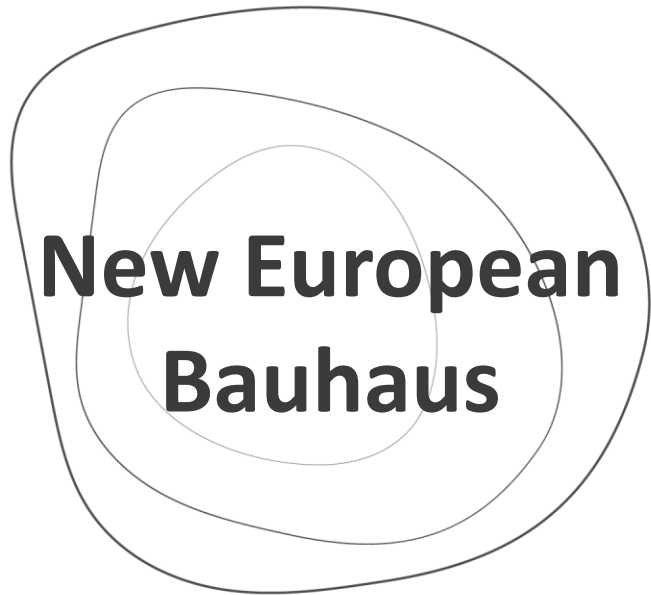


The cultural dimension of the New European Bauhaus

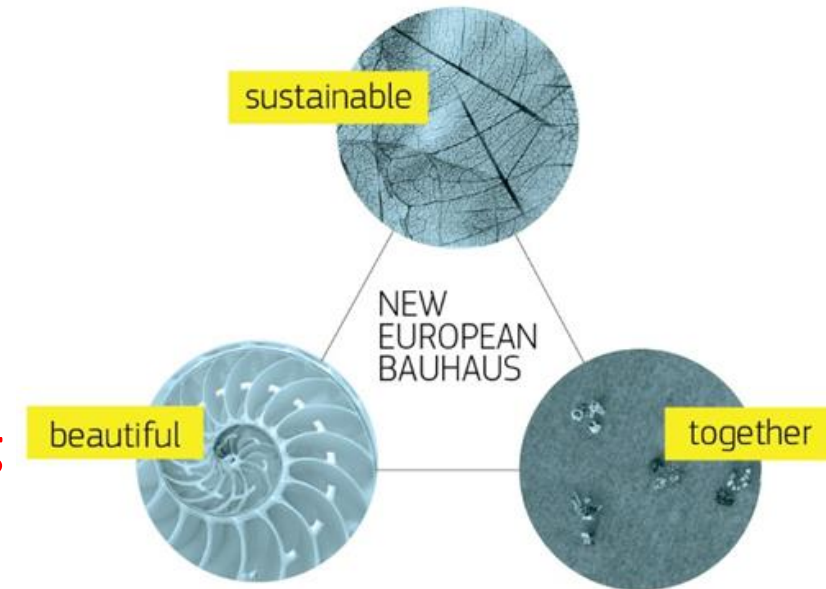
Mariachiara Esposito, European Commission
Cultural Heritage Team - Cultural Policy Unit (EAC)

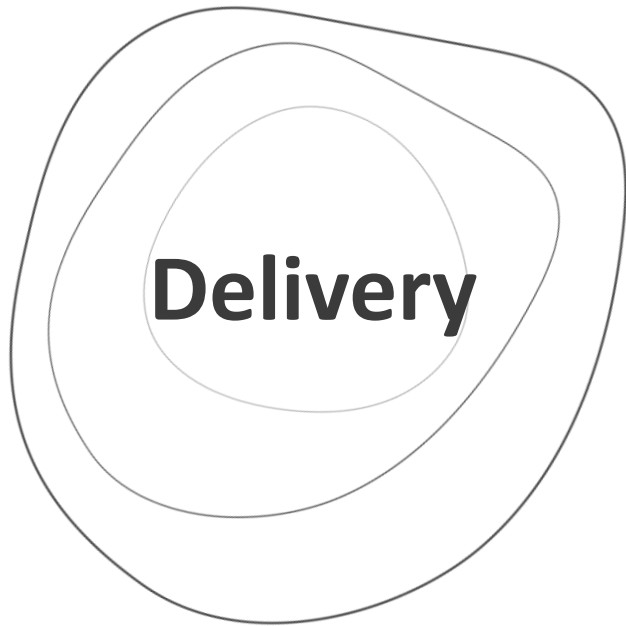
Genova, 9 giugno 2022, NEB Side Event Regione Liguria

identità | ispirazione | interazione | idee | iniziative



- **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





- **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** (incl. *Horizon + Creative Europe*)
 - Calling on Member States to mobilise EU resources in shared management



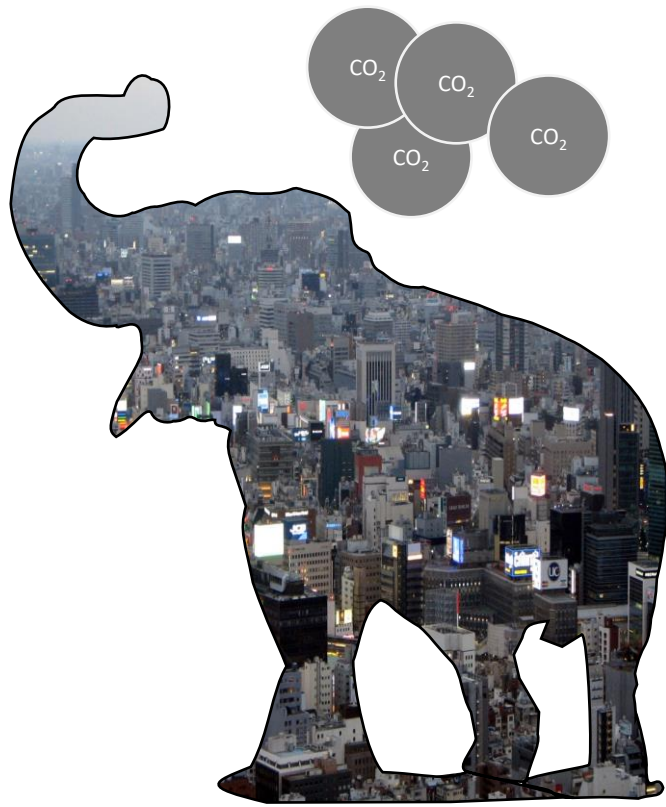
Cultural policy developments



NEB has been reinforcing the **Creative Europe** Programme (**Open Call 2022** for "**Creative Innovation Labs**" to foster trans-disciplinary innovation for sustainability, inclusion and well-being among the cultural and creative sectors; DDL 7/9/22)

*The new mobility scheme for artists and cultural professionals will support **artists' residencies** and other types of place-bound activities, in spaces identified or labelled by the New European Bauhaus (to be launched mid-2022)*

Council conclusions on '**culture, high-quality architecture and built environment as key elements of the NEB initiative**'



The Elephant in the Climate Room: Built Environment

~ **40%** of global GHG
emissions

~ **55%** of developed-
countries waste



Europe: What's the next Big Thing?

European Cultural Heritage and the cultural & creative industries Intervention Area in Horizon Europe – Cluster 2

Main Challenges

Cultural heritage faces **huge challenges due to climate change**, pollution, natural or man-made disasters, looting, etc.

The **access to cultural resources** requires high quality digitalization and curation of digital heritage assets

Europe's CCIs have not sufficiently managed to translate their creativity into innovations and increase their international competitiveness

The social fabric and collective consciousness of our societies are eroding.

Cultural heritage risks losing its role in strengthening a sense of belonging and fostering shared value

HORIZON-CL2-2022-HERITAGE-01-10: The New European Bauhaus – shaping a greener and fairer way of life in creative and inclusive societies through Architecture, Design and Arts (RIA) – 6M€

Call 2022

Scope

Leverage the power of **creativity and innovation by architects, designers and artists** in contemporary societies to shape a better **way of living, quality of experience and the quality of built environment**

Paving the way to inclusion, participation and creation of more resilient communities, in line with the **principles of environmental, social, cultural and economic sustainability**

Fully exploit the potential of **multi-disciplinary research, combined with CCIs' engagement on innovative artistic practices in living spaces, aimed to apply solutions to heritage sites and cultural landscapes**, for well-being, sense of belonging, as well as new opportunities for the recovery

Expected outcome

New architectural and design solutions for the use of new forms and materials in line with the European Green Deal

Leverage the **social function of architecture, arts and design, combining functionality and sustainability with aesthetics, arts and culture**, driving social inclusion and accessibility

Examine cultural transformations driving sustainability and explore new cooperation paths

HORIZON-CL2-2023-2024 Work Programme under preparation

Call 2024 – IA on NEB

Scope

CH both tangible and intangible + CCIs diverse sectors with key role of quality architecture and inclusive, regenerative design

Expected outcome

Validate new tools, processes, methodologies through pilot actions with a view to “demonstrators” oriented solutions

Transformational changes through a place-based approach adaptable to the needs, values and cultural traditions of local communities

Learn from experimentations of NEB principles applied to CH built environment, CH sites and services, cultural assets and spaces of cultural value for new meanings and better quality of life and of experience by end-users

HORIZON-CL2-2023-2024 Work Programme under preparation

Call 2024 – IA on NEB

Scope

CH both tangible and intangible + CCIs diverse sectors with key role of quality architecture and inclusive, regenerative design

Expected outcome

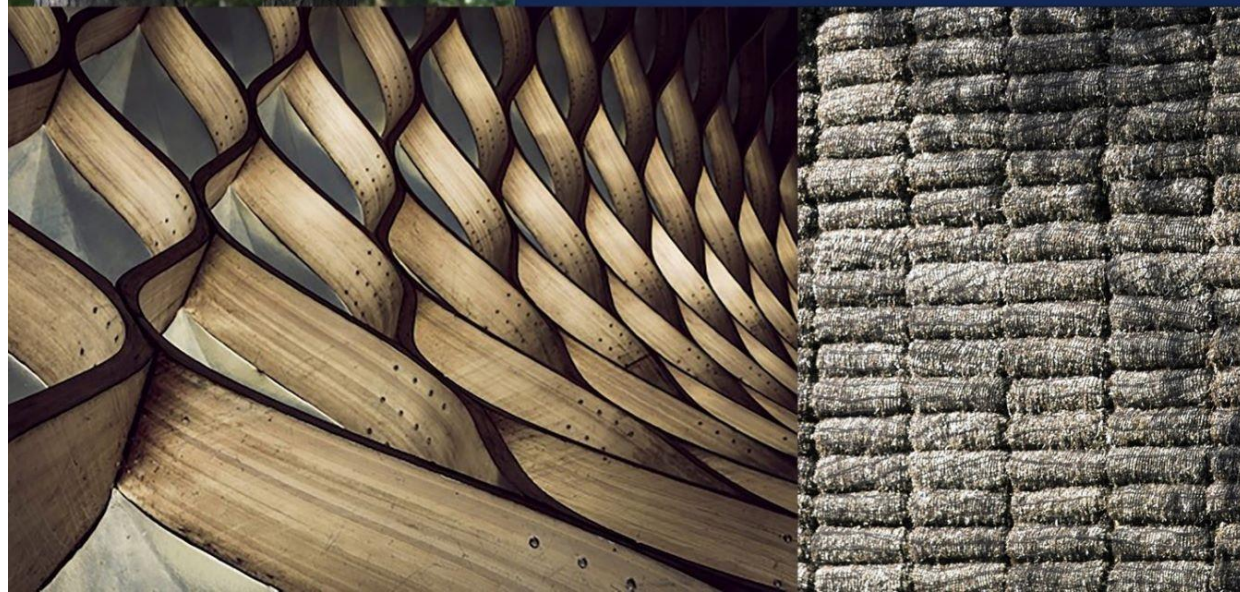
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HORIZON EUROPE
AND NEW EUROPEAN BAUHAUS



#NewEuropeanBauhaus

Web: <https://europa.eu/new-european-bauhaus>

Newsletter:
https://europa.eu/new-european-bauhaus/stay-touch/e-zine_en

[*Link to the Report*](#)

Thank you!