



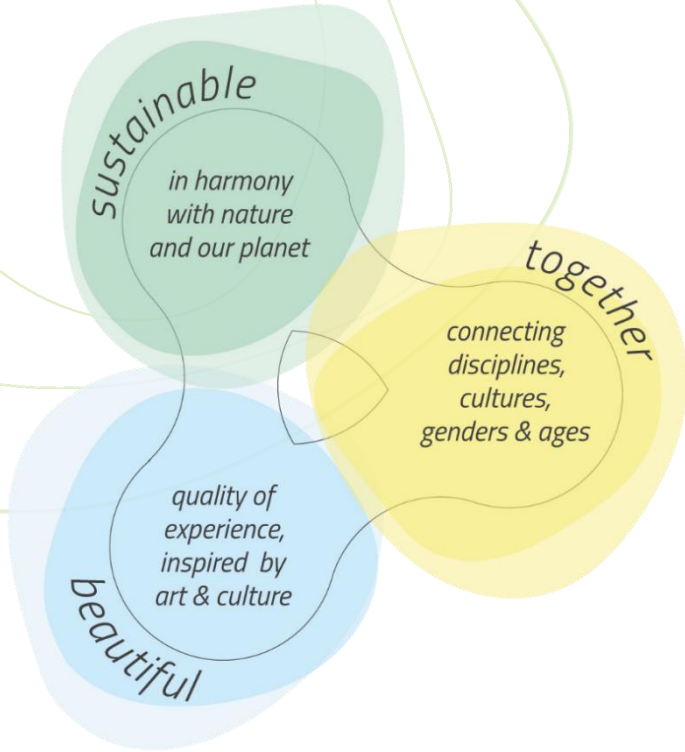
New European Bauhaus

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TATIANA COELHO DE OLIVEIRA

European Commission (DG REGIO)

WHAT IS THE NEB?



“brings the European Green Deal to people’s minds and homes”

*The **heart and the soul** to the Green Deal*

***Positive** vision of how to transform our living spaces, homes, ways of living*

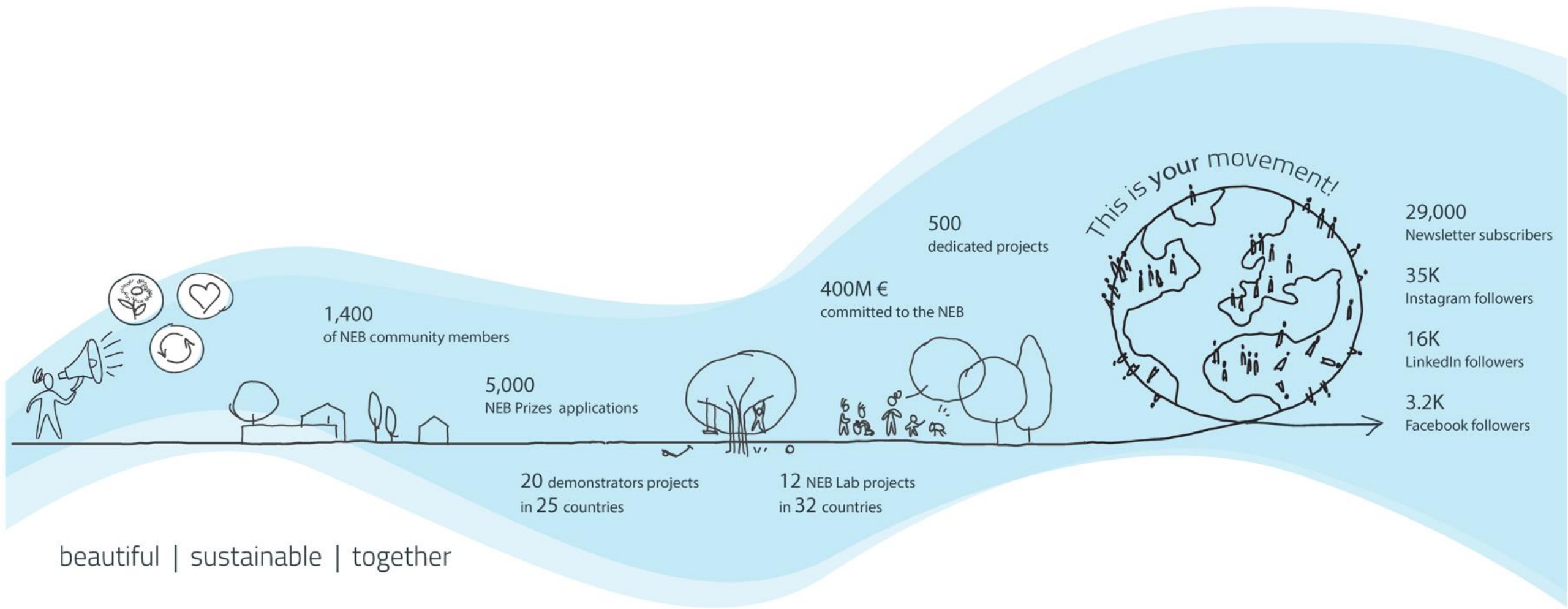
“matching sustainability with style”

sustainable and contribute to the **green transition & good quality of experience**

“with people, for people”

*The NEB is about ‘**going local**’*

***Open up** –inclusive approaches*



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EXAMPLES

Sacromonte Caves Museum

Grenade,
Spain



 [New European Bauhaus Prizes 2023 winner](#)

 <https://youtu.be/uEYa7kRRbUI>

EXAMPLES

'Danube Design Lab Ruse'

Ruse,
Bulgaria



Before / After



 [New European Bauhaus Prizes 2023 winner](#)

 <https://youtu.be/9COEOvE-2DQ>

NEB in Cohesion Policy

Deliver concrete NEB projects locally

- NEB is already receiving Cohesion Policy funding, focused on sustainable urban development, which will continue. Key actions include:
 - Town center redevelopment
 - Renovation of cultural heritage
 - Transforming industrial sites into cultural spaces
 - Enhancing green infrastructure
 - Revitalizing degraded areas
- **The contribution of cohesion policy to NEB is more than EUR 400 million** (including national co-financing over EUR 113 million) and is expected to grow as more regional authorities allocate funds to NEB projects.
- This is complemented by other funding streams, notably the **NEB Facility under Horizon Europe, amount to EUR 120 million per year until 2027.**

Cohesion policy support to NEB: Including New European Bauhaus values in programmes

- All 27 EU MS have commitments in at least 1 programme (incl. Interreg)
- Calls dedicated to the NEB, or NEB introduced in selection criteria

EUR 346 million allocated to NEB in regional calls (EUR 231 M ERDF, EUR 113 M national co-financing)

NEB in selection criteria:
THRIVE – Town Centre First Heritage Revival Scheme

Supporting local authorities in revitalising derelict buildings in town centers.



EUR 121 M

NEB dedicated call:
The Saxony-Anhalt Project

Transformation of the mining region of Saxony-Anhalt.



EUR 38 M

NEB dedicated calls:
West Region

Support the four county capitals in the region to delivery NEB projects.



EUR 28 M

Cohesion policy support to NEB: STREAMS OF ACTION

Actions to support mainstreaming

Technical support provided to 20 municipalities to prepare projects

Call for Innovative Actions of the European Urban Initiative – EUR 65 Million to implement 14 projects in 14 municipalities

‘NEB territorial development model’ – model of financial instrument

‘NEB in regions and cities’ event in June 2023

Experts, toolbox, work with monitoring committees
and managing authorities

Community of Practice (**in preparation**)

In parallel: NEB Prizes (2021, 2022, 2023, 2024, **2025**)

PROJECT EXAMPLES



'We-Z'

(Project from EUI – IA call) – EUR 5 million

Municipio Roma 3 – Montesacro, Italy

The project tests a transitional model of urban regeneration to improve mental health in young people. Neglected 70s urban complex will be regenerated testing co-creation activities with youth to enhance affective bonds to the place.



Viana S+T+ARTS Centre

(Project from EUI – IA call) – EUR 5 million

Viana do Castelo - Portugal

The S+T+ARTS Centre is established through 'creative reuse' of the Old Municipal Slaughterhouse in Viana do Castelo. This approach brings together history, heritage and urban renewal, promoting urban requalification and social inclusion in the area.



Hala Minda Project

(Technical Assistance)

Reșița, Romania

'Minda' reconverts a former industrial site into a new place for the community and creative industries in the Municipality of Reșița.

NEW EUROPEAN BAUHAUS PRIZES 2025

Prizes to Small Municipalities

- *To support small grassroots NEB projects developed in, by and with local communities*
- *More information to be announced alongside the launch of the NEB Prizes 2025*

New European Bauhaus
Champions (Strand A)
EUR 30 000 for 5 winners
EUR 20 000 for 4 runners-up

Strand A

Strand B

New European Bauhaus
Rising Stars (Strand B)
EUR 15 000 for 5 winners
EUR 10 000 for 4 runners-up

NEB Affordable Housing

NEW!
New European Bauhaus
Affordable Housing
EUR 30 000 for 4 winners

Call for applications open in January 2025. Stay tuned: prizes.new-european-bauhaus.europa.eu/

Thank you!



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