



# New European Bauhaus

beautiful | sustainable | together





# Key features

## Shape a movement

- to explore how to live better together
- to make the Green Deal a positive, tangible experience, for people
- to bring about the green transformation in the built environment
- to connect people from different professions and backgrounds and weave different the perspectives and cultures
- to move beyond “form follows function”, factoring in the planet and social purposes
- to support the development of lead markets in sustainability



# About

## **a) Initial scope:**

- Beyond buildings: urban/rural spaces where we live and the way we experience them
- Bringing a cultural dimension to the European Green Deal

## **b) Interdisciplinary**

## **c) An integration challenge:**

- Sustainability, including circularity
- Inclusion, including accessibility and affordability
- Aesthetics, beyond functionality (quality of experience)





# Timeline

Dec 2020 – Summer 2021

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**DESIGN**

Early 2021 – 2024

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**DELIVER**

2022 – open end

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**DISSEMINATE**

**September 2021:**

- Design phase report
- New European Bauhaus prizes ceremony
- Launch of the call for pilot projects
- State of the Union Speech

**December 2021:**

- Communication:  
actions points on policy and fundings



# Design phase (until end of June)

## Examples

Open design school Matera, gathering multidisciplinary expertise from all Europe, learning by doing.



## Ideas & visions

Take account of the needs of ageing people in designing buildings.



## Challenges & needs

What to do with ugly Plattenbau buildings?





# Design phase

## First findings

### General messages

- Local solutions/small scale interventions to answer global challenges
- Integrated, multidisciplinary initiatives
- Balance between built environment and socio-economic/cultural environment
- Access to networks, infrastructures, knowledge or institutional recognition as important as funding

### Who?

Individuals; small businesses; grassroots organisations - Half coming from creative sectors

### The New European Bauhaus triangle

- Sustainability: energy efficiency, circularity (reuse of buildings , materials, etc.), greening, new relationship with nature
- Inclusion: community, co-design, co-decision – accessibility and specific needs (aging, disabilities) – energy poverty
- Aesthetics: “Gestalt” – local identity – qualities of the sharing (community, public spaces, culture and the arts) – quality of life







140+  
Partners

See them all [here](#):



Partners

#NewEuropeanBauhaus





# Delivery

- New European Bauhaus Prizes
- In September, pilot calls for the New European Bauhaus:
  - Places where the New European Bauhaus concept can be materialized and concretised
  - Reviewing business ecosystems and bring new ideas to the market
  - Changing mind-set, culture
- The support structure (combination of several EU instruments) will be refined during the design phase and adapted over time.





- 10 Categories
- 2 strands:
  - New European Bauhaus **Awards**
  - New European Bauhaus **Rising Stars**
- Selection involving public voting and a partners jury
- Deadline to apply: 31<sup>st</sup> of May

2000+ applications received





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- #NewEuropeanBauhaus
- **Web:** <https://europa.eu/new-european-bauhaus>
- **Instagram:** @neweuropeanbauhaus
- **Newsletter:** 20 000 subscribers
- **Pinterest:** <https://www.pinterest.com/eucommission/new-european-bauhaus/>





Thank you !

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