



## New European Bauhaus Communication

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# STATE OF THE UNION 2021

### What is the New European Bauhaus?

The New European Bauhaus translates the European Green Deal into tangible change on the ground that improves our daily life, in buildings, in public spaces, but also in fashion or furniture.

The New European Bauhaus aims at creating a new lifestyle that matches sustainability with good design, that needs less carbon and that is inclusive and affordable for all, while respecting the diversity that we have in Europe and beyond.

### Where is the funding coming from and how much will be allocated to the calls? Which are the EU programmes that will be mobilised?

There are two main strands of possible public funding: funding at EU level and through the Member States' own resources and initiatives.

The New European Bauhaus will build on and mobilise existing EU programmes through a first set of dedicated calls for proposals launched in 2021 and 2022. Among others, these will come from programmes such as [Horizon Europe](#) and its Missions, the [Single Market Programme](#) or [LIFE](#), and the [European Regional Development Fund](#). More specifically, there will be about €85 million dedicated to New European Bauhaus projects from the EU programmes mentioned above in 2021 – 2022. Many EU programmes will also integrate the New European Bauhaus as an element of context or priority without a predefined dedicated budget.

Numerous complementary actions are also foreseen through more generic calls and actions in which the New European Bauhaus will be one of the priorities or an element of context.

The financial support through EU programmes aims to mobilise Member States' resources and private investments. In particular, Member States will be invited to introduce the New European Bauhaus in their socio-economic and territorial strategies as well as to mobilise the relevant parts of their recovery and resilience plans.

### What are the main requirements and who can apply to the different calls for proposals?

There is a general shared objective across all the calls: to support projects that bring aesthetic, sustainable and inclusive elements of transformation. However, the specific eligibility and selection criteria depend on each EU Programme and each specific call. There will be calls opened for public authorities, but also for start-ups and citizens' initiatives.

All relevant information on the possible funding opportunities, including links to the calls and a framework with a timeframe attached to it, is available on the New European Bauhaus [official website](#).

### What is the timeline for the first five demonstrators? When will the first concrete effects of the New European Bauhaus be visible?

The Commission has defined the first elements for the implementation of the New European Bauhaus with a number of actions starting now, in September 2021.

This initial package includes a call for five first demonstrators that will have the function of kicking-off the transformation on the ground. The call, funded under Horizon Europe, will be open for applications in September 2021 and run until 25 January 2022. A group of selected experts will then assess the applications and select the first five projects in spring 2022.

A new wave of pilot projects will be open for application in 2022-2023. For more information, please

see more information on [our website](#).

### **What will be the role of the Member States in the New European Bauhaus?**

The Member States have a crucial role to play in the success of the implementation on the ground. From the promotion of participatory co-design processes to the ability to support the financing of local transformation projects, the New European Bauhaus will require strong cooperation from Member States.

Beyond Commission-led programmes and funds, the funding of New European Bauhaus-type projects will require strong cooperation with national, regional and local authorities. These authorities can, for instance, mobilise their shared management funds (e.g. from their Recovery and resilience plans, or their operation programs under cohesion policy funding).

Member States will be invited to entrust an entity as a contact point for the New European Bauhaus initiative, to connect and coordinate efforts in their respective country and participate in an EU-wide informal network for exchange of information and experience.

### **How will the New European Bauhaus Lab work?**

The New European Bauhaus Lab will work in a participatory and cross-sector way with the [High Level Roundtable](#), the [official partners](#), the supported projects, and all those who want and can contribute to the concrete implementation of the initiative - from local/regional/national/international authorities and organisations to industry and civil society. It will co-create, prototype and test the tools, solutions and policy actions that will facilitate the transformation on the ground.

The Lab will work on a number of key topics, including the criteria for a New European Bauhaus label, the shaping of innovative funding mechanisms, the regulatory analysis and experimentation and key performance indicators.

### **What is the upcoming New European Bauhaus Prizes ceremony on 16 September?**

The 2021 prizes give visibility to good practices, examples, and concepts that illustrate the three New European Bauhaus values: **sustainability**, **aesthetics**, and **inclusion**. These examples must either already be implemented or, if they come from students and young professionals, pave the way to the future.

There are ten prize categories – from 'products and lifestyle', to 'reinvented places to meet and share'. For each of the ten categories, there will also be a specific 'New European Bauhaus Rising Stars' strand, open to under-30s. The idea is to support and encourage the younger generation to continue developing new ideas and exciting concepts.

The winners of each category will receive:

- €30 000 and a communication package for the New European Bauhaus Awards;
- €15 000 and a communication package for the New European Bauhaus Rising Stars.

During the Prize ceremony, the prizes will be awarded by Commissioner for Cohesion and Reforms, Elisa **Ferreira**, and Commissioner for Innovation, Research, Culture, Education and Youth, Mariya **Gabriel**.

### **What are the main outcomes of the co-design phase, and how have the inputs collected contributed to shaping the Communication?**

During the co-design phase, we received over 2000 contributions via the New European Bauhaus website from all over Europe and beyond. People were invited to share challenges, visions, ideas and examples for the project.

The co-design process allowed the Commission to identify four 'thematic axes' for the implementation of the New European Bauhaus:

- a) reconnecting with nature;
- b) regaining the sense of belonging;
- c) prioritising those areas needing it the most and
- d) adopting a long term and full life-cycle thinking.

This phase also inspired the key principles that will structure the ways of working on its implementation: a multi-level, participatory and cross-sector approach.

### **Who are the actors and communities that took part in the co-design phase?**

Throughout the whole 6-month co-design phase the New European Bauhaus initiative was discussed with a wide variety of audiences ranging from architects to scientists, from social housing organisations to industry, from children and art students to public authorities.

In total, more than 200 multidisciplinary conversations took place, and more than 2000 contributors directly shared their ideas, challenges and visions via the New European Bauhaus website. Furthermore, more than 8500 viewers followed the conference online. In this phase, the support of both the official New European Bauhaus Partners and the Members of the High-Level Roundtable was essential, as they have been working as amplifiers, activating their networks and stimulating new conversations.

For what regards the role of the contributors, the New European Bauhaus attracted naturally a large interest from the building sector (architects and engineers), mainly because of the explicit reference to the architectural world embedded in the name of the project. A series of topical events planned directly with and for specific groups of organizations supported the reach out for unrepresented (or less represented) sectors. This, along with the integration of partners from various fields, has improved the sectoral diversity. For more information, please consult the first annex of the Communication.

### **How can one be part of the New European Bauhaus?**

If someone would like to become actively involved, she/he can look into the growing community of New European Bauhaus official partners and share their ideas with organizations that run activities related to a specific field of interest.

It is also possible to become an official partner, to get involved locally and reach out to grass-roots organisations to produce a New European Bauhaus project proposal around our core pillars of sustainability, aesthetics and inclusion.

The Commission publishes a newsletter updates regularly the official website, including regarding the relevant funding [opportunities](#).

### **How does the New European Bauhaus intend to improve its global reach beyond Europe?**

While most of the EU programmes mobilised so far have a major focus on the EU, the exchange of experience and practice has to be global. The call for official partners will remain open. Furthermore, the conversation will widen both across Europe and beyond, in particular through the yearly New European Bauhaus Festival, which will be organised for the first time by the Commission in spring 2022.

The Commission counts on the assistance of the [High Level Roundtable](#), the official partners and all interested parties to raise awareness and promote the debate beyond the borders of our Member States.

### **What are the main objectives of the New European Bauhaus Festival?**

Creating a sense of community is key to keep momentum around the process of change triggered by the New European Bauhaus.

In order to allow visibility for the change makers, to share and debate progresses and results, and to foster the engagement of citizens, the Commission will convene a 'New European Bauhaus Festival' for the first time in spring 2022.

The Festival will include three components:

- The Forum will trigger policy- and action-oriented debates to help shape the trajectory of the project;
- The Fair will offer a space to showcase projects, prototypes and outputs, as well as methodologies, tools, technologies, products or policy instruments contributing to the New European Bauhaus;
- The Fest will propose a cultural programme for the general public combining physical and virtual exhibitions, performances or talks, exploring and celebrating the core values of the New European Bauhaus.

The first edition of the festival will take place in Brussels and will be organised and financed by the Commission. From 2023 onwards, based on the experience from the first edition, the Commission will envisage a concept for a yearly event that should ideally include places in- and outside the EU.

### **For more information:**

[Press release](#) - New European Bauhaus: €85 million to match sustainability with design

Press contacts:

[Vivian LOONELA](#) (+32 2 296 67 12)

[Célia DEJOND](#) (+32 2 298 81 99)

General public inquiries: [Europe Direct](#) by phone [00 800 67 89 10 11](#) or by [email](#)