

New European Bauhaus

beautiful | sustainable | together

Cohesion Policy contribution to the New European Bauhaus


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AGENDA

1. Introduction: What is the New European Bauhaus
 2. NEB Mainstreaming in Cohesion Policy
 3. NEB Prizes 2024 – soon to launch!
 4. Q&A
- 

WHAT IS THE NEB?

“matching sustainability with style”

1. To create solutions and deliver projects that are **sustainable** and contribute to the **green transition**.
2. But which also proportionate a good **quality of experience** for citizens and communities.

“to bring the European Green Deal to people’s minds and homes”

The NEB is about ‘going local’. It creates solutions with a positive impact on **inclusiveness, local communities** and on **citizens daily lives**.

“we need all creative minds”

NEB solutions are delivered by creators and citizens from **different disciplinary fields**. By working **together**, they are the ones capable of creating sustainable, inclusive and beautiful projects.

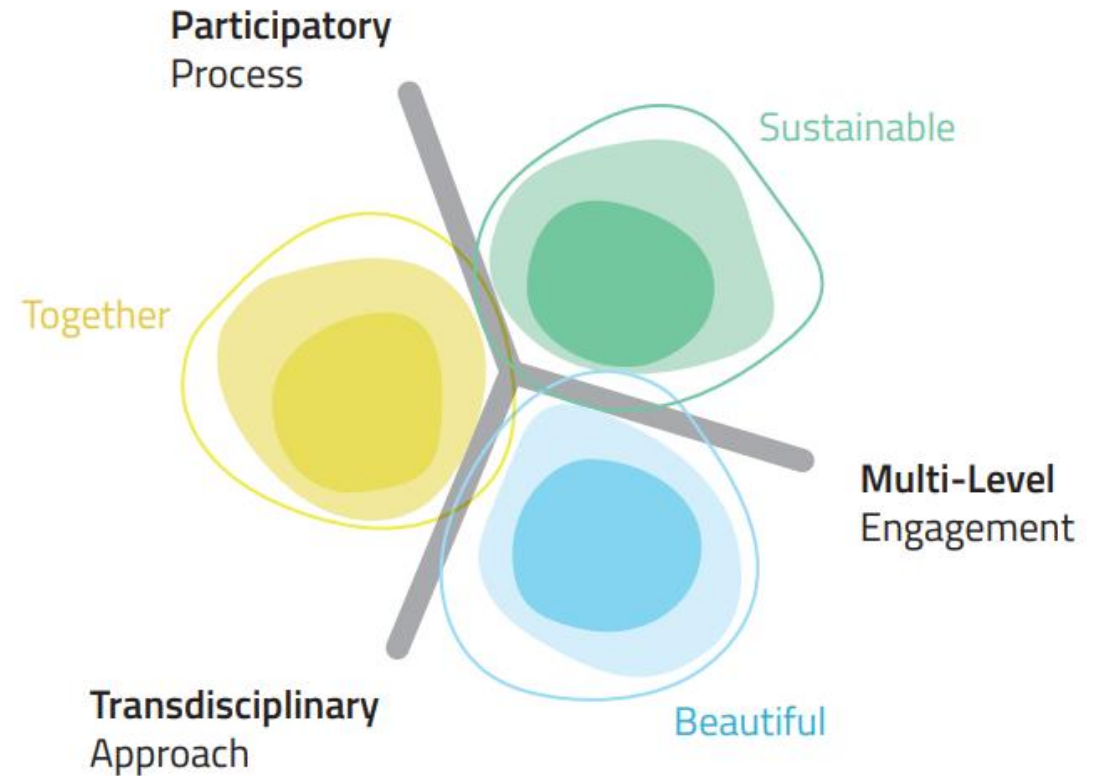
These ideas are reflected in **3 core values**,
shared by NEB projects and initiatives:

- 1) Sustainability
- 2) Quality of experience (aesthetics,
cultural and emotional benefits)
- 3) Inclusion

And **3 working principles** in the
conception of NEB projects and initiatives:


- 1) Participatory process
- 2) Transdisciplinary approach
- 3) Multi-level engagement

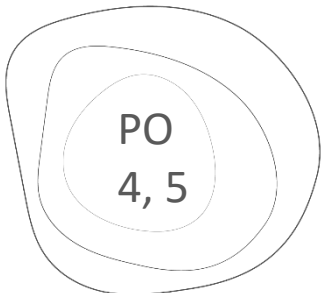
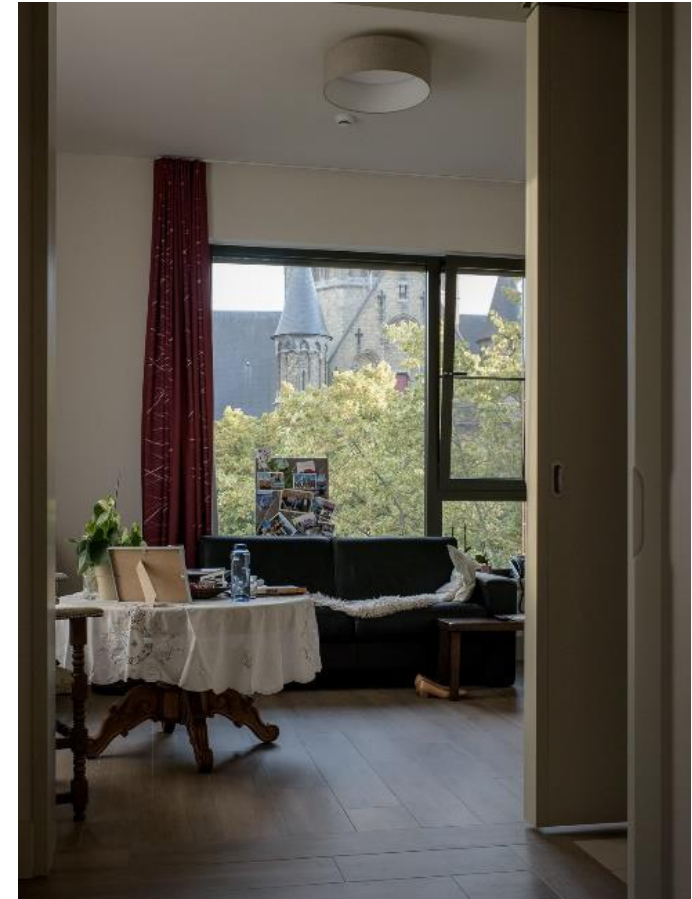
NEB CORE VALUES AND PRINCIPLES



EXAMPLES

'Invisible Care – De Korenbloem'

 Kortrijk,
Belgium



EXAMPLES

Iceland
Liechtenstein
Norway

Active citizens fund

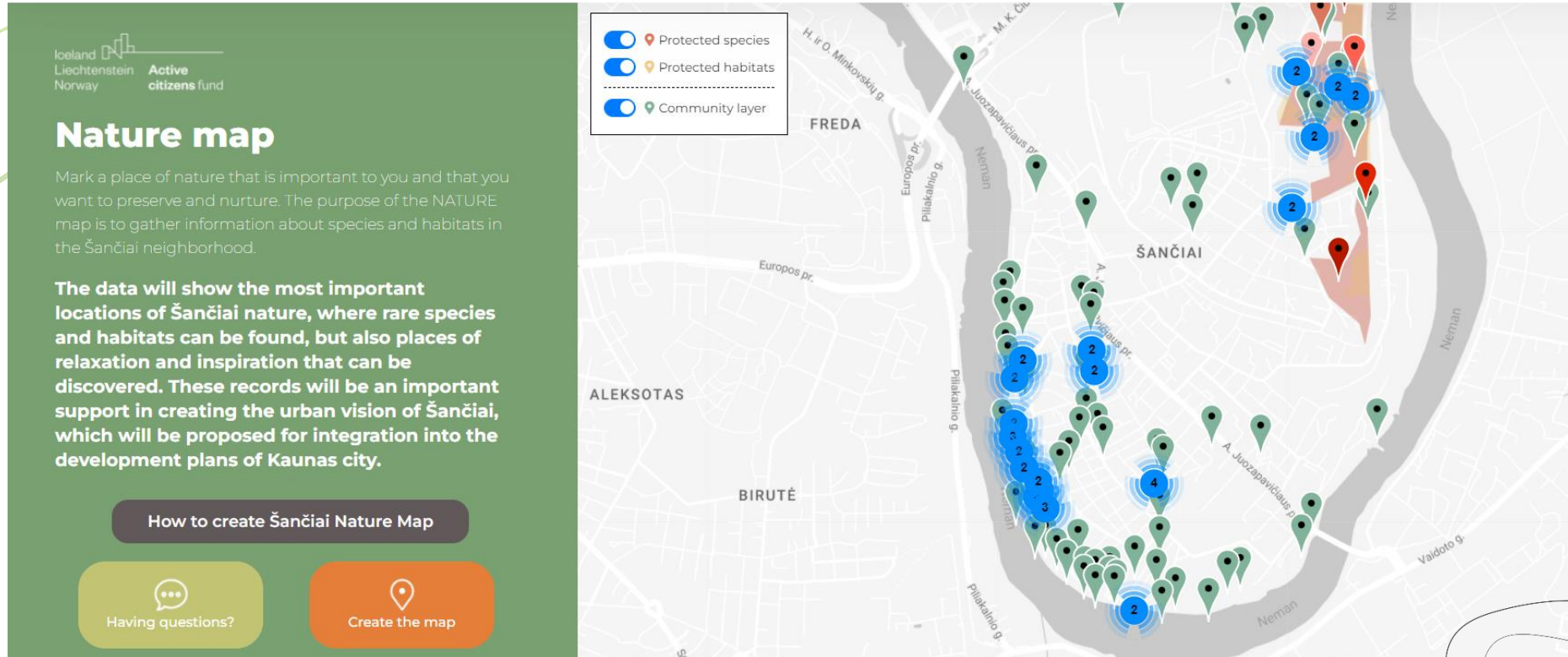
Nature map

Mark a place of nature that is important to you and that you want to preserve and nurture. The purpose of the NATURE map is to gather information about species and habitats in the Šančiai neighborhood.

The data will show the most important locations of Šančiai nature, where rare species and habitats can be found, but also places of relaxation and inspiration that can be discovered. These records will be an important support in creating the urban vision of Šančiai, which will be proposed for integration into the development plans of Kaunas city.

How to create Šančiai Nature Map

Having questions? Create the map



- Protected species
- Protected habitats
- Community layer

‘Genius loci – digital mapping tool’

Kaunas,
Lithuania

PO
4, 5

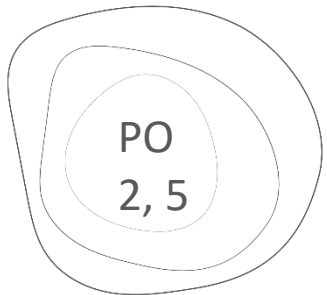
EXAMPLES



'Porto di Mare Eco-District'



Milan,
Italy

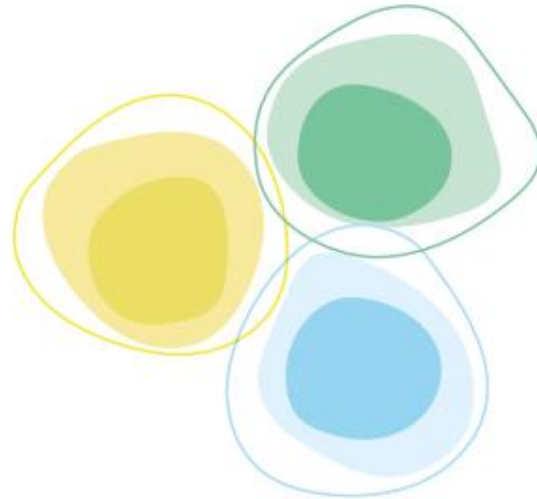


NEB Compass

Together

- AMBITION I: to include
- AMBITION II: to consolidate
- AMBITION III: to transform

*e.g. Is the project accessible?
e.g. Is the project affordable?
e.g. Does the project promote
new ways of living together?*



Sustainable

- AMBITION I: to repurpose
- AMBITION II: to close the loop
- AMBITION III: to regenerate

*e.g. Does the project work
with circular economy
principles?
e.g. Is there an overview of
the carbon footprint?*

Beautiful

- AMBITION I: to activate
- AMBITION II: to connect
- AMBITION III: to integrate

*e.g. Does the project provide
attractive and comfortable
spaces that bring people
together in diverse settings?*

WHY DO WE NEED/WANT THE NEB?

Sustainability

EU Green Deal

Urban and local development

Inclusiveness

Cultural heritage

Sense of belonging

Reconnecting with nature



'Xifré's Rooftop: Floating Wild Garden' (Spain)

'Climate Culture Pavilion' (Austria)



NEW EUROPEAN BAUHAUS COHESION POLICY

Communication 573(2021)

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 programmes**
- take up the New European Bauhaus financial instrument to **finance projects on the ground**



**NEB in
Cohesion
Policy**



Inclusion of the NEB either in Partnership Agreements and Programmes

All Member-States have included commitments to the New European Bauhaus in relevant cohesion policy programmes.

Examples of commitments:

- Incorporation of the NEB values in interventions on energy efficiency, or investments in sustainable urban development.
- Some Member States included NEB commitments under technical assistance.
- NEB commitments have also been included in JTF Programmes.
- [Specific NEB call](#) launched in August 2023 under the JTF in Saxony-Anhalt (Germany)

NEXT STEPS

Clarify with Member States how the NEB commitments will be translated into concrete actions

E.g. dedicated NEB calls, including NEB values in selection criteria

ACTIONS TO SUPPORT THE NEB MAINSTREAMING

**'Support to NEB
local initiatives'**

**NEB
Prizes**

**Model for
financial
instrument –
NEB Territorial
Development
Model**

**EUI - Urban
Innovative
Actions call
dedicated to the
NEB**

**'NEB in Regions
and Cities' event
in June 2023**

SUPPORT TO NEW EUROPEAN BAUHAUS LOCAL INITIATIVES

- Deliver support on the ground for incubation of 20 NEB projects
- Via a **Technical Assistance Programme**.
- Municipalities with less than 100.000 inhabitants.
- **NEB Toolbox**



EXAMPLES



Revitalisation of the 'TUP'
Factory



Dubrovnik
Croatia



'Vridsløse' (from prison to
sustainable neighbourhood)



Albertslund
Denmark

EUI- INNOVATIVE ACTIONS

- New generation of **New European Bauhaus lighthouses** under cohesion policy
- Budget of **EUR 65 million**
- **99 applications** from 21 EU Member States
- **14 selected projects** (12 EU Member States)
- Each project will receive up to **EUR 5 million**
- Transferability of innovative solutions to other cities



*NatUR-W
Municipality of Lorca (Spain)*

NEW EUROPEAN BAUHAUS PRIZES

- The NEB Prizes recognise and give visibility to the innovative projects and concepts by people from Europe and beyond.
- Over **4,500 applications** received in total (2021, 2022 and 2023)
- **172 Finalists** and **52 winners**
- Platform for people to express their creativity, talent, and innovative ideas to the benefit of their communities and society as a whole in line with sustainability, aesthetics and inclusiveness as core values.



'Gardens in the Air'

 Sevilla,
Spain

NEB IN REGIONS AND CITIES EVENT

21-22 JUNE 2023



Watch the recording of the Awards Ceremony, as well of the opening and the thematic session: NEB and the Green Transition [here](#).

MODEL OF FINANCIAL INSTRUMENT

- To assist Managing Authorities in setting up financial instruments to support NEB projects
- And to leverage public and private resources to support NEB Projects
- Final recipients may access a one-stop-shop for a grant component as either technical support, or to ensure the financial viability of the project.

NEB PRIZES 2024 UPCOMING CALL!

- Focus on regions facing pressing socio-economic issues, and at the core of the actions of **EU's cohesion policy**.
- Welcome applications of projects and concepts in **Ukraine**.
- **20 prizes**

New European Bauhaus
Champions
EUR 30 000 *for the winner*
EUR 20 000 *for the runner-up*

Strand A

New European Bauhaus
Rising Stars
EUR 15 000 *for the winner*
EUR 10 000 *for the runner-up*

Strand B

**Special
Recognition to
Ukraine's
Reconstruction
and Recovery
Effort**

EUR 30 000 *for the winner*
EUR 15 000 *for the runner-up*

EXAMPLES

Sacromonte Caves Museum

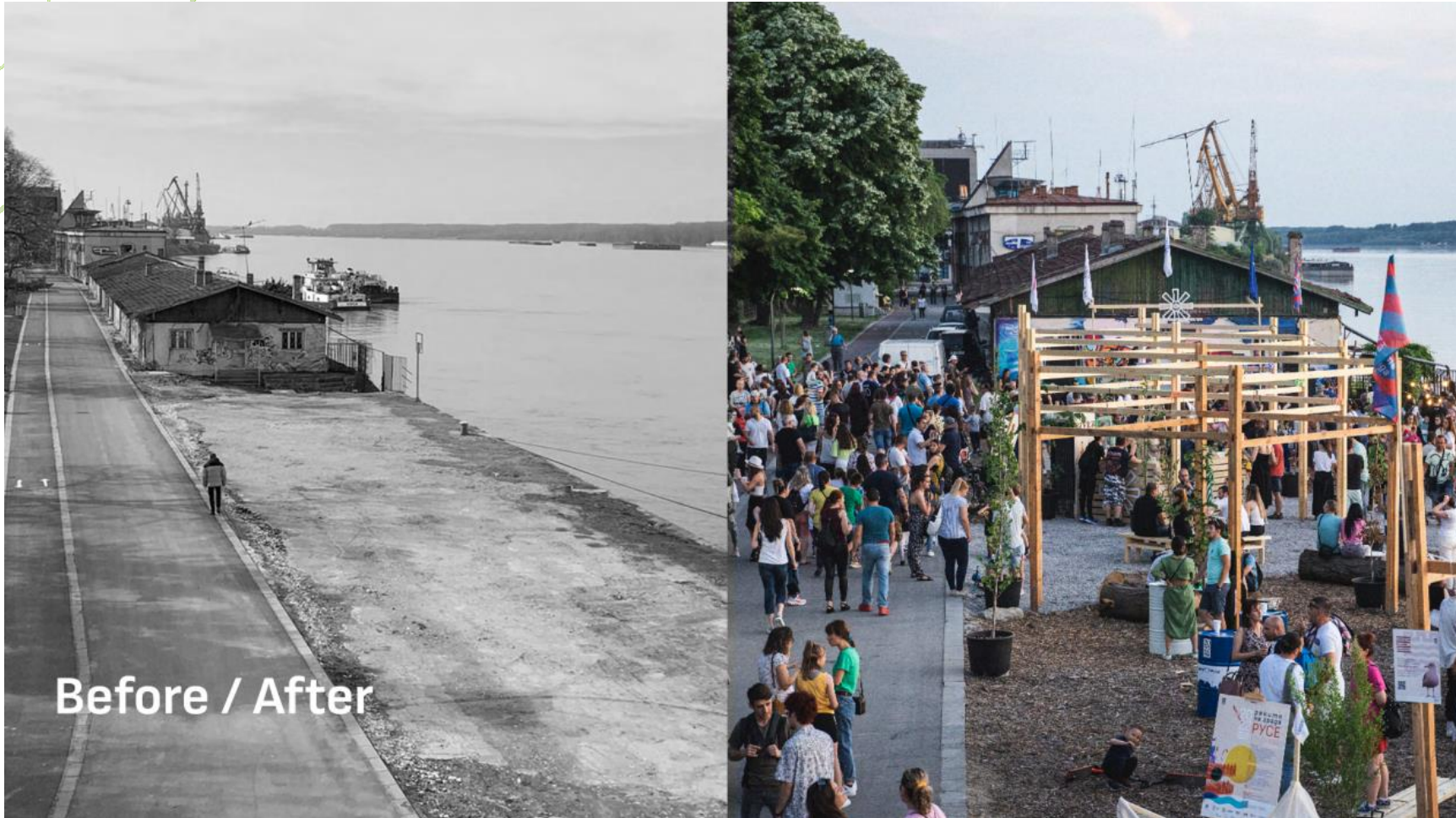
Grenade,
Spain



EXAMPLES

'Danube Design Lab Ruse'

Ruse,
Bulgaria



EXAMPLES

Ripple  Ballina, Ireland





Q&A



Thank you!