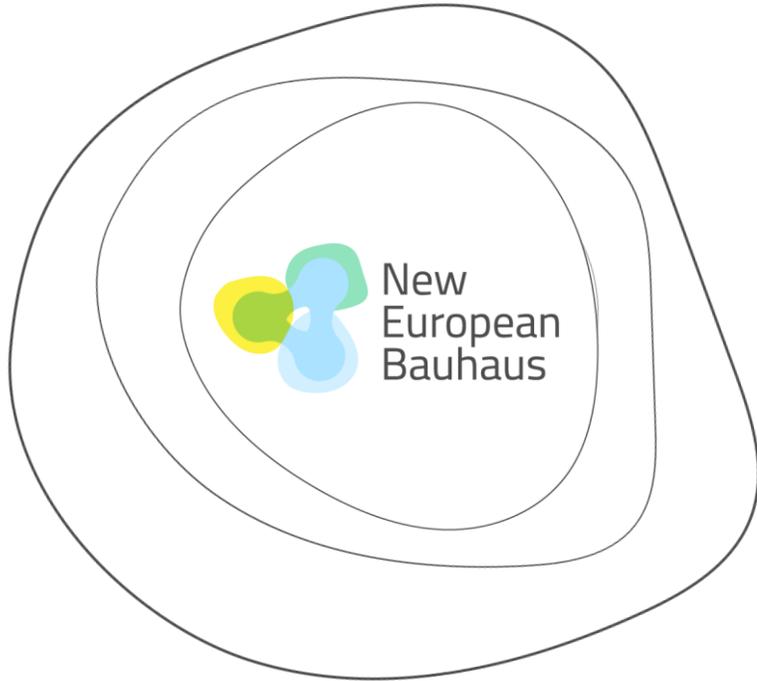
NEB Facility: From research and innovation to deployment



Destination NEB

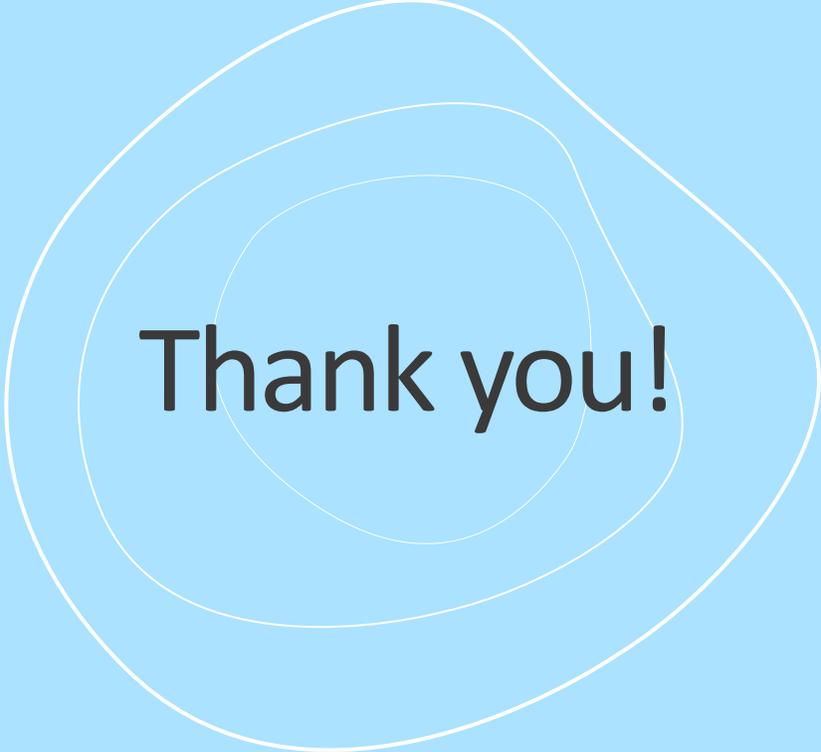
- **Why a Destination NEB?**
 - An intermediary step towards the NEB Facility
- **The aim of the Destination NEB**
 - Make neighbourhoods beautiful, sustainable, and inclusive with a focus on the built environment, new governance models and centralization of knowledge
- **Three topics**
 - Exploiting the potential of secondary bio-based products (R&I Action, EUR 8 Million)
 - New governance models for the co-design and co-construction of public spaces in neighbourhoods by communities (Innovation Action, EUR 8 Million)
 - Setting up a New European Bauhaus hub for results and impact (Coordination and Support Action, EUR 1,8 Million)

#NewEuropeanBauhaus



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





Thank you!