

Guide to Applicants

New European Bauhaus Prize



https://europa.eu/new-european-bauhaus/2021-prizes_en

The New European Bauhaus has the ambition to make the Green Deal a cultural, human-centred and **positive, tangible experience**. Everyone should be able to feel, see and experience the green and digital transformation and the way it enhances our quality of life. It is about bridging the global challenges with the local solutions to achieve our climate targets and support a broader transformation perspective.

The New European Bauhaus is about our daily lives, focusing on better living together in more beautiful, sustainable and inclusive places.

Its objective is to articulate, in an innovative way, three key dimensions:

- **sustainability** (including circularity),
- **aesthetics** (and other dimensions of the quality of experience beyond functionality)
- **inclusion** (including accessibility and affordability).

The first phase of the initiative is focused on design and engagement, and it aims to clarify the scope and will inform the priorities of the New European Bauhaus actions. The New European Bauhaus wants to reach out to artists, activists, designers, architects, students, scientists, engineers, practitioners, policymakers and all interested citizens. They are invited to contribute to the shaping of the initiative in developing and harvesting conversations/discussions by concretely coming up with inspiring examples, ideas and visons or challenges and needs.

The initiative also aims at facilitating the exchange of knowledge, ideas and needs between these actors – to empower communities to develop true **interdisciplinary projects** able to provide more comprehensive solutions to the identified local challenges.

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To accelerate the green transition, contribute to the recovery and to ensure a better living together for all, we have to **capitalise on the existing wealth of knowledge, experience and capacities as much as to call for new visions, new ideas and new solutions.**

The 2021 Prizes will be part of and represent the culmination of the design phase, as the prizes will bring together those excellent examples and new ideas that could inspire the New European Bauhaus project and contribute to the shaping of the concept.

The Prizes will recognize and celebrate existing achievements and support the younger generation to further develop emerging concepts and ideas. They will give visibility to project examples and concepts/ideas that illustrate how the triangle of sustainability, aesthetics and inclusion has already been translated in our territories, our communities and in our practices, or that pave the way to the future.

10 different categories are established for existing examples or new ideas and concepts that manifest the New European Bauhaus values and will serve as inspiration for the New European Bauhaus.

In each of the ten categories, two parallel competition strands are established:

- Strand A: "**New European Bauhaus Awards**" will be devoted to existing completed examples and
- Strand B: "**New European Bauhaus Rising Stars**" will be devoted to concepts or ideas submitted by young talents aged 30 or less.

All the preselected project examples and concepts/ideas will be given visibility before the final selection on the designated New European Bauhaus website (see below). In addition to a monetary amount, each winner of a prize will benefit from a media partnership provided by the Commission for dedicated communication activities.

In each strand, the winners in the ten categories will receive their prize at an official ceremony held by the European Commission.

The 10 Categories

To contribute to beautiful, sustainable and inclusive places, we look for:



Techniques, materials and processes for construction and design

We are looking for examples of solutions for our built environment to contribute to mitigate climate change, protect our environment and make places more affordable and inclusive. What are the innovative techniques and materials to that aim? What tools may support design and co-creation for more sustainable building and planning processes?



Building in a spirit of circularity

We are looking for exemplary places/physical sites that demonstrate the re-use and recycling of materials; a core element of the European Green Deal. They can be examples of renovations, or buildings planned with full circularity in mind. Such examples should inspire us for their beauty and for their contribution to inclusiveness, in relation to their function or accessibility

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Solutions for the co-evolution of built environment and nature

We are looking for examples showing how the built environment may contribute to the protection of nature and biodiversity, taking into account cultural and social needs. The examples could relate for instance to blending of buildings in landscape, or integration of living nature in construction. They should show how biodiversity or water and soil conservation can be respected and promoted through building and planning.



Regenerated urban and rural spaces

We are looking for emblematic examples of territorial regeneration that combine sustainability, aesthetics and inclusion, and that were developed with a large participation and deep involvement of citizens and all stakeholders. They could for instance be reconversions of abandoned or challenged areas in cities, upgrading of territories and regions in decline, exemplary projects aimed at overcoming segregation and giving access to places.



Products and life style

We are looking for products and processes that contribute to a sustainable, attractive and inclusive lifestyle. It may be fashion, or furniture, or interior design, but also food or other elements of our daily life.



Preserved and transformed cultural heritage

We are looking for successful examples of cultural heritage that has been put into value in the spirit of sustainability, aesthetics and inclusiveness. They may be exemplary models of preservation that enhance access to cultural heritage for all, or reconversion of heritage infrastructure with a high social purpose and a low carbon footprint.



Reinvented places to meet and share

We are looking at inspirational examples of how spaces can be used for positive exchanges and community-building. It can be for instance through exemplary development and use of public spaces such as streets, squares and parks; or particularly inspirational models of community centers, community gardens, co-creation places that combine style with a strong social purpose and sustainability.



Mobilisation of culture, arts and communities

We are looking for examples that illustrate the impact of the arts for sustainable community building. It may be events, festivals, cultural performances that brings communities together. It may be examples of story telling supporting social inclusion and the Green Deal, or transformational activities centered around arts and culture that help build social cohesion and develop a shared sense of ownership of the space.

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Modular, adaptable and mobile living solutions

We are looking for innovative solutions of interventions/housing that respond to temporary, emergency needs with high aesthetic and sustainable standards. They can also be modular solutions for dynamic ecosystems like university residences with light environmental footprint and a sense of beauty.



Interdisciplinary education models

We are looking for education models and methods that integrate the values of sustainability, inclusion and aesthetics in the content of the curricula and in the learning process. This also includes innovative models of training for professionals based on the interdisciplinary integration of science, arts and social studies.

How to apply

The application for the prize will be done through the New European Bauhaus website.

The existing examples (Strand A) or concepts/ideas (Strand B) will be described in the detailed application forms depending on which strand you decide upon for submission of your application.

The application will in particular detail **why and how the project example or idea/concept represents a concretisation of the triangle of values underpinning the New European Bauhaus initiative, as well as an analysis of its innovative dimension.** In addition, for strand B, the application will detail the steps foreseen for the further development or implementation of the concept or idea.

The deadline for applications is 31/05/2021.

The applications for the New European Bauhaus Awards may be presented by the individual(s) and the organization(s) (territorial administration, project promoter or organiser, etc) who is/are entitled to represent the initiative. Joint applications are allowed.

The application shall contain an explanation on the role of the applicant entity(-ies) in the project[1].

[1] *Please note, '**project**' for the rest of this document should be read as follows: for Strand A, project is an existing project example, for Strand B, project is a concept or idea.*

The applications for the New European Bauhaus Rising Stars may be presented by individuals or groups of individuals aged 30 or less on the end date of this call: 31/05/2021.

Applications may be changed while they are in their draft version, but once submitted, they cannot be elaborated further.

What does the prize consist of?

The winners in each category and each strand will receive a monetary amount (one winner per category in each strand):

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

All winners will also receive a communication package (e.g. paid media, production of a short documentary, how to pitch the project).

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The selection process

The selection of the winners will be organized and scrutinized by an Evaluation Committee composed of representatives of the Commission services. The Committee will ensure the respect of applicable rules, including in terms of conflict of interest.

The selection process will take place in several steps.

In the first step, the Evaluation Committee will review all the applications to assess their eligibility.

In the second step, all the applications that meet the eligibility requirements will be published on the website for a public voting. The public voting will be open exclusively to individuals and entities that have subscribed to the New European Bauhaus Newsletter by 31 May 2021. Voting will take place through a secure on-line system. Each voter will have two votes per each category in each strand.

In the third step, the three most voted projects per category in each strand will be then assessed by a jury composed by the organisations that have become official Partners of the New European Bauhaus by 31 May 2021. Only official partner organisations whose logo has been published on New European Bauhaus Initiative's website by that date will be able to take part in the jury. Every Partner organisation will be invited to fill-in evaluation forms and attribute points, based on the award criteria mentioned below.

In the fourth step, the Evaluation Committee, after having checked the regularity of the previous steps and evaluated the results of the vote of the Partners, will establish the list of the selected winners.

If two or more highest ranked applications receive the same number of points in a category, the proposal, developed or implemented in a Member State from which no other application is amongst the winners within the Strand, will be declared the winner, if the other highest ranked application(s) is/are from a Member State from which an application is amongst the winners of the other categories within that Strand.

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

Even if a project may be presented under different categories, it may only receive one prize. If the same project is best ranked under more than one category, the Evaluation Committee will choose the category under which it will receive the prize. The prize in the other categories will be given to the second best project in the ranking, following the project in question.

Please note that only complete application forms, with no missing elements to these, are admissible.

Eligibility criteria

All applications for the New European Bauhaus prizes shall meet the following eligibility criteria:

1. The application shall be submitted via the online platform no later than 31/05/2021, 23:59:59 CET.
2. Applications must be in English.
3. The application must be submitted by:
    a) In strand A: the individual(s) or the organization(s) (city or region, funder, organiser) who is/are entitled to represent the project. Applicants can be EU or non-EU residents, as long as their projects examples are physically located or developed in the EU.

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b) In strand B: the individual or group of individual who would be the author of the concept/idea. All applicants in this strand must be aged 30 or less on May 31st, 2021. Applicants can be EU or non-EU residents, as long as their concept/idea are to be developed and implemented in the EU.

4. The applicant should not be in one or more of the exclusion situations foreseen under Article 136 of the Financial Regulation
5. As double funding is strictly prohibited, applications covering projects, which have already received an EU prize, cannot participate in the contest.
6. The applicant will assume sole liability in the event of a claim relating to the activities carried out in the framework of the contest;
7. The name of the legal representative must be indicated.
8. The application shall contain basic information and credits for the project example, idea or concept, along with:
    a) In strand A: at least six (6) photographs with indications on copyright and the authorisation to use them by the European Commission.
    b) In strand B: at least one (1) photograph or visual representation of the concept/idea with indications on copyright and the authorisation to use them by the European Commission.
9. The application shall consist in a fully completed application form as found on the website; all mandatory fields must be filled in. Each applicant must sign the Privacy Statement that accompanies the Application Form.
10. The application must clearly refer to one of the ten prize categories.
11. If the same project is submitted for several categories, a separate application must be done for each category.
12. The project examples under strand A must have already been completed at the time of the application. Concepts, prototypes and solutions (tools, methods, ideas) that have not been implemented in real contexts are not eligible.
13. The concepts/ideas 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/idea with a particular focus on the year following the application.

Award criteria

The final ranking and selection of the winners shall be made by the Evaluation Committee, consisting of Members of the European Commission that have the full responsibility for the proper conduct and the outcome of the evaluation on the basis of the following award criteria:

For the New European Bauhaus Awards:

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a) Exemplary character of the project in the selected award category. Projects shall demonstrate how the core values of sustainability, aesthetics and inclusion have been pursued and combined in an exemplary way in relation to the specific category. (40 points/100)

b) Demonstrated results/impacts of the project in relation to what is expected under each category. (20 points/100)

c) Citizen engagement & involvement. Specific value will be given to the quality of the involvement of citizens and civil society in the design and/or implementation of the project. The project should show the benefits that derived from the involvement. (20 points/100)

d) Innovative dimension in relation to mainstream practices. (10 points/100)

e) High potential for transferability to different contexts, based on clear documentation and communication of methodology and principles. (10 points/100)

For the New European Bauhaus Rising Stars:

a) Exemplary character of the project in the selected award category. Ideas and concepts shall demonstrate how the core values of sustainability, aesthetics and inclusion may be pursued and combined in an exemplary way in relation to the specific category. (50 points/100)

i **Article 136 (**L_2018193EN.01000101.xml (europa.eu)**)**

b) Innovative dimension in relation to mainstream concepts and practices (25 points/100)

c) Relevance, quality and credibility of the development plan with a particular attention to the steps envisaged in the year following the application. (25 points/100)

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 quality threshold will be put onto the ranking list.

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, or 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;

i **Article 136 (**L_2018193EN.01000101.xml (europa.eu)**)**

To reflect the participatory dimension of the design phase of the New European Bauhaus, the selection process for the prizes will involve a public voting by the subscribers to the New European Bauhaus newsletter, as well as an evaluation by the New European Bauhaus official partners. We therefore invite you to subscribe to the newsletter.

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Wood Sector Alliance for the New European Bauhaus

Background information

The European Commission's New European Bauhaus calls for a creative, interdisciplinary, novel movement embedded in the society to imagine together a **sustainable** future and to engage on a transformative path towards **affordable** and **beautiful** living spaces in the urban and rural environment. A key step is the transformation of the building sector into a circular model that can also counteract the escalating climate crisis.

The Wood4Bauhaus Alliance comprises the following founding partners:

InnovaWood is EU network for wood science, research, innovation and education of 60 organisations in 28 countries, including RTOs, universities, VET centres and cluster organisations.

The European Confederation of Woodworking Industries (CEI-Bois) is an umbrella organisation of 21 European and national organisations from 15 countries backing the interests of the whole wood sector.

The European Panel Federation (EPF) represents 100,000 direct jobs and counts more than 5,000 wood-based panel manufacturing and furniture companies in 25 countries.

The European Federation of Building and Woodworkers (EFBWW) is the European Trade Union Federation grouping 76 national free trade unions from 34 countries with members in the building, building materials, woodworking, forestry and allied industries and trades.

The European Organisation of the Sawmill Industry (EOS) represents 35,000 sawmills in 12 countries.

BASAJAUN and WoodCircus are R&D project consortia fostering sustainable wood supply chains from forest harvesting to final buildings and Circular Economy solutions in the sector. They have received funding from the EU Horizon 2020 research and innovation programme under grant agreements no. 820892 and 862942.

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Contact: info@wood4bauhaus.eu | Web: wood4bauhaus.eu

[1] State of the Union Address 2020, 16/09/2020

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