

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 “forms follows function”, factoring in the planet and social purposes
- to support the development of lead markets in sustainability





About

Initial scope:

- Beyond buildings: urban/rural spaces where we live and the way we experience them;

An integration challenge:

- Sustainability, including circularity
- Aesthetics and quality of experience
- Inclusion, including accessibility and affordability

Bring tangible transformation:

- Mind-set and culture
- Places
- Business ecosystem and markets





Timeline

Dec 2020 – Summer 2021

DESIGN

Early 2021 – 2024

DELIVER

2022 – open end


DISSEMINATE



Audience engagement

6.2k mentions

13k engagements

2 months
post-launch 

Sentiment:

43% positive

43% neutral

14% negative

6300+ 
IG followers

2 month
post-launch

Twitter authors:

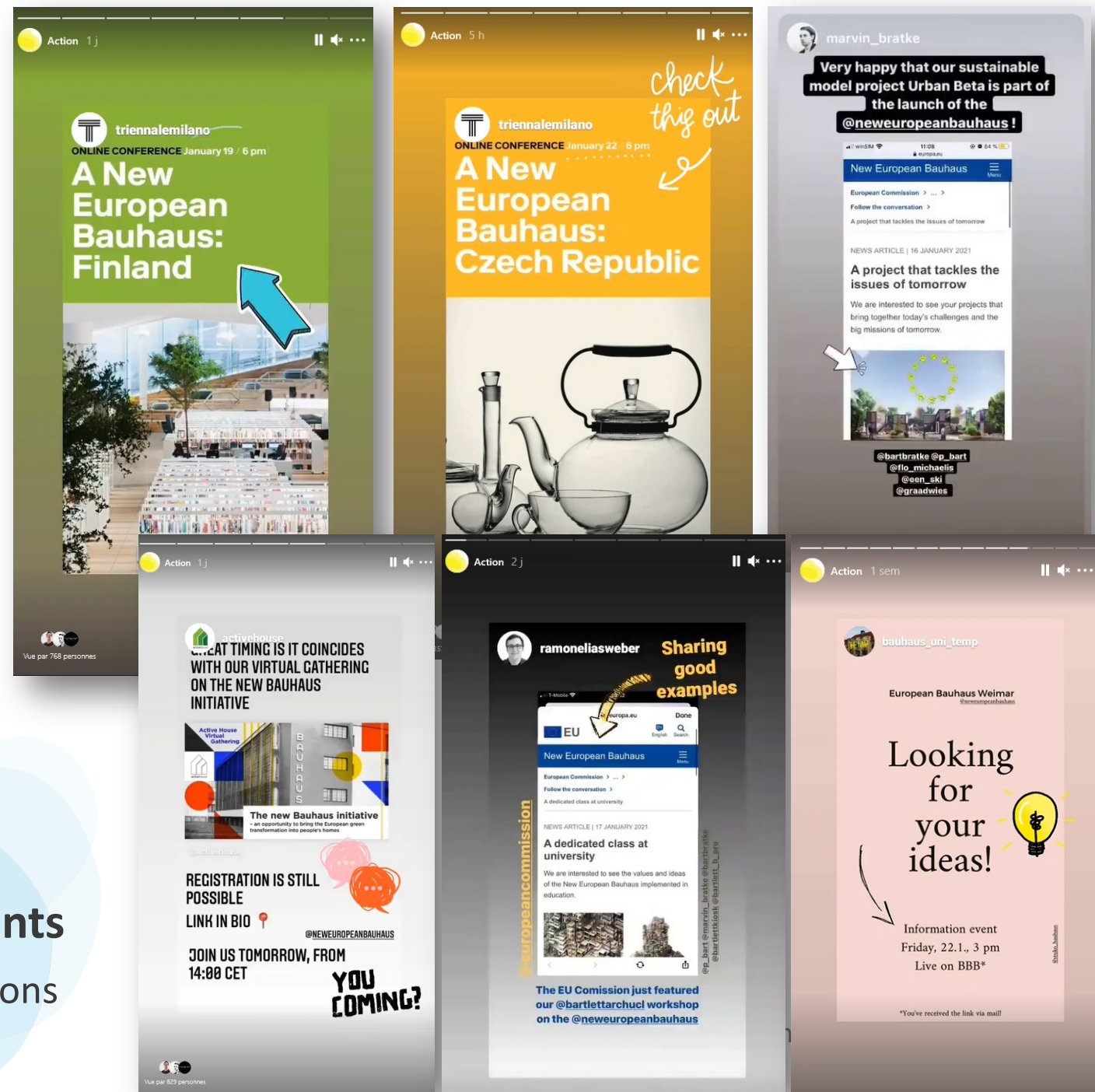
43% 25-34 years old

27% 35-44 years old

Main profiles reached:

educators, artists, architects,
entrepreneurs, students, designers

4800
participants
info sessions



Working structure

European Commission President: Ursula von der Leyen
Lead Commissioners: Mariya Gabriel and Elisa Ferreira

Core project team in JRC under the steering of President's cabinet

Core team

Bauhaus competences and resources in all core DGs

Steering network with core DGs and cabinets (EAC, RTD, REGIO, ENER, CLIMA, ENV, GROW, EMPL, CNECT, SecGen, COMM)

External High-level Round Table





High-Level Roundtable

#NewEuropeanBauhaus



- 18 members out of nine categories (architecture, design, digital, art & culture, urban planning & local authorities, sustainable entrepreneurship, climate expertise/science, social fairness & inclusion, nextGeneration)
- Selection based on geographical, gender and age balance
- Half open selection procedure
- First meeting in March



1. **Shigeru Ban** Architect, Professor at Keio University
2. **Francesca Bria** President, chairwoman of the Italian National Innovation Fund - CDP Venture Capital SGR
3. **Eszter Dávida** Urbanist, board member of KÉK (Hungarian Contemporary Architecture Centre)
4. **Olafur Eliasson** Artist
5. **Gina Gylver** Activist and Board Member of Young Friends of the Earth Norway
6. **Thiëmo Heilbron** Biologist, ecologist, founding director of social enterprise Fawaka Ondernemersschool (Fawaka School of Entrepreneurship)
7. **Bjarke Ingels** Architect and founder of design consultancy Bjarke Ingels Group (BIG)
8. **Michela Magas** Innovation advisor to the European Commission and the G7 leaders, Industry Commons concept creator
9. **Pia Maier Schriever** Architect and Set Designer
**Nominated by the European Parliament Committee on Culture and Education*
10. **Alexandra Mitsotaki** Co-founder and President of the World Human Forum
11. **Orla Murphy** Assistant Professor in UCD School of Architecture Planning & Environmental Policy, Co-Director of UCD Centre for Irish Towns (CfIT), Custom Architecture owner
12. **Sheela Patel** Grassroot activist and co-founder of SDI shack dwellers international
13. **Luther Quenum** Public policies lab manager / designer
14. **Mária Beňačková Rišková** Curator, editor, independent expert in design, multimedia, and cultural heritage, Head of the Slovak Design Center in Bratislava 2016-2020
15. **Hans-Joachim Schellnhuber** Systems Physicist and Climate Scientist, Founding Director and Director Emeritus of the Potsdam Institute for Climate Impact Research (PIK)
16. **Petr Skvaril** Global Partnerships & Programs Director at Impact Hub
17. **José Pedro Sousa** Architect, Professor FAUP, University of Porto, Portugal
18. **Hubert Trammer** Architect, National Institute of Architecture and Urban Planning, Poland
**Nominated by the European Parliament Committee on Industry, Research and Energy*



High-level roundtable



BEDA The Bureau of European Design Associations



ppnt gdynia design centre

A''
Aalto University



diesis
network

fundació
mies van der rohe
barcelona

**RI.
SE**



**Triennale
Milano**

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SiliconVilstal

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ESCOLA DE
TECNOLOGIAS
INOVAÇÃO
E CRIAÇÃO



ARS ELECTRONICA
Art, Technology & Society

CONEXIONES
improbables

NEBC
New European Bauhaus Collective



CiAUD
FACULDADE DE ARQUITETURA
UNIVERSIDADE DE LISBOA



ras de terra

ELISAVA
Barcelona School of
Design and Engineering

Rat für Formgebung
German Design Council



MEET DIGITAL
CULTURE
CENTER Fondazione
CARIPLO



**LAPINA
DALAB**
INNOVATION SPACE



Partners

#NewEuropeanBauhaus





Partners

- Multipliers, sounding boards and key interlocutors throughout the development of the initiative
- Outreach capacity, impacting on a substantial number of stakeholders; core activities relevant to one or more dimensions of the New European Bauhaus concept; share its goal, and are in line with the core values of the EU
- Commitment to support the New European Bauhaus initiative
- Mention on the website, New European Bauhaus Community





Design Phase

- Invitation to organise events/conversations/workshops on the New European Bauhaus with the help of a toolkit
- Interactive website where people/organisations/companies can contribute examples, ideas&visions and challenges
- Invitation to become partner of the New European Bauhaus
- EC to organise a series of conversations and events including with EU institutions and Member states



Design phase

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?



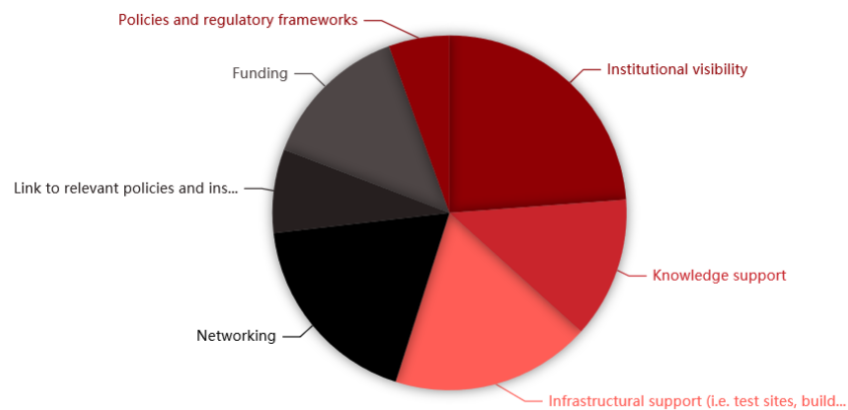
State of play

248 examples

158 ideas & visions

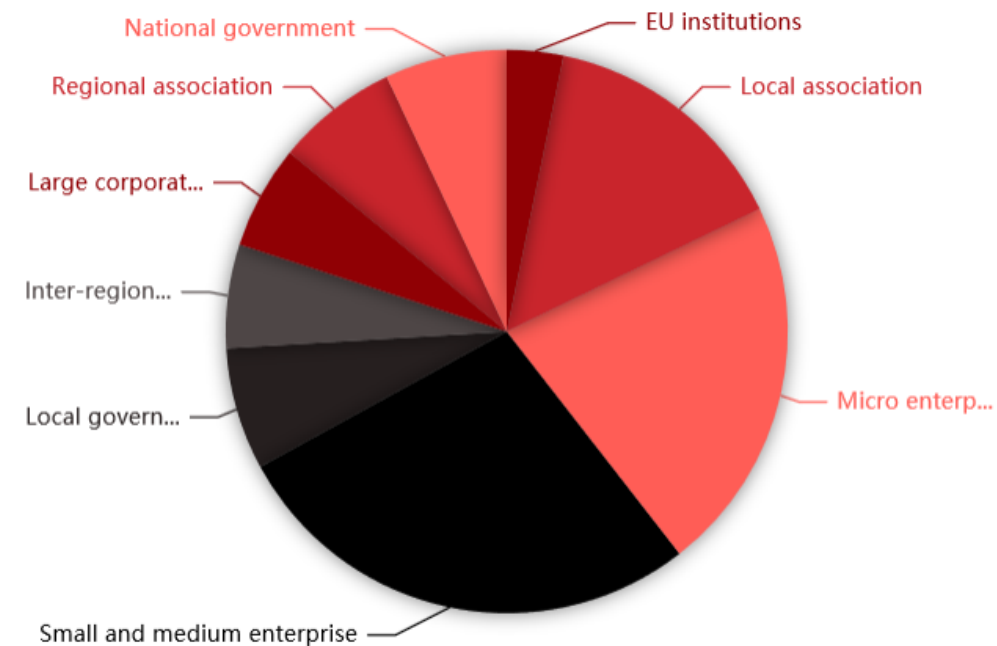
40 challenges & needs

⋮ How could the EU institutions help to scale or replicate this example?



Times Answered: 246

⋮ Your affiliation

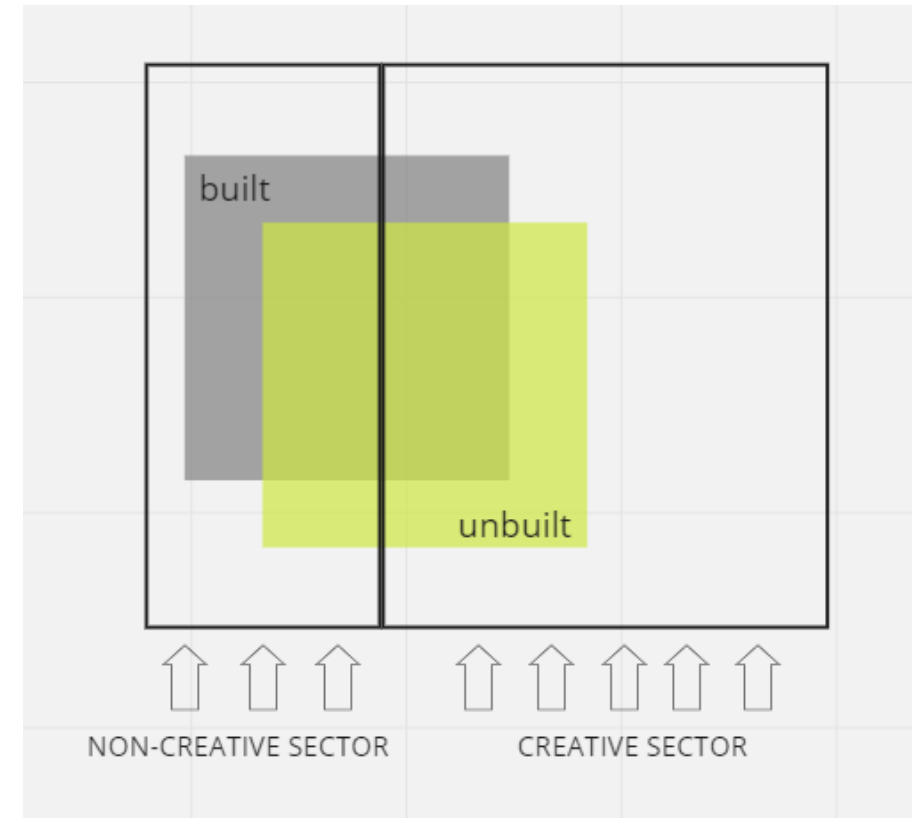


Times Answered: 185

First results

The **first mapping of entries** shows some general food for thought:

- Almost two third of the entries identify their own role as one in the creative sector (architect, designer, artist)
- Many people have more roles at the same time;
- Most entries come from the following three countries: Italy, Germany and the Netherlands;
- The tendency is to talk about small-scale interventions and global problems with local solutions;
- An integrated, multidisciplinary approach is sought in most of the proposals;
- The entries can be evenly distributed throughout a spectrum from tangible contributions – for the building- to intangible contributions – like events



First results

- Most entries place themselves in the core of the triangle, identifying a balanced approach to inclusion-aesthetics-sustainability;
- The more integrative the concepts, the more new keywords come up
- There is a limited number of entries on accessibility, affordability or energy poverty, raising the question whether these target groups have been reached so far;



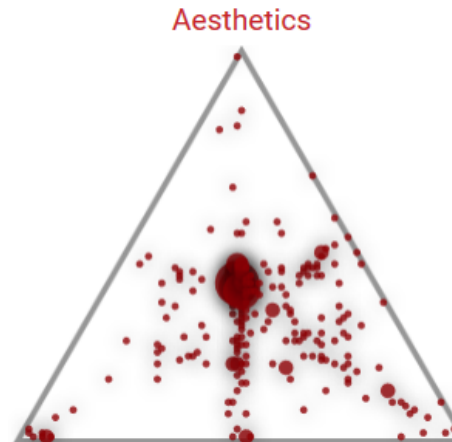
Where would you position your example?



Inclusion in relation to aesthetics is often associated with the inclusion of (intangible) needs of people around meeting each other, community building, co-decision-making and co-creation of spaces and strengthening communities;

Concepts such as tactile qualities of natural materials, natural light in spaces and the ergonomics of different kinds of materials are emerging at the intersection between sustainability and aesthetics;

Inclusion



Sustainability

Times Answered: 247



Challenges mentioned most

Addressing social inequalities in regards to immigrant communities, elderly people, people with special needs and disadvantaged groups;

Disconnection from nature and lack of green spaces in urban areas;


Fostering social inclusion and interactions by creating spaces for dialogue, strengthening communities and social ties, resource-sharing, social equity, as well as community participation in decision-making.

The lack of high-quality public spaces. A number of proposals affirm the need to build or improve meeting spaces for inclusion, cultural or artistic expression and reaffirm the people's right to the city;

The unsustainable use of resources and waste, notably in regards to linear use of resources, but also to the obsolete uses for buildings, infrastructures and physical spaces.

Your Story 10h

#neweuropeanbauhaus
dcciireland



Apéscet se 48
dcciireland Over the last two weeks three webinars have taken place on the New European Bauhaus initiative.

Organised by DCCI, @irisharchitecturefoundation and @idi_ireland, these webinars gathered representatives from across sectors to discuss plans to make Europe carbon neutral by 2050.
#NewEuropeanBauhaus #DCCIIBauhaus

How GOOD IS THIS! ↗

#STRONGERTOGETHER

Action 5d

European Parliament
Multimedia

EN - English View other websites

European Parliamentary Research Service

EPRS - Inside the New European Bauhaus: How to design and build a more sustainable future?

16/03/2021 14:00 to 15:30

EPRS - Inside the New European Bauhaus: How to design and build a more sustainable future?

16/03/2021 14:00 - 16/03/2021 15:30 (UTC+01:00)
Live coverage will begin shortly

European Parliament

Tuesday 16 March - 14:00 CET

Your Story 11m

Having an experience is taking part
in the world.
Taking part in the world is really about sharing responsibility
- Olafur Eliasson

Nordic co-design:
New European
Bauhaus

→ 24th March 2021

Your Story 5m

The Debate for a More Inclusive Europe

29 March 19:00 CEST

A NEW BAUHAUS?

@JANVANEYCHACADEMIE
#NEWEUROPEANBAUHAUS

Your Story 1m

European Bauhaus:
How can the wood sector engage, contribute and co-create?

Circular bio-based materials and solutions for a sustainable, affordable and beautiful transformation of the built environment

Virtual Conference 8 April 2021, 10:00 - 16:00 CET

register

Action 3w

Bauhaus North Rhine-Westphalia
25. February 2021, 13:00 until 14:00
Online

NRW.Discussion.Online
„Bauhaus North Rhine-Westphalia“ – Focus on Europe

INVIATION

Programme

Welcome
Ina Scharrenbach
Minister for Regional Identity, Communities and Local Government, Building and Gender Equality of North Rhine-Westphalia

Discussion
Sabine Verheyen, MEP (EPP)
Chair of the Committee on Culture and Education in the European Parliament
Ruth Reichstein
European Commission, I.D.E.A. Think-Thank of the President of the Commission, Green Deal & New European Bauhaus

Moderation
Lucia Schulten
DW (Deutsche Welle) Studio Brussels

An english interpretation is foreseen.

Thursday, 25th February 2021 13:00 - 14:00

Link in Bio!

@NRWInEU

Action 5d



#NEWEUROPEANBAUHAUS
With European Commissioner Elisa Ferreira

TO SPRING WITH ORIS
18.-19.03.2021.

@ORIS.HOUSE.OF.ARCHITECTURE

Action 4d

centrumdesignu.gdynia

We asked residents of Gdynia what a sustainable city should be like. On a basis of research we created a report. This initiative responds to the #NewEuropeanBauhaus framework.



@centrumdesignu.gdynia
@gdynia_gdynia
@gdynia_official

Your Story 11h

arcticdesignweek

Want to create the future? Join Arctic Design Week's dialogues on the New European Bauhaus to discuss sustainable, inclusive and aesthetic solutions for a climate neutral Europe. On Thursday 25th of March at 9.00–11.00 and 17.00–19.00 Finnish time.

Haluatko luoda tulevaisuutta? Tule mukaan Arctic Design Weekin "Uusi eurooppalainen Bauhaus" -keskusteluihin, jotka järjestetään torstaina 25.3. kello 9.00–11.00 ja 17.00–19.00 Suomen aikaa. Puhumme kestävästä, esteettisistä ja kaikille toimivista ratkaisuista ilmastoneutraalissa Euroopassa.

#NEWEUROPEANBAUHAUS
#UUSIEUROOPALAINENBAUHAUS

New European Bauhaus
beautiful sustainable together

Multiple conversations ongoing!

New European Bauhaus





Delivery

- New European Bauhaus prize to be launched in April 2021 to reward inspirational examples
- In September, call for the first five pilot projects:
 - 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
- Flanking measures to build the New European Bauhaus community, both budgetary (other calls) and non budgetary (e.g. standards).
- The support structure (combination of several EU instruments) will be refined during the design phase and adapted over time.





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





Thank you !

