

New European Bauhaus

beautiful | sustainable | together

Lorenzo de Simone – Vera Winthagen



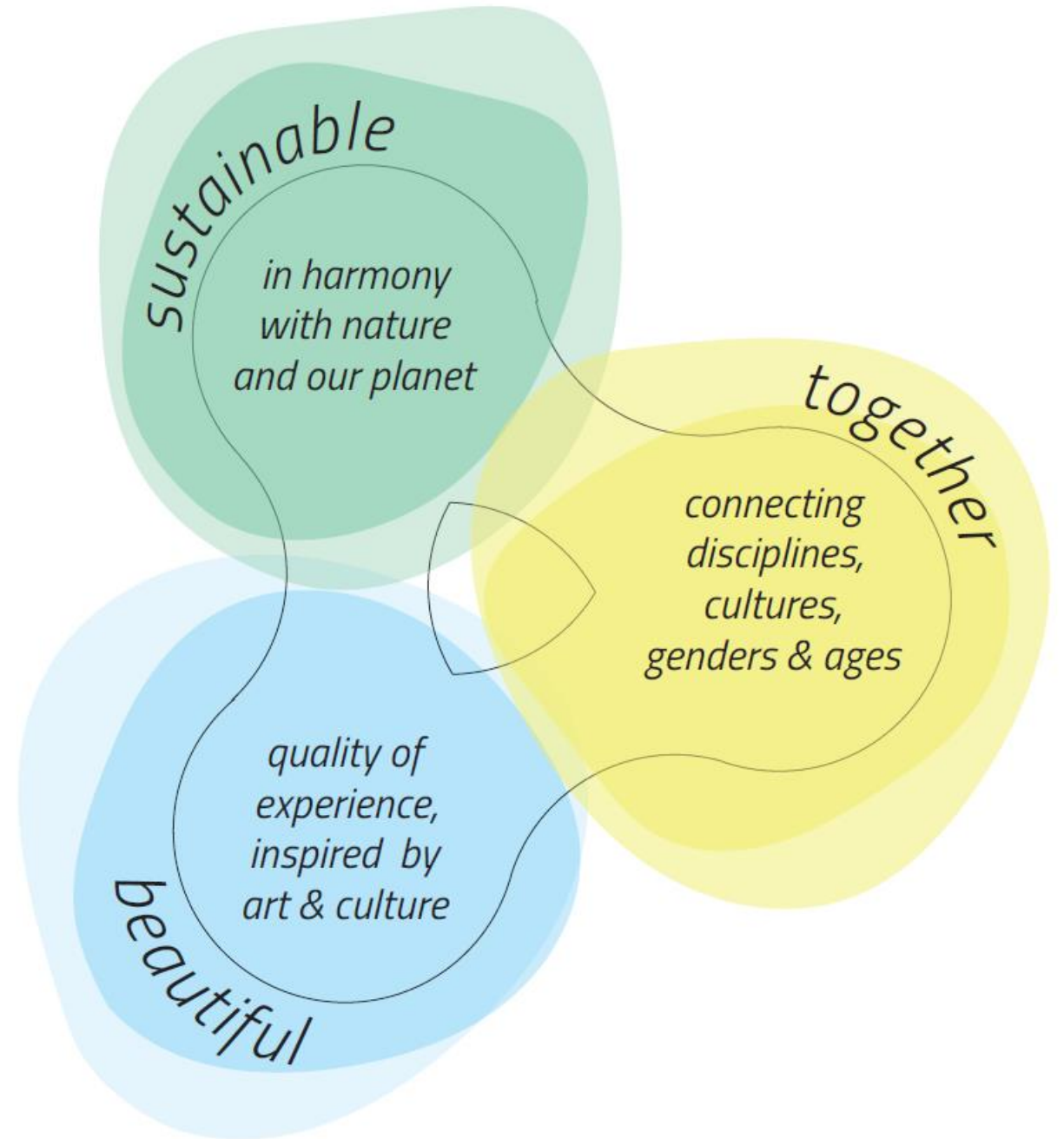
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23/03/2022 – WORTH Call

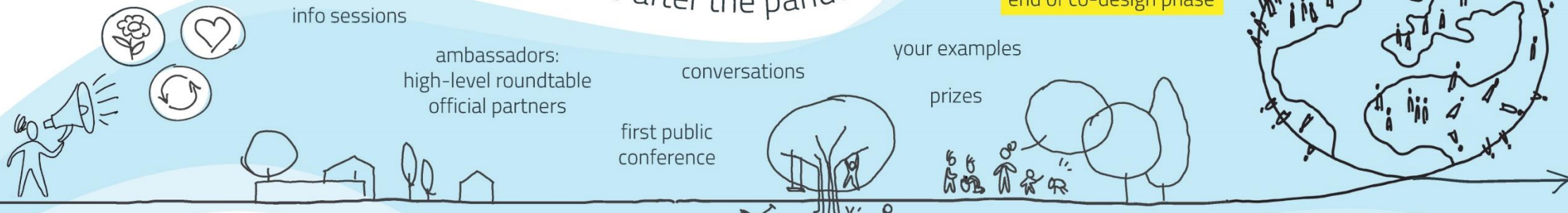
New European Bauhaus

From concept to action



January – June 2021: 6 months of co-design open to all

How do we want to *live together* after the pandemic?



18 JANUARY

launch of co-design phase

beautiful | sustainable | together

30 JUNE

end of co-design phase

350 000
Website visits

20 000
Newsletter subscribers

12 000
Instagram followers

2 000
Your contributions

200
Official partners

200+
Partners activities



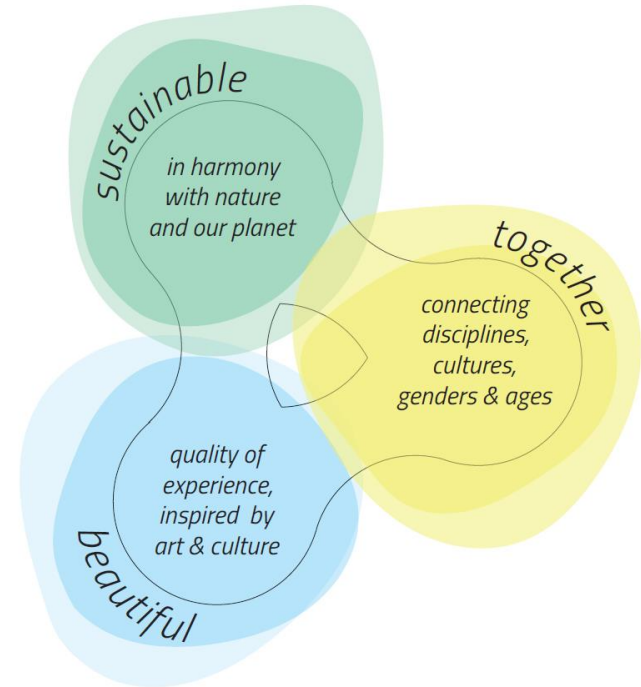
New European Bauhaus

Principles:

Global/local, participatory and transdisciplinary approach

Thematic axes of the transformation path:

- Reconnecting to nature
- Regaining a sense of belonging
- Prioritising the places and people that need it the most
- The need for long term, life cycle thinking in the industrial ecosystem





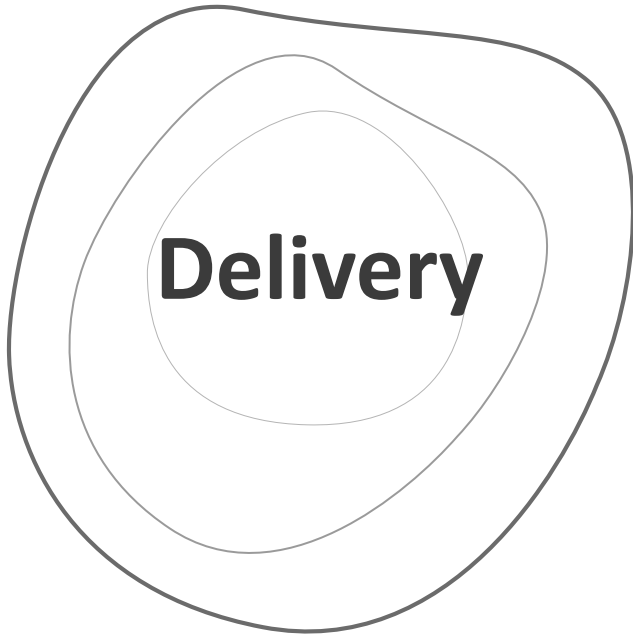
Brussels, 15.9.2021
COM(2021) 573 final

**COMMUNICATION FROM THE COMMISSION TO THE EUROPEAN
PARLIAMENT, THE COUNCIL, THE EUROPEAN ECONOMIC AND SOCIAL
COMMITTEE AND THE COMMITTEE OF THE REGIONS**

**New European Bauhaus
Beautiful, Sustainable, Together**

New European Bauhaus European Commission Communication

15 September 2021



Impacts at 3 levels

- Transforming of places on the ground
- Transforming of the enabling ecosystem for innovation
- Diffusing of new meanings through education and culture

Cross-policy and cross-programmes

- Setting the policy context
- Mobilising a set of EU programmes
- Calling on Member States to mobilise EU resources in shared management



Winners of New European Bauhaus Prizes 2022

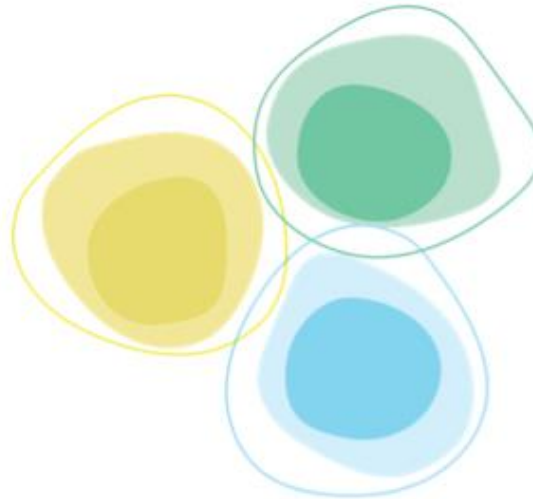




Three values

Together

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



Sustainable

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

Beautiful

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



Beautiful



AMBITION I: to activate

A beautiful project improves the **physical and mental well-being** of individuals by considering their **senses and emotions, on top of their needs**. It activates the cultural, social, and natural qualities of a place to create **unique and positive experiences**. The project fosters **awareness of place** and heritage in all its diversity, while embracing its own aesthetic.

POSSIBLE GUIDING QUESTIONS:

- *Does the project consider **the comfort of its users** (e.g. in terms of materials, light, air, noise)? How does it integrate it?*
- *Does the project consider the sensory perceptions (visual, auditory, tactile, and olfactory) of its users and their **emotional sensibility**? What sensorial experience does it offer?*
- *Does the project reflect regional/local particularities and call upon local materials and skills? How?*
- *Does the project make its own aesthetic choices (e.g. in terms of composition, colours, balance, or material compatibility)? How?*





Beautiful

AMBITION II: to connect

A beautiful project enhances opportunities **for meaningful social interactions** and collective experiences. It reinforces a **sense of belonging** and enriches lives by **connecting different places and people**. The new attachments that emerge through the project foster **openness and mutual care**.

POSSIBLE GUIDING QUESTIONS:

- *Does the project provide attractive and comfortable spaces that bring people together in diverse settings? How?*
- *Does the project give a sense of community to people with different backgrounds and perspectives? How does it strengthen this sense of community?*
- *Does the project give opportunities to learn about new ideas, places, or people? How?*
- *Is the project interactive? Does it offer opportunities for encounters or discoveries? How can participants interact with the project?*



Beautiful



AMBITION III: to integrate

A beautiful project **enables creation**, and the collective re-invention of the places, lifestyles, and communities we identify with. It integrates new cultural and social values, notably through the meaningful experience of a broader ‘us’ (including the non-human world). In doing so, it aspires to anticipate **future transformations**, and may generate **a long-lasting movement**.

POSSIBLE GUIDING QUESTIONS:

- *Can participants question and reimagine their way of life through the project? How can they do so?*
- *Does the project embrace a life-centred approach? How?*
- *Does the project generate new fulfilling habits? What are these habits, and how do they emerge?*
- *Is there a reflection on the future needs of the project’s users? How could the project approach this long-term thinking?*
- *Does the project have a positive transformative effect on the participants’ lives? How does it change lives?*



Sustainable

AMBITION I: to repurpose

A sustainable project **aims to repurpose** in order to **avoid and reduce environmental impacts** and favours durability, adaptability, recyclability, and clever design solutions— **doing more with less**. It aims at rethinking services, products and places to reduce pollution and carbon impacts and have minimum use of resources, materials and energy. **It looks at the scale of a products' lifecycle**. Projects that repurpose are aware of the impact their initiative has on the environment and have the ambition to **reduce their environmental footprint**.

POSSIBLE GUIDING QUESTIONS:

- *Is the project really needed? How could the project solve its needs in a less material intensive way, e.g. by sharing resources?*
- *Can the use be prolonged, e.g. by renovation or making the project repairable or upgradeable? How would this be done?*
- *Can the impact on the environment of the project be lowered, e.g. by decreasing the use of energy, water, pesticides, CO2 or other harmful substances? How?*
- *Can components or elements be replaced by a natural material or other less harmful resources? How?*
- *Could you prioritize renewable energy solutions favourable to biodiversity? How?*



Sustainable

AMBITION II: to close the loop

A sustainable project aims to close the loop, reduce linear processes or **transform them into circular processes to aim at zero pollution**. It looks at the scale of an (industrial) system. Projects that close the loop actively involve all other actors in the cycle of **the design, production, use and discarding phase of their initiative**.

POSSIBLE GUIDING QUESTIONS:

- *Does the initiative work with circular economy principles, e.g. with closing the whole material cycle or waste transformation? How?*
- *Are all stakeholders in the cycle working together? In what way?*
- *Is there overview of the carbon impact, material, energy or water waste streams before, during and after the use of a product, building or intervention? How?*
- *Is there a zero-pollution action plan e.g. for air, water & soil? How will it work?*
- *Does the project look at indirect impacts across time and space and trade-offs between different sustainability measures? How does it tackle this?*



Sustainable

AMBITION III: to regenerate

A sustainable project aims to **give back more than it takes**, enhancing rather than depleting biodiversity, incentivising the **restoration and expansion of nature**. Regenerative sustainability also considers how context and environments influence worldviews, paradigms, and behaviours. **It looks at the scale of an ecosystem**. Initiatives in this dimension are aware of the complete ecosystem they act in and know the impact over time and space of their project on biodiversity and natural resources.

POSSIBLE GUIDING QUESTIONS:

- *Does the initiative give back more than it takes, e.g. by carbon storage in buildings? How?*
- *Is there an understanding of the inner working of a (natural) ecosystem that could restore the landscape or biodiversity? How does the project affect this?*
- *Is there a vision on societal change by behavioural change or a mention of a paradigm shift? How will this be addressed?*



Together



AMBITION I: to include

An inclusive project ensures **accessibility** (physical, cognitive, psychological, intellectual, sensorial etc.) and **affordability for all**, in order to ensure access on equal basis regardless of socio-economic background, gender, racial or ethnic origin, religion or belief, disability, age or sexual orientation. Equality of treatment and opportunities, is essential but **cannot be taken for granted, so it is important to prioritise disadvantaged individuals**, groups and communities.

POSSIBLE GUIDING QUESTIONS:

- *Is the project easily and equally accessible? In which sense?*
- *Does the project avoid creating barriers which would exclude certain persons?*
- *Is the project affordable for low-income groups? How can a project become more affordable?*
- *Does the project consider the needs of less represented communities? Which ones? How?*





Together

AMBITION II: to consolidate

An inclusive project **fosters and equalises relations between users and/or communities**, safeguarding the principles of equal access, treatment and social justice over time. Inclusion and open access to services **are secured by formal, structural mechanisms** such as funding instruments, business models, planning, policies, standards and regulations and other institutionalisation processes.

POSSIBLE GUIDING QUESTIONS:

- *Does the project secure social justice (e.g., social insurance, public health, public school, public services...etc.) over time? How?*
- *Does the project offer equal resources and opportunities to those in need? In which ways?*
- *Does the project help to overcome segregation between different communities? What kind of instruments can be put in place to reach this objective?*



Together

AMBITION III: to transform

Inclusion inspires new ways of living together, building on solidarity and cooperation, **raising awareness of social exclusion, discrimination and injustice**. An inclusive project becomes exemplary and replicable, and has the potential to **break obsolete social models**, remove barriers and create value and bring transformative benefits on a societal level, influencing worldviews, paradigms and social behaviors.

POSSIBLE GUIDING QUESTIONS:

- *Does the project promote new inclusive ways of living together? What kind of instruments can be put in place to reach this objective?*
- *Does the project have the ambition to break obsolete and unjust social models? Which ones? How does it plan to do this?*





Three working principles

Participatory Process

AMBITION I: to consult

AMBITION II: to co-develop

AMBITION III: to self-govern



Transdisciplinary Approach

AMBITION I: to be multidisciplinary

AMBITION II: to be interdisciplinary

AMBITION III: to be beyond-disciplinary

Multi-Level Engagement

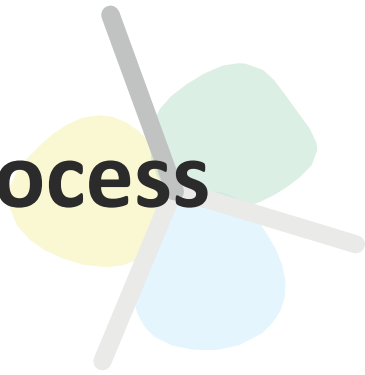
AMBITION I: to work horizontally

AMBITION II: to work vertically

AMBITION III: to work across levels



Participatory process



AMBITION I: to consult

A participatory project features already-established communication channels and stakeholder participation. At this first ambition level, participation ranges from **information-sharing about the project to consultation feeding into decision-making**. The information flow is static and mostly one sided: the information flows from the project owner to its audience and then back.

POSSIBLE GUIDING QUESTIONS:

- *Does the project keep stakeholders informed? How?*
- *Is there an awareness of who might be excluded from the project? If so, who?*
- *To what extent will the project allow stakeholders to contribute?*





Participatory process

AMBITION II: to co-develop

A participatory project engages stakeholders as **key partners** and advisers in defining and/or co-creating the rules and objectives of the project. It also seeks to **extend the stakeholder pool by actively reaching out to those who are excluded or underrepresented**. The emerging ideas are developed collaboratively by the project and its stakeholders. The information flow is dynamic, **exchanges are on an equal foot and information becomes co-designed**.

POSSIBLE GUIDING QUESTIONS:

- *Will the project process stakeholder input? How?*
- *Are those affected by the project included in the decision-making? How, and by which means?*
- *Does the project aim to collaborate with stakeholders? How?*
- *Does the project reach out to those who are excluded from their activity? How does it plan to do so?*



Participatory process



AMBITION III: to self-govern

A participatory project aims to **enable stakeholders to negotiate and engage in trade-offs with powerholders**, at all stages of the project's lifecycle (design, management, implementation, monitoring and evaluation) and empowers the community to **make decisions and govern the project**.

POSSIBLE GUIDING QUESTIONS:

- *Does the project empower and sustain grass-roots initiatives beyond project implementation? How?*
- *Does the project aim to allow stakeholders to take (legal) ownership? How?*
- *Do the project owners aim to make themselves redundant, enabling a community to take agency? In which way?*
- *What measures does the project take to include those affected by a design and to ensure representation in decision-making?*
- *Does the project provide training and capacity-building to empower stakeholders to actively and effectively contribute ?*



Multi-level engagement



AMBITION I: to work locally

A multi-level NEB project **connects horizontally** informal networks (e.g. groups of individuals, neighborhoods...), and/or formal institutions (e.g. sectoral departments, political groups...) and/or and engages with them to **influence the local living environment with a placed-based approach.**

POSSIBLE GUIDING QUESTIONS:

- *Does the project interact with local networks and collectives? Which activities does it put in place to do it?*
- *Does the project aim at influencing the local living environment? How?*
- *Does the project cultivate a place-based approach? How does it do that?*





Multi-level engagement

AMBITION II: to work across levels

A multi-level NEB project **connects vertically** informal networks (e.g. groups of individuals, neighbourhoods...) and/or formal institutions (e.g. government, administrations...) across various scales (e.g. single municipalities with regional authorities, local studies with international research programs), and engages with them to **push single-scale initiatives beyond their own dimension** (e.g. local, regional, national...).

POSSIBLE GUIDING QUESTIONS:

- *Does the project interact with networks and/or institutions that are active beyond the scale of the projects itself (e.g. from local to regional, from national to international...)? Which activities does it put in place to do so?*
- *Does the project work at different scales (e.g. neighbourhood and the city, one single school with a network of national schools...)? How does it make it possible?*
- *Does the project aim at having an influence across different scales? How does it plan to do so?*



Multi-level engagement



AMBITION III: to work globally

A multi-level NEB project that works at **global level reaches for a wider, transformational impact beyond its initial, local scale of application** and it connects networks and/or (inter)governmental institutions that, across various levels, share similar purposes **looking at the future of the entire ecosystem.**

POSSIBLE GUIDING QUESTIONS:

- *Does the project aim at reaching a global, transformational impact? How?*
- *Does the project consider the local impact putting it in perspective with the future of the entire ecosystem? Which actions does it plan to put in place to do so?*





Transdisciplinary approach

AMBITION I: to be multidisciplinary

A multidisciplinary NEB project aims to address a common problem **within one field of knowledge**. Working in a multidisciplinary way means working independently alongside **other disciplines that engage in similar topics**.

POSSIBLE GUIDING QUESTIONS:

- *Does the project work with different disciplines? How does it connect them?*
- *Is there a common problem definition, shared between different stakeholders? How did you get to have one?*
- *How many different educational backgrounds are involved? Could there be more involved?*
- *What is the distance between disciplines, e.g. urban planners working with architects (small distance) or biologists working with artists (large distance)? Which system does the project put in place to bridge it?*





Transdisciplinary approach

AMBITION II: to be interdisciplinary

An interdisciplinary NEB project aims to address a common problem or issue involving **two or more academic disciplines or fields of knowledge**. Working in an interdisciplinary way means collaborating with other disciplines towards a shared goal.

POSSIBLE GUIDING QUESTIONS:

- *What is the intensity of communication? How is it managed?*
- *Is there new knowledge creation?*
- *Are results integrated between each other? How?*





Transdisciplinary approach

AMBITION III: to be beyond-disciplinary

A beyond-disciplinary NEB project aims to **integrate both formal and non-formal knowledge** to achieve a common goal. It aims to bring together people from political, social and economic fields with members of the public to explore possibilities and realise new narratives. By **drawing on both local and traditional knowledge and cultural norms and values**, it aims to supplement and transform scientific insights for the benefit of society.

POSSIBLE GUIDING QUESTIONS:

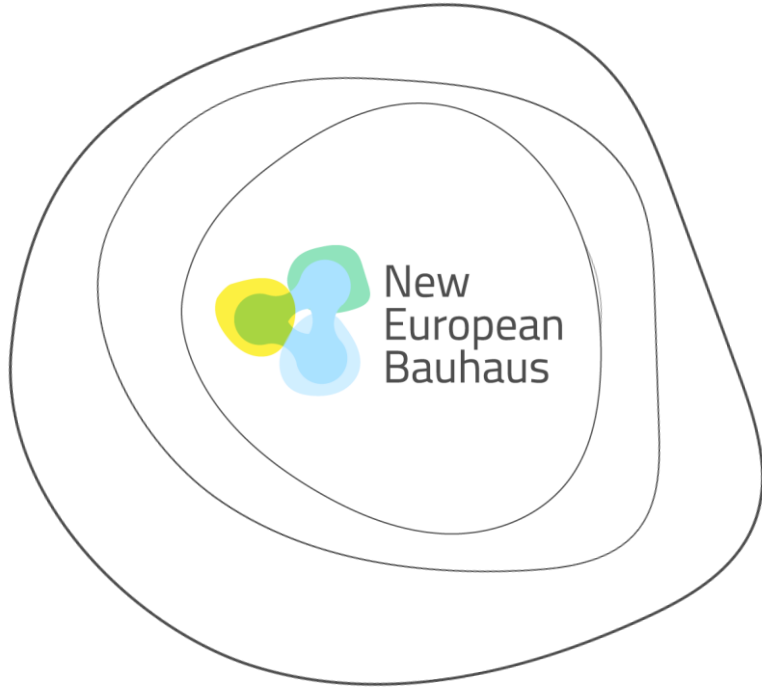
- *Are non-formal knowledge partners involved in the knowledge creation? How?*
- *Is equal value given to formal and informal knowledge? How?*
- *Is there a common goal? What is the plan to reach it collectively?*
- *Is there a collaborative process put in place that facilitates the merging of different knowledge fields? How does it work?*



NEB Compass

Examples





- #NewEuropeanBauhaus
- **Web:** <https://europa.eu/new-european-bauhaus>
- **Instagram:** @neweuropeanbauhaus
- **Pinterest:** <https://www.pinterest.com/eucommission/new-european-bauhaus/>
- **Newsletter:** https://europa.eu/new-european-bauhaus/stay-touch/e-zine_en





Thank you !