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## The New European Bauhaus is a call to action

# On June 22 the Bauhaus 2023 awards will be awarded to the best ideas and projects for the year.

## Key Takeaways

### About The New European Bauhaus

The New European Bauhaus (NEB) initiative is an ambitious project launched by the European Commission to connect the European Green Deal to our living spaces and experiences, creating a sustainable, inclusive, and aesthetically pleasing future.



## The Creatives Unite Editorial

On 22 June, the [New European Bauhaus Prizes 2023](#) will award innovative solutions from people across Europe and beyond, demonstrating the immense potential for making Europe more sustainable, beautiful, and inclusive.

The Bauhaus 2023 program is divided into three main categories: prizes, labs, and networks. The prizes are awarded to individuals or teams who have developed innovative and sustainable design solutions that address the challenges facing our society. The labs are collaborative workshops that bring together designers, architects, and other creative professionals to develop new ideas and solutions. The networks are platforms for sharing knowledge and best practices, connecting designers and other creative professionals across Europe. The Bauhaus 2023 prizes are the most prestigious awards in the program. They are awarded in six categories: architecture, urbanism, landscape, product design, fashion, and digital design. The prizes are open to individuals or teams from all over Europe, and the winners are selected by a panel of experts in each category. The New European Bauhaus Prizes serve as a platform to recognize and reward existing projects and young people's concepts that demonstrate the sustainable solutions promoted by the European Green Deal can also be inclusive and beautiful. The Prizes are awarded in four thematic categories:

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

## Materials and Making: The Circular Economy Opportunity

The NEB draws inspiration from [the original Bauhaus movement](#), which reconciled art and science and challenged contemporary rules in search of a better way. The initiative presents an opportunity to elevate the circular economy discourse from technicalities and resource economics to an aspirational project for society with deep cultural resonance. Today, new capabilities in biomaterials, additive manufacturing, digital fabrication, and artificial intelligence are unlocking limitless possibilities for making. Designing for the circular economy requires a creative approach, as it is not 'one size fits all'. Relevant solutions range from bio-designed packaging that dissolves when used, to building facades that incorporate algae for energy generation, manipulating material structures to create new properties, and using durable materials for product longevity. System innovation must occur in tandem with technological innovation to achieve real progress. This requires designers to work with the current system while moving it toward new outcomes. Innovators must understand, predict, and respond to the systemic implications of their inventions, necessitating a place to experiment in a way that is visible and connected to industry and routes to scale.

## The European Green Deal and the New European Bauhaus

On September 15, 2021, the Commission published a [Communication presenting the concept of the NEB](#) based on the findings from the [co-design phase](#). This document outlines the next steps for the initiative's further development and proposes a set of targeted actions and funding possibilities. The Annex II of the Communication identifies relevant EU initiatives and funding instruments to support local transformation projects. This includes the commitment of the Directorate-General for Regional and Urban Policy (DG REGIO) to finance several highly innovative projects selected in the first call of the [European Urban Initiative](#) (EUI). The European Green Deal, a set of policy initiatives by the European Commission aimed at making Europe climate-neutral by 2050, serves as the foundation for the NEB. By connecting the European Green Deal

to our living spaces and experiences, the NEB aims to make sustainability an integral part of our daily lives. The New European Bauhaus (NEB) initiative is an ambitious project launched by the European Commission to connect the European Green Deal to our living spaces and experiences, creating a sustainable, inclusive, and aesthetically pleasing future. The NEB's vision is to provide all citizens with access to goods that are circular, less carbon-intensive, and support the regeneration of nature and biodiversity. This initiative invites everyone to imagine and build a sustainable future:

- Beautiful: Enriching, inspired by art and culture, and responding to needs beyond functionality.
- Sustainable: In harmony with nature, the environment, and our planet.
- Inclusive: Encouraging dialogue across cultures, disciplines, genders, and ages.

## Who can and should adopt the NEB

The New European Bauhaus initiative is a bold attempt to create a more sustainable, inclusive, and aesthetically pleasing future. By creating a platform for experimentation, the NEB brings together innovators from all walks of life to develop solutions that can have a lasting impact on our living spaces and experiences. The NEB provides an opportunity to create positive change in our communities and societies through collaboration and engagement from individuals, organizations, and policymakers. The NEB encourages individuals to participate in the initiative by joining the community as partners, attending events, applying for prizes, and engaging on social media. By staying informed and active in the NEB community, individuals can contribute their ideas, skills, and creativity to help shape the future. Businesses, non-profits, and other organizations can benefit from the NEB initiative by aligning their strategies with its principles and tapping into funding opportunities. Policymakers play a crucial role in shaping the NEB's success by supporting its principles through legislation, funding, and policies that encourage sustainable, inclusive, and beautiful development. The success of this initiative relies on collective action from individuals and communities who are committed to pushing for change. By engaging with the initiative, by joining as partners, or by attending events – Europeans have an opportunity to be part of something that could potentially shape our lives for generations to come.

