

New European Bauhaus

beautiful | sustainable | together





beautiful | sustainable | together

PRIZE
NEW EUROPEAN
BALANCE

Prefabricated unstabilised rammed earth elements for a greener and circular building industry



Neighbourhood lights for urban re-naturalization



Contemporary art as a tool to stimulate urban and social regeneration



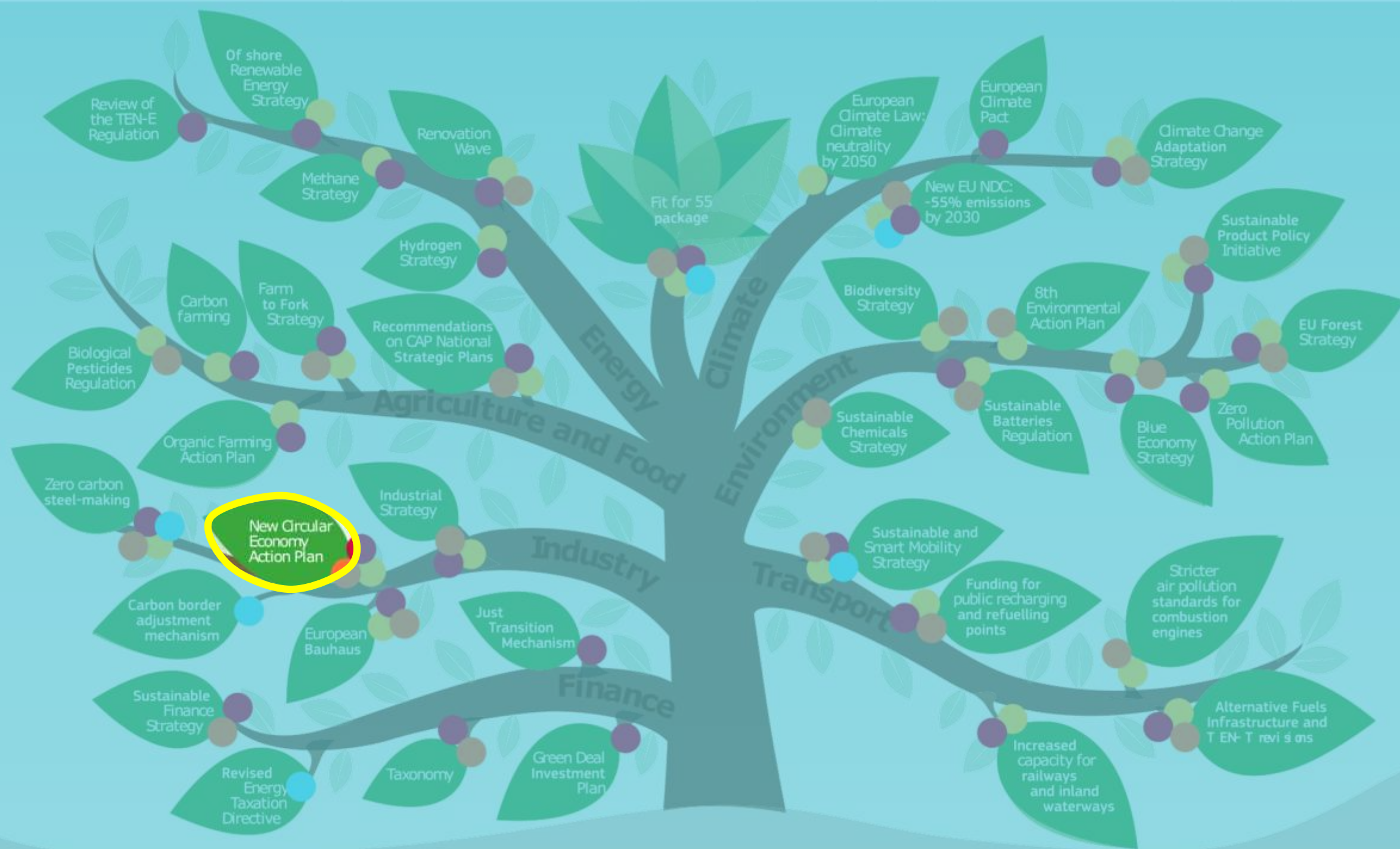
Re-imagining our cities as an extension of nature

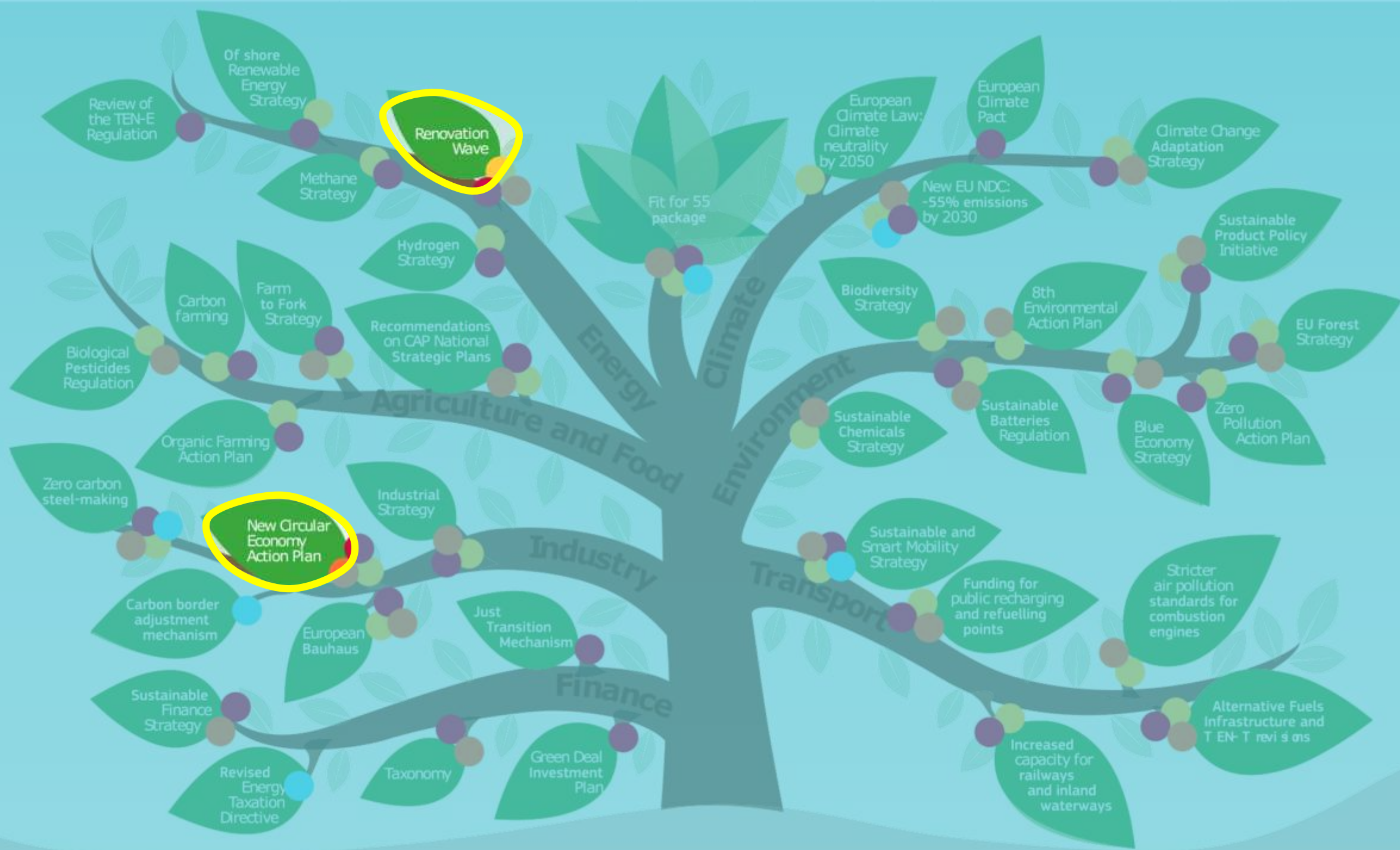


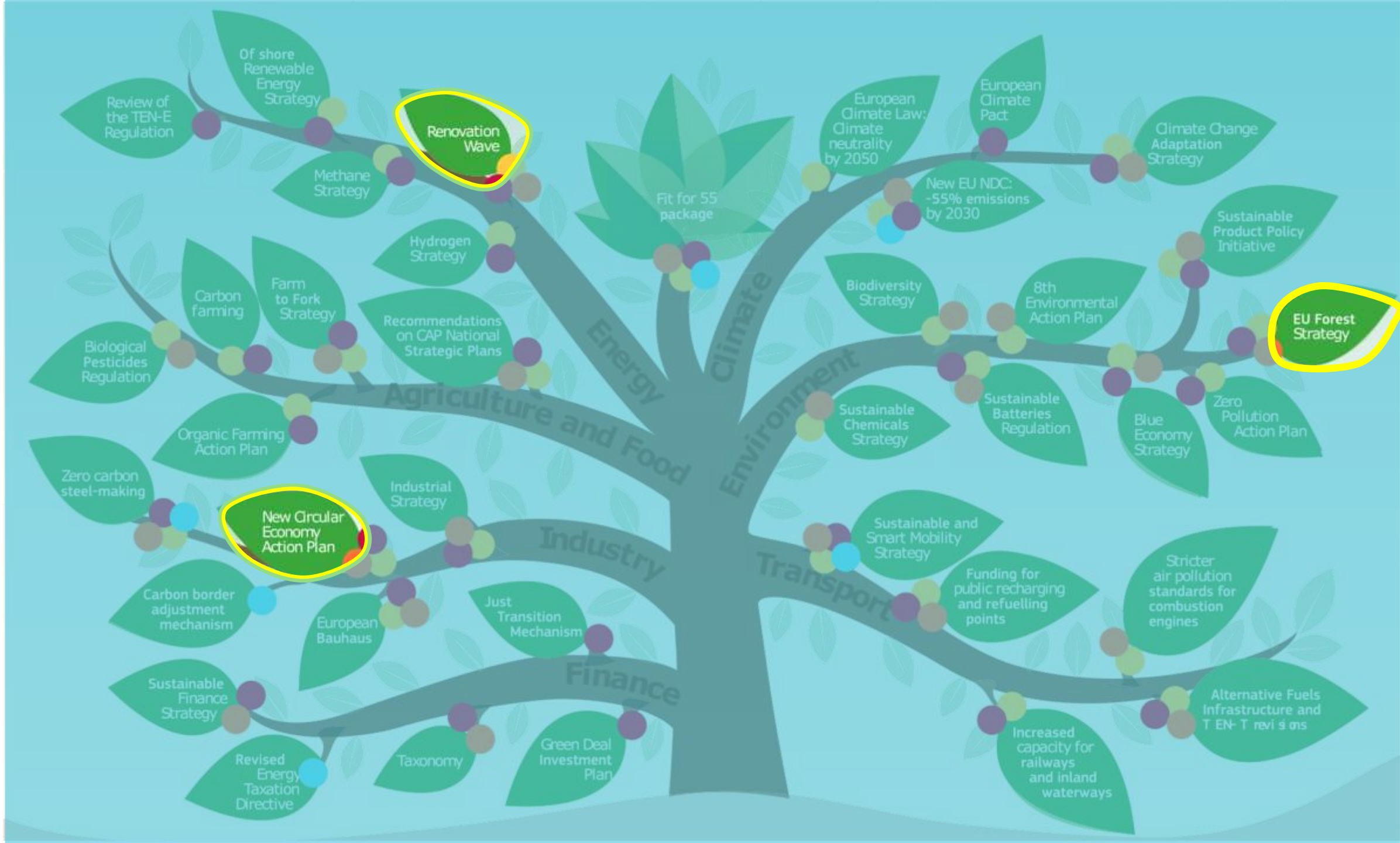
A circular supply chain for furniture

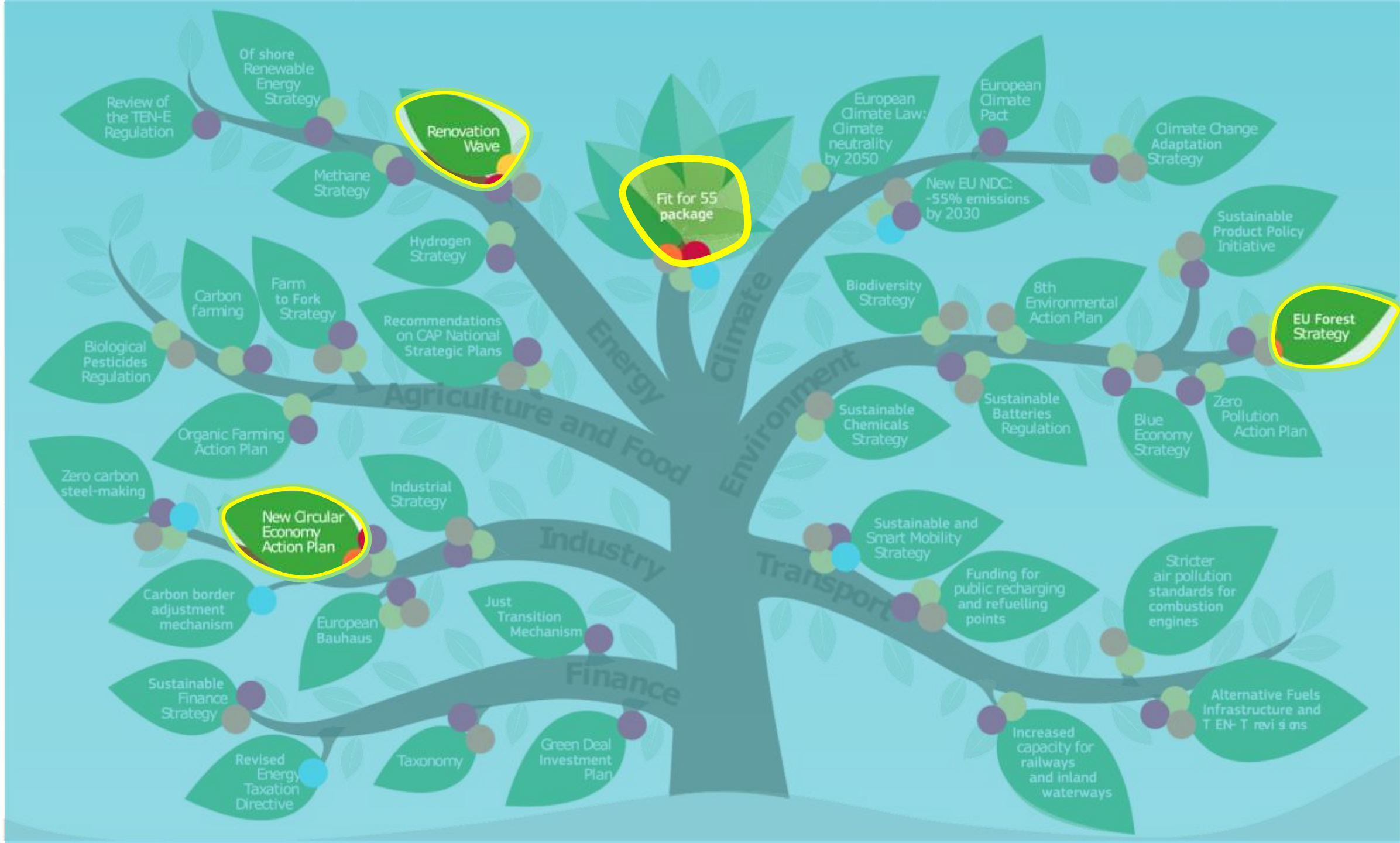


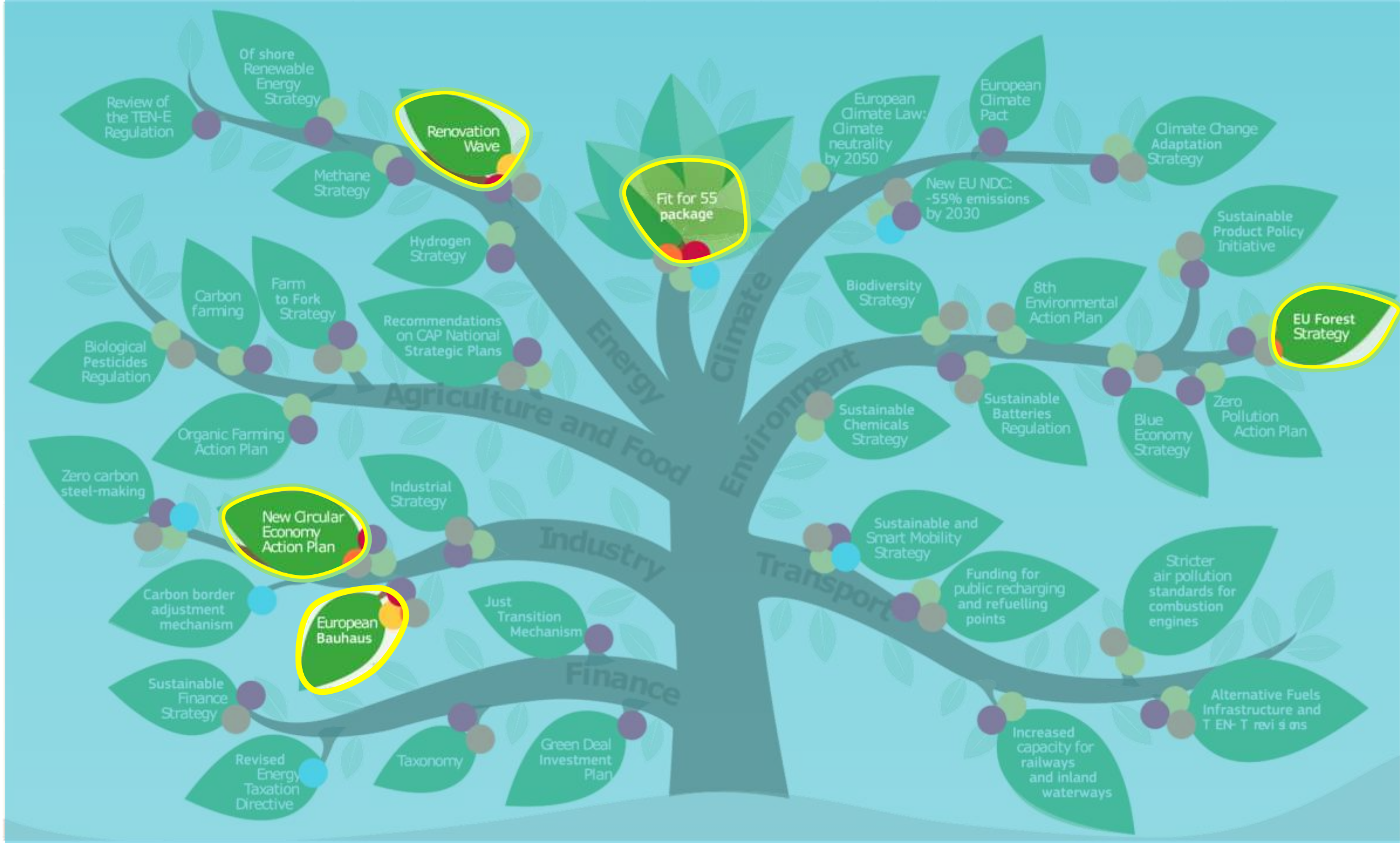
- pricing
- standards
- targets
- incentives







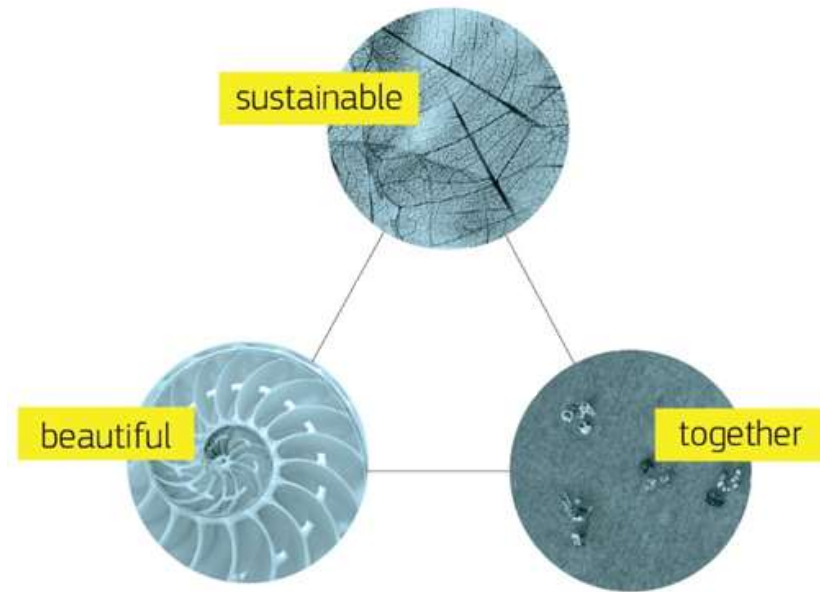








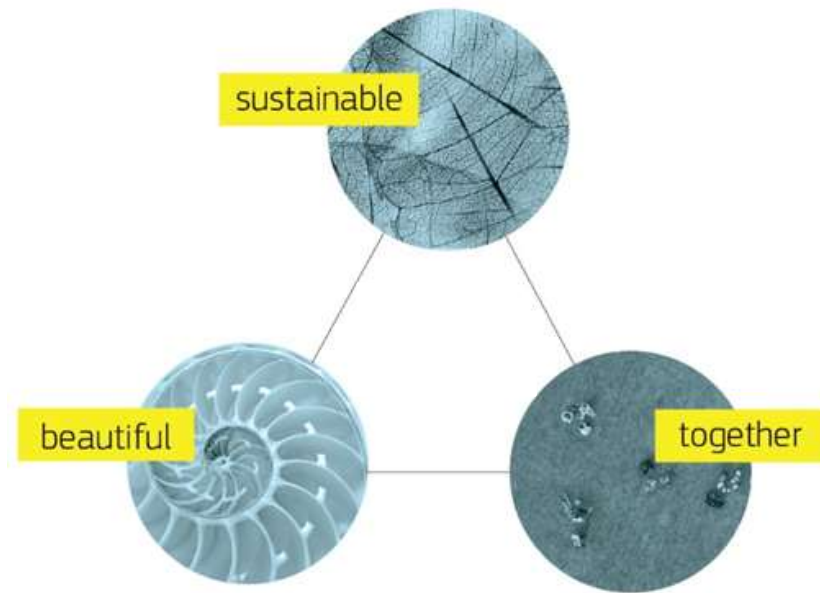
New European Bauhaus



Principles:



New European Bauhaus

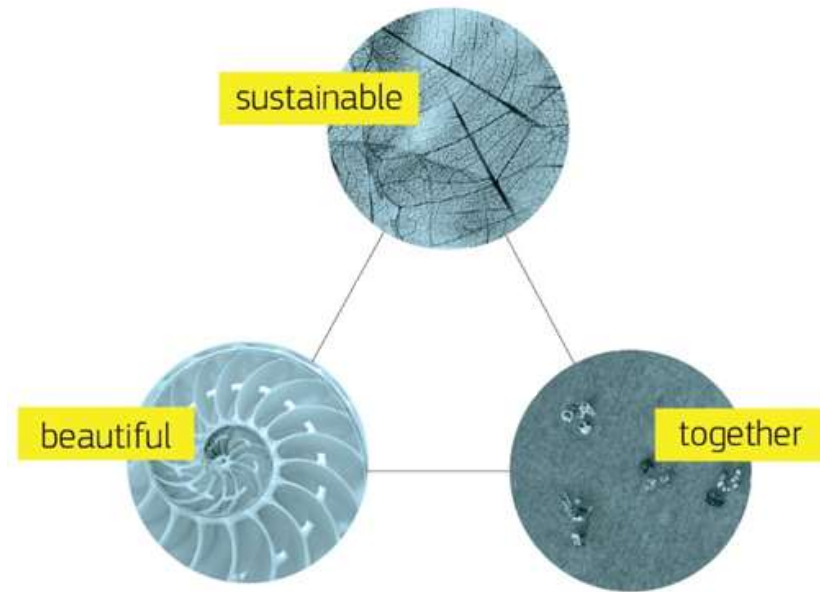


Principles:

- global/local



New European Bauhaus

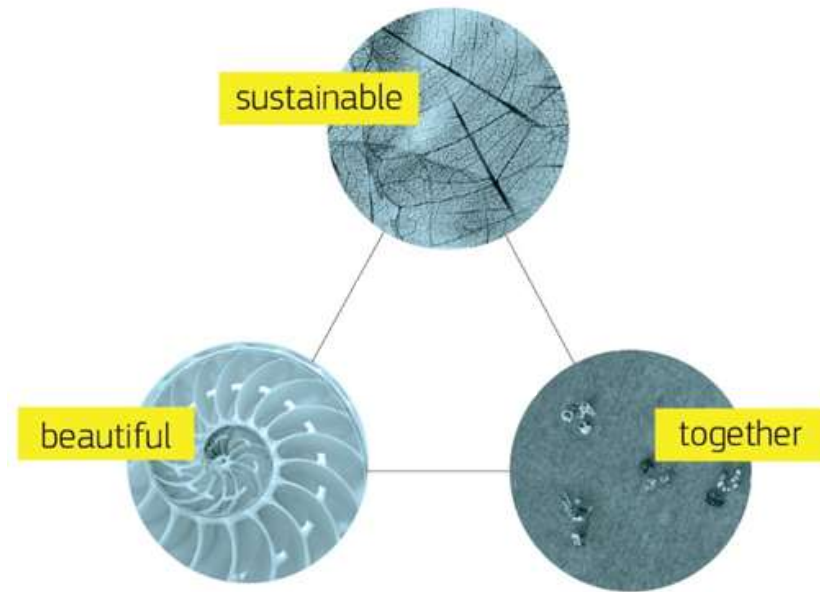


Principles:

- global/local
- participatory



New European Bauhaus

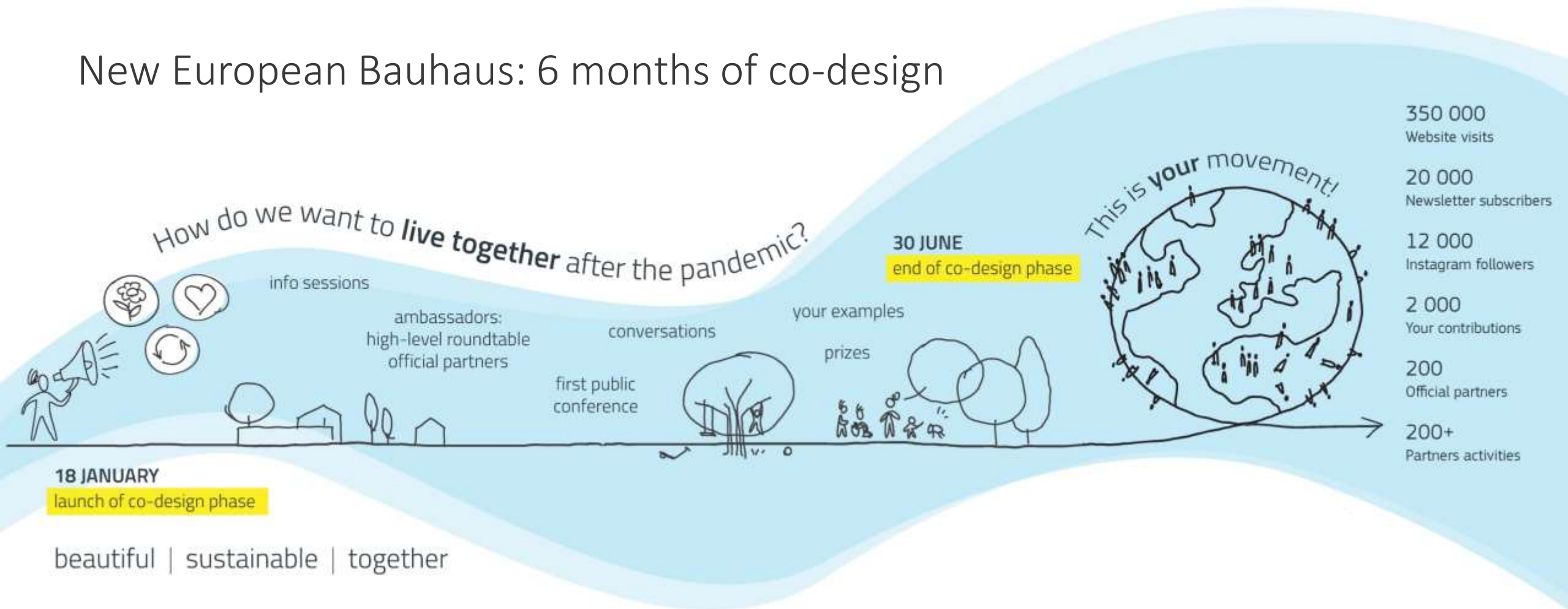


Principles:

- global/local
- participatory
- transdisciplinary



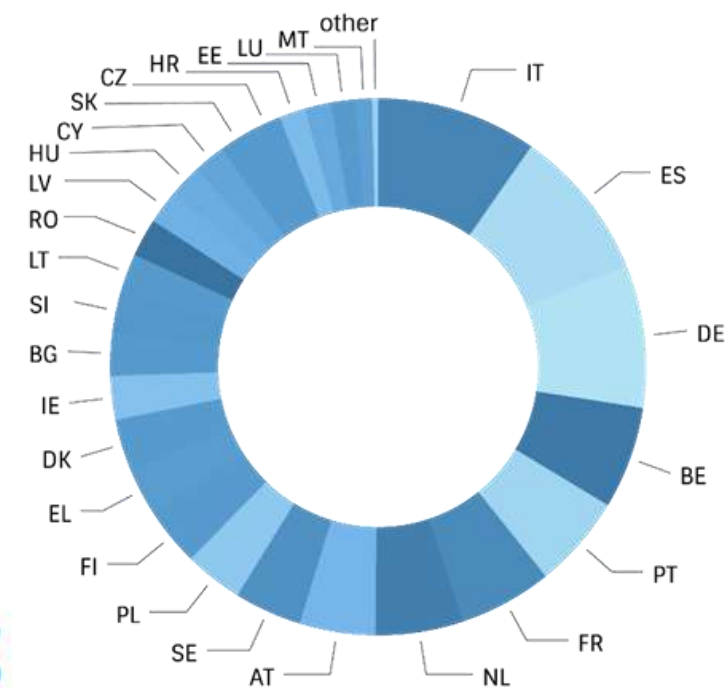
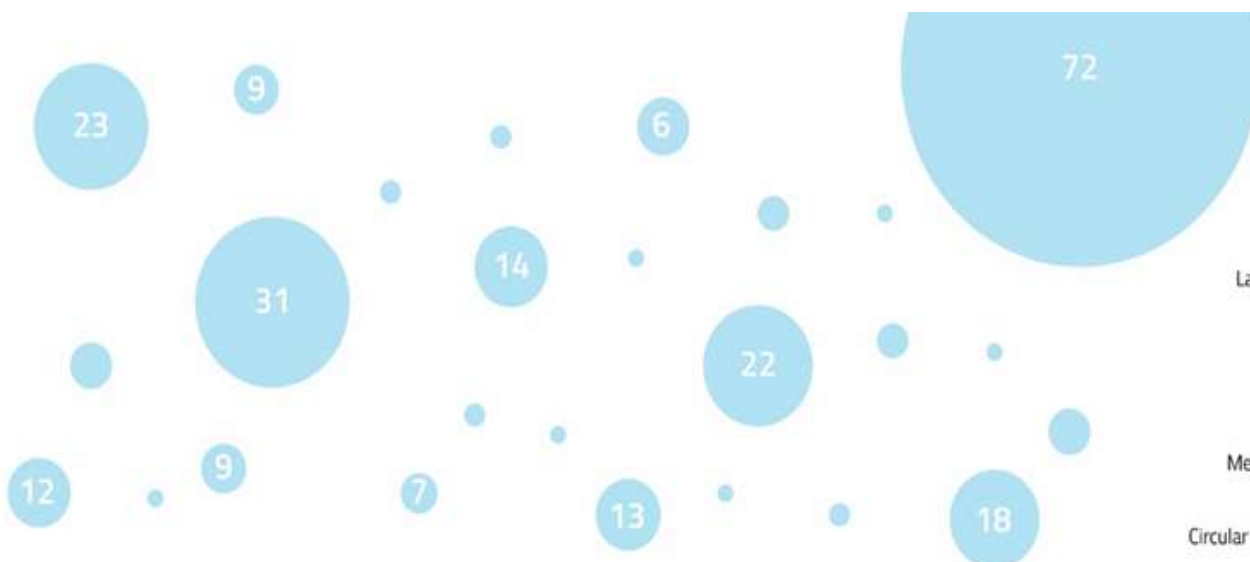
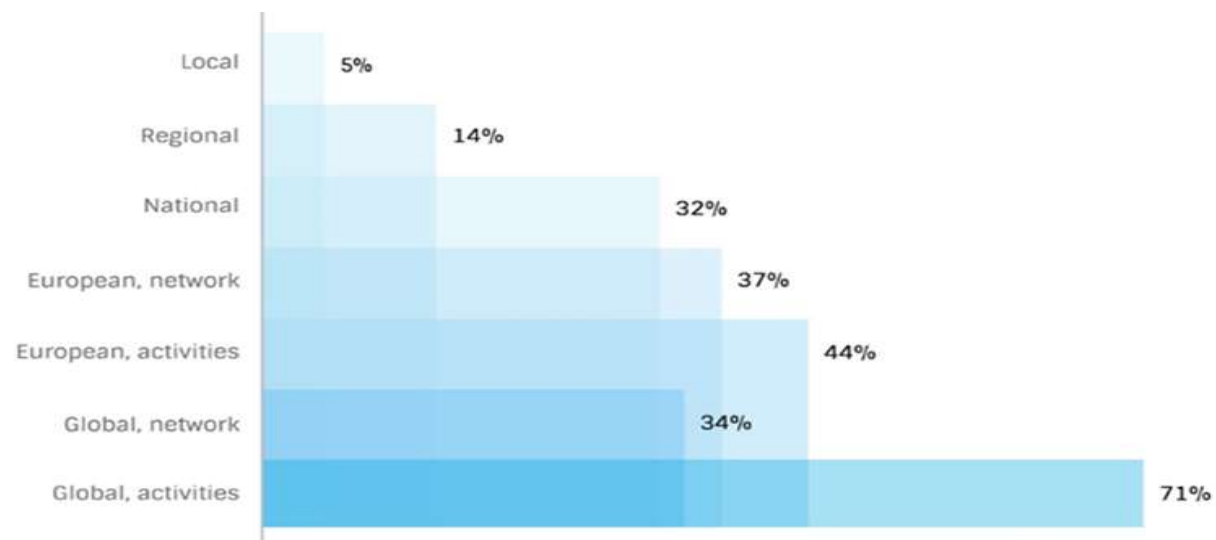
New European Bauhaus: 6 months of co-design



A diverse and vibrant community of Partners

313

Partners



New European Bauhaus





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





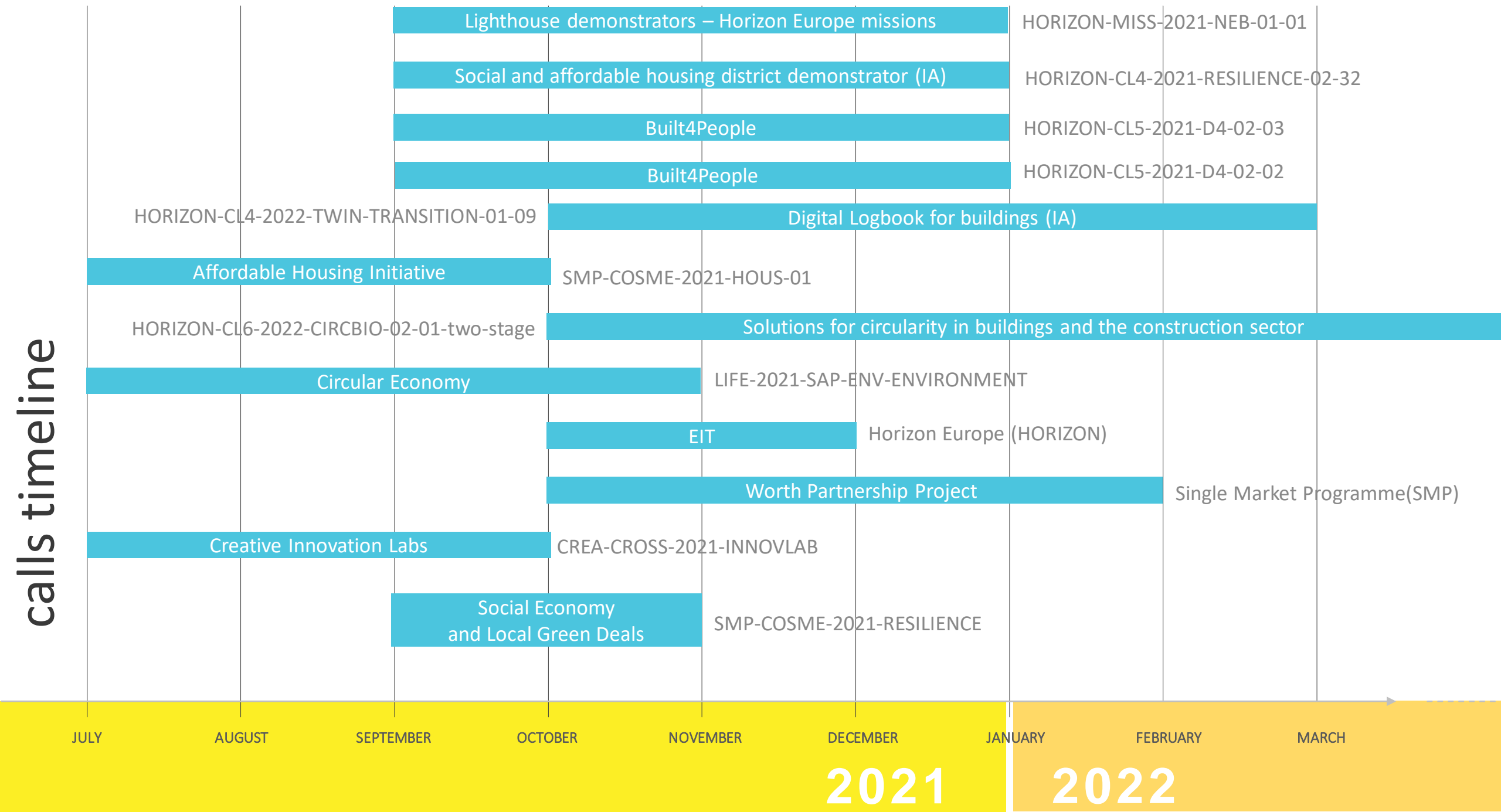
New European Bauhaus

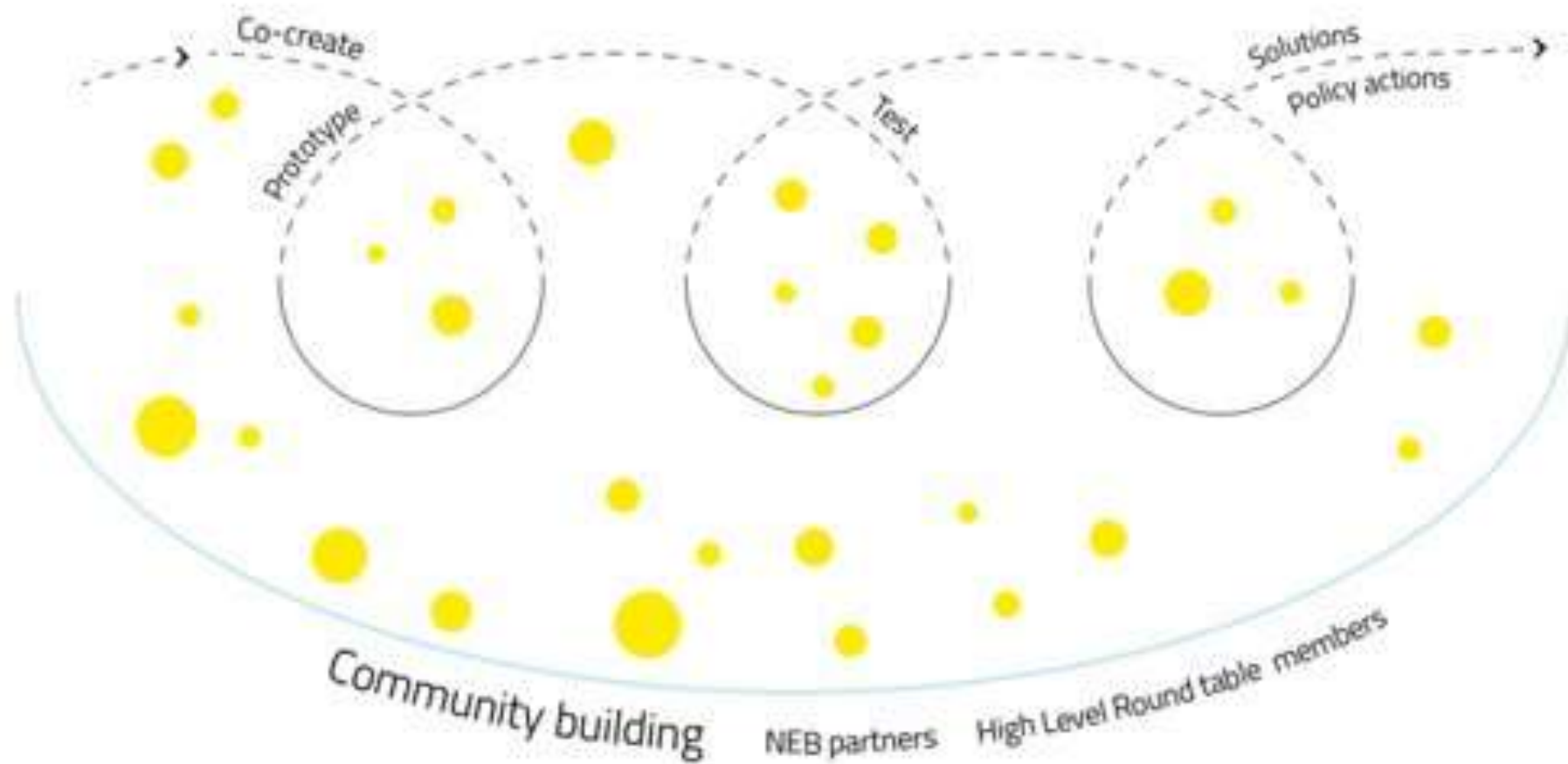
Thematic axes of the transformation path:

- 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



calls timeline







First projects

- NEB-Label
- Innovative financing
- Reglementary opportunities for the transition
- Special focus on education

June 2022: NEB Festival – satellite events in Member States



Innovative Financing

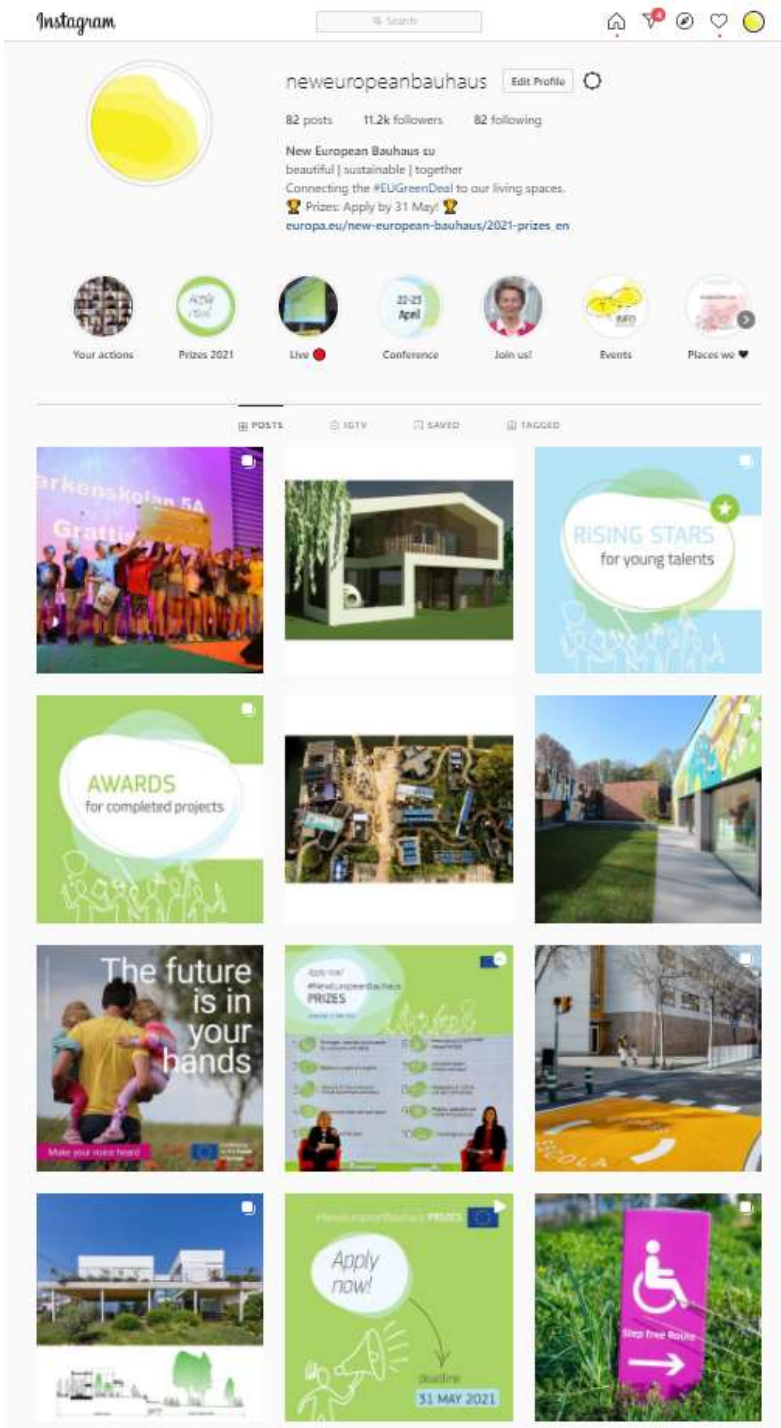
- Philanthropic funds
- European Foundation(s)
- Crowd funding
- Public and private financing



What role for financial actors?

What is needed to involve financial sector?





Instagram

15k followers
31k interactions
25k video views



Twitter

12k mentions
25k engagements



Website

400kvisits
900k page views



Newsletter

24k subscribers



Pinterest

99 pins

NEB reach

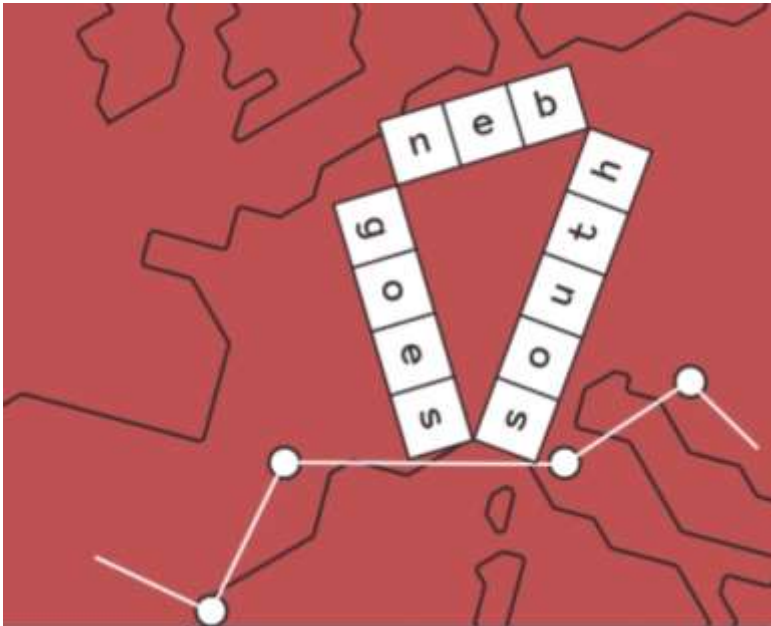
Wood4Bauhaus



NEBC

New European Bauhaus Collective

NEB goes South



Bauhaus of the Seas





Thank you!

Email: Ruth.reichstein@ec.europa.eu
Twitter: @RuthReichstein

