

Cross-KIC New European Bauhaus (NEB)

NEB Ideation Awards 2021

Ideate sustainable, inclusive
and aesthetic solutions for
New European Bauhaus challenges



What is the New European Bauhaus?

Widely celebrated as the most influential art and design school in history, the Bauhaus is famous for its approach to **design education** that combined both **crafts and the visual arts**, an approach that accelerated the development of modernist architecture and design. The Bauhaus movement revolutionised our cities and lifestyles 100 years ago out of artistic impulse.

The **New European Bauhaus (NEB)**, announced by President von der Leyen in her 2020 **State of the Union address**, expresses the European Union's ambition to create beautiful, sustainable, and inclusive places, products and ways of living. It promotes a new lifestyle where sustainability

matches style, thus **accelerating the green transition** in various sectors of our economy, such as construction, furniture, fashion, and in our societies, as well as other areas of our daily life.

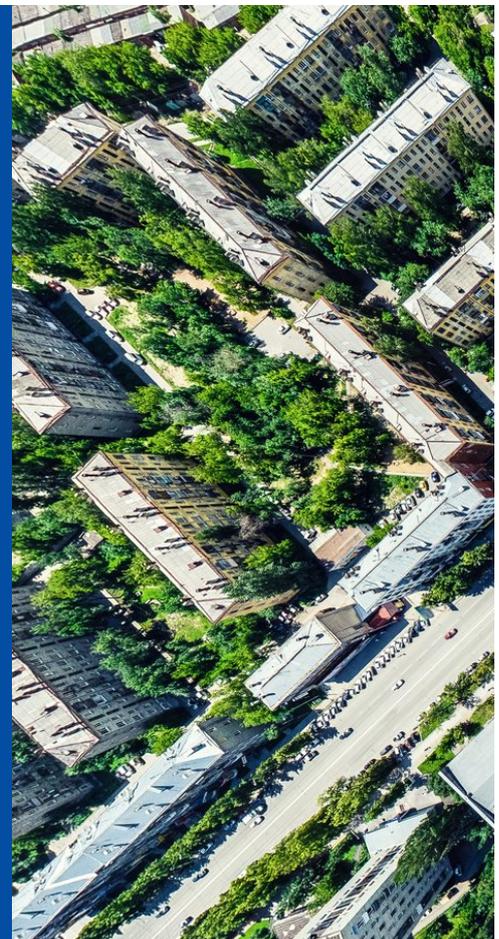
The NEB is a **creative and interdisciplinary initiative**, creating a space of encounter to design future ways of living, located at the crossroads between **art, culture, social inclusion, science and technology**. It brings the **EU Green Deal** to our living places and calls for a collective effort to imagine and build a future that is **sustainable, inclusive and beautiful** - for our minds and for our souls.

NEB PRINCIPLES

Beautiful means inclusive, accessible spaces where the dialogue between diverse cultures, disciplines, genders and ages becomes an opportunity to imagine a better place for all. It also means a more inclusive economy, where wealth is distributed and spaces are affordable.

Beautiful means sustainable solutions that create a dialogue between our built environment and the planet's ecosystems. It means to realise regenerative approaches inspired by natural cycles that replenish resources and protect biodiversity.

Beautiful means enriching experiences that respond to needs beyond our material dimension, inspired by creativity, art and culture. It means appreciating diversity as an opportunity to learn from each other.



What is the Cross-KIC New European Bauhaus?



The [European Institute of Innovation and Technology \(EIT\)](#), together with its thematic pan-European Knowledge and Innovation Communities (KICs), is well placed to play a key role in the design, delivery and dissemination phases of the NEB. EIT KICs cover **climate, sustainable energy, digital, healthcare, food supply, urban mobility, manufacturing and raw materials**. For the coming 2021-2027 period, there are also advanced plans to launch a new EIT KIC for the cultural and creative industries and sectors. These are critical fields of engagement for the blending of social inclusion, quality of experience and sustainability envisioned by the NEB movement - a means of making the Green Deal a **human-centred experience** that reaches hearts, minds and homes. The EIT is ideally placed as it has created **Europe's largest innovation ecosystem with over 2,000 partners** (business, research, education, cities), cooperating in over **60 hubs across Europe**, and being represented in all EU Member States and beyond.

A Cross-KIC activity is a target-oriented mission bringing together the different fields of expertise and partner ecosystems of various KICs. The **Cross-KIC New European Bauhaus (NEB)** is led by EIT Climate-KIC and involves EIT Digital, EIT Food and EIT Urban Mobility. The mission kicked off in early 2021 and plans additional activities over the next two years, and the participation of other KICs, such as EIT Manufacturing.

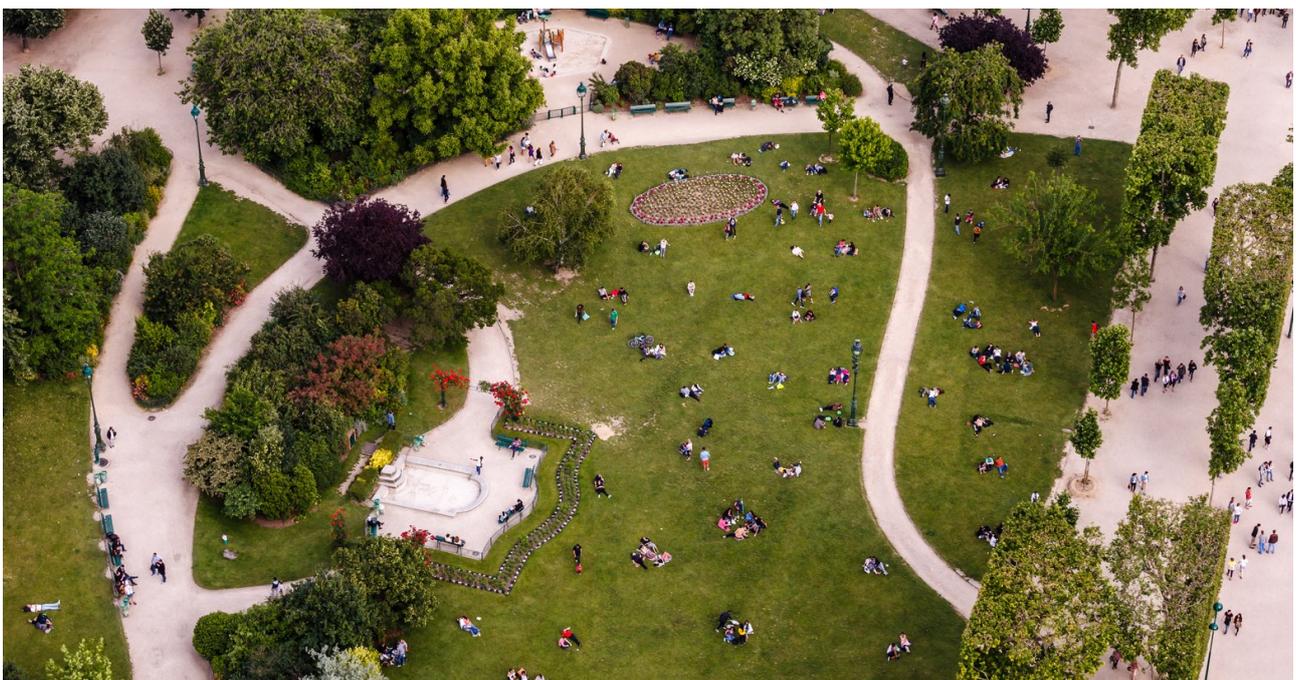
The Cross-KIC NEB aims to bridge the gap between **science and technology** on the one hand, and **arts and culture** on the other, under the scope of **sustainability, business promotion** through start-ups, and **citizen education and engagement**.

With that purpose, it aims to engage with European innovators to overcome fragmentation in the European innovation landscape, work together with universities in the identification of problems and solutions, and ensure civil society engagement in the NEB movement.

In particular, this Cross-KIC activity mobilises **public-private pan-European ecosystems** with a focus on developing and supporting talent and skills, through education programmes, and on delivering and showcasing high impact, high value innovations from their pipelines. Each KIC directs its innovation efforts at a particular societal challenge, offering **product and service development, education and community engagement** and dissemination. To achieve this mission, the participating KICs capitalise on their existing business creation, educational and public engagement activities, such as the accelerators, hackathons, incubators, co-creation sessions, living labs, pioneers, and young innovators programmes.

We are testing the application of Bauhaus principles to current challenges facing the world, such as climate, mobility, digitalisation, health and food challenges in the context of global pandemics and the economic and social recovery from them.

We are also examining which of the principles can be replaced with new ways of thinking and actively question and explore the meaning of renewing the humanist idea behind the movement, championing wellbeing in urban populations, particularly. We are doing this by means of the **business-academia-citizens** 'triangle', through which we are developing and testing new concepts for future ways of living, located at the crossroads between art, culture, social inclusion, science and technology.





The Cross-KIC NEB 2021 work at a glance

ACCELERATION OF NEB START-UPS

Based on the KICs' Acceleration programmes and experience in supporting innovation in start-ups and scale-ups:

- Running initial pilots and gathering lessons learnt
- Acceleration NEB Call

NEB EDUCATION AND IDEATION

Capitalising on the KICs' education ecosystems:

- Identification of NEB challenges and mapping of key stakeholders
- NEB Ideation Awards - mainstreaming NEB into KIC hackathons
- NEB (free) online-courses
- Network of "maker-spaces"

NEB ENGAGEMENT FOR CO-CREATION

Using the KICs' communities to create a specific NEB community with cities, citizens, professionals, entrepreneurs and local associations, to identify NEB needs and ideas:

- Call capitalising on citizen engagement tools for co-design and planning of public space
- Call Citizen engagement
- Decidium Platform

NEB Ideation Awards

The Cross-KIC **New European Bauhaus (NEB) Ideation Awards** offer an opportunity to **European Union-based teams** participating in the 2021 EIT Climate-KIC **Climathon** and hackathons of EIT Digital, EIT Food and EIT Urban Mobility to learn and ideate around the EU NEB strategy and include its principles (sustainability, inclusiveness, aesthetics) to create concrete solutions to real-life challenges.

We want to hear your innovative ideas around a list of proposed NEB challenges!

GREEN TRANSITION THROUGH ARCHITECTURAL, CULTURE, HISTORIC SITES

- 1 Green roofs, green walls and other green infrastructure to reduce the heat island effect, enhance air quality, and advance new aesthetic value in the urban environment.
- 2 Urban, regenerative agriculture to reduce emissions and foster stronger relationships between city dwellers and farmers.

TOWARDS CIRCULARITY AND URBAN RESILIENCE

- 1 Enhancement of public realm, green areas and biodiversity, as well as their inclusiveness, accessibility and interconnection through active mobility, to improve physical and mental health.
- 2 Circular economy actions based on the principles of the food waste hierarchy and efficient reutilisation of bio-products and bio-waste, achieving emissions and waste reduction and fostering the second life of products.

ENSURING AFFORDABILITY AND ACCESSIBILITY TO ALL

- 1 Energy communities to ensure comfortable living at affordable prices through multi-disciplinary service models.
- 2 Digital open data platforms to ensure transparency and reliability of data.



What do the NEB Ideation Awards offer?

- An opportunity to join the **network of NEB stakeholders** making the NEB a reality in our European Cities and Regions, becoming part of the most advanced NEB stakeholders' network to connect and work together.
- An opportunity to contribute to the **EU NEB strategy** and join a pipeline of **NEB ideas that will be shared with the European Commission** and potentially translated into other Cross-KIC activities.
- **Seed funding of €10,000**: selected from the Jury and Audience Awards winners, the "Best of Bests" will receive seed funding to implement their idea in early 2022.
- **Prizes of up to €3,000** and a **study visit to the World Design Capital 2022** event in Valencia (three Jury Awards and one Audience Award). All winning teams will be granted a study visit to the event in Valencia, with **travel and accommodation covered for two people per team** (up to €600 per person).

AWARD	PRIZE	JURY
JURY AWARDS	1st: €3,000 2nd: €2,000 3rd: €1,000	Experts from EIT Climate-KIC, EIT Digital, EIT Food and EIT Urban Mobility
	All three winning ideas will be granted a study trip to Valencia for the in-person Award Session and final "Best of Bests"	
AUDIENCE AWARD	€1,000	General public through social media
	Winner to be granted a study trip to Valencia for the in-person Award Session and final "Best of Bests"	
GRAND JURY PRIZE	€10,000	TBC
	The "Best of Bests" will be selected from the four winners of the Jury and Audience Awards and will receive seed funding of €10,000 to implement their idea in early 2022	

How to participate?

EU teams are invited to take one or more of the indicated NEB challenges to their Climathon/hackathon and translate them into their real-life context to create an innovative solution pulling together the three key elements of the NEB: sustainability, inclusiveness and aesthetics. **Proposals open on 25 October 2021 and will close on 15 November 2021 at 18:00 CET.**



Guidance to submit your application

- Download and carefully read the **application form** [here](#). We will be accepting applications from **25 October to 15 November, 2021, 18:00 CET**.
- **Record a video of maximum three minutes** pitching your idea. Please briefly introduce your team indicating your location, define the NEB challenge addressed and concisely explain your solution integrating sustainability, inclusiveness and aesthetics. Explain potential benefits and impacts deriving from that solution. The video can be the same as the one used at your local Climathon or hackathon, or a different one. Design of the video is free style.
- **Send both the application and video together using the file-sharing platform [Wetransfer](#) to [XKICNEB.IdeationAwards@climate-kic.org](mailto: XKICNEB.IdeationAwards@climate-kic.org)**

Please note that **videos will be publicly displayed for voting purposes**. You will need to accept treatment of your data, public availability of video for public voting and confidentiality conditions in your application form. This is a compulsory step.

You are welcome to share your video on your social media channels to seek support and you are also invited to check other teams' videos to support them. **Voting will close on 29 November 18:00 CET**, so you have time up until then to mobilise!

Additional information



Key dates

- Information session: **18 October, 14:00 CET**
- Open Ideation Awards Call: **25 October 2021 until 15 November 2021, 18:00 CET.**
- Audience voting open from **17 November 2021 until 29 November 2021, 18:00 CET.**
- Results to be announced on **30 November 2021.**
- In person Award Ceremony including Jury Awards, Audience Awards and live announcement of “Best of Bests” Award at the **Valencia Digital Summit, 15-16 December 2021, Valencia, Spain.** Session will be streamed.

Resources

- [Video: President Ursula Von der Leyen video on New European Bauhaus](#)
- [Factsheet on New European Bauhaus](#)
- Factsheets on [Baqme](#) and [Upfarming](#), two NEB pilots under the Cross-KIC NEB start-up promotion activity
- Cross-KIC [1. Call Capitalising on citizen engagement tools for co-design and planning of public space](#), and [2. Call Citizen engagement](#). Both currently closed.
- [Cross-KIC Call NEB Acceleration](#) (open until 17 December 2021)
- [Cross-KIC NEB article on EIT Climate-KIC website](#)

Contact

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