

New European Bauhaus
beautiful | sustainable | together

LIGURIA NEB CHALLENGE 2023

THE NEW EUROPEAN BAUHAUS IN REGIONE LIGURIA

LORENZO BERTORELLO, EUROPEAN AND INTERNATIONAL SECTOR, REGIONE LIGURIA
Lorenzo.bertorello@regione.liguria.it



Since 2022, Regione Liguria has embraced the strategy of the New European Bauhaus

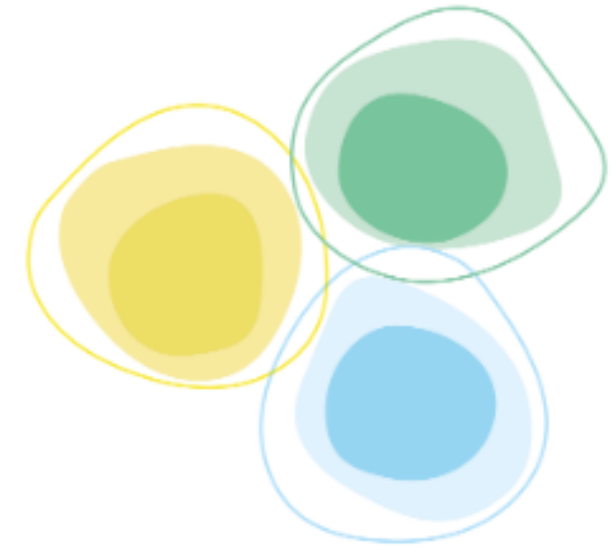
In June 2022 **"The New European Bauhaus in Liguria: identity, inspiration, interaction, ideas, initiatives" side event** was organized in collaboration with the University of Genoa and some of its departments.

Participation of 208 people and stakeholders, most of whom were involved in the afternoon design workshops.





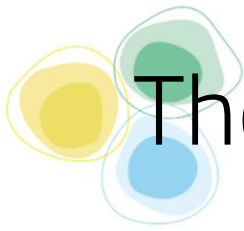
The Liguria NEB Challenge 2023



Regione Liguria has decided to continue and strengthen the path of the New European Bauhaus in 2023 through the **Liguria NEB Challenge**, as an **empowerment capacity building process**.



Publication of the **expression of interest "Liguria NEB Challenge 2023"** in order to collect project ideas of a **partnership nature** capable of maturing processes of territorial transformation.



The Liguria NEB Challenge 2023

Projects received

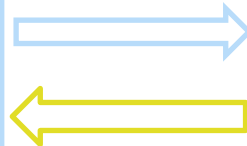
Genoa: 10 project ideas

Savona: 7 project ideas

Imperia: 5 project ideas

La Spezia: 1 project idea

Total: 23 projects



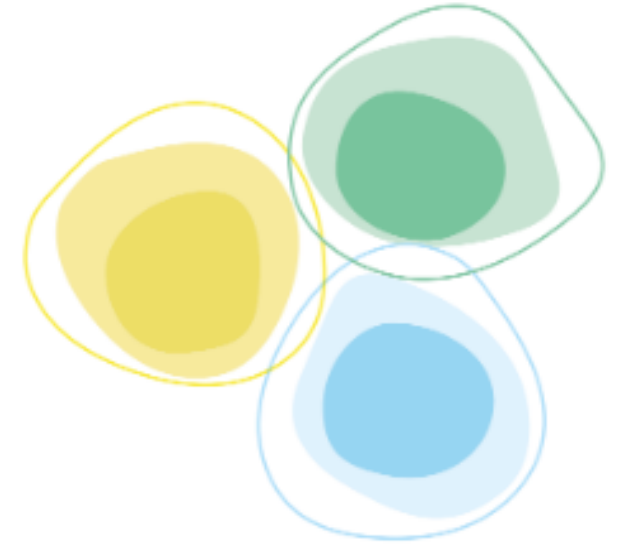
Actors involved

- **42 public bodies** from Regione Liguria provinces;
- **49 Third Sector organisations** in the provinces of Regione Liguria;
- **15 companies** from the provinces of Regione Liguria;
- **4 Universities** (Genoa, Turin, Pisa and Milan);
- **6 Regional Natural Parks**;
- **Province of Imperia**;
- **Metropolitan City of Genoa**;
- **Ministry of Culture** - Regional Directorate Museums Liguria;
- **Soprintendenza Archeologia, Belle Arti e Paesaggio** for the Provinces of Imperia and Savona.

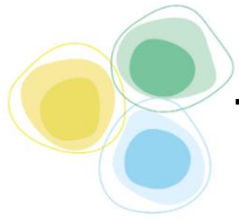
Total: more than 100 organizations involved

The Liguria NEB Challenge 2023 – Empowerment process

- **Evaluation** for each project received;
- **Involvement** of the 13 projects in afternoon workshops;
- **4 winning projects**, one from each province.



- Involvement of **four external experts**;
- Use of the **NEB Compass**, as a guiding framework for decision and project makers wishing to apply the NEB principles and criteria to their activities;
- Construction of an **empowerment and capacity building process**



Territorial Events



Four territorial events

Savona Event: May 2023 with focus on sustainable tourism;

La Spezia Event: June 2023 with focus on environmental sustainability;

Imperia Event: October 2023 with focus on rural/inland areas;

Genoa Event: November 2023 with focus on NEB skills.



Total event participants: more than **400**

Total workshop participants: **106**



Hackathon to Brussels: students for NEB



2022

Pilot project: participation of **20 students** from the King High School in Genoa and the Liceti High School in Genoa.

Their project ideas have been focused on:

- Relation between different generations;
- Innovative solutions to face climate change events (flood and sea storm).

2023

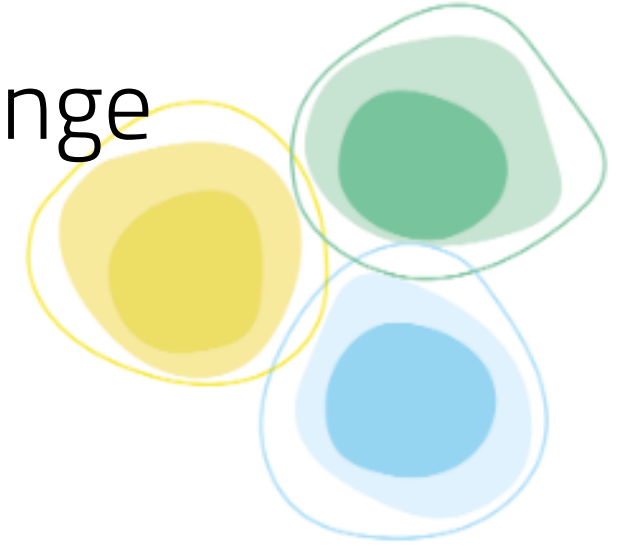
Participation of **20 students** from Imperia technological pole, Cappellini Institute in La Spezia and the King High School in Genoa.

They have presented projects environmentally sustainable, inclusive and beautiful.





Lessons learnt from Liguria NEB Challenge 2023



- A) Fragmentation** of initiatives;
- B) Interactions** of the three NEB values;
- C) Private sector** involvement;
- D) Communication&exploitation** improvement;
- E) Skills** development.

THANK YOU FOR YOUR ATTENTION

BRUXELLES@REGIONE.LIGURIA.IT