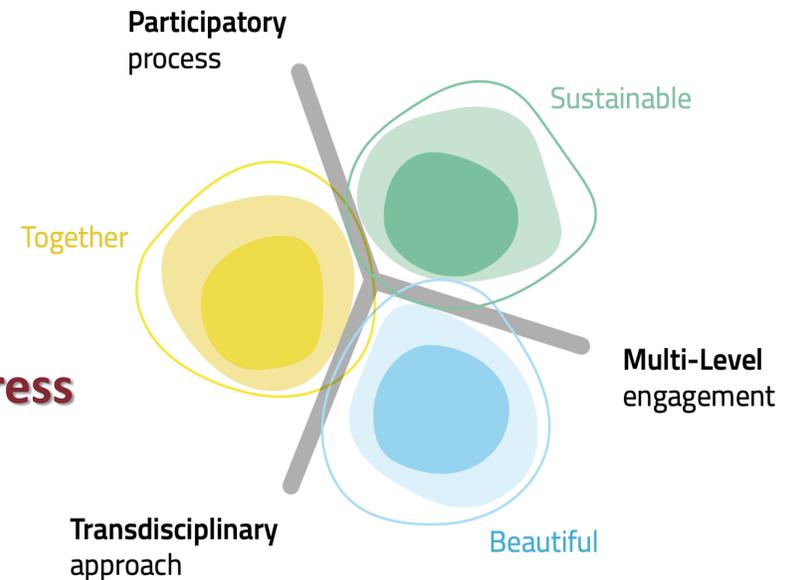




NETWORK OF THE  
CULTURE ROUTE  
FORTIFIED MONUMENTS



## The new NEB initiatives and the strategies to integrate NEB values



**FORTE CULTURA Congress**

28<sup>th</sup> March 2025

**Forte di Bard, Italy**



NETWORK OF THE  
CULTURE ROUTE  
FORTIFIED MONUMENTS

interreg  Cofinanziato per  
l'Unione Europea  
Cofinanziato  
dall'Unione Europea  
France - Italia ALCOTRA



# The New European Bauhaus

- ✓ Introduction to the NEB Concepts
- ✓ The NEB in Practice: The NEB Compass and the other tools
- ✓ The NEB Facility
- ✓ NEB European Parliament Pilot Project for Small Entities
  - . The NEB Funding Advisory Hub
  - . The NEB Boost for Small Municipalities
- ✓ Examples of Successful Projects Supporting the Transformative Vision of the NEB



Forte di Bard

# 1. Introduction and Context

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*"If the European Green Deal has a soul,  
it is the New European Bauhaus."*

Ursula von der Leyen

## Introduction to the NEB

- New European Bauhaus (NEB) was launched in 2021.
- NEB is now a Global Movement, with hundreds of projects completed and a Community of over 1500 members.
- Goal: to translate the European **Green Deal** into **tangible changes in daily life**, improving the **built environment** and **public spaces** through sustainable, inclusive solutions that provide experiences capable of enhancing the **quality of life** through **design**.

# 1. Introduction and Context

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## NEB's Core Values

- **Sustainability:** an eco-sustainable approach to urban regeneration.
- **Inclusivity:** access to beauty and the benefits of urban transformations for everyone.
- **Aesthetics:** promoting cultural diversity, historical identity, and natural landscapes.

# 1. Introduction and Context

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## NEB and Community engagement

- The NEB, in its intent of being inclusive, is an initiative that **starts from the bottom** and develops in a participatory manner.
- **The local communities play a crucial role** in designing and implementing changes.
- It is a **shared project**, not imposing top-down solutions but involving citizens and communities in a **co-creation process**.
- The NEB aims to stimulate **local democracy**, strengthen social bonds, and promote **new ways of civic participation**.

# 1. Introduction and Context

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## How can the NEB support projects related to European fortified heritage?

- 1. Preservation and Restoration:** Projects could focus on preserving and restoring these structures using *sustainable and innovative techniques*.
- 2. Adaptive Reuse:** Projects could explore creative ways to reuse these sites, making them *relevant to modern needs while maintaining their cultural integrity*.
- 3. Sustainability and Accessibility:** Projects could make our sites more *accessible to audiences with disabilities* while minimizing their environmental impact.
- 4. Innovative Design:** Projects could explore how cutting-edge design concepts can *enhance the visitor experience, engage communities, and promote a deeper understanding* of the historical and cultural context.
- 5. Community Engagement:** The NEB places importance on *involving local communities in the design and implementation process* to ensure that the revitalization efforts align with community values and aspirations.

# 1. Introduction and Context

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## In Summary

- Importance of NEB for **local communities and vulnerable minorities**.
- NEB as a challenge and opportunity to **improve urban spaces and neighborhoods**, integrating sustainability, inclusivity, and aesthetics.
- Focus on the **preservation of heritage**.
- **Opportunities for FORTE CULTURA members** to integrate NEB values into fortified heritage projects.

## 2. The NEB in Practice: The NEB Compass

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### Introduction to the NEB Compass

- The NEB Compass as a guide for **integrating NEB values** into local projects.
- The **participatory approach** will help to involve **local communities** and **stakeholders** in the **preservation of the fortified heritage**.
- **Community engagement** is also crucial for designing and managing projects focused on **developing sustainable tourism in the area**.

## 2. The NEB in Practice: The NEB Compass

# New European Bauhaus Compass

A guiding framework for decision and project makers wishing to apply the NEB principles and criteria to their activities.



New European Bauhaus  
beautiful | sustainable | together



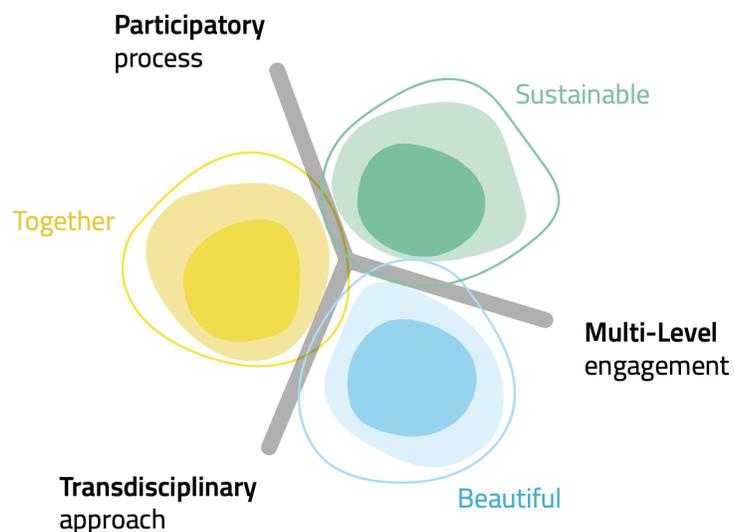
## 2. The NEB in Practice: The NEB Compass

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### NEB Working Principles

- 1. Participatory Process:** this principle focuses on *involving communities* affected by the project at every stage — design, decision-making, and implementation. The goal is to *empower local communities* to address their own issues (bottom-up approach).
- 2. Multi-level Engagement:** projects should engage multiple governance levels *to address global and local issues simultaneously*. The goal is to create an impact that goes beyond the initial project, bringing together people and ideas who share common goals, not only at a local.
- 3. Transdisciplinary Approach:** NEB projects should integrate knowledge and practices **from various disciplines**, including social, economic, cultural, artistic, architectural, and ecological fields. This approach encourages a **systemic view** of problems, addressed from different perspectives.

## 2. The NEB in Practice: The NEB Compass



Three **values** and three **working principles**: they are not new as such, but the NEB has the ambition that **all six** would be integrated in NEB projects – at least at a basic level.

Each value and working principle has **three levels** of ambitions.

The highest levels of ambition in each value and principle always include the concept of **transformation**.

[https://new-european-bauhaus.europa.eu/system/files/2023-01/NEB\\_Compas\\_V\\_4.pdf](https://new-european-bauhaus.europa.eu/system/files/2023-01/NEB_Compas_V_4.pdf)

## 2. The NEB in Practice: The NEB Compass

### NEB Compass

#### Values

- Equality
- Prioritizing disadvantaged people

- Inclusion and sharing made structural over time:  
STRUCTURAL MECHANISMS (policies, guidelines, business models, ...)

The sense of belonging fosters COOPERATION among individuals:  
- new ways of living together  
- collective growth (social, economic, cultural ...)

**TRANSFORMATION beneficial for everyone**

#### Non-discriminatory Approach:

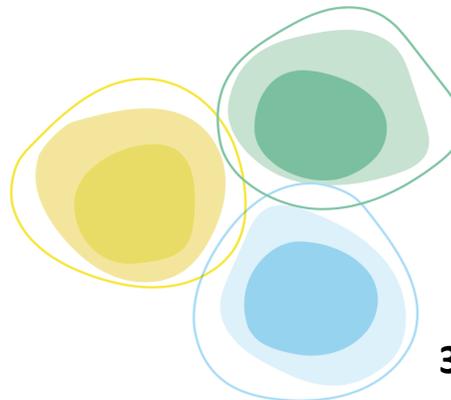
- Inclusion
- Equality
- Accessibility
- Affordability

#### New social interaction

#### Breaking injustices

### 1. Together

- AMBITION I: to include
- AMBITION II: to consolidate
- AMBITION III: to transform



#### Regeneration

#### New relations with NATURE

### 2. Sustainable

- AMBITION I: to repurpose
- AMBITION II: to close the loop
- AMBITION III: to regenerate

- Preserve
- **Reduce** pollution and carbon impact

- Aim at **zero** pollution
- Close the material cycle or waste transformation

Projects **give back more** than they take:  
- Enhance biodiversity  
- Behavioural change

#### Meaningful experiences

### 3. Beautiful

- AMBITION I: to activate
- AMBITION II: to connect
- AMBITION III: to integrate

- Design
- Sensory experience
- Collective experiences
- Sense of belonging

- The experience generates new HABITS and changes the way of life

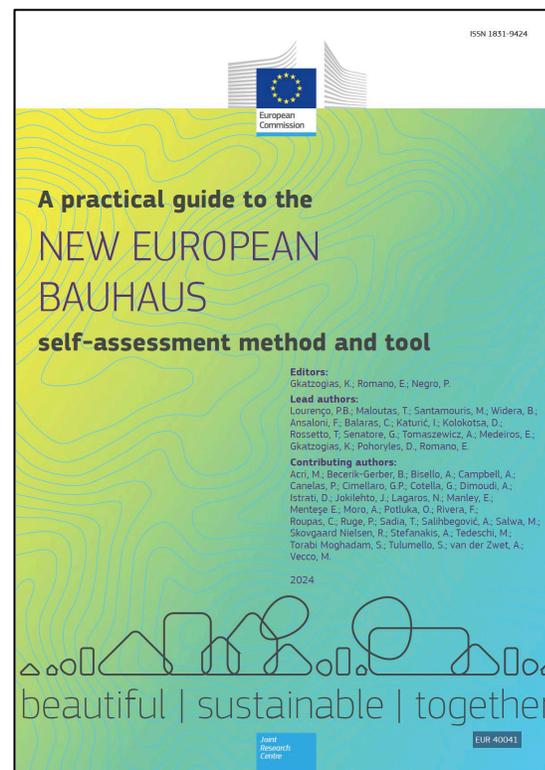
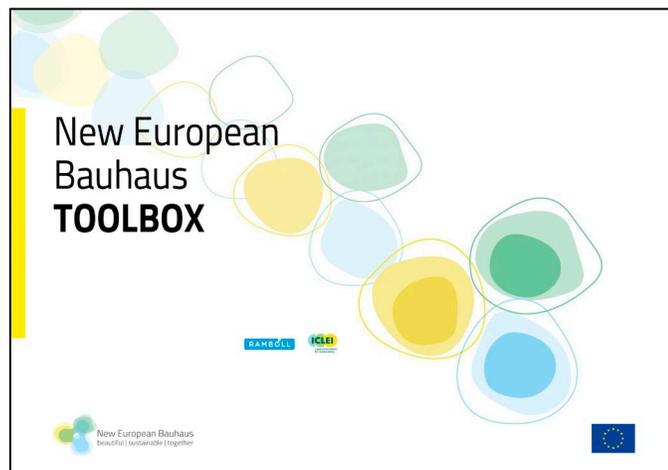


## 2. The NEB in Practice: The NEB Compass

It is not possible for a project to ‘jump’  
to the third level of ambition  
without addressing the challenges of levels one and two.



## 2. The NEB in Practice: Other Tools



## 3. The NEB Facility

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### Introduction to the NEB Facility

- The **NEB Facility** is a **multi-year funding tool** to support projects focused on sustainability, inclusivity, and beauty.
- The **goal** is to support innovative **solutions for the built environment** from 2025 to 2027.
- It is divided into two main components: the **Research & Innovation (R&I) component** and the **Roll-out component**, each with specific goals.

### 3. The NEB Facility: the Research and Innovation (R&I) Component

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## Research and Innovation (R&I) Component

- The R&I component supports **research, experimentation, and demonstration**, with an annual budget of **€120 million** from **2025 to 2027**, through the **Horizon Europe** Programme.
- **Three Destinations** focused on urban regeneration, sustainable construction, and cultural heritage preservation.
  - ✓ **Destination 1:** Linking green transformation, social inclusion, and local democracy.
  - ✓ **Destination 2:** Circular and regenerative approaches for the built environment.
  - ✓ **Destination 3:** Innovative financing and new business models for the built environment.

### 3. The NEB Facility: the Roll-out Component

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## Roll-out component: Making Change on the Ground

- It focuses on the practical implementation of the solutions developed during the research phase.
- Collaboration with EU programs like **Interreg EU, Creative Europe and Structural Funds**
- **120 milion per year in the period 2025-2027**

### 3. The NEB Facility: Support for Fortified Heritage

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## Support for Fortified Heritage

- The **NEB Facility** can be used to fund fortified heritage regeneration projects.
- The two **interconnected components** - Research & Innovation and Roll-out - work together to ensure that innovative ideas can be developed, tested, and applied at the local level.
- Importance of **community involvement** in heritage management and territorial promotion.

## 4. The NEB European Parliament Pilot Project for Small Entities

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### Introduction to the NEB EU Parliament Pilot Project for Small Entities

- **Objective:** to support small municipalities and local projects that align with NEB core values.
- Two main initiatives:
  - ✓ **NEB Funding Advisory Hub**
  - ✓ **NEB Boost for Small Municipalities.**

## 4. NEB European Parliament Pilot Project for Small Entities

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### The NEB Funding Advisory Hub

- **Purpose:** Supports small projects for local regeneration or heritage conservation in accessing funding by *connecting promoters with potential investors*.
- **Target:** Projects aligned with NEB values (sustainability, inclusivity, aesthetics).
- **Main Goal:** Simplify the connection process between **demand** (small projects) and **supply** (funding sources: public, private, philanthropic, crowdfunding platforms).
- **Opportunities for FORTE CULTURA Members:**  
*Access to Funding:* Use the platform to fund projects related to fortified heritage.  
*Increased Visibility:* Great exposure for small projects, boosting funding opportunities.

## 4. The NEB European Parliament Pilot Project for Small Entities

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### NEB Boost for Small Municipalities

- **Focus:** Supports municipalities with fewer than 20,000 inhabitants (rural or suburban areas).
- **Key Areas:**
  - . Built environment regeneration
  - . Climate neutrality and circular economy
  - . Cultural heritage preservation aligned with NEB values.
- **Eligibility:** Projects must *involve local communities* in design and execution, *demonstrate sufficient level of maturity* (an identified infrastructure or public space, guaranteed political and financial commitment).
- **Funding:** Offers a €30,000 prize and visibility through EU Commission promotion.

## Conclusions

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- **NEB as a Transformative Force:** The NEB has proven to be a transformative force for the built environment across Europe, turning **theoretical ideas** into **practical projects**.
- **Opportunities for FORTE CULTURA:** NEB represents a significant opportunity, in terms of the **resources** available to **preserve fortified heritage** and **improve the quality of life** in our communities.
- **NEB's Impact:** By adopting **NEB principles** in the **management of fortified sites and sustainable tourism**, our projects can bring about transformative changes, contributing to a more sustainable, inclusive, and aesthetically rich Europe.

## 5. Successful Projects Supporting the Transformative Vision of the NEB

### "Essere Urbani" Project - New European Bauhaus Award 2021 Festival di arte, design, architettura

The “**Essere Urbani**” project, focused on creating a new relationship between **space, art, and community** in the historical centers of Locorotondo and Noci. The project promotes reflection on the relationship between **local spaces and their communities**, particularly emphasizing **inclusivity and accessibility**.

Dott.ssa **Alessandra NEGLIA**,  
project manager, Presidente U Jùse APS.



## 5. Successful Projects Supporting the Transformative Vision of the NEB

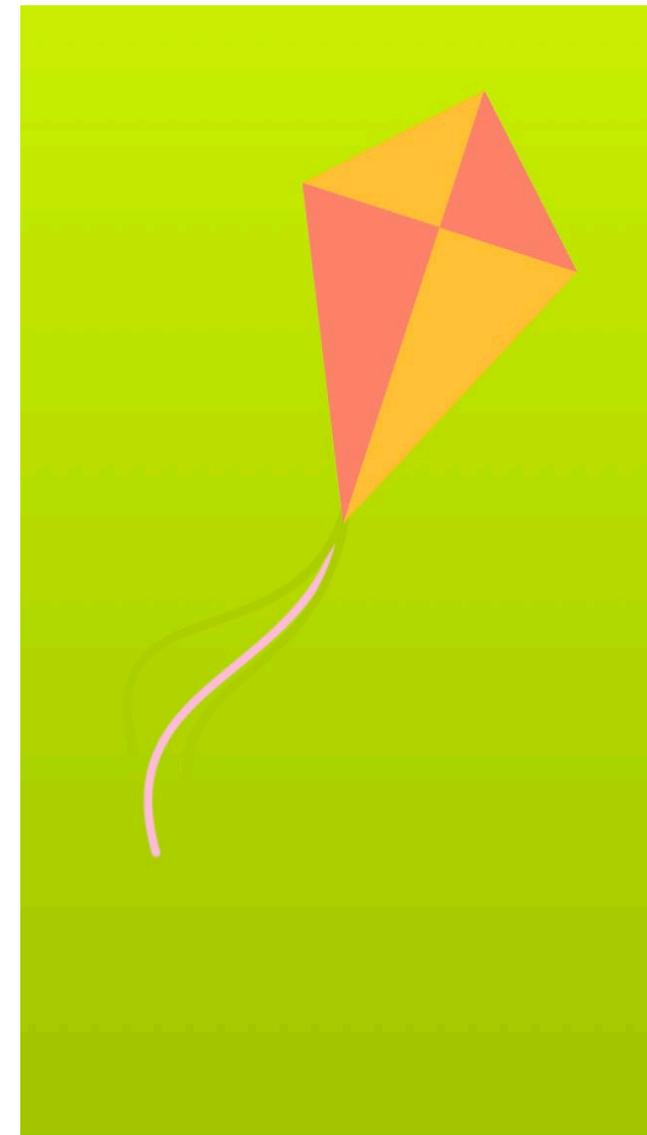
### ETHNIC – Successful initiative that supports the NEB's transformative vision

*Eco-cultural Tourism for the sustainable development of Adriatic Inland Communities*

The **ETHNIC** project aims to empower small, inland communities along the Adriatic Italian and Croatian coasts by leveraging their cultural and natural heritage to develop **eco-sustainable tourism** destinations. By focusing on **social inclusion, slow mobility, and smart village approaches**, ETHNIC fosters the growth of sustainable tourism in rural areas.

Dott. **Mauro Dini**, Vicepresidente dell'Unione Montana del Montefeltro e Coordinatore scientifico del Progetto ETHNIC

Dott.ssa **Maria Celeste Clarembaux**, Project Manager





*Thank you for your attention!*

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