

*THE NEW EUROPEAN BAUHAUS:*

*SUPPORT FOR THE REVITALIZATION OF CULTURAL HERITAGE OBJECTS*



# **New European Bauhaus in EU Funded Projects with Potential Impact Upon Cultural Heritage**

**ERMINIA SCIACCHITANO - MINISTRY OF CULTURE OF ITALY**

**SENIOR ADVISOR - MINISTER'S CABINET - NATIONAL NEB CONTACT POINT FOR ITALY**

# New European Bauhaus

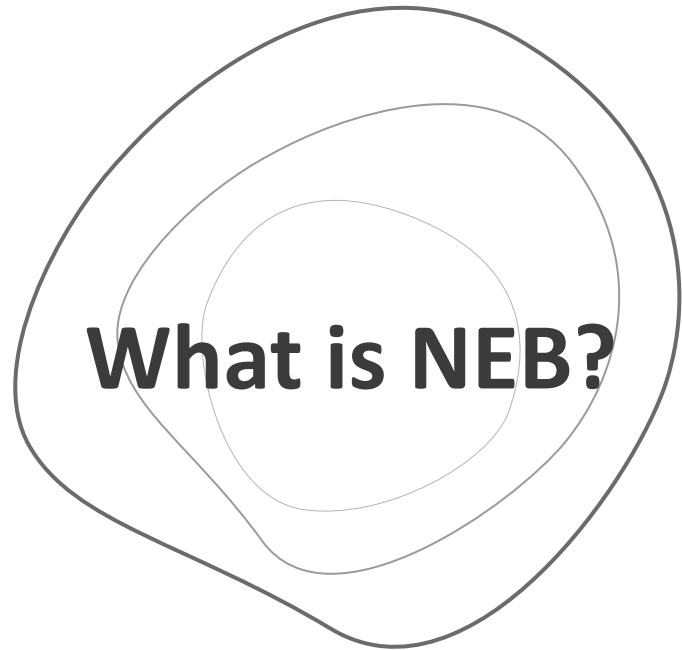
beautiful | sustainable | together



*If the European Green Deal has a soul, then it is the New European Bauhaus which has led to an explosion of creativity across our Union.*

Ursula Von der Leyen, President of the European Commission





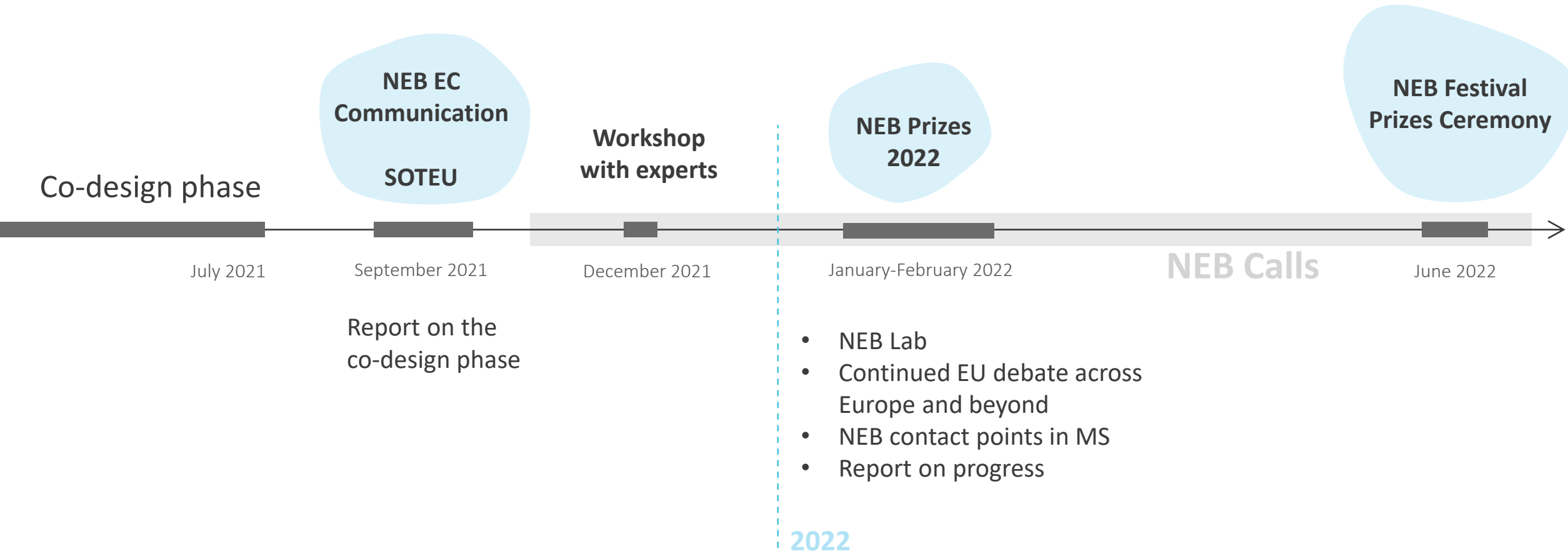
A creative and interdisciplinary initiative that connects the [European Green Deal](#) to our living spaces and experiences.

a movement to facilitate and steer the transformation of our societies along three inseparable values:

- **Sustainability**, from climate goals, to circularity, zero pollution, and biodiversity
- **Aesthetics**, quality of experience and style, beyond functionality
- **Inclusion**, from valuing diversity, to securing accessibility and affordability



# New European Bauhaus timeline





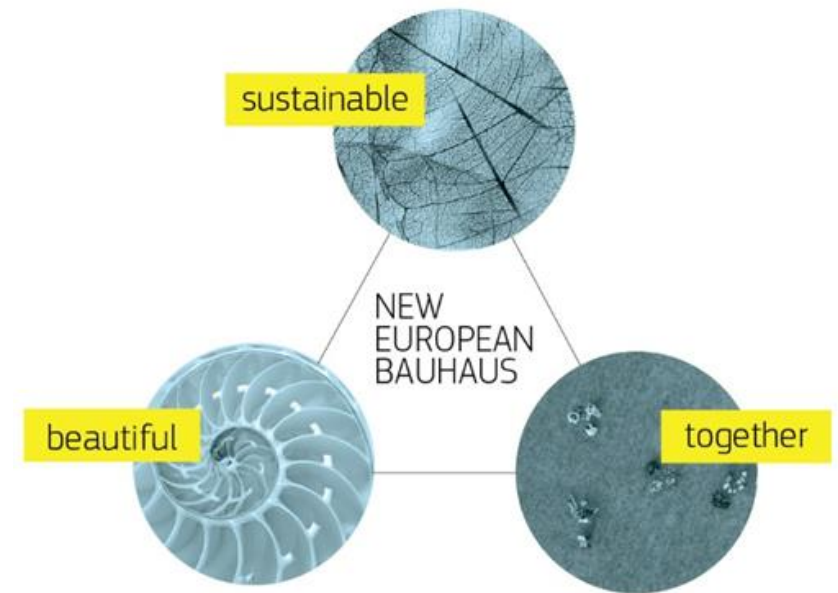
# New European Bauhaus

## Principles:

Global/local, participatory and transdisciplinary approach

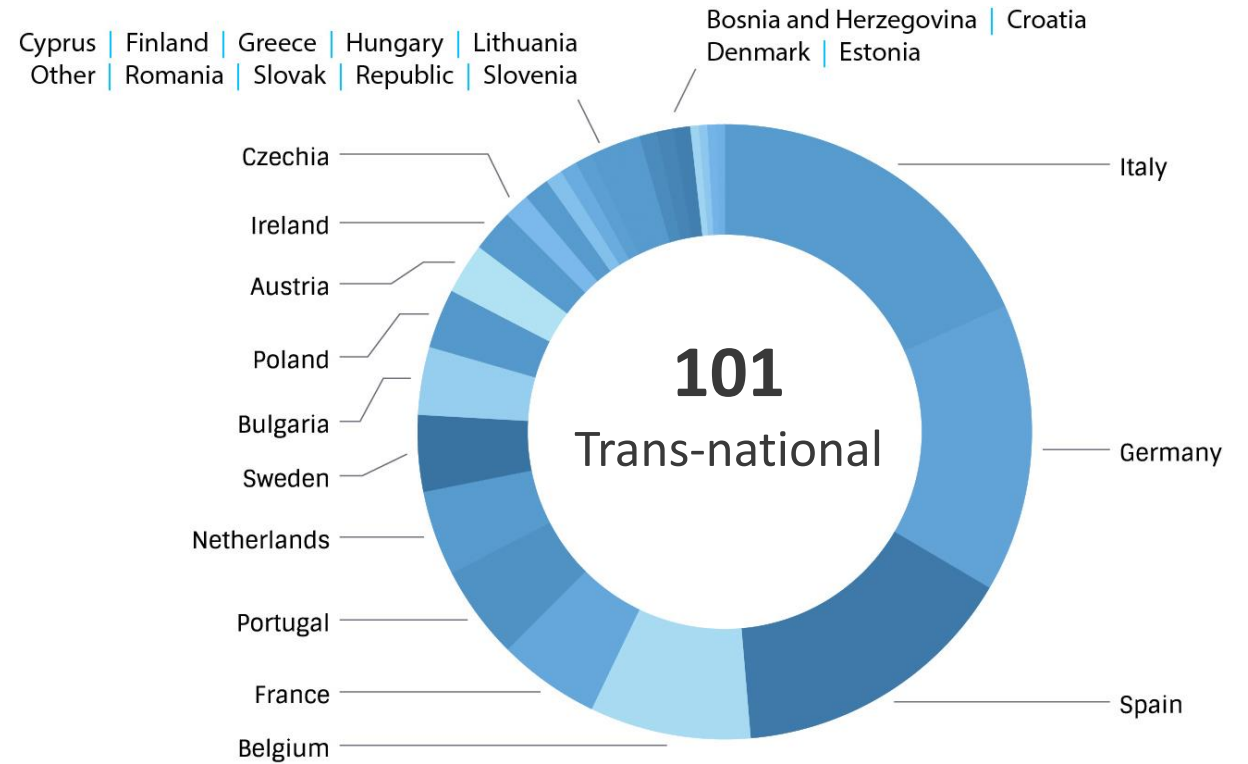
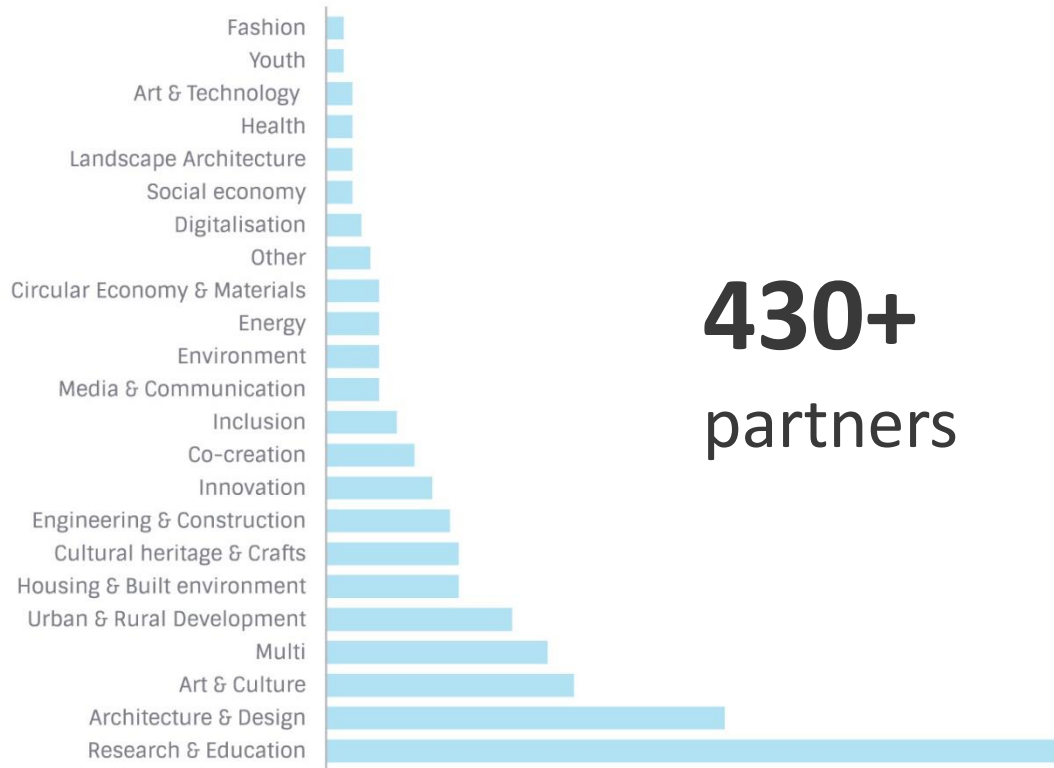
## Thematic axes of the transformation path:

- 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



# A diverse and vibrant community of Partners

**430+**  
partners



# A rich policy ecosystem



# “European” approach to cultural heritage

Holistic

Mainstreaming / integrated

Evidence-based policy making

Multi-stakeholder

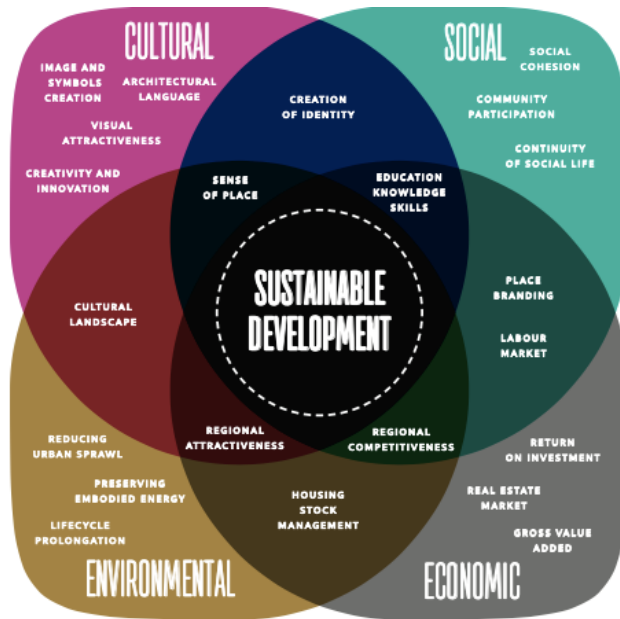
Cross-disciplinary team-working

Cooperation among levels of government / administrations

Focus on people and values

=

**DIFFERENT PERSPECTIVES**



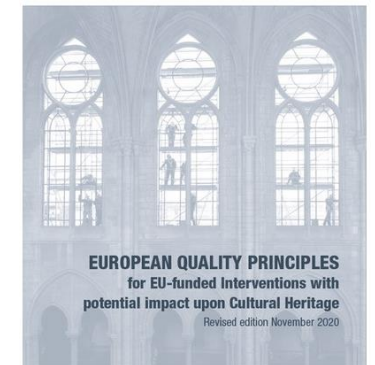
Quality & **Expertise**  
Quality & **Process**  
Quality & **Regenerative development**

Quality is a **shared responsibility**

Benefit **people** and **communities** and **respect the environment**

Relies on **cooperation** and **participation**

ICOMOS



[Cultural Heritage Counts for Europe report \(2015\)](#)

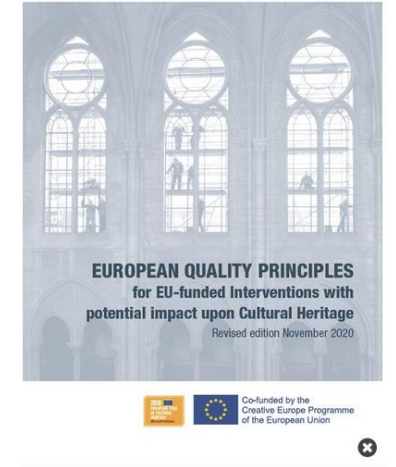
[European Quality Principles for EU-Funded Interventions on Cultural Heritage](#)

New European Bauhaus





# 7 Quality Principles and Selection Criteria



1. conduct research and surveys first of all
2. keep in mind responsibility towards future generations
3. keep the 'spirit of place'
4. do as much as necessary, but as little as possible
5. call upon skills and experience
6. make it last
7. the process is part of the possible success

# 40 RECOMMENDATIONS

step-by-step implementation

Principles & Standards [1,2]

Advancing Quality Principles [3,4,5]

Programming at EU & National Levels [6,7,8,9,10,11]

Project Briefs & Tenders [12, 13, 14]

Design [15, 16, 17, 18, 19]

Procurement [20]

Implementation [21, 22, 23, 24]

Monitoring & Evaluation [25, 26, 27]

Governance [28, 29]

Risk Assessment & Mitigation [30]

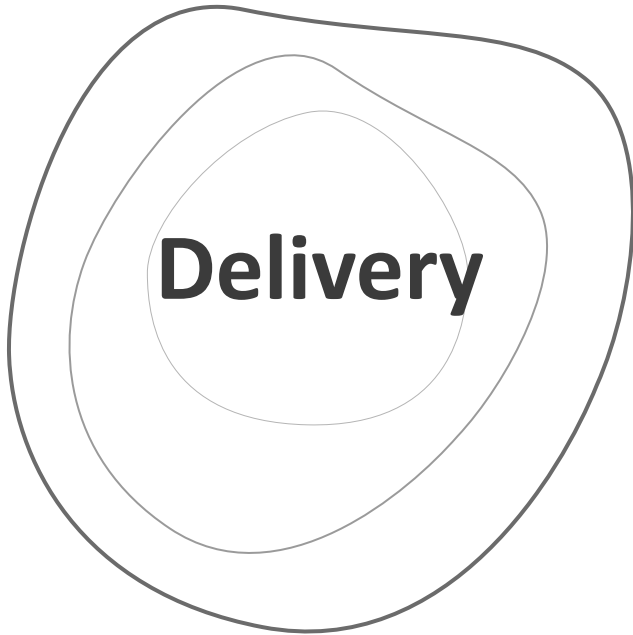
Research [31, 32, 33, 34, 35]

Education & Training [36, 37, 38, 39]

Rewarding Quality [40]







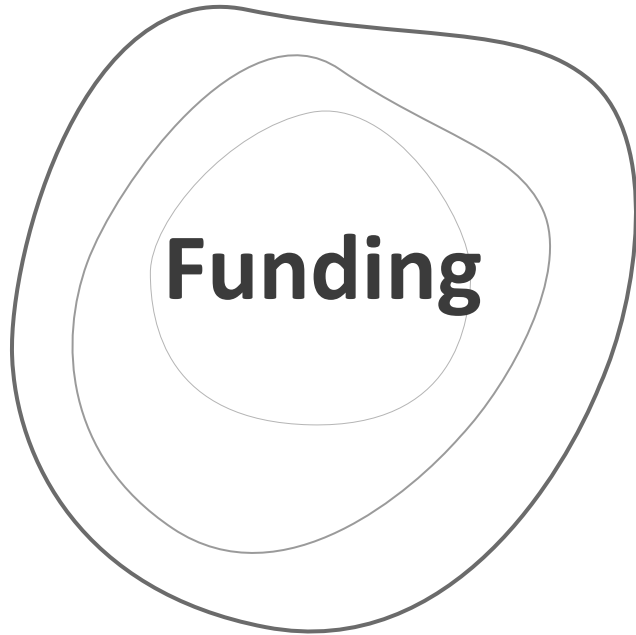
### **Impacts at 3 levels**

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

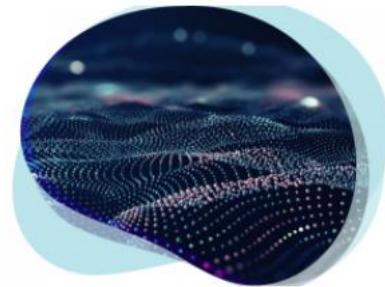
### **Cross-policy and cross-programmes**

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

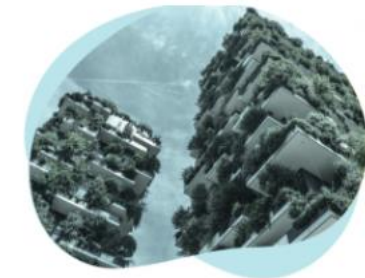




[Mobilising Eu programmes for the transformation of the enabling environment for innovation](#)



[Mobilising EU programmes for the transformation of places on the ground](#)



[Mobilising EU Programmes for the diffusion of meanings](#)

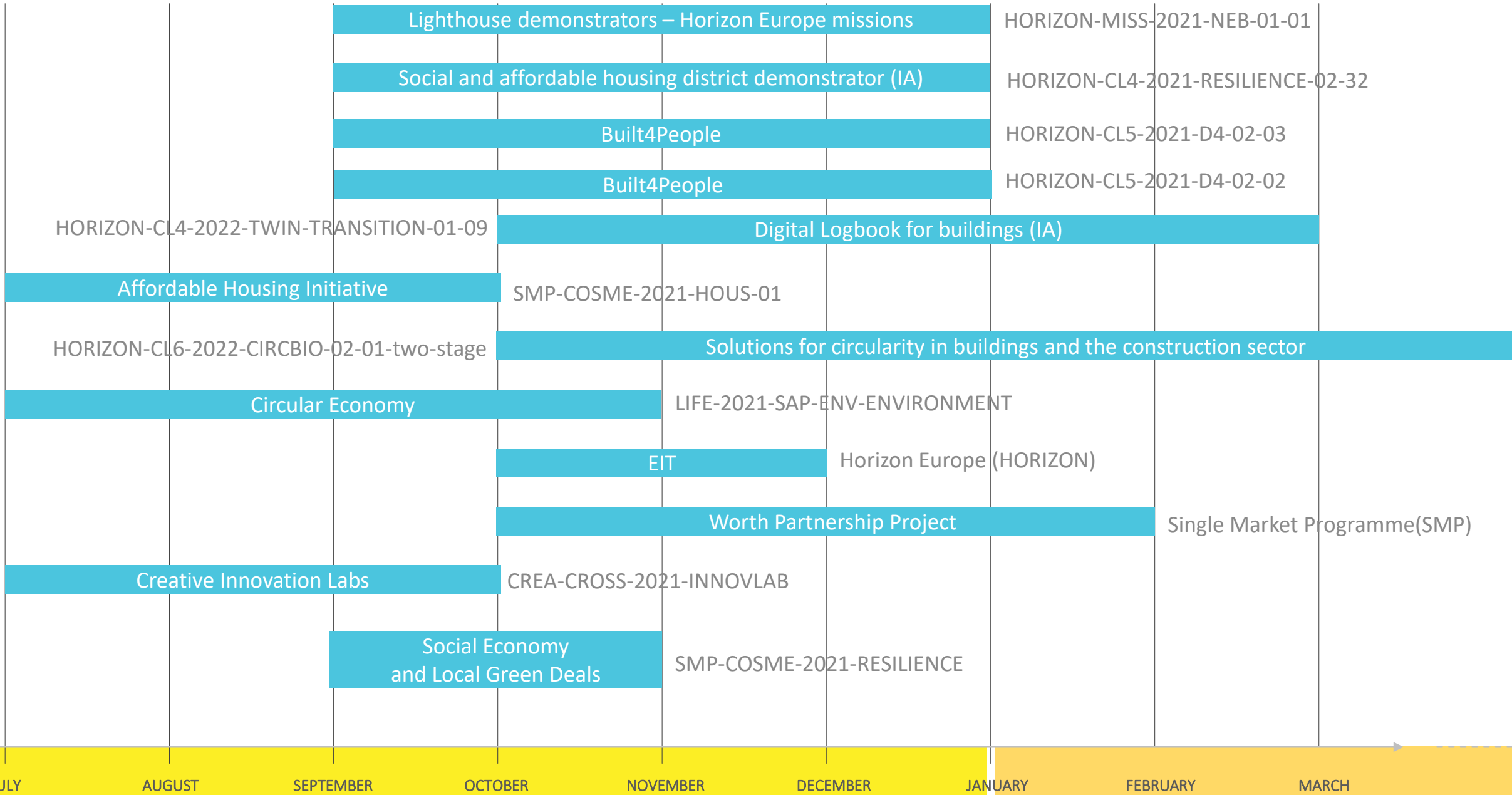




Overview of EU funding opportunities to support the achievement of the New European Bauhaus objectives



calls timeline



2021

2022

# Places of education and knowledge

## Purpose:

- Stimulate the transformation of places of education and knowledge, both formal and informal, towards new meanings that support beautiful, sustainable and inclusive ways of living
- Help to accelerate a transformation in skills and innovation methods used in the industrial ecosystem (like improving digital and sustainability skills of architects, construction workers and others in the industry).

## Main deliverables:

- A **call for expression of interest** for Places of Education that connects a **physical transformation** of the place, with clear **educational/knowledge management objectives** and a dimension of **connection/articulation with the local communities**. The call **should give visibility to good practices** and work as a **connecting tool**.
- The **New European Bauhaus prize in 2023** will have a dedicated place for Education by focusing on proof of concepts and radical ideas that show the three elements mentioned above.



# Recovery & resilience Facility

## Planning underway

- A one off opportunity
- Many national plans contain planned investments in relevant fields: renovation of buildings and housing, education, digitization, etc...

## Give long term investments a New European Bauhaus spin

- Integrate social and environmental sustainability objectives
- Bring in a cultural perspective
- Make the design process of investment projects more participatory
- Consider transdisciplinarity and broader upskilling in key professions beyond digitization in education

# National Recovery and Resilience Plan

(NRRP) € 6.675 billion

**Mission 1** - Component 3 of the **NRRP** is entirely dedicated to **Tourism and Culture**. The two sectors are among the most affected by the pandemic.

€ 6.675 billion to increase the **attractiveness of talian tourism and cultural systems** through the **modernisation of their material and immaterial infrastructures**.

€ 4.275 billion of investments for **Culture** (NRRP)

**Capacity building for culture operators to manage the digital and green transition.**

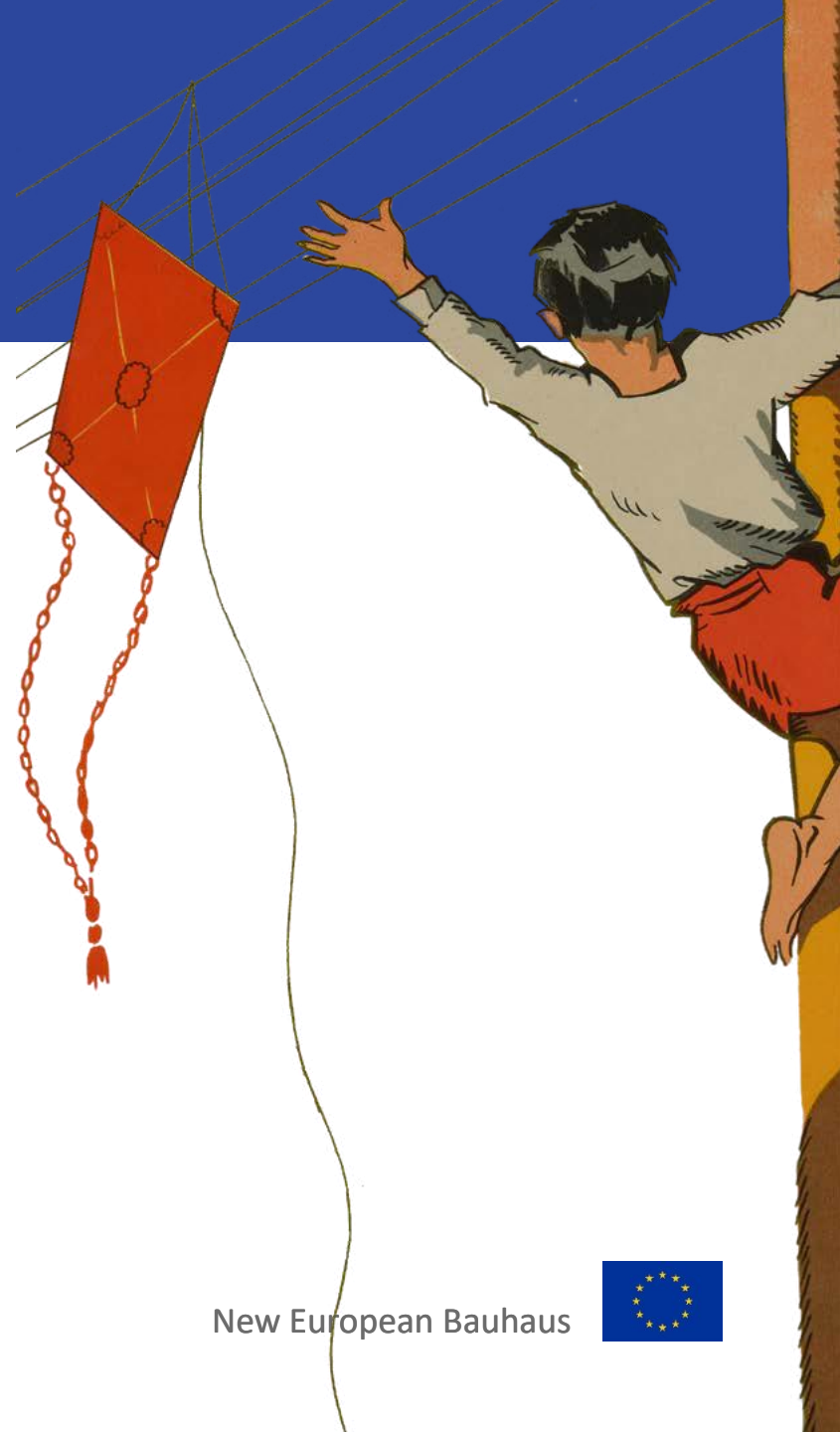
€ 155 million

Interventions to favour the resumption of cultural sectors by triggering the demand and **cultural participation**, encouraging innovation and the green and digital transition of cultural operators.

To improve the **ecosystem** in which the cultural and creative sectors operate, to reduce the carbon footprint of cultural events and to promote innovation and **eco-design**.

Measure 3  
Cultural and  
Creative  
Industries 4.0

Reform 3.1 Minimum Environmental Criteria for Cultural events







# Cohesion Funding

## Mainstreaming

- Partnership Agreements of cohesion policy 2021-2027
- Operational programmes

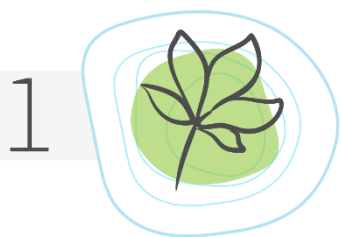
## Supporting tools

- Technical assistance
- Urban innovative actions
- off-the-shelf financial instrument

# New European Bauhaus Prizes 2022

As in the first edition, the **New European Bauhaus prizes 2022** will award young talents' ideas as well as existing projects for **sustainability, inclusiveness** and **aesthetics** bringing the European Green deal to people and local communities.

Prizes will be awarded in **four categories**:



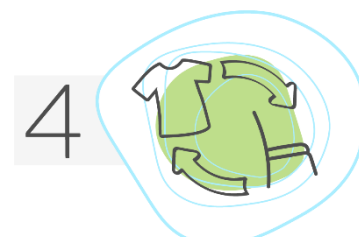
1  
reconnecting  
with nature



2  
regaining a sense  
of belonging



3  
prioritising the places and  
people that need it most



4  
shaping a circular industrial  
ecosystem and supporting  
life-cycle thinking

## 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



# New European Bauhaus Prizes 2021

## Re-imagining our cities as an extension of nature



## A circular supply chain for furniture



Check here for the [Winners Virtual Exhibition](#)







## Preserved and transformed cultural heritage

- 1 • Techniques, materials and processes for construction and design
- 2 • Buildings renovated in a spirit of circularity
- 3 • Solutions for the co-evolution of built environment and nature
- 4 • Regenerated urban and rural spaces
- 5 • Products and life style
- 6 • Preserved and transformed cultural heritage**
- 7 • Reinvented places to meet and share
- 8 • Mobilisation of culture, arts and communities
- 9 • Modular, adaptable and mobile living solutions
- 10 • Interdisciplinary education models

## 30 shortlisted projects « New European Bauhaus Awards » for existing completed examples/projects

### Open-air Museum of the Resistance

OPEN-AIR MUSEUM OF THE RESISTANCE: A VIRTUAL DIFFUSE SPACE OF THE MEMORY IN THE CITYSCAPE  
MILAN, ITALY

The Open-air Museum of the Resistance uses digital tools to give access to the history hidden in our city. It enriches the places with information and value for an educational project aiming at involving the whole community. The developed project organizes the historical locations of the Italian liberation where partisans fought for freedom, in the city of Milan providing a map of the hot spots and gravestones that can be visited and they can deliver their storytelling to citizens and tourists.

[View the full application](#)



By scanning the QR code a website is activated



All photos, copyright European Union



## Preserved and transformed cultural heritage

30 shortlisted projects « New European Bauhaus Rising Stars » for concepts or ideas submitted by young talents aged 30 or less

### Via Appia: heritage and nature for all ROME, ITALY

Wouldn't it be nice to imagine the Appian Way as an open-air museum for everyone? In which walking along the Roman Way would be safe, healthy and peaceful for everyone?

We propose a project based on participation that puts together sustainable mobility, accessibility and education. Car-free days, intermodality and upgrading of pedestrian paths. Activities with schools to learn how to build as Romans.

Accessible services co-designed with persons with disabilities and university students.

[View the full application](#)



All photos, copyright European Union

### REMNANT CASTELLAZZO DI BOLLATE (MI), ITALY

<https://vimeo.com/556832870>

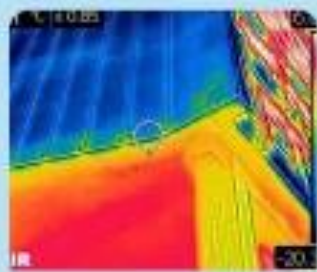
The building's historical and architectural testimonies become the protagonists in a transformation process guided by sustainable deals, respect for the architecture's cultural heritage, and social inclusion. This creative hub project is the starting point for transforming its surrounding area into a creative village that will shape the lives of future generations. Remnant is the place that looks at the traces of the past to inspire the gestures of tomorrow.

[View the full application](#)



All photos, copyright European Union





# Retrofitting the UNESCO site of Ivrea

ITALY IVREA

## SUSTAINABLE

Thermal performance  
Reduced "grey" energy

## AESTHETICS

Architectural value  
Maximal conservation

## INCLUSION

Citizen participation  
Accessibility

# Labelling strategy

## Purposes:

- Characterise New European Bauhaus projects, **assess their degree of quality both on process and output**
- Create a guiding system (**self assessment tool**) for project developers
- Extract insights to develop **criteria** for calls for tenders and calls for proposals

## Potential objects for the assessment:

- Products, buildings, public spaces, sociocultural initiatives, etc.

## Possible approaches and deliverables:

- *Soft approach*: Set up a self-assessment tool to measure the quality of an object, and its proximity to the NEB values;
- *Hard way*: Create a list of requirements/standards that need to be met in order to be “NEB compliant” = A NEB Label/certificate.

# Seal of Excellence

## Purpose:

- Highlight *high-quality applications to the NEB calls* that could not be financed due to budgetary constraints and *promote them to other possible sources of funding*

## Main deliverables

The implementation of the seal will proceed along two dimensions:

- Identification of *opportunities to award the seal* under NEB calls (close cooperation with the DGs in charge of the respective calls)
- Identification of *alternative funding and synergies with other funding schemes* (for 1. Mono-beneficiaries, 2. Multi-beneficiaries stretching several member states, 3. NEB prize finalists)

# Innovative financing

## Purpose:

- Identifying, co-designing and piloting new ways to pool resources and to direct them where it is most needed in support of NEB transformation projects.

## Main deliverables:

- Identification of specific ***combinations/articulations between crowdfunding and public funding*** which present strong potential and could be tested and/or mainstreamed at different level (EU, National or regional funding).
- Co-design ***a pilot scheme to pool philanthropic resources in a fund*** (with or without EU funding) to support the NEB activities in areas and in ways difficult to address with EU funding

# Regulatory Analysis & Experimentation

## Purpose

- Identifying *regulatory practices at local, regional, national and EU level* which facilitate or hinder the development of NEB transformation projects and develop *concrete recommendations* for an enabling regulatory framework
- *Initial focus* on legislation and regulatory practice affecting the *built environment and the construction sector*.

## Main deliverables

- *Mapping* of regulatory practices across the EU identifying key pain points and innovative solutions
- Report(s) on *key areas for regulatory change* in architecture, construction, urban and spatial planning, building materials, cultural heritage and associated *recommendations*

## Next steps

- Launch of a **public survey** in February
- First **reporting** in June





## Online info sessions on New European Bauhaus funding opportunities

- Available calls
- Eligibility criteria
- Practical info and application process
- Q&A

### Recordings are available here:

- [29 November, 14:00 – 17:00](#)
- [1 December, 14:00 – 17:00](#)
- [27 January, 9:30 – 12:30](#)

### And through the Delivery page:

[https://europa.eu/new-european-bauhaus/delivery\\_en](https://europa.eu/new-european-bauhaus/delivery_en)



## National Contact Points (NCP)

The [National Contact Points](#) promote the New European Bauhaus agenda and coordinate efforts to implement the initiative at **national level**.

They act as contact points for the EU Institutions, other Member States and national stakeholders.

Italian NCP:  
Erminia Sciacchitano  
Ministry of Culture of Italy





## Instagram

19k followers  
40k interactions  
35k video views



## Twitter

12k mentions  
25k engagements



## Website

450k visits  
950k page views



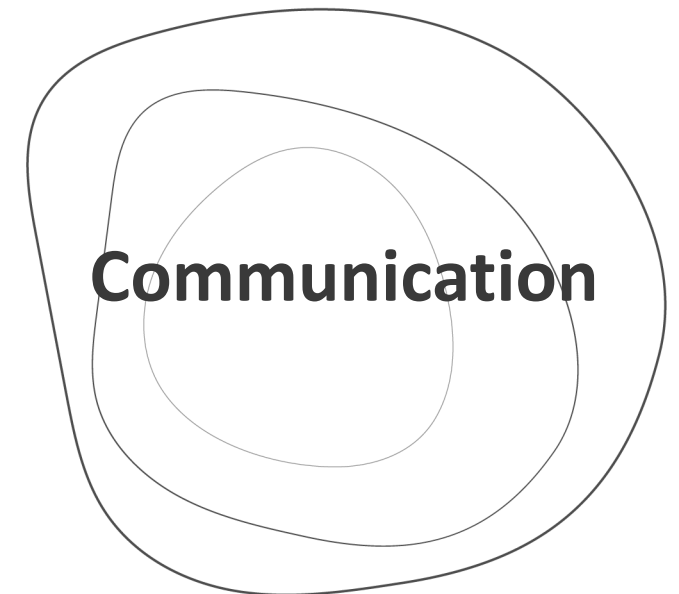
## Newsletter

25k subscribers

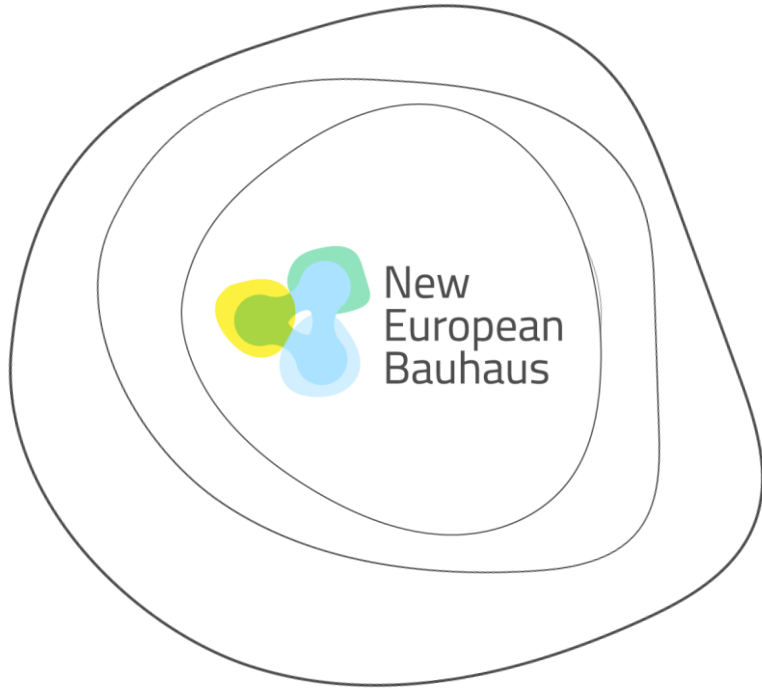


## Pinterest

99 pins







- #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](https://europa.eu/new-european-bauhaus/stay-touch/e-zine_en)







Thank you !