

## EIT COMMUNITY NEW EUROPEAN BAUHAUS

### 2022 NEW EUROPEAN BAUHAUS HACKATHON WINNERS CONTEST

An opportunity for teams participating in the 2022 New European Bauhaus Hackathons fostered by the EIT Community New European Bauhaus to ideate sustainable, inclusive and aesthetic solutions for a given list of New European Bauhaus challenges:

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

Win a 10.000 EUR voucher to test your solution in a New European Bauhaus MakerSpace!

On this year's occasion, and on top of the four challenge award categories, there will be a special award category dedicated to Ukraine: "NEB for Peace" with a prize of 3.000 EUR.

## INTRODUCTION

What is the New European Bauhaus?<sup>1</sup>

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 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.

**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.

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<sup>1</sup> President Von der Leyen [video](#) on NEB and two-pager on NEB.

The NEB strategy envisions three different phases: co-design, implementation and learning. The co-design phase aimed at using a co-creation process to shape the NEB concept by exploring ideas, identifying the most urgent needs and challenges, and connecting interested parties. It concluded in the third quarter of 2021 resulting in a Communication from the Commission<sup>2</sup> that included a special focus on the core values, principles, axes, and challenges of the NEB. According to that Communication, a ‘triangle’ of three core inseparable values was established to guide the NEB:

- **Sustainability:** from climate goals, to circularity, zero pollution, and biodiversity;
- **Aesthetics:** the quality of experience and style, beyond functionality; and
- **Inclusion:** valorising diversity, equality for all, accessibility, and affordability.

In addition, the following three key principles guide and integrate the development of the NEB dimensions:

- a **multilevel approach:** from global to local;
- a **participatory approach;** and
- a **transdisciplinary approach.**

Based on the analysis of the inputs received during the co-design phase, the Commission identified the following four thematic axes that would follow during the implementation of the NEB:

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

### What is the EIT Community 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, raw materials, and the recently launched KIC for culture 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.

The EIT Community New European Bauhaus is a targeted-oriented mission bringing together the different fields of expertise and partner ecosystems of various KICs. The mission is led by EIT Climate-KIC and involves participation by EIT Digital, EIT Food, EIT Manufacturing and EIT Urban Mobility. The activity kicked off in early 2021 and plans additional activities over the next three years.

The EIT Community New European Bauhaus 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

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<sup>2</sup> Communication from the Commission to the European Parliament, the Council, the European Economic and Social Committee and the Committee of the Regions; Brussels, 15.9.2021; COM (2021) 573 final; Source: [https://europa.eu/new-european-bauhaus/delivery\\_en](https://europa.eu/new-european-bauhaus/delivery_en)

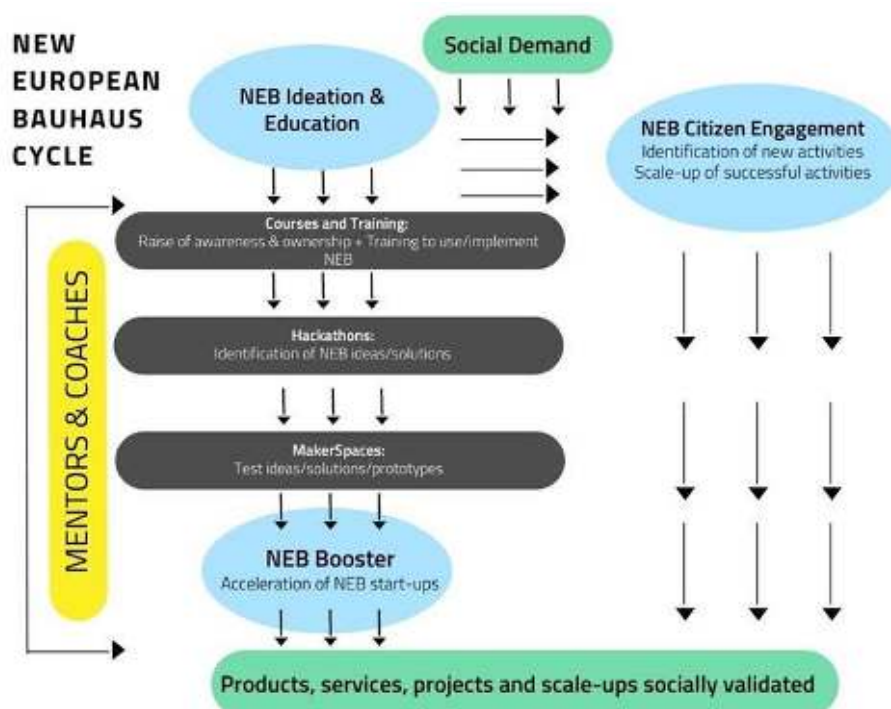
engage with European innovators to overcome fragmentation in the European innovation landscape, work together with universities in the identification of NEB problems and solutions, and ensure civil society engagement in the NEB movement.

In particular, the EIT Community New European Bauhaus 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 capitalize 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 or academia.

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 war crisis, as well as the economic and social solutions and 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.

We propose to develop experimental spaces in urban areas to facilitate the exchange of knowledge between people across Europe and to create interdisciplinary projects addressing sustainability, quality of experience, and inclusiveness. And very importantly, the EIT Community New European Bauhaus places citizens' needs at the core of transformation and empowers innovative solutions through the support of start-ups, capacity building and citizen engagement activities.

The EIT Community New European Bauhaus at a glance:



## THE EIT COMMUNITY NEW EUROPEAN BAUHAUS HACKATHON WINNERS CONTEST 2022

### What is it?

This is an opportunity provided to the teams participating in the 2022 NEB Hackathons fostered by the EIT Community New European Bauhaus, to learn and ideate around the EU NEB strategy and apply its core values (sustainability, inclusiveness, aesthetics) to create concrete solutions to real-life challenges.

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

### Challenges:

#### Challenge 1 – Reconnecting with nature

The NEB movement aims to create greater opportunities for contact with green public spaces that translate into better health indices for the population and reduce income-related health inequalities. Nature-based solutions in cities can help address floodings and other extreme weather events while making the built environment more attractive. Climate action can improve air, water and soil quality and overall living conditions. The COVID-19 pandemic has underlined the direct link between nature protection and citizen's physical and mental health. There is a need to go beyond a human-centred to a life-centred perspective, seeking inspiration from nature and learning from it.

- Challenge 1.1 - Products and services (including rapid prototypes)- enhancing nature-based-solutions, promoting green public spaces, and supporting urban greening.
- Challenge 1.2 - Co-design and co-stewardship of green spaces and nature-based-solutions through public-private partnerships and citizen participation.
- Challenge 1.3 – Social activation and education activities on nature-based solutions, access to and increasing of green spaces, as well as their collective stewardship.

#### Challenge 2 – Regaining a sense of belonging

The NEB movement is about collective and private experiences. Building bridges between people implies encouraging intergenerational solidarity, developing links between education and the arts in local environments, improving common spaces and places to meet.

- Challenge 2.1 - Products and services (including rapid prototypes) responding to citizens' real needs in urban and regional spaces, as well as improving accessibility and quality of experience of citizens in their daily lives, i.e., leisure, working spaces, moving around and commuting etc.
- Challenge 2.2 - Co-design of public realm and commons with civil society and other stakeholders to favour diversity while strengthening inclusivity and equality/equity, as well as to promote co-ownership of public and private spaces.
- Challenge 2.3 – Awareness raising and education programmes to highlight the relationship between sustainability and resilience, as well as activities promoting interaction and collaboration between different social groups around urban and rural spaces, and heritage focused on nature conservation and culture.

#### Challenge 3 – Prioritising the places and people that need it most

The NEB movement promotes the inclusion of all citizens living in Europe, as well as of the places where they live. Beautiful and sustainable solutions must be affordable and accessible for all. Due consideration should be given to the specific situation of groups and individuals who are the most vulnerable, for instance, at risk of exclusion or poverty or experiencing homelessness. Disadvantaged groups are at greater risk of energy poverty and air pollution and have less access to public transport.

Inclusion also implies pursuing a Design for All approach to remove accessibility barriers to the built and virtual environments and to goods and services. The NEB clearly goes beyond large city centres and encompasses places in all of their diversity, including small villages, rural areas, shrinking cities, degenerated city districts and de-industrialised areas. This calls for territorial development avoiding spatial segregation of social groups to create a sense of togetherness. The various parts of a city, a village or neighbourhood should be connected.

- Challenge 3.1 - Products and services (including rapid prototypes) delivering both online and offline (in person) support, as well as public and private realm infrastructure and facilities with a focus on specific vulnerable populations, e.g., elderly, children, ethnic minorities, marginalized groups etc.
- Challenge 3.2 - Multi-stakeholder activities enhancing urban regeneration in less favoured areas, including most polluted zones, degraded or dangerous neighbourhoods, remote areas with poor communication/infrastructure, and districts with limited services.
- Challenge 3.3 – Development and implementation of social interventions encouraging cultural understanding and connection between different social groups that otherwise would not interact. Activities enhancing the experience of belonging through shared orientation towards nature protection, sustainability and resilience.

#### Challenge 4 – Fostering long-term cycle and integrated thinking in the industrial ecosystem

The NEB movement promotes an economy based on circularity to tackle unsustainable use of resources and waste, including uses for obsolete buildings or infrastructures. Addressing these challenges concerns the entire industrial ecosystem, from production to delivery and consumption, with a circular economy mind-set. Recovered and renewable materials should be better recognised by all relevant disciplines and become part of design paradigms. The use of sustainably produced and procured nature-based building materials, such as wood, bamboo, straw, cork or stone should be improved. New production technologies should help reduce the carbon footprint of steel or cement, recycle otherwise wasted textiles and accelerate the green transition of energy intensive industries. New business models, bioeconomy, social economy approaches and Design for Sustainability can support the transformation of sectors such as textiles, tourism, waste management or energy production. The digital transition will play a systemic role in the development and implementation of the NEB.

- Challenge 4.1 - Products and services (including rapid prototypes) promoting long-term use and thinking, and reduce by design; also, maintenance, reusing, refurbishing, remanufacturing re-purpose and recycling of resources and waste, including digital and monitoring tools, as well as improvement of current state-of-the-art industrial manufacturing processes.
- Challenge 4.2 - Public and multi-stakeholder activities fostering circular economy actions, namely with regards to resources, waste, product life extension and second life of products, and more efficient management of sources. Activities are to target unsustainable mind-sets or behaviours in specific social groups to maximize the potential impact.
- Challenge 4.3 – Awareness raising and education activities on circular economy aiming at changing individual and group behaviours that perpetuate an unsustainable use of resources and/or waste management, e.g., energy, water, food, plastic.

**Conditions of proposed solutions and ideas:** all proposed solutions and ideas to the aforementioned challenges (one or more), must include the NEB core elements of sustainability, inclusiveness and aesthetics (quality of experience).

On this year's occasion we are opening a special category award called "NEB for Peace", which aims at collecting ideas and solutions including the aforementioned challenges and conditions by addressing the current aggression but also post-war context in Ukraine. Hence, proposed solutions may address Ukrainian refugees currently based in EU territories (special attention to vulnerable groups will be welcome) or re-construction of Ukrainian sovereign State territories, enhance of Ukrainian economy and businesses, and promotion of citizen physical and mental health through engagement and participation, among other.

There will be five award categories, one per NEB given challenge (4) plus the special category "NEB for Peace" (1). All winners will be covered travel and accommodation up to a given sum to attend the NEB Festival and participate at a dedicated EIT Community New European Bauhaus special event for NEB Hackathon Winners. The special event will include a pre-meeting with a NEB Coacher that will run one-to-one sessions with each of the winners.

Award Categories	Prize	Jury
Challenge 1 – Reconnecting with nature	EUR 10,000 voucher to use in a NEB MakerSpace  Participation at NEB Festival	Experts from EIT Climate-KIC, EIT Digital, EIT Food, EIT Manufacturing and EIT Urban Mobility
Challenge 2 – Regaining a sense of belonging	EUR 10,000 voucher to use in a NEB MakerSpace  Participation at NEB Festival	Experts from EIT Climate-KIC, EIT Digital, EIT Food, EIT Manufacturing and EIT Urban Mobility
Challenge 3 – Prioritising the places and people that need it most	EUR 10,000 voucher to use in a NEB MakerSpace  Participation at NEB Festival	Experts from EIT Climate-KIC, EIT Digital, EIT Food, EIT Manufacturing and EIT Urban Mobility
Challenge 4 – Fostering long-term cycle and integrated thinking in the industrial ecosystem	EUR 10,000 voucher to use in a NEB MakerSpace  Participation at NEB Festival	Experts from EIT Climate-KIC, EIT Digital, EIT Food, EIT Manufacturing and EIT Urban Mobility
NEB for Peace	3,000 EUR  Participation at NEB Festival	Experts from EIT Climate-KIC, EIT Digital, EIT Food, EIT Manufacturing and EIT Urban Mobility



## What does the EIT Community New European Bauhaus 2022 Hackathon Winners Contest offer?

- An opportunity to **join the EIT Community New European Bauhaus** and contribute to make the NEB real in our European cities and regions, at the time of becoming part of the most advanced NEB stakeholders' network, including connection and working synergies.
- An opportunity to be **part of the EU NEB strategy** and make your voice heard - becoming part of a pipeline of NEB ideas that will be shared with the European Commission and potentially translated into the EIT Community New European Bauhaus activities.
- An opportunity to **make real your solution** by means of a 10.000 EUR voucher that will enable you to test your idea in a NEB MakerSpace with the aim to obtain a prototype.
- An opportunity to **participate at the NEB Festival** and connect with other NEB stakeholders, including specific award ceremony session for EIT Community New European Bauhaus Hackathon Winners. The ceremony session will include a pre-meeting event where winners will benefit from NEB Coaching in one-to-one sessions.
- Shortlisted solutions/ideas will be given visibility through EIT Community New European Bauhaus communication channels.

## How to participate?

You are invited to take one or more of the indicated NEB challenge(s) and translate into your real-life context to create an innovative solution integrating the three NEB core values: sustainability, inclusiveness and aesthetics.

Proposals are invited until 15<sup>th</sup> November 2022, 18h CET.

Guidance to submit your application:

1. Carefully read the application form.
  - Fill in application form.
  - Record a video of maximum three minutes pitching your idea. Please briefly introduce your team indicating location, define the NEB challenge addressed and concisely explain your solution integrating sustainability, inclusiveness and aesthetics values. Explain potential benefits/impacts deriving from that solution. The video can be the same as the one used at your NEB Hackathon event or a different one. Design of the video is free style.
2. Send both application and video by [WeTransfer](#) to [xkicneb.ideationawards@climate-kic.org](mailto:xkicneb.ideationawards@climate-kic.org)

You are welcome to share your video on your social media channels. Please tag in your social media [#NewEuropeanBauhaus](#) [#EITCommunity](#) [#EITClimateKIC](#) [#NEBHackathons](#)

## KEY DATES

- The competition is open **from 1<sup>st</sup> October to 15<sup>th</sup> November 2022, 18h CET**.
- Announcement of Hackathon Winners on 30<sup>th</sup> November 2022.
- In person Award Ceremony at the 2023 edition of the NEB Festival (date and location TBC).

## ELIGIBILITY AND ASSESSMENT SCORING & CRITERIA

### Eligibility

- Teams participating in the 2022 NEB Hackathons fostered by the EIT Community New European Bauhaus.
- Full proposal submitted: both application form and video.
- Application must be submitted in English.

### Assessment scoring and criteria

#### Evaluation scale

The score ranges from 0 to 5 according to the following scale:

Score	Description	
<b>0</b>	<b>None</b>	The information requested is missing or incomplete
<b>1</b>	<b>Very poor</b>	The information provided is considered irrelevant or inadequate, compared to the specific call provisions
<b>2</b>	<b>Poor</b>	The information provided lacks relevant quality and contains significant weaknesses, compared to the specific call provisions
<b>3</b>	<b>Fair</b>	The overall information provided is adequate, however, some aspects are unclear or insufficiently detailed, compared to the specific call provisions
<b>4</b>	<b>Good</b>	The information provided is adequate with sufficiently outlined details, compared to the specific call provisions
<b>5</b>	<b>Excellent</b>	The information provided is outstanding in its details, clarity, and coherence, compared to the specific call provisions

The proposals are evaluated and scored against the evaluation criteria listed below:

#### Challenge, scope and impact (sections 1 and 2 of application form)

- Clear narrative substantiating how the solution/idea contributes to addressing the NEB challenges.
- Clear description of how solution/idea integrates simultaneously sustainability, inclusiveness and aesthetics.
- Strategic importance for the city or region addressed by the solution/idea, including potential benefits for targeted stakeholders and audiences.
- Clear definition of aims, objectives and deliverables of the idea/solution.
- Demonstration of solution/idea added value- impact on EU NEB and city/region scope.
- Clear definition of solution/idea short- and long-term effectiveness.

#### Implementation capability (section 3 of application form)

- Skills and capabilities of partners relevant to the solution/idea's effective delivery/impact.
- Clear timeline and implementation of activities directly linked to achieving the solution/idea's objectives and deliverables.



- Clear explanation of the work plan and work packages/milestones, as well as their relevance to support the idea/solution's objectives and expected impact.
- Clear presentation of key assumptions and risks.

## CONFIDENTIALITY

The EIT Community New European Bauhaus will treat your proposal confidentially, as well as any related information, data and documents received in accordance with our Privacy Policy or as otherwise indicated throughout the proposal form.

## CONTACT

In case of queries, please contact Natalia Vera, EIT Community New European Bauhaus Manager, EIT Climate-KIC [natalia.vera@climate-kic.org](mailto:natalia.vera@climate-kic.org)