



*Committee on Industry, Research and Energy
Committee on Culture and Education*

2021/2255(INI)

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DRAFT REPORT

on the New European Bauhaus
(2021/2255(INI))

Committee on Industry, Research and Energy
Committee on Culture and Education

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(*) Associated committee – Rule 57 of the Rules of Procedure

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MOTION FOR A EUROPEAN PARLIAMENT RESOLUTION

on the New European Bauhaus (2021/2255(INI))

The European Parliament,

- having regard to the UN 2030 Agenda for Sustainable Development and the UN Sustainable Development Goals, in particular Goal 11 on sustainable cities and communities and Goal 13 on climate action,
- having regard to the Commission communication of 15 September 2021 entitled ‘New European Bauhaus: Beautiful, Sustainable, Together’ (COM(2021)0573),
- having regard to the Commission communication of 10 June 2016 entitled ‘A New Skills Agenda for Europe – Working together to strengthen human capital, employability and competitiveness’ (COM(2016)0381),
- having regard to the Commission communication of 22 May 2018 entitled ‘A New European Agenda for Culture’ (COM(2018)0267),
- having regard to the Commission communication of 14 October 2020 entitled ‘A Renovation Wave for Europe – greening our buildings, creating jobs, improving lives’ (COM(2020)0662),
- having regard to the Commission communication of 30 June 2021 entitled ‘A long-term Vision for the EU’s Rural Areas – Towards stronger, connected, resilient and prosperous rural areas by 2040’ (COM(2021)0345),
- having regard to the Commission communication of 14 July 2021 entitled ‘Fit for 55: delivering the EU’s 2030 Climate Target on the way to climate neutrality’ (COM(2021)0550),
- having regard to the Council conclusions of 30 November 2021 on culture, high-quality architecture and built environment as key elements of the New European Bauhaus initiative¹,
- having regard to the Council conclusions of 15 November 2018 on the Work Plan for Culture 2019-2022²,
- having regard to its resolution of 17 September 2020 on the cultural recovery of Europe³,
- having regard to its resolution of 17 September 2020 on maximising the energy

¹ OJ C 501 I, 13.12.2021, p. 13.

² OJ C 460, 21.12.2018, p. 12.

³ OJ C 385, 22.9.2021, p. 152.

- efficiency potential of the EU building stock⁴,
- having regard to its resolution of 17 December 2020 on the EU strategy on adaptation to climate change⁵,
 - having regard to its resolution of 20 January 2021 on achieving an effective policy legacy for the European Year of Cultural Heritage⁶,
 - having regard to its resolution of 11 November 2021 on the European Education Area: a shared holistic approach⁷,
 - having regard to its resolution of 25 March 2021 on cohesion policy and regional environment strategies in the fight against climate change⁸,
 - having regard to Regulation (EU) 2021/695 of the European Parliament and of the Council of 28 April 2021 establishing Horizon Europe – the Framework Programme for Research and Innovation, and laying down its rules for participation and dissemination⁹ (the Horizon Europe Regulation),
 - having regard to Regulation (EU) 2021/783 of the European Parliament and of the Council of 29 April 2021 establishing a Programme for the Environment and Climate Action (LIFE)¹⁰,
 - having regard to Regulation (EU) 2021/1058 of the European Parliament and of the Council of 24 June 2021 on the European Regional Development Fund and on the Cohesion Fund¹¹,
 - having regard to Regulation (EU) 2021/690 of the European Parliament and of the Council of 28 April 2021 establishing a programme for the internal market, competitiveness of enterprises, including small and medium-sized enterprises, the area of plants, animals, food and feed, and European statistics (Single Market Programme)¹²,
 - having regard to Regulation (EU) 2021/694 of the European Parliament and of the Council of 29 April 2021 establishing the Digital Europe Programme¹³,
 - having regard to Regulation (EU) 2021/817 of the European Parliament and of the Council of 20 May 2021 establishing Erasmus+: the Union Programme for education and training, youth and sport¹⁴,

⁴ OJ C 385, 22.9.2021, p. 68.

⁵ OJ C 445, 29.10.2021, p. 156.

⁶ OJ C 456, 10.11.2021, p. 24.

⁷ Texts adopted, P9_TA(2021)0452.

⁸ OJ C 494, 8.12.2021, p. 26.

⁹ OJ L 170, 12.5.2021, p. 1.

¹⁰ OJ L 172, 17.5.2021, p. 53.

¹¹ OJ L 231, 30.6.2021, p. 60.

¹² OJ L 153, 3.5.2021, p. 1.

¹³ OJ L 166, 11.5.2021, p. 1.

¹⁴ OJ L 189, 28.5.2021, p. 1.

- having regard to Regulation (EU) 2021/818 of the European Parliament and of the Council of 20 May 2021 establishing the Creative Europe Programme (2021 to 2027)¹⁵,
 - having regard to Regulation (EU) 2021/888 of the European Parliament and of the Council of 20 May 2021 establishing the European Solidarity Corps Programme¹⁶,
 - having regard to the ‘New Leipzig Charter – The transformative power of cities for the common good’ adopted at the informal ministerial meeting on urban matters on 30 November 2020,
 - having regard to the report by the Open Method of Coordination Working Group of Member States’ Experts of 6 October 2021 entitled ‘Towards a Shared Culture of Architecture: investing in a high-quality living environment for everyone’,
 - having regard to the Davos Declaration adopted by the Conference of Ministers of Culture on 22 January 2018 entitled ‘Towards a high-quality *Baukultur* for Europe’,
 - having regard to Article 167 of the Treaty on the Functioning of the European Union,
 - having regard to the EU Charter of Fundamental Rights, in particular Article 17 on the right to property, Article 18 on the right to asylum, Article 19 on protection in the event of removal, expulsion or extradition, Article 26 on the integration of persons with disabilities, Article 34 on social security and social assistance, Article 36 on access to services of general economic interest and Article 37 on environmental protection,
 - having regard to the European Pillar of Social Rights, in particular Chapter III on social protection and inclusion, Principle 19 on housing and assistance for the homeless and Principle 20 on access to essential services,
 - having regard to the work carried out on the New European Bauhaus by the Commission’s Joint Research Centre,
 - having regard to Rule 54 of its Rules of Procedure,
 - having regard to the opinions of the Committee on Regional Development, the Committee on Budgets and the Committee on Employment and Social Affairs,
 - having regard to the joint report of the Committee on Industry, Research and Energy and the Committee on Culture and Education (A9-0000/2022),
- A. whereas Europe finds itself in a moment of ecological, digital and social transition, which is being accelerated by the economic and social impact of COVID-19 and geopolitical tensions linked to the war on Ukraine in a context of rising populism and anti-European sentiment;
- B. whereas the EU has been responding to the challenges of environmental degradation, climate change and the increasing scarcity of natural resources with far-reaching and ambitious political endeavours such as the European Green Deal, which is driving the

¹⁵ OJ L 189, 28.5.2021, p. 34.

¹⁶ OJ L 202, 8.6.2021, p. 32.

quest for renewal and innovation;

- C. whereas culture is a strategic sector for the EU which helps to bolster its economy, to enable us to live better together and to build democratic and free societies, and yet has been one of the areas hardest hit by the pandemic;
- D. whereas architecture, urban and territorial planning, design, the arts, sociology and engineering are complementary and instrumental for building an inclusive society;
- E. whereas building a better future starts with quality education and training; whereas access to quality education is a fundamental right;
- F. whereas cultural heritage is increasingly impacted by climate change and environmental degradation;

Main objectives

- 1. Recalls that the historic Bauhaus movement created a paradigm shift in design, architecture and the arts which delivered radical innovation and reflected true cultural and social changes in a progressive artistic and educational context;
- 2. Welcomes the New European Bauhaus (NEB) initiative and emphasises that it must primarily focus on improving the quality of people's lives by transforming the spaces, buildings, cities and territories in which they live;
- 3. Recognises the NEB as a creative and interdisciplinary initiative which brings together architecture, design, the arts and science at the forefront of EU policies for the first time, making the European Green Deal a tangible, positive and inclusive experience for all;
- 4. Reaffirms that the NEB has the potential to reshape the way policies are conceived and to define the environment of the future by meeting the need for spaces adapted to new ways of life;
- 5. Emphasises that the NEB must be accessible, affordable, socially fair and inclusive and must actively involve EU citizens and community-based organisations in a bottom-up way – from project design to roll-out and evaluation – while avoiding any elitist approaches;
- 6. Considers that this innovative cultural movement has the potential to position Europe as a global frontrunner in the area of architecture, design, culture, technology and energy efficiency by promoting ways of living better together, which can also be applied beyond the EU;

Funding and governance

- 7. Urges the Commission to raise awareness about this initiative and to improve the coordination between all levels of governance, which should have equitable access to opportunities and funding;
- 8. Requests that the Commission clarify the general criteria for the selection and evaluation of NEB projects and for the allocation of funds, in particular:

- supporting the implementation of key policies;
 - following the NEB guiding principles;
 - creating new jobs and business opportunities;
 - securing accessibility and affordability;
 - promoting the participation of EU citizens;
 - involving the cultural and creative sectors and industries (CCSI), including cultural creators;
 - linking the NEB to the indicators of the 2030 Agenda and core European values;
9. Calls on the Commission to make the principles of the NEB an integral part of all relevant future legislation;
 10. Calls, in addition, for specific criteria to be developed for the relevant sectors, in particular construction and architecture, energy, mobility, design, tourism, education and skills, crafts, and the arts;
 11. Regrets the lack of clarity on funding for the NEB from 2023 onwards; calls for the Horizon Europe Regulation to be amended during the mid-term revision of the current multiannual financial framework (MFF) in order to create an NEB mission funded with EUR 500 million; underlines that the programme should also be supported by other relevant programmes in order to generate additional impact;
 12. Calls on the Commission to table a proposal as soon as possible to make the NEB an EU programme by the next MFF; insists that this will require fresh resources with a dedicated and stable budget line; underlines that this new programme must not reduce funding for other programmes nor divert focus from their agreed political priorities;
 13. Calls on the Commission to develop a clear plan for attracting public and private investment; encourages the Member States to allocate adequate funding to the NEB through their recovery and resilience plans and the European structural and investment funds;
 14. Calls on the Commission to set up an evidence-based monitoring and evaluation mechanism, which should continuously review all NEB activities and report regularly to Parliament and the Council; expects to receive the first monitoring report in 2022;

Development and focus areas

15. Believes that the NEB movement should promote more sustainable, socially inclusive and innovative ways of life based on new models of planning, constructing and inhabiting our built environment in order to suit emerging needs and help to ensure decent housing for all;
16. Calls on the Member States to draw up innovative educational curricula for the development of spatial skills and to integrate green and digital skills within higher

education and lifelong learning, which will also help to deliver the European Skills Agenda; calls for the EU to promote such endeavours; calls on the Commission to make mobility opportunities an integral part of the NEB;

17. Urges the Member States and the Commission to integrate all aspects of the knowledge triangle – innovation, research and education – by promoting partnerships between universities, research organisations and industry, including the relevant small and medium-sized enterprises (SMEs), in close cooperation with the European Institute of Innovation and Technology and the Joint Research Centre;
18. Highlights that the NEB could support energy security and efficiency by encouraging investment and incentivising low-tech, low-energy solutions and could facilitate the digital transition by improving connectivity to mitigate the digital divide; underlines the importance of the NEB fighting energy poverty through innovative solutions for the building, construction, industrial and materials sectors;
19. Calls on the Commission and the Member States to use the NEB to better protect Europe's rich cultural heritage from the impact of climate change;

Implementation

20. Calls on the Commission and the Member States to connect the NEB to the Renovation Wave, taking advantage of the innovative solutions that the project offers in the comprehensive renovation of our building stock, including with regard to energy efficiency;
21. Supports the creation of an NEB label based on clear criteria applied in an inclusive way in order to recognise projects and products for achieving key NEB goals and help them get access to funding; calls on the Commission to ensure that EU funding schemes create incentives to apply for the label; calls for market uptake of the label to be explored;
22. Highlights that the NEB should embrace the potential of the CCSI, including cultural creators, as drivers of economic growth and innovative, high-quality services and products;
23. Calls on the Commission to allow Parliament to be more closely involved in the relevant NEB bodies such as the high-level roundtable;
24. Calls for the future NEB lab to make innovative recommendations, to collaborate with other institutions, national and regional governments, and stakeholders and to establish clear operating and reporting rules in line with the initiative;
25. Calls on the Commission to create a publicly accessible database of NEB projects to make the results of the initiative more visible and to further develop the NEB based on best practices;
26. Calls for the communication efforts of the NEB to be enhanced in order to stimulate EU citizens' knowledge of and interest in the initiative, in particular through participatory public outreach activities and a platform providing information, best practices and educational content;

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27. Instructs its President to forward this resolution to the Council and the Commission.

EXPLANATORY STATEMENT

The New European Bauhaus in the current policy context

On 15 September 2021, one year after Commission President Von der Leyen's announcement in the 2020 State of the Union, the Commission adopted a Communication setting out the concept of the New European Bauhaus (NEB), which takes up the objectives of the European Green Deal and cuts across disciplines, bringing together cultural, social, scientific and other creative minds to come up with tangible, sustainable, beautiful and inclusive solutions improving our daily lives.

This initiative has come at a time of change. Europe is now in the midst of a period of economic and social upheaval, a digital and environmental transition accelerated by the COVID-19 pandemic, and the rise of populism. Like the historic Bauhaus movement, which created a paradigm shift in design, architecture and the arts, this NEB should act as a radical innovation movement that reflects real cultural and social changes in our societies.

The NEB acts as the 'soul' of the European Green Deal, connecting it to our living spaces and experiences. It seeks to give citizens an active role in shaping their environment and draws on cultural and urban innovation to build a sustainable and resilient society.

Thus, for the two co-rapporteurs, Mr Ehler (ITRE) and Mr Ros Sempere (CULT), the NEB is a cultural paradigm shift for a new political agenda. The NEB is about transforming our living environments, both urban and rural, so that people in all their diversity feel well. Well-thought urban planning and design are instrumental to enabling socially and economically mixed cities and removing accessibility barriers to the built and virtual environments and to goods and services.

Further relevant initiatives are 'Fit for 55', a package of proposals aiming to reduce greenhouse gas emissions by at least 55% by 2030, and the Renovation Wave of buildings, which aims to at least double building renovation rates over the next 10 years and ensure that renovations lead to greater energy and resource efficiency. Buildings are an indispensable part of achieving the EU's carbon neutrality, energy efficiency and renewable energy targets. The NEB plays a crucial role in creating interdisciplinary synergies to support innovative developments in the building sector.

Parliament's ambition: making the NEB more concrete and integral to European policies

The NEB triggered varied reactions in the European Parliament at the time of its launch. While most were positive, there were some concerns, mainly due to the lack of clarity about its funding, as well as its relation to other existing EU initiatives.

In March 2021, Members of the European Parliament created the New European Bauhaus Friendship Group, an informal group of MEPs interested in this project, with the aim of sharing citizens' concerns and advancing reflections on desired outputs.

The ITRE and CULT committees took up the challenge of reacting jointly to the Commission proposal, making this initiative more concrete while framing Parliament's priorities.

The co-rapporteurs welcome the NEB initiative and have the ambition to contribute through this report to:

- improving the quality of life of people, addressing key policy challenges such as climate change;
- creating a cultural movement to support the Green Deal, the Digital Decade, the protection of social rights and cohesion;
- combining transversality and interdisciplinarity of architecture, industry, design, and the arts and science;
- combining a short-term solution for predictably funding the NEB within the current MFF with the creation of a standing NEB programme based on fresh funding in the next MFF;
- defining criteria for the selection, funding and evaluation of NEB projects; and
- stimulating wide participation, a bottom-up approach, inclusion, affordability and gender equality.

The NEB has the potential to reshape the way policies are received as well as to define the spatial and design environment of the future, with the goal of a more sustainable, inclusive and aesthetic Europe. Only with a well-designed and long-term initiative can we achieve these ambitions.

Development and focus areas

In this report, the co-rapporteurs also detail the focus areas that this initiative should address.

The co-rapporteurs are convinced that the NEB represents a unique opportunity to put science, technology, architecture, crafts and the arts jointly at work to re-think our ecosystem at all scales, from our cities, rural areas, buildings and green spaces to our furniture, materials, industry and creative environment. They acknowledge that the NEB aspires to create a cultural movement that contributes to a smarter, greener and more enjoyable living environment in which citizens, in Europe and beyond, can feel closer to nature and thrive. They emphasise that, in order to be successful, the NEB must be accessible, affordable, socially fair and inclusive, involving citizens and relevant social and economic partners actively from project design to roll-out and evaluation.

The co-rapporteurs stress that innovative holistic approaches can create a framework for strong and lasting connections with industry, research and innovation, working on different aspects of the transformation needed for a carbon-free 2050. In this initiative, they believe that SMEs have a significant role to play given their ability to contribute to innovation, creativity and design.

In line with the Leipzig Charter, the co-rapporteurs believe that cities should be places of pluralism, creativity and solidarity and test beds for social innovation and that public spaces play a central role for stimulating open, inclusive and transparent debate and participation in public life, thereby contributing to democratic systems for our society. They are convinced that this movement needs to become more than just a high-level policy project and that citizens' support is essential to making the NEB a success.

It is very important to support entrepreneurs, start-ups, talent and skills through business promotion services and training actions, thus contributing to the European Green Deal by

showcasing efforts to develop high-impact solutions for sustainable living and a better quality of life. Bauhaus projects, the co-rapporteurs claim, will enable the design, development and evaluation of innovative services to increase the quality of life in the city, offering access to live smart city data and providing powerful artificial intelligence (AI) information.

Further, the co-rapporteurs underline that the NEB can unify art, the circular economy and social inclusion, applying innovative collaborative methodologies, and should embrace the potential of the CCSI, which are a driving force of economic growth and generate positive spill over effects for innovation in other fields.

The co-rapporteurs also stress the need to empower citizen- and community-based organisations to design, implement and assess NEB delivery so that it achieves ‘living better together’ by adapting to new needs and changing habits.

NEB criteria

The co-rapporteurs insist that the principles and criteria for the selection and evaluation of NEB projects, as well as for the allocation of funds, should be clearly defined. Crucially, NEB projects should meet the following criteria, among others: (a) support the implementation of key policies such as the Green Deal, the Digital Decade, environmental, industrial, social and cultural policies; (b) be fully in line with the NEB guiding principles of sustainability, inclusiveness and aesthetics; (c) contribute to creating new jobs and business opportunities; (d) boost accessibility and affordability; (e) promote citizen participation; (f) involve the CCSI, including cultural creators; and (g) be linked to the indicators of the 2030 Agenda for Sustainable Development.

The co-rapporteurs believe that NEB criteria must always be primarily focused on improving the quality of life of people, the spaces, buildings and cities they inhabit, while using innovative solutions in the areas of energy efficiency, renewables, sustainable construction and digitalisation.

The case for a structural NEB programme and stable funding

A challenge faced currently by the NEB initiative is the lack of predictability of its funding. So far, NEB activities have been funded on an annual basis from a number of existing programmes under the 2021-2027 MFF, in particular the Horizon Europe programme for research and innovation (notably the Horizon Europe missions), the LIFE programme for the environment and climate action, the Single Market Programme, the Digital Europe Programme and the European Regional Development Fund. Other programmes, such as Creative Europe and Erasmus+, play an important supporting role, without making direct financial contributions.

The co-rapporteurs invite the Commission to set up a NEB programme with a budget of its own, commensurate with its ambition. They agree that a timely MFF mid-term revision should serve the purpose of developing the NEB into a longer-term programme and identifying fresh resources to have a meaningful impact by creating a NEB mission within HEU.

Funding sources should reflect the interdisciplinary nature of the initiative and make full use of enhanced synergies between the various programmes, without affecting negatively the limited financial resources available to existing programmes. This implies that the NEB should generate additional funding for the CCSI, including cultural creators, particularly in view of the impact of the pandemic.

A real need has emerged for new types of funding schemes, less classified in silos and more capable of crossing over into a large array of sectors. The NEB should support a more eco-systemic approach, going beyond the segmentation of knowledge and mobilising all relevant disciplines. Digital data could help identify funding gaps and areas of intervention.

In addition, Member States, regional and local authorities should play a key role in the development and co-financing of NEB projects.

The NEB Label, Festival, Awards and Lab

The two co-rapporteurs support the creation of a New European Bauhaus Label based on clear criteria to be proposed by the Commission and applied in an inclusive way, so as to recognise projects and products for achieving key NEB goals and meeting certain criteria and to help them access funding. The possibility of earning the award of the Label can provide incentives for projects, authorities and companies to respect and apply the NEB principles. The Label can also be used to recognise buildings, public spaces and heritage sites of relevant architectural, cultural and environmental quality.

By way of example, the Label could be given to private companies notably in the construction sector, public entities, museums and associations for the use of sustainable materials, to the crafts, textile and fashion industries for creating products that embrace the NEB principles, to territories and authorities that implement the principles and actively promote the NEB, to schools and training centres for developing relevant projects.

There is also the potential for the market uptake of the Label, whereby companies could for instance ask for the NEB Label to be awarded to specific products. The Label should under no circumstances be mistaken for or misused as a commercial or marketing tool.

The co-rapporteurs also welcome the creation of the NEB Festival and the annual NEB Awards. They should seek synergies with other relevant European awards and events, such as the EU Sustainable Energy Awards, the EU Green Capital Award, the Mies van der Rohe Award and the European Heritage Awards.

The co-rapporteurs call on the Commission to open up participation in the NEB High Level Round Table, which has so far allowed for only limited Parliament participation, by involving the other European institutions more closely in its activities.

The co-rapporteurs also welcome the idea of setting up a NEB Lab, under clear operating and reporting rules, to continue and improve the creation of synergies, coordination and formulation of recommendations.

Finally, the co-rapporteurs call for greater visibility and citizen participation in the initiative, including through public outreach activities and a dedicated platform, so that the NEB may become recognizable all around Europe.