

New European Bauhaus
beautiful | sustainable | together



► Dr Kieran McCarthy, Cork City Council

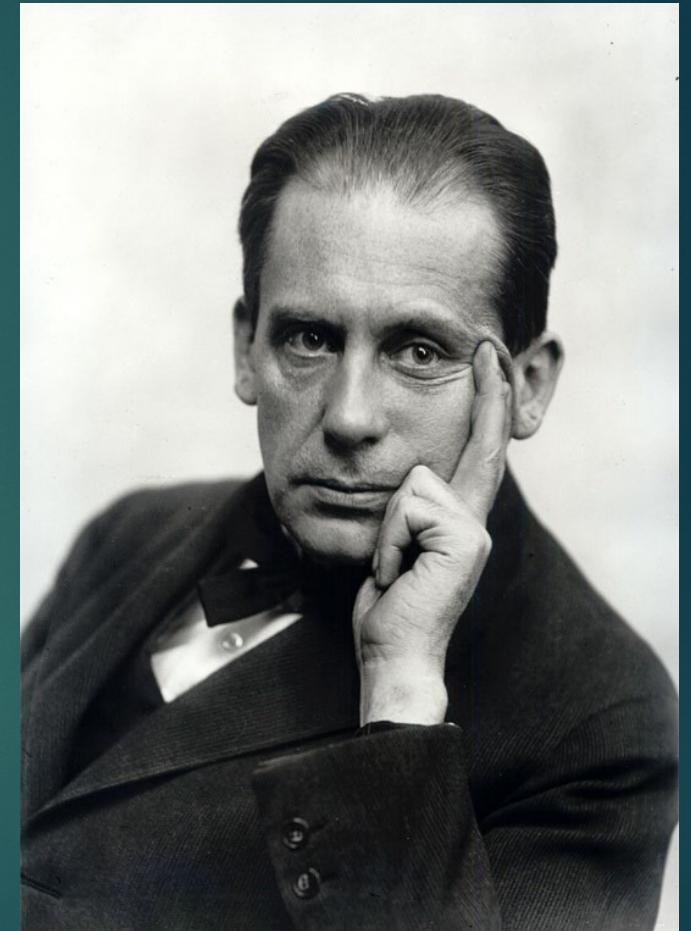
What is it ?

- ▶ a cross environmental, economic and cultural movement to help deliver the European Green Deal and support the recovery and transformation and of Europe following the COVID-19 pandemic.
- ▶ envisages the participation of a wide range of actors, including students and academics, in a vast effort of cooperation between science, technology, the arts and culture. Its core values are sustainability, aesthetics and inclusiveness.



Historical Bauhaus

- ▶ The Staatliches Bauhaus – commonly known as the Bauhaus, literally meaning “house construction” – began as a German school of the arts in the early 20th century.
- ▶ Established by Walter Gropius in 1919, the school became famous for its approach to design, which strived to unify the principles of mass production with individual artistic vision and endeavoured to combine aesthetics with everyday function.
- ▶ The Historical Bauhaus was created in a time of profound transformation as cities and regions were being reconstructed physically and economically after the First World War.



Bauhaus & UNESCO

- ▶ Bauhaus arguably became the most visionary and influential art and design movement in history. It had a deep diffusion across the Europe of the day and further afield in the United States.
- ▶ UNESCO has acknowledged the value of its ideas of sober design, functionalism and social reform as embodied in the original buildings. Some of the movement's achievements are on the World Heritage List.

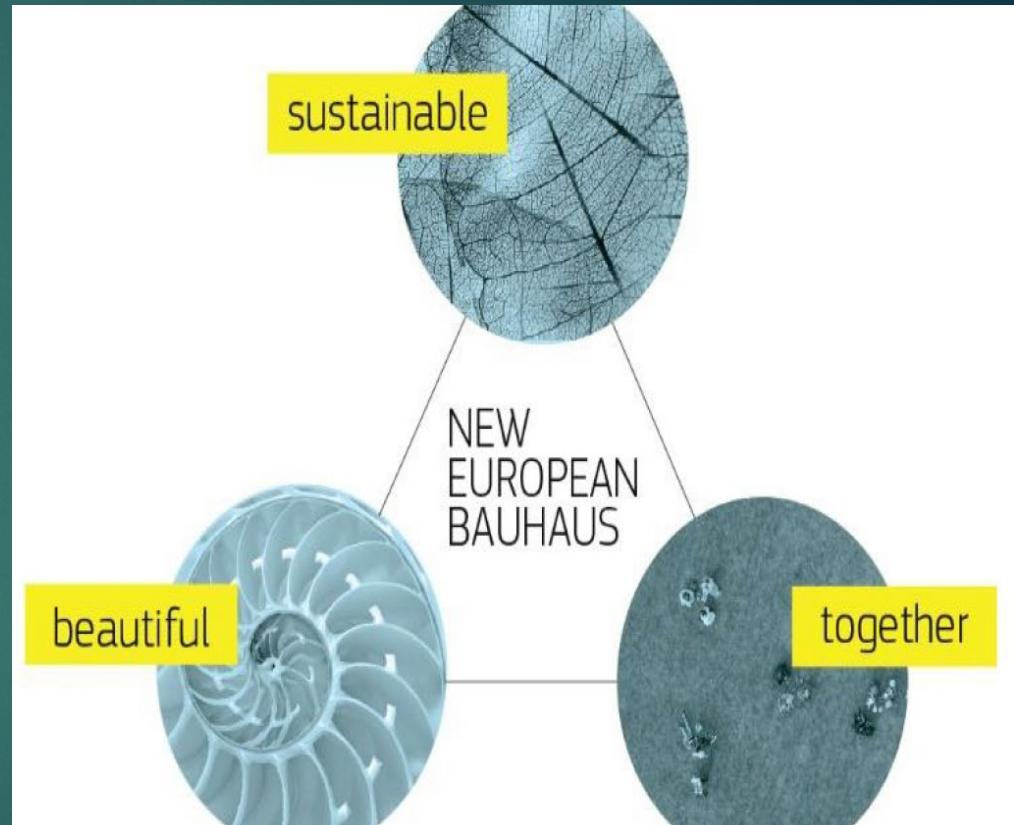


New European Bauhaus is Highly Ambitious

- ▶ Promotes a new lifestyle where sustainability matches style
- ▶ Accelerating the green transition in various sectors of our economy such as construction, furniture, fashion and in our societies as well as other areas of our daily life.
- ▶ A project of hope and positivity and in particular encourages working together in a participatory way.
- ▶ New actions and funding possibilities
- ▶ A cultural and creative dimension to the European Green Deal
- ▶ Circular economy
- ▶ Link to nature-related and nature-based solutions
- ▶ Tangible experiences at the local level

The Bauhaus Triangle

- ▶ A triangle of three core inseparable values guides the New European Bauhaus:
 - Sustainability, from climate goals, to circularity, zero pollution and biodiversity
 - Aesthetics, quality of experience and style, beyond functionality
 - Inclusion, valorising diversity, equality for all, accessibility and affordability.



Foundational Principles (1)

- ▶ Transdisciplinary - cross-fertilisation of ideas, knowledge, skills and methods
- ▶ Innovative materials remain key
- ▶ Explore more nature-based materials that are produced sustainably and to develop low-carbon production solutions
- ▶ Multilevel approach to transformation – from global to local
- ▶ Involves civil society and people of all ages and in all their diversity
- ▶ Affordable and accessible for all
- ▶ Place-based approach.

Foundational Principles (2)

- ▶ Small-scale initiatives by individuals, neighbourhoods and local communities.
- ▶ Life-centred perspective
- ▶ Intergenerational solidarity
- ▶ Tackle unsustainable use of resources and waste
- ▶ Connections between rural and urban areas
- ▶ Digital transition
- ▶ Beyond European borders



Delivering the New European Bauhaus:

- Three leverage points where specific actions should be implemented:
 - (a) making change happen in specific places on the ground
 - (b) the need for doing things differently in making innovation happen, including by improving our skills and methods
 - (c) the need for adapting the intentions and the way of thinking that is behind our actions.

Projects/Programmes/ Schemes (1)

- ▶ NEB Lab
- ▶ New European Bauhaus Festival
- ▶ Selecting innovative pilot projects
- ▶ Providing technical assistance to support interested stakeholders, such as regional and local administrations
- ▶ Introducing a dedicated urban development financial instrument leveraging EU and private investment
- ▶ New European Bauhaus Seal of Excellence
- ▶ Transition pathways
- ▶ Cohesion Policy 2021-2027



Projects/Programmes/ Schemes (2)

- ▶ Self-assessment tool
- ▶ Horizon Europe programme
- ▶ Mobilising the European Institute of Innovation and Technology (EIT) & European Innovation Council
- ▶ LIFE Programme
- ▶ Single Market Programme and its COSME pillar
- ▶ Creative Europe Programme
- ▶ Mobilising Digital Innovation Hubs
- ▶ Digital Europe Work Programmes
- ▶ Green procurement

Education and Training:

- ▶ Erasmus +
- ▶ New European Bauhaus prize
- ▶ peer learning action to help local authorities
- ▶ eTwinning 2022 annual theme on topics related to the New European Bauhaus.
- ▶ European Innovative Teaching Award 2022
- ▶ 2022 DiscoverEU action
- ▶ European Solidarity Corps 2022 annual call

KMC Opinion

- ▶ Role of cities and regions
- ▶ Key performance indicators
- ▶ Lab
- ▶ Already in place
- ▶ Cohesion funding
- ▶ NEB 4 EU proposal





Thank You!

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