



NETWORK OF THE
CULTURE ROUTE
FORTIFIED MONUMENTS



Interreg

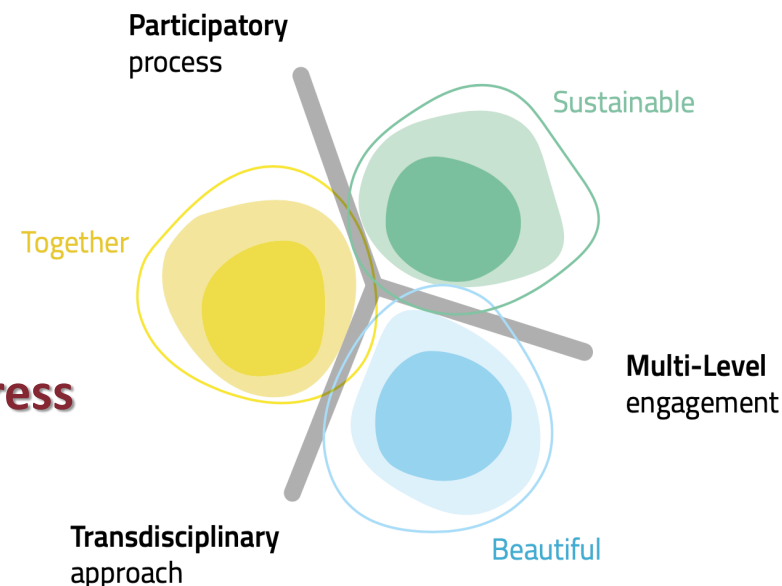


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l'Union Européenne
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dall'Unione Europea

France – Italia ALCOTRA



The new NEB initiatives and the strategies to integrate NEB values



FORTE CULTURA Congress

28th March 2025

Forte di Bard, Italy



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

1. Introduction and Context

*"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

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

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

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

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

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

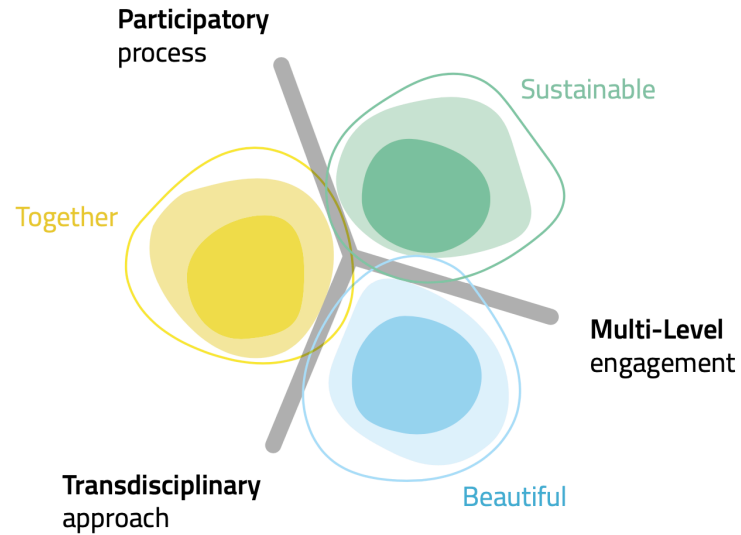


2. The NEB in Practice: The NEB Compass

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_Compass_V_4.pdf

2. The NEB in Practice: The NEB Compass

NEB Compass

Values

- Equality
- Prioritizing disadvantaged people

Non-discriminatory Approach:

- Inclusion
- Equality
- Accessibility
- Affordability

New social interaction

Breaking injustices

1. Together

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

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

The sense of belonging fosters
COOPERATION among individuals:

- new ways of living together
- collective growth (social, economic, cultural ...)

TRANSFORMATION beneficial for everyone

Regeneration

New relations with NATURE

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

2. Sustainable

- AMBITION I: to repurpose - Aim at **zero** pollution
- AMBITION II: to close the loop - Close the material cycle or waste transformation
- AMBITION III: to regenerate

Projects **give back more** than they take:

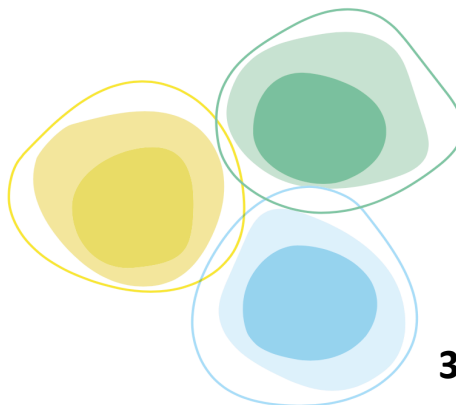
- Enhance biodiversity
- Behavioural change

Meaningful experiences

3. Beautiful

- Design
- Sensory experience

- AMBITION I: to activate
- AMBITION II: to connect - Collective experiences
- Sense of belonging
- AMBITION III: to integrate
- The experience generates new
HABITS and changes the way of
life



2. The NEB in Practice: The NEB Compass

NEB Compass Working Principles

Empowering Communities

1. Participatory process

- | | | |
|---------------|----------------|--|
| AMBITION I: | to consult | Allow STAKEHOLDERS contribution |
| AMBITION II: | to co-develop | CO-CREATION: Stakeholders as KEY PARTNERS |
| AMBITION III: | to self-govern | The Community learns how to manage new initiatives BEYOND the project implementation (grass-roots initiatives) |

Applying different knowledge for different aspects (social, economic, cultural, artistic, architectural, ecological, ...)

- Different disciplines working
INDEPENDENTLY
on a common issue

- Disciplines **COLLABORATE** for a new **KNOWLEDGE** creation (intensity of communication)
- Interdisciplinary Teams

3. Transdisciplinary approach

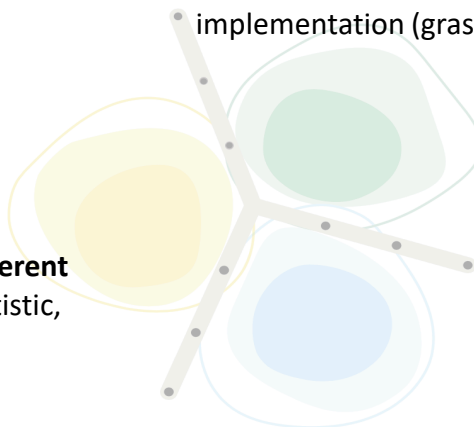
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|---------------|---------------------------|
| AMBITION I: | to be multidisciplinary |
| AMBITION II: | to be interdisciplinary |
| AMBITION III: | to be beyond-disciplinary |

- Equal value given to **FORMAL** and **INFORMAL** knowledge (applied art, craftsmanship, traditions ...)

Horizontal and Vertical approach

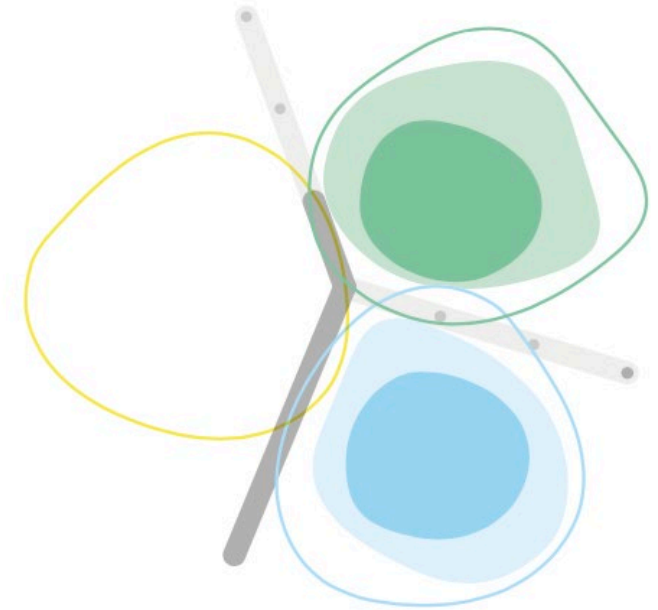
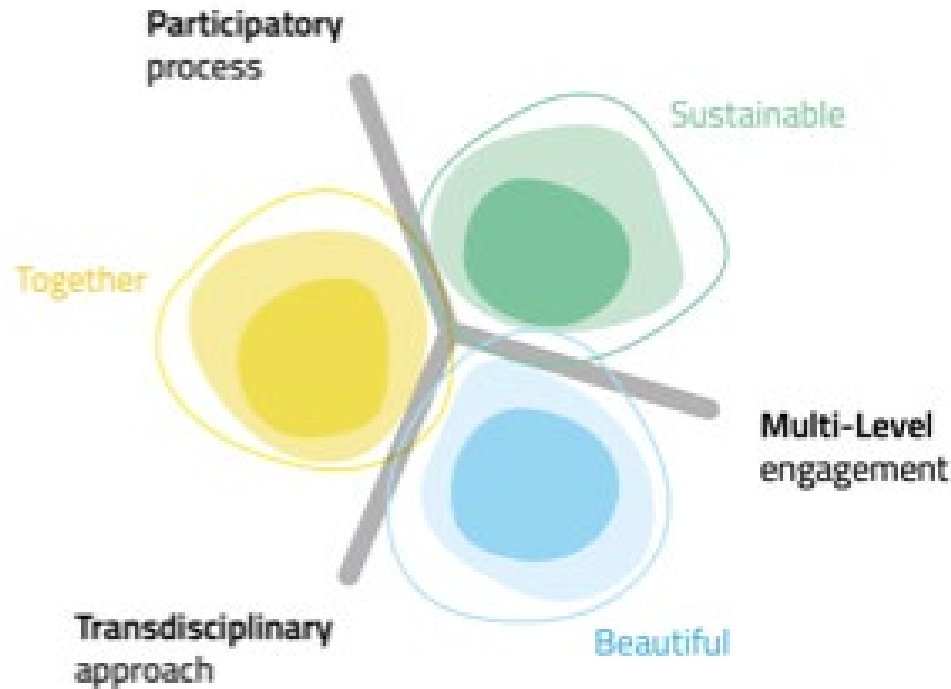
2. Multi-level engagement

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|---------------|-----------------------|---|
| AMBITION I: | to work locally | - Horizontal cooperation (intermunicipal)
- Informal |
| AMBITION II: | to work across levels | - Pushing initiatives beyond their initial dimension (regional, national ...) |
| AMBITION III: | to work globally | - Generate a global transformational impact on the entire ecosystem |

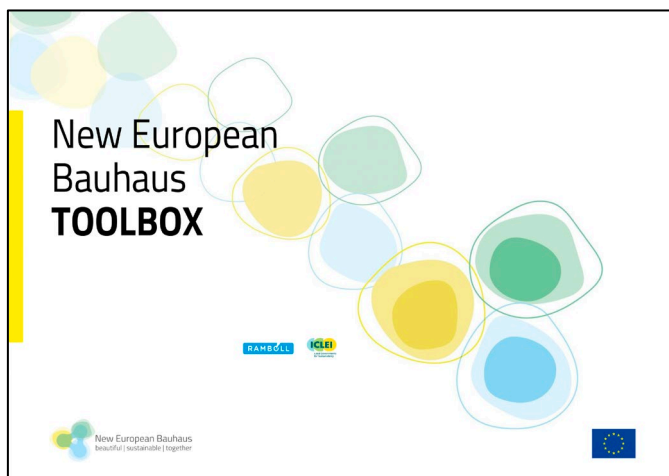


2. The NEB in Practice: The NEB Compass

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

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

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

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

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

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

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

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

- **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 sustainNable 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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