

New European Bauhaus



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**Circular
Bio-based
Europe**

Joint Undertaking



What is the New European Bauhaus?



Policy & Funding Initiative

Transform built environments and lifestyles as part of the green transition.



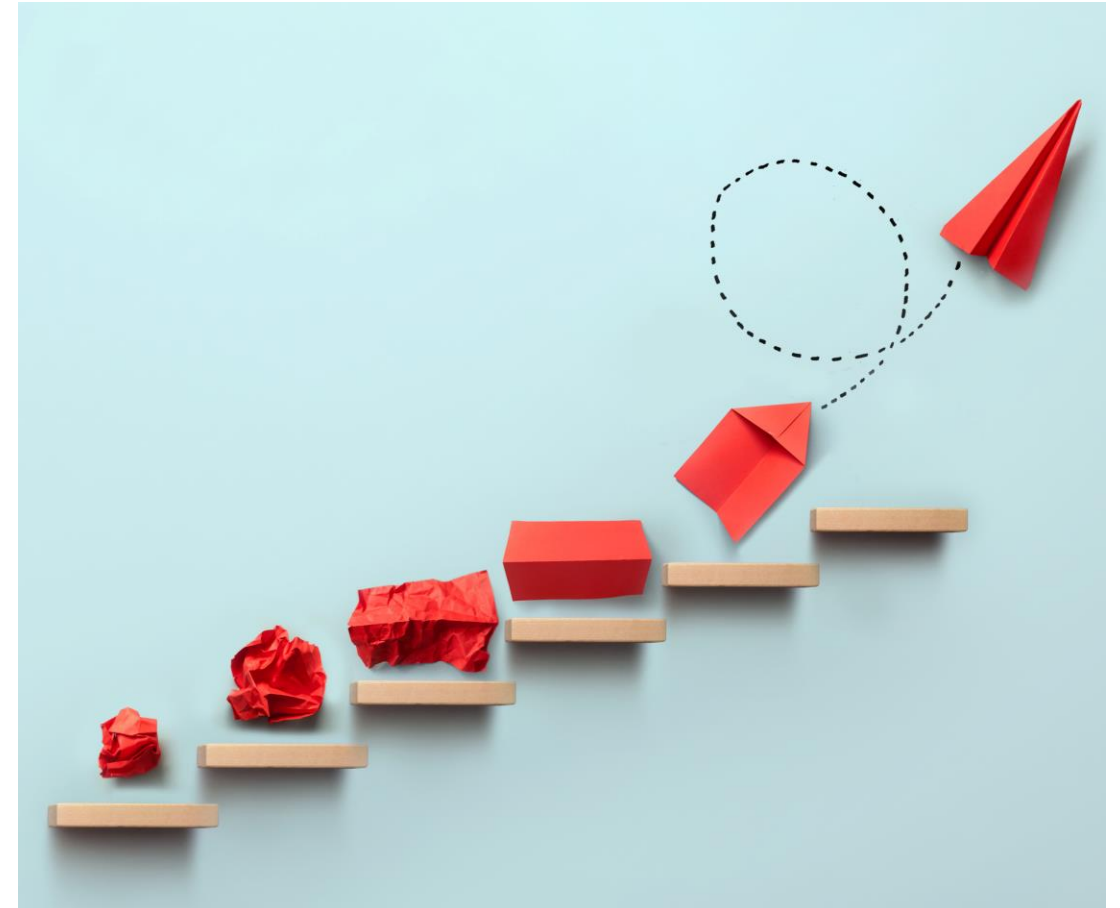
Grassroots

Engagement, participation, local – neighbourhoods.



Value-driven

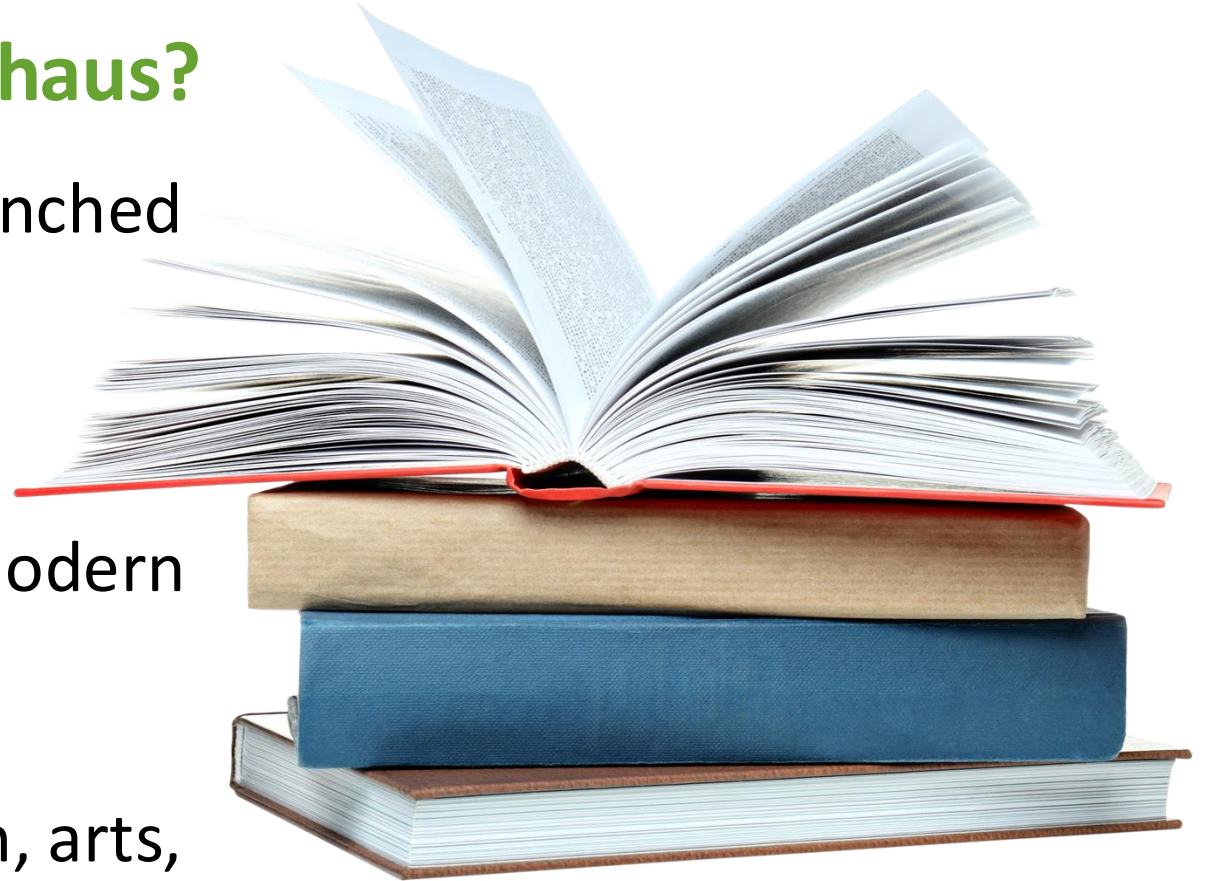
Inseparable values at the foundation of the transformation it seeks to make.



What is the New European Bauhaus?

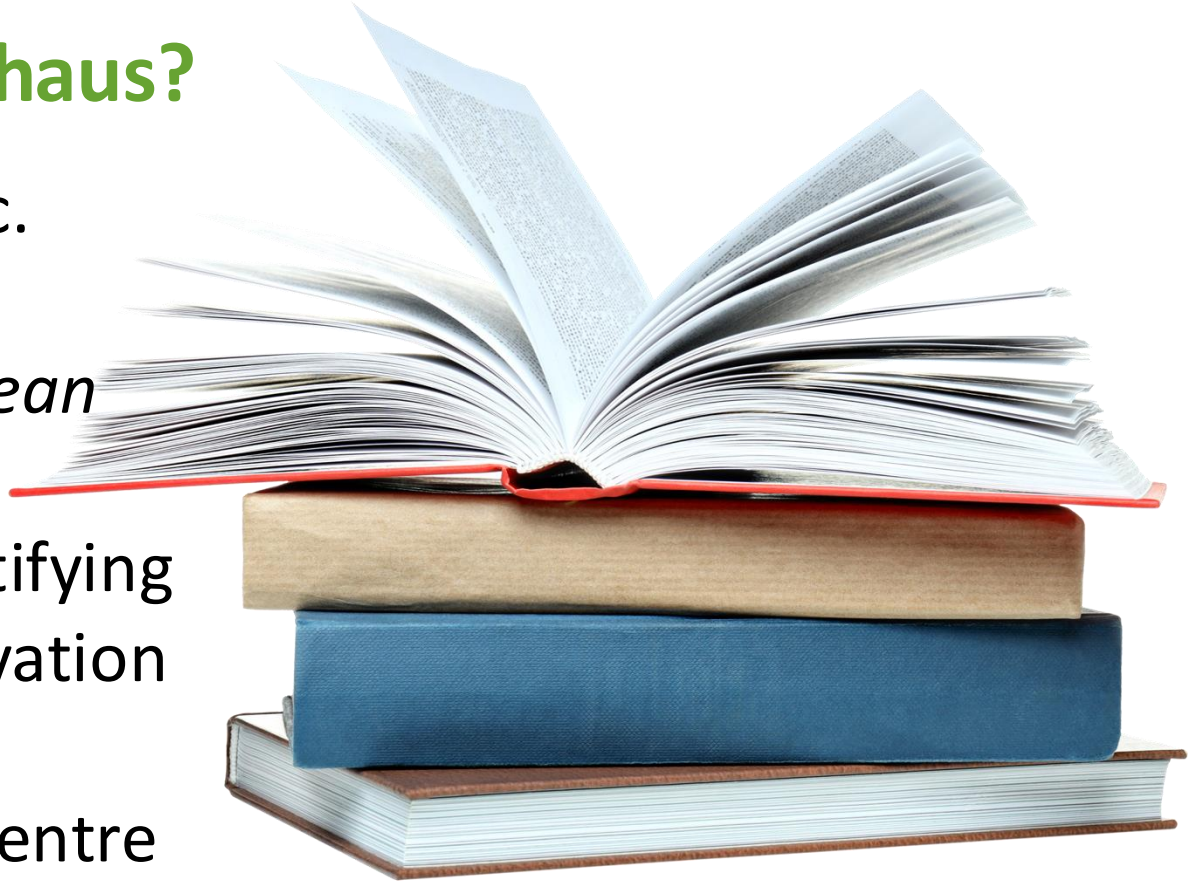
Announced in September, 2020. Launched in January, 2021.

- Inspired by the historical Bauhaus movement, but re-imagined for modern times.
- The NEB was co-designed by stakeholders from industry, design, arts, academia, communities. *“By all of us, for all of us.”*



What is the New European Bauhaus?

- Prizes, R&D funding, Festivals, etc.
- Independent expert report:
The Horizon Europe – New European Bauhaus Nexus Report provides a pathway to implementation identifying the research, development, innovation activities.
- Managed by the Joint Research Centre in Seville, Spain.



“If the European Green Deal has a soul, then it is the New European Bauhaus...”

Ursula van der Leyen,
President of the European Commission



Transformation



Places on the ground

Our built environment – buildings, parks, infrastructure – and the lifestyles they affect



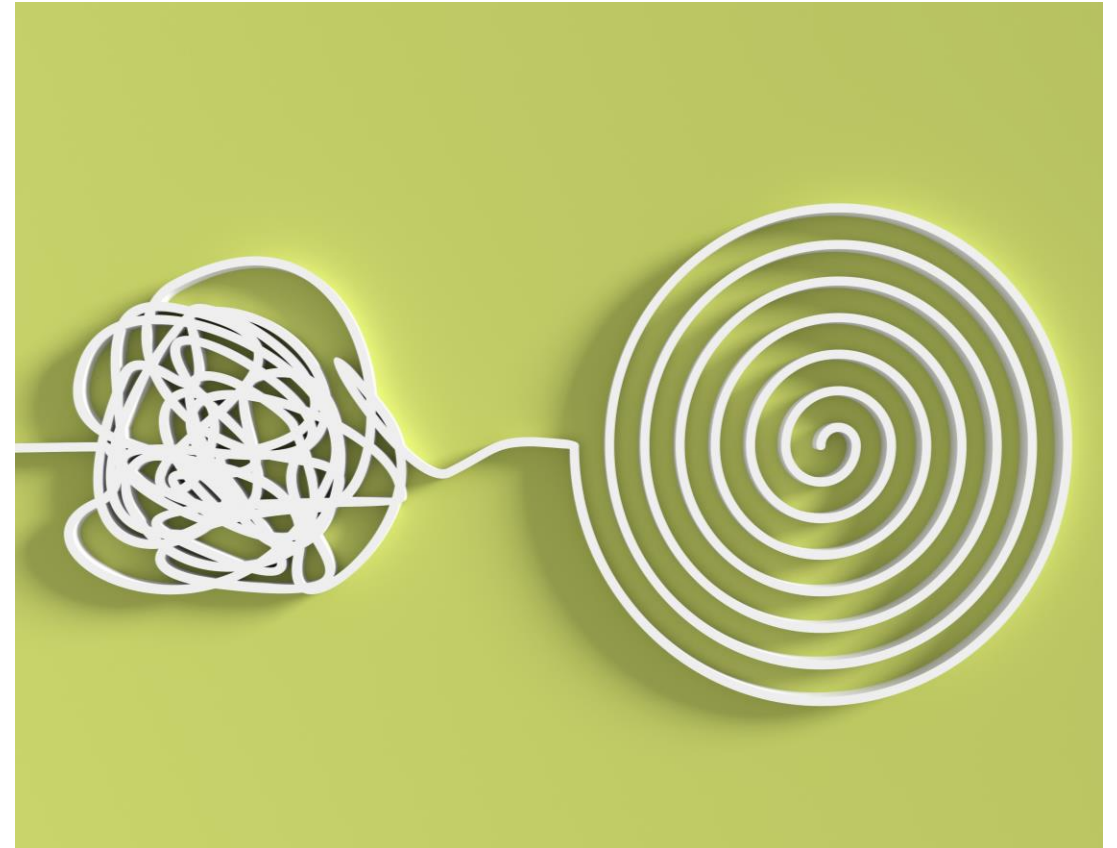
Innovation enabling environment

Shift innovation support to value inclusion, aesthetics, and sustainability.



Perspectives and ways of thinking

Question and reframe our mindset to support NEBs core-values.



Transformation – Built Environment



Neighbourhoods

Change our approach to deciding what to build, how to build it, and who to involve in the process.

Strive for *value beyond function*.

Understand the link between what we build and how communities operate. Let communities decide how they want to operate, then build accordingly.



Transformation – Innovation Support



Invest in sustainable innovation

Investments in innovation need to develop the resources communities need to thrive.

Technological, social, ecological innovations must be linked.

New models of governance must embrace these changes.



Transformation – Ways of thinking



Think different

Embed new ways of thinking about sustainability, aesthetics, and inclusion – especially related to our buildings – in our culture.

Inspire changes in behaviour and attitudes that help create a sense of belonging in the community.

Support the growth of social capital in communities.



How does the NEB work?

NEB was co-created by driving **grassroots engagement**

- Get the most interested people involved early and engage with them
- Empower stakeholders to have a say, listen to them, and implement their contributions as much as possible.
- Make sure the stakeholders are a diverse group.

NEB prioritises people and social inclusion, as well as a competitive economy. None should be left behind, and all brought up together.

How does the NEB work?

NEB provides tools and guidance:

- NEB Toolbox
- NEB Compass
- NEB Investment Guidelines

NEB provides inspiration and awards for best practice examples.

- NEB Prizes
- Promotion online and at NEB Festival

NEB encourages solutions focused on local concerns and needs.

- Help communities resolve the challenges they face, while not forgetting any of the key values of the NEB.

NEB Values and Principles

Sustainable
Inclusive
Beautiful

Participatory
Multi-Level
Transdisciplinary





Values

NEB values are **inseparable**. We cannot be selective in applying one or two.

These values underly all aspects of the NEB, from its inception, through its co-creation, and now its implementation and continuing growth and development.



NEB Values: Sustainability



Environmental sustainability

Sustainability, within the NEB, is focused on **environmental impact**.

Reconnecting with **nature** is a key theme and work towards **regeneration**.

Increased use of **bio-based and circular** materials to **store carbon** (and materials) in buildings for future use.



NEB Values: Inclusive / Together



Together

Equality for all – opportunities, engagement. Think about the people usually left out of the project. Those that are somehow disadvantaged.

Accessibility, affordability, fairness. Who can engage with the project during development and after completion? Is anyone excluded?



NEB Values: Beautiful



Beautiful

Engage the senses. Especially for those with limited capabilities. How might one *hear colours*?

How can the project provide **value beyond function**?

Aesthetic quality – **representative of place and culture.**

NEB Values: Beautiful



Beautiful

Communities contributing to something beautiful can create a **sense of belonging** for all.

Beauty can **inspire creativity** and creation.

Collaborative creation can inspire changes in behaviour and values.



Principles

The NEB's principles help to ensure the NEB values are achieved.

The three key principles were a result from the co-creation process at the inception of the NEB.

These principles help to ensure long-lasting, meaningful, and eventually global impacts.



NEB Principles: Participatory



Participatory

A participatory approach **necessarily includes civil society** - those who will be use the built objects created; not just funders, planners, and those with other technical engagements.

Civil involvement should be diverse with special focus on including underrepresented and/or disadvantaged groups.



NEB Principles: Multi-level engagement



Multi-level

Local solutions to global challenges can help people understand big-picture problems like climate change.

Place-based design approaches account for local culture, resources, needs, challenges, and opportunities.

Target **small-scale successes** that can inspire greater uptake and mainstreaming.



NEB Principles: Transdisciplinary



Transdisciplinary

Breakdown the comfortable **silos** different professions find themselves in.

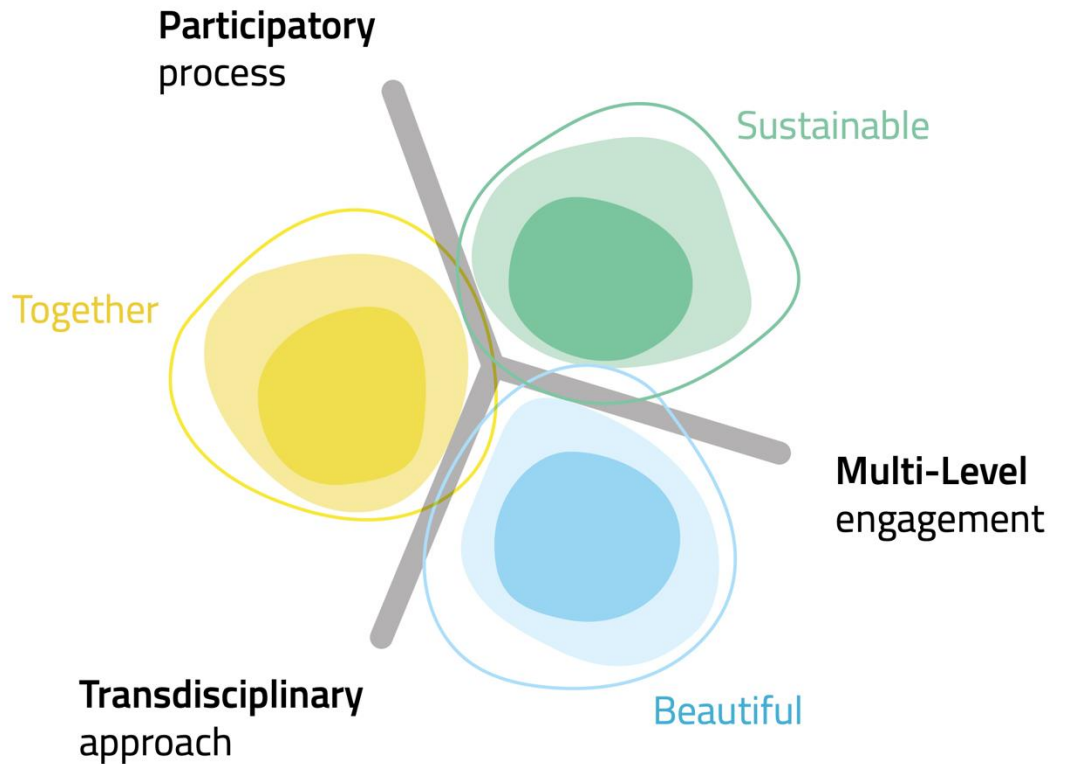
Shake-up the commonly held **viewpoints** within different groups.

Complex problems can be solved better by mixed (expertise, diversity) groups.



The NEB Compass – setting goals

NEB values and principles are combined in the NEB Compass as a goal setting, progress tracking, and assessment tool.



The NEB and wood

While officially material neutral, wood is prevalent in NEB projects, prize finalists and winners, and discourse.

5 out of 7 projects in the NEB compass document feature wood prominently.





Thank you for your time.

InnoRenew CoE

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