New European Bauhaus Prizes 2023

GUIDE TO APPLICANTS

The New European Bauhaus (NEB) initiative calls on all Europeans to imagine and build together a sustainable and inclusive future that is beautiful for our eyes, minds, and souls.

By creating br idges between different backgrounds, cutting across disciplines and building on participation at all levels, the New European Bauhaus inspires a movement to facilitate and steer the transformation of our societies according to three inseparable values:

- **sustainability,** from climate goals, to circularity, zero pollution, and biodiversity;
- **inclusion,** from valuing diversity, to securing accessibility and affordability;
- **aesthetics and quality of experience** for people**,** through design, positive emotions and cultural benefits.

The European Commission launched the initiative in late 2020 to bring communities together and connect the European Green Deal to our daily lives and living spaces.

The first two editions of the New European Bauhaus Prizes in 2021 and 2022 demonstrated that local communities can come together and find creative solutions that improve our lives. In the last two years, the Prizes rewarded excellence and creativity in implementing the New European Bauhaus and highlighted outstanding projects, ideas and concepts (over 3,000 applications were received in total) that further inspired the development of the initiative.

As in 2022, the 2023 Prizes will be awarded in four categories which are based on the thematic axes of transformation that guide the delivery of the New European Bauhaus[1]:

- **Reconnecting with nature**
- **Regaining a sense of belonging**
- **Prioritising the places and people that need it the most** and
- **The need for long-term, life-cycle thinking in the industrial ecosystem.**

The 2023 edition of the Prizes will accept applications from the **Western Balkans[2]** in addition to EU Member States.

2023 is the European Year of Skills. In this context, the 2023 edition of the Prizes will also feature an additional thematic strand **on education and learning**.

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[1] The categories express the vision developed in the European Commission Communication on the New European Bauhaus, drawing from stakeholder contributions in the bottom-up design stage of the initiative

[2] Albania, Bosnia and Herzegovina, Kosovo*, North Macedonia, Montenegro and Serbia.

* This designation is without prejudice to positions on status, and is in line with UNSCR 1244/1999 and the ICJ Opinion on the Kosovo declaration of independence.

All applications should reflect in an exemplary way the New European Bauhaus triangle of values – sustainability, inclusion and aesthetics/quality of experience – while also placing the participation and vision of local communities at the core of the process.

In each of the four categories, three parallel competition strands are established:

- Strand A: "**New European Bauhaus Champions**" will be devoted to existing and completed projects with clear and positive results.
- Strand B: "**New European Bauhaus Rising Stars**" will be dedicated to concepts submitted by young talents aged 30 or less. The concepts can be at different stages of development, from ideas with a clear plan to the prototype level.
- Strand C: "**New European Bauhaus Education Champions**" will be devoted to initiatives focusing on education and learning. Both completed projects, as well as initiatives with a minimum level of maturity are eligible.

In each category and under each strand, one winner will be selected by an expert jury (i.e. 12 winners in total). In each strand, one additional winner will be selected by a public vote from among the four categories (i.e. three public vote prizes in total). Winners will receive the New European Bauhaus prize at an official ceremony hosted by the European Commission.

THE FOUR CATEGORIES

Reconnecting with nature

We will be looking at inspirational examples of beautiful, sustainable and inclusive projects that bring individuals and communities closer to nature, that contribute to regenerate natural ecosystems and prevent loss of biodiversity or invite them to reconsider their relationship with nature in a life-centred perspective, as an alternative to the human centred one.

Examples may involve the physical transformation of places showing how new, renovated or regenerated built environment and public spaces may **contribute to protection, restoration and/or regeneration of natural ecosystems** (including soil and water cycles) and **biodiversity**. The use of **nature-based solutions and materials** could be important dimensions in the physical transformation.

Transformation should also favour social inclusion, for instance by considering affordability and accessibility of the place, including design-for-all principles, using the **preservation and restoration of its environment** as a common task for the whole community, using **green areas as connectors** between common and shared spaces across different districts. Transformation should bring quality of experience benefits for communities, for example taking into account local cultural traditions and heritage, local needs, and in the case of strand C, educational and learning needs and objectives.

Examples can also show how events, activities, processes, products can **convey a feeling or an experience of being part of nature**

and bring a change of perspective towards nature. These could be neighbourhood, grass roots initiatives, artistic initiatives and festivals, etc.

For strand C, example can include education and learning initiatives that convey a sense of belonging to nature or a change of perspective towards it. In addition, for strand C, examples can be new multi-disciplinary curricula, study programmes, pedagogical methodology, toolkits, etc.

Regaining a sense of belonging

We will be looking at inspirational examples of beautiful, sustainable and inclusive projects that contribute to bringing a sense of belonging, a "spirit" or "meaning" of places, communities or products and that celebrate diversity.

Examples can involve the physical transformation of places showing how new, renovated, refurbished or regenerated built environment can **connect with local historical heritage and traditions or with local features of contemporary demographic realities, cultural and artistic dynamics and lifestyles.** They can also illustrate how regenerative processes can contribute to **restore the feeling of belonging or to shape future oriented ambitions for communities at local or regional level.** The repurposing of spaces towards positive **inter-generational exchanges and community-building** could be important dimensions.

Examples can also involve the development of products, processes or business models that **build on local culture, traditions, knowhow, craft and contemporary diversity and creativity**. It may be fashion, furniture, or interior design, but also food or other elements of our daily life that carry a sense of belonging on a local scale.

For strand C, examples can be new multi-disciplinary curricula, study programmes, pedagogical methodology, toolkits, etc. In addition, for strand C, building on local culture and crafts can also involve the transmission of traditional knowledge, know-how and skills.

Prioritising the places and people that need it the most

We will be looking at inspirational examples of beautiful, sustainable and inclusive projects that contribute to addressing the needs of territories, communities and individuals that need particular and urgent attention because of specific economic, social or physical characteristics.

Examples can involve the physical transformation and regeneration of territories and places, including small villages, rural areas, shrinking cities, degenerated city districts, de-industrialised areas, places that welcome refugees or places that aspire to be accessible

to all. It can involve the development of ambitious **social and temporary housing projects** and the **reconversion**, **renovation, regeneration of buildings and their surroundings to fight segregation and isolation**. Examples can also address particular needs of groups and individuals who are the most vulnerable, for instance, **fleeing from armed conflict, being at risk of exclusion or poverty, or experiencing homelessness.**

Examples can also illustrate how the advanced implementation of "**design for all**" principle to the transformation of the built environment can address accessibility issues for people with disabilities, as well as address aging factors.

Other proposals may show how **community services**, new ways of bringing various communities (e.g. multigenerational settings) and/or various functions (housing, social inclusion, etc.) together can bring **new solutions to address specific needs.** Examples can also include ownership and business models, such as **anti-speculation schemes, cooperative models or impact investments**.

For strand C, it can be through ways of training and learning that the needs of those that need particular and urgent attention are addressed. Examples can also show how training and learning can help to bring various communities and different generations together.

Shaping a circular industrial ecosystem and supporting life-cycle thinking

We will be looking at inspirational examples of beautiful, sustainable and inclusive projects that contribute to the transformation of the industrial ecosystems towards more sustainable practices in a spirit of circularity, taking into account relevant social aspects.

Examples can involve the transformation of elements of specific value chains from the sourcing of raw materials to the recycling of waste in various ecosystems, from **construction to textile and lifestyle sectors** (furniture, design, etc.). In that sense, new processes, new materials, sustainably sourced **nature-based solutions and products**, or new business models bringing clear benefits in terms of sustainability and circularity, as well as in terms of quality of life for all and design for all could be relevant examples. Affordability and social inclusion aspects should be integrated here accordingly.

Examples can promote new economic models in particular in the **social and proximity economy and impact investments.** Examples can also include initiatives, which through the transformation of the industrial ecosystem or processes have also contributed to the overall socio-economic development of the locality/region. Examples can also consist of methods, tools or guidance, which facilitate the (self-) assessment of circularity performance for various types of good and services.

For strand C, examples can also consist of projects addressing the required knowledge and skills and associated **learning and training needs for the transformation of the industrial ecosystem towards more sustainability and circularity.**

HOW TO APPLY

Applications for the New European Bauhaus Prizes should be submitted through the dedicated platform. The completed projects (Strand A) or concepts (Strand B), as well as initiatives under Strand C on education and learning should be described in detail in the relevant application form.

The application form should detail how the project, concept or initiative represents the **three New European Bauhaus values.** It should also include elements reflecting the **eligibility and award criteria** which differ slightly for each strand (see below).

Each application can be submitted under one category and in one strand only. Each applicant can submit multiple applications as long as they are related to different projects, concepts or initiatives.

The application period will start on **6 December** and end on **31 January at 19:00 CET.**

Applications can be modified and updated while they are in draft state. Please do not wait until the last minute to submit your application to avoid last minute problems, such as page loading delays that may occur around the closing of submissions. Only applications that are submitted by the official deadline will be considered by the Evaluation Committee.

WHAT DOES THE PRIZE CONSIST OF?

The winners in each category and each strand will receive a monetary prize (one winner per category in each strand selected by the jury and one per strand selected by public voting, i.e. 15 winners in total):

- **EUR 30,000** for winners of the New European Bauhaus Champions and New European Bauhaus Education Champions, and
- **EUR 15,000** for winners of the New European Bauhaus Rising Stars.

In addition to a monetary amount, each winner of a prize will benefit from a communication package provided by the Commission (e.g. promotion in the Commission's social media and websites, production of a short video and support in promoting the projects).

ELIGIBILITY CRITERIA

All **applicants** for the New European Bauhaus Prizes must meet the following criteria:

1. Applicants can be EU or non-EU residents, as long as their projects are implemented in the EU or in the Western Balkans.

2. Special rules apply for certain entities (e.g. entities subject to EU restricted measures under Article 29 of the Treaty on the European Union (TEU) and Article 215 of the Treaty on the Functioning of the EU (TFEU)1[3] and entities covered by Commission Guidelines No 2013/C 205/05[4]). Such entities are not eligible to participate in any capacity.

3. The application must be submitted by:

   a) In strand A: the individual(s) or the organisation(s) (city or region, funder, organiser) who is/are entitled to represent the project.

   b) In strand B: the individual or group of individuals who would be the author of the concept. All applicants in this strand must be aged 30 or less on the final day of call for applications. The application can also be submitted by an organisation, as long as all representatives of this organisation involved in the creation of the given concept are under 30 years old.

   c) In strand C: the individual(s) or organisation(s) who would be the author or a representative of the initiative.

4. The applicant should not be in one or more of the exclusion situations foreseen under Article 136 of the Financial Regulation[5]

5. The applicant will assume sole liability in the event of a claim relating to the activities carried out in the framework of the contest;

6. The name of the legal representative must be indicated.

In addition, all **applications** for the New European Bauhaus Prizes must meet the following criteria:

7. The application must be submitted via the online platform no later than 31 January 2023, 19:00.00 CET.

8. Applications must be in English.

9. As double funding is strictly prohibited, applications covering projects, which have already received an EU prize (monetary award funded by the EU), cannot participate in the contest.

10. Applications for projects, concepts or ideas that have already received public funding, including from the EU, (e.g. a grant) are eligible, as long as they have not won a monetary EU prize.

11. The application shall contain basic information and credits for the work/concept, along with:

    a) In strand A and C: at least six photographs with indications on copyright and the authorisation to use them by the European Commission. For projects and initiatives which cannot be presented through photographs, other types of visual representation can be used (graphs, drawings, etc.)

    b) In strand B: at least one photograph or visual representation of the concept with indications on copyright and the authorisation to use them by the European Commission.

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[3] Please note that the EU Official Journal contains the official list and, in case of conflict, its content prevails over that of the EU Sanctions Map

[4] Commission guidelines No 2013/C 205/05 on the eligibility of Israeli entities and their activities in the territories occupied by Israel since June 1967 for grants, prizes and financial instruments funded by the EU from 2014 onwards (OJEU C 205 of 19.07.2013, pp. 9-11).

[5] **Article 136 (**L_2018193EN.01000101.xml_(europa.eu)**)**

12. The application shall consist in a fully completed application form as found on the website; all mandatory fields must be duly filled in. Each applicant must sign the Privacy Statement that accompanies the application form.

13. The applicants must clearly refer to the prize category and strand that they apply for in their application form.

14. The same project, example, concept or initiative cannot be submitted for several categories or for different strands.

15. The same applicant(s) can submit more than one application, but these have to be different applications (projects, concepts or initiatives) for different categories or strands, see point 13 above. No same application is allowed twice. Multiple applications related to the same project, concept or initiative under different categories or strands will not be eligible.

16. All applications must be related to a concrete location/territory, have a clear target group, and clearly defined objective(s).

17. In all strands, projects, concepts and initiatives that will have no replicability in different contexts are not eligible. Replicability means the possibility to be implemented or applied in a different locality than the one where it originates from.

18. Applications must fulfil the following requirements regarding maturity (progress of implementation) to be evidenced by documents attached to the application form:

    a) Projects under strand A must have already been fully completed at the time of the application. Fully completed would indicate that there are no missing components to the project (be it physical/tangible or intangible components). Processes, tools, business models, methods etc. need to have been fully developed by the time of application. Projects in this strand need to have been implemented or applied in at least one specific case.

    b) Concepts under strand B can be at different stages of development, from the early concepts to prototype level, and should be presented with a development plan, outlining the foreseen steps envisaged to further develop, promote and/or implement the concept with a particular focus on the year following the application.

    c) Initiatives under strand C can be completed or at different stages of development, however a minimum level of maturity is required. The minimum level of maturity is evidenced by stakeholder/project promoter commitment to implement the concept in practice and a clear methodology/approach.

19. The application should include evidence of level of maturity, results, progress in implementation, varying for each strand, with the appropriate documentary evidence attached to the application:

    a) For strand A, the application should detail achieved results and outputs of completed projects, e.g. evaluation report, final project report, relevant certification, etc.

    b) For strand B, the application should include a development plan, detailing the steps foreseen for the further development and implementation of the concept.

    c) For strand C, the application should describe their methodology/ approach and demonstrate a commitment to implement the project in practice (the maturity level of the initiative), e.g. mid-term report, building permit, grant agreement, letter of support, partnership agreement, etc.

20. Eligible applications which have not been awarded a New European Bauhaus prize in any of the strands and categories in previous editions of the New European Bauhaus prize may submit applications of the same project, concept or initiative again, provided they take into account the applicable criteria as described in this Applicants Guide.

Clarification on the initiatives eligible for Strand C 'New European Bauhaus Education Champions'

Here, we invite you – experts, thinkers, doers, neighbours, ministers, students, educators or researchers – to join us in making waves for beautiful, sustainable, and inclusive projects that shape our future ways of learning and thinking.

For **strand** C, projects focused on the transformation of places of learning and education, be it physical or not, that connect a place with innovative pedagogical methods and the local community are eligible. We are interested in on-going or new project ideas in the fields of education, learning (formal and non-formal), training, youth, and knowledge that reflect the values of the New European Bauhaus (sustainability, aesthetics, inclusion) and aim at the transformation of:
- **a physical place** of education and knowledge,
- **ways of learning or gaining knowledge** and/or the education and pedagogical focus,
- the **relationship with the local community** and beyond,
- promotion of **new multi-disciplinary curricula,** etc.

The above list is not exhaustive.

While the ultimate objective is to combine these three dimensions of transformation, projects developed under strand C should have a minimum level of maturity.

The **minimum level of maturity** is exemplified by stakeholder/ project promoter commitment to implement the initiative in practice and a clear methodology /approach.

Both formal and non-formal education and learning are considered eligible under strand C. This means that the learning component should be intentional, but it does not need to happen in a formal setting.

Where an initiative concerns the physical transformation of places, these can involve the transformation of places of education and learning, such as schools, kindergartens, higher education establishments, libraries, playgrounds, community centres, etc.

AWARD CRITERIA

The final ranking and selection of the winners shall be confirmed by the Evaluation Committee, consisting of members from the European Commission that have the full responsibility for the proper conduct and the outcome of the competition.

The quality assessment of applications will be conducted by external, independent experts on the basis of the following award criteria. A maximum of 100 points will be

awarded for the quality of the proposal. A minimum score of 50 % is required for each criterion. Only the proposals meeting this threshold can be included the finalist list.

Award criteria for all strands (A, B and C):

a) Exemplary character in terms of the three **core values** of the New European Bauhaus **(45 / 100 points):**
   1. **Sustainability** (in the environmental sense, for example encompassing ways of preservation, lifecycle thinking and regeneration);
   2. **Inclusion** (in its various dimensions, ranging from accessibility and affordability for all to inclusive governing systems, design for all principles or new societal models),
   3. **Aesthetics and quality of experience for people** (through design and emotional/cultural benefits, for example by connecting to the qualities of a place, fostering a sense of belonging through meaningful experiences or integrating new enduring cultural and social values).

b) Exemplary character in terms of the three main **working principles** of the New European Bauhaus **(30 / 100 points):**
   1. **Participatory process** (citizen and community engagement in the project design and implementation),
   2. **Multi-level engagement** (variety of stakeholders),
   3. **Transdisciplinary approach** (diversity of knowledge fields).

c) **Innovative dimension** as compared to mainstream practices. **(10 / 100 points)**

d) High potential for **transferability and replicability** (e.g. of the methodology) to different contexts. **(5 / 100 points).**

Strand-specific award criteria:

For strand A: the New European Bauhaus Champions

e) Demonstrated **results, outputs or impacts** of the proposal in relation to its objectives, and to what is expected in the context of the respective category. This includes also benefits from the project for direct and indirect beneficiaries. The concepts should offer local solutions to global challenges. **(10 / 100 points)**

For strand B: the New European Bauhaus Rising Stars:

e) Relevance, quality and credibility of the **development plan of the concept**, with a particular attention to the steps envisaged in the year following the application. The plan should include the scope of envisaged results and benefits from the implementation of the concept for direct and indirect beneficiaries. The results and benefits should be specified in relation to the objectives of the concept, and to what is expected in the context of the respective category. The concepts should offer local solutions to global challenges. **(10 / 100 points)**

For strand C: the New European Bauhaus Education Champions:

e) Scope of **progress in the implementation of the initiative**. This can include already demonstrated results, outputs or impacts of the project in relation to the objectives of the initiative, and to what is expected in the respective category. This can also include a development plan of the initiative, with a particular attention to the steps envisaged in the year following the application. The plan should include the scope of envisaged results and benefits from the project of direct and indirect

beneficiaries. The initiatives should offer local solutions to global challenges. Also the demonstrated relevance of the initiative for developing new competences, especially the European competence framework on sustainability[6] is an asset. **(10 / 100 points)**

Complementary award criteria

Having due regard to the ranking of applications on the basis of the award criteria listed above, the final selection by the jury (recommendation for the winners among the finalists) will take into account the following additional criteria:

(i)   geographical diversity,
(ii)   balance between applications referring to physical transformation of the built environment ('hard investments') and other types of transformations ('soft investments')
(iii)   diversity of contexts (rural/urban, small scale/bigger scale, etc.)

Concerning geographical diversity, the jury will ensure that no participating EU Member State or Western Balkan partner is represented more than maximum twice amongst the awards across all categories and strands, including the result from the public voting.

THE SELECTION PROCESS

The process of selecting the winners is organised and scrutinised by an Evaluation Committee composed of Commission representatives. The Committee will ensure the respect of applicable rules, including in terms of conflict of interest. The Committee does not evaluate the applications themselves.

The selection process will take place in several steps.

1. Eligibility check (planned for February 2023)

The Evaluation Committee will review all the applications to assess their eligibility following the criteria enlisted below.

2. Quality assessment (planned for March-April 2023)

External experts will be selected by the Commission services to carry out the assessment of the applications. The European Commission will publish a 'Call for Expression of Interest seeking experts that demonstrate relevant expertise in relation to the New European Bauhaus (balanced diversity of expertise around sustainability, inclusion and aesthetics), as well as in education. A gender and geographical balance will be considered too. The experts may not have any part in applications submitted for the New European Bauhaus Prize competition.

The selected experts will evaluate the applications and attribute points based on the award criteria mentioned below. Each eligible application will be evaluated by two different experts.

The list of finalists will be established by selecting the three top-scored applications in each category and strand for a minimum number of 36 finalists. If in the sample of 36

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[6] https://education.ec.europa.eu/focus-topics/green-education/learning-for-the-green-transition

best applications a given EU Member State or a Western Balkan partner is not represented, the best-rated eligible project from this country will be added to the list of finalists. This rule applies provided that the top-rated project in a given country passed all eligibility criteria, and gathered minimum quality, understood as at least 50% of the points in each category of the award criteria (see below).

3. Public voting (planned for May 2023)

The finalists' applications will be published on the website for public voting to establish the public vote winner in each strand. The public voting will be open to all individuals and entities that may wish to cast a vote as long as they have a valid e-mail address. Voting will take place through a secure on-line system. Each voter will be invited to vote for two applications in each strand (in total for six finalist projects). The best voted application in each strand will be awarded.

4. Jury assessment (planned for May 2023)

The finalists' applications will be assessed by a final jury of experts composed of nine members. The final jury experts will be selected to ensure a balanced diversity of expertise around the three dimensions of the New European Bauhaus initiative (sustainability, inclusion and aesthetics), as well as in education. A gender and geographical balance will be considered too. Members will also certify the absence of any conflict of interest with respect to any of the finalist applications.

The final jury will advance a proposal for the winning projects, concepts and initiatives in each category and strand, considering the quality of the applications, as well as the **complementary criteria** specified under the award criteria above.

The final jury will operate on a consensus basis. In case of persistent divergence of views, decisions can be taken by a majority of six experts.

5. Establishment of the results (planned for May-June 2023)

The Evaluation Committee will first check the regularity of the whole process, will review the results of the public voting and the proposal of the final jury, and will establish the list of the selected winners (one per strand and per category and three public vote winners – 15 winners in total).

Each winner can receive an award only once, i.e. either through the public vote or the jury recommendation. In case any of the three public vote winners make part of the final list of 12 best rated applications proposed by the final jury, they will be replaced by the second best rated application in the same strand and category.

The European Commission will award the prizes to the selected winners based on the recommendations of the Evaluation Committee.

Cancelation of the prize

The Commission may cancel the contest or decide not to award the prize in any or all of the categories, without any obligation to compensate participants, if: (a) no applications are received; (b) the evaluation committee cannot find a winner in each category and strand; c) the winners are not eligible or must be excluded.

Withdrawal of the prize

The Commission may withdraw the prize after its award and recover all payments made, if it finds out that: (a) false information, fraud or corruption was used to obtain it; (b) a winner was not eligible or should have been excluded; (c) a winner is in serious breach of its obligations under the above rules of this contest.