

The New European Bauhaus (NEB)



Welcome to the NEB Info and Networking Event

21st May 2025

**Austrian Ministry of Innovation, Mobility and Infrastructure
French Ministry of Culture**

with the support of
**Institut français d'Autriche
Austrian Research Promotion Agency (FFG)**

Meeting Schedule

13:00 – 13:15 : Welcome address

13:15 – 13:30 : NEB Facility Roadmap

13:30 – 13:50 : NEB Topics 2025

13:50 – 14:00 : Q&A

14:00 – 14:20 : Showcase of best practice

14:20 – 14:55 : Break-out sessions

14:55 – 15:00 : Outlook

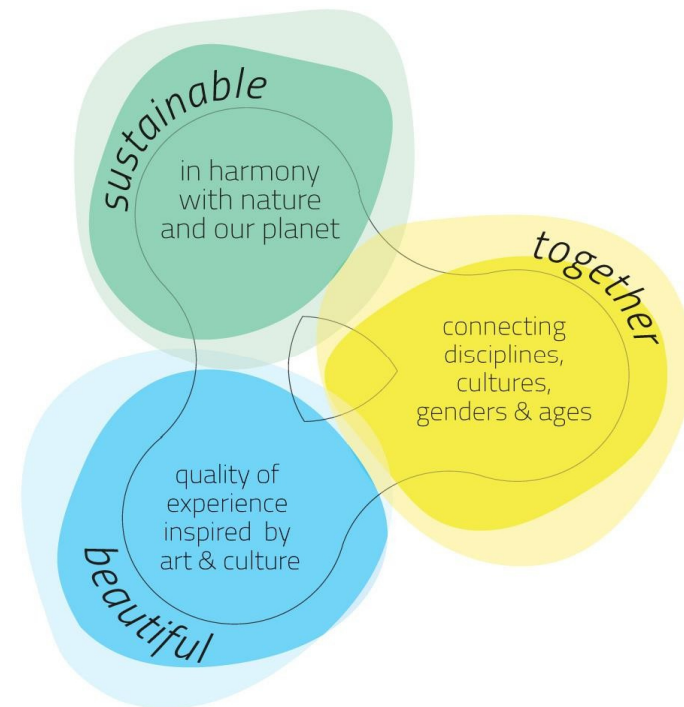
NEB Facility Roadmap

Preliminary information about the NEB

The New European Bauhaus (NEB) is a political, environmental, economic, and cultural initiative that aims to involve citizens in the transformation of their living environment under three principles: beautiful, sustainable and inclusive.

Four thematic priorities :

- Reconnecting with nature
- Regaining a sense of belonging
- Prioritising the places and people that need it most
- Fostering long term, life circle and integrated thinking in the industrial eco system



The NEB Facility

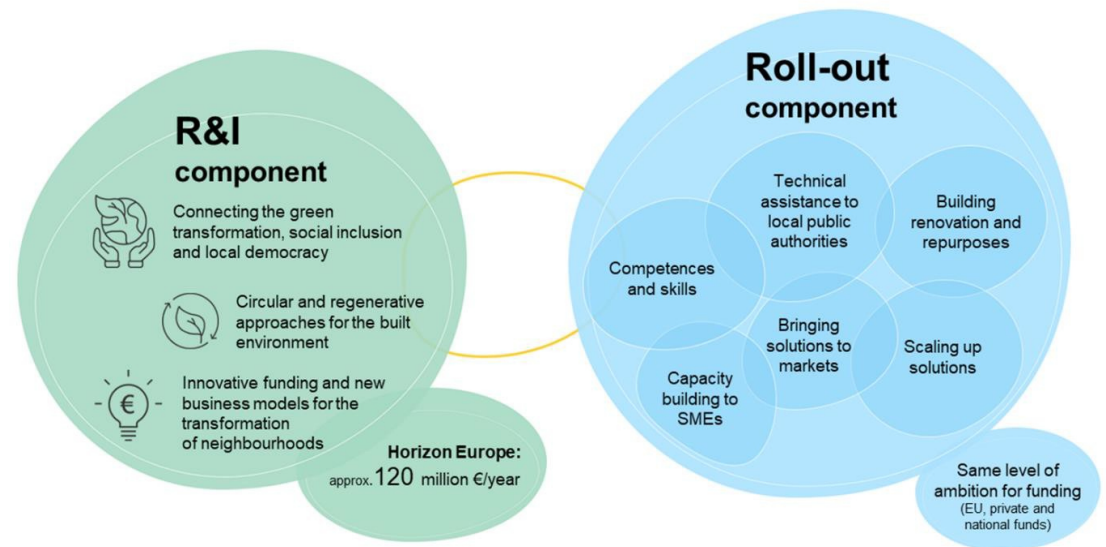
The NEB Facility is a European Commission instrument designed to **accelerate the transformation of neighbourhoods** through **sustainable and inclusive design**.

It emphasizes sustainability, good design, culture, cultural heritage, inclusivity, accessibility, and affordability, while respecting Europe's diverse cultures.

The NEB facility will run from **2025 to 2027**, providing financial support and a strategic framework to achieve the NEB objectives.

It has two components : a roll-out component and a **research and innovation (R&I) component**. The R&I component is funded by the **Horizon Europe** program with an **envelope of 120 million euros per year**. It aims to develop novel NEB solutions.

NEB Facility: structure



The NEB Facility : three specific objectives

1. Transforming Places with Communities

Through this objective, the Facility will focus on **understanding how local contexts, the built environment, and democratic governance interact in neighbourhoods, and in scaling up NEB solution** for their social and physical transformation.

Four key work streams :

1. Supporting innovation through the **social and cultural impacts** of the built environment
2. The transformative potential of **participatory practices and governance models**, and their links with local and cultural specificities
3. **Ownership and acceptability of change**, and the role of arts, culture and cultural heritage in them
4. **Social connections, sense of belonging and local democracy**, including through culture

The NEB Facility : three specific objectives

2. Supporting Innovation

Under this objective, the NEB facility aims to **make neighbourhoods more sustainable, circular, affordable, resilient and regenerative**. It will also aim to enhance their **climate resilience and restore nature and biodiversity**.

Three key work streams :

1. **Materials and products**
2. **Innovative, sustainable and circular designs and solutions for revitalised neighbourhoods**
3. **Assessing the performance and impact: metrics and evidence**

The NEB Facility : three specific objectives

3. Enabling change

This objective aims to move towards **greater circularity and regeneration and ensure competitiveness** of the sector in the future. New business and funding models offer a framework to **rethink how projects and solutions are conceived**, planned, executed, and invested in for **greater sustainability and inclusion**.

Four key work streams :

1. **New business models** to support the revitalisation of neighbourhoods
2. **Innovative supply chains and systems for circularity** in neighbourhoods
3. **Neighbourhood ecosystem barriers and drivers** for NEB projects
4. **Innovative funding models**

Practical tools for project leaders

- Toolbox
- Compass
- Investment guidelines
- Practical guide to the self-assessment method and tool
- Checklist for small project (coming soon)

NEB Topics 2025

THE MOST IMPORTANT FUNDING INSTRUMENT



Funding Instrument	Goal of the Instrument	Funding Rate
Research and Innovation Action (RIA)	Development of new knowledge or feasibility of new technologies, products, processes or services; from basic and applied research , technology development and integration, testing, demonstration to validation on a small prototype	100%
Innovation Actions (IA)	Activities for new, modified or improved products, processes or services; from prototyping , testing, demonstrations, pilot projects, large-scale product validation to market replication	70% für for-profit
		100% für non-profit
Coordination and Support Actions (CSA)	Accompanying coordination & support measures that contribute to the objectives of the programme; no research and innovation activities permitted	100%

DESTINATION 1

Deadline:
12.11.2025



Titel	Instrument	Budget/Project
HORIZON-NEB-2025-01-PARTICIPATION-01: The impact of common space on neighbourhood communities	RIA	10,5 / 3,5 M€
HORIZON-NEB-2025-01-PARTICIPATION-02: Fostering and maintaining the social fabric for the green transition in neighbourhoods	RIA	9 / 3 M€
HORIZON-NEB-2025-01-PARTICIPATION-03: Beautiful, sustainable and inclusive street furniture for the transformation of neighbourhoods	IA	10,4 / 5,2 M€
HORIZON-NEB-2025-01-PARTICIPATION-04: Network of neighbourhoods for innovative policies on gentrification	CSA	2,5 M€

DESTINATION 2

Deadline:
12.11.2025



Titel	Instrument	Budget/Project
HORIZON-NEB-2025-01-REGEN-01: Applying regenerative design to the built environment in neighbourhoods	IA	16 / 8 M€
HORIZON-NEB-2025-01-REGEN-02: Bio-fabricated materials for sustainable and beautiful construction	RIA	10 / 5 M€
HORIZON-NEB-2025-01-REGEN-03: Sufficiency measures in the built environment	RIA	8 / 4 M€
HORIZON-NEB-2025-01-REGEN-04: Innovative approaches for sustainable, inclusive and beautiful social and affordable housing	IA	16 / 8 M€

DESTINATION 3

Deadline:
12.11.2025



Titel	Instrument	Budget/Project
HORIZON-NEB-2025-01-BUSINESS-01: Renovating the built environment through design for adaptability and disassembly.	IA	12 / 6 M€
HORIZON-NEB-2025-01-BUSINESS-02: Bottom-up social entrepreneurship for the co-creation of neighbourhoods in line with the New European Bauhaus	IA	12 / 4 M€
HORIZON-NEB-2025-01-BUSINESS-03: Reverse local construction supply chains for the beautiful re-assembly of reclaimed construction products	RIA	12 / 4 M€

OUR SERVICES



Contact us if you have any questions
by e-mail or phone call



FFG Academy Trainings

Training part in our training courses, e.g.
on submitting applications



Check your project idea

us a “one pager” and we can discuss your
idea by phone or video call



Register for our newsletter

‘FFG: Focus on Europe and International Affairs’
<https://www.ffg.at/form/newsletter-europa>



Proposal check

As an AT Coordinator send us your (almost
final) proposal and we will give you written
feedback



Join the community

Stay up to date => Website, Newsletter,
Events

Video FFG Services: <https://www.youtube.com/watch?v=wl4MStd6inQ>

Online “Help yourself” Information package: <https://www.ffg.at/europa/akademie/helpyourself>

THANK YOU FOR YOUR ATTENTION

Dr. Angela Wieser
National Contact Point New European Bauhaus

Österreichische Forschungsförderungsgesellschaft
Sensengasse 1, A-1090 Wien

T +43 (0) 5 77 55 – 4407
angela.wieser@ffg.at

DI Siegfried Loicht
National Contact Point New European Bauhaus

Österreichische Forschungsförderungsgesellschaft
Sensengasse 1, A-1090 Wien

T +43 (0) 5 77 55 – 4304
siegfried.loicht@ffg.at

Q&A

Présentation of best practices

**Showcase of the BAUHALPS project
by Sébastien Beclin, Project manager, Ciridd
& Bernhard Lehofer, Head of Administration & Finance, Innovation
Salzburg**



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NEB SALON : POTENTIAL FOR AUSTRIAN-FRENCH COOPERATION IN NEB



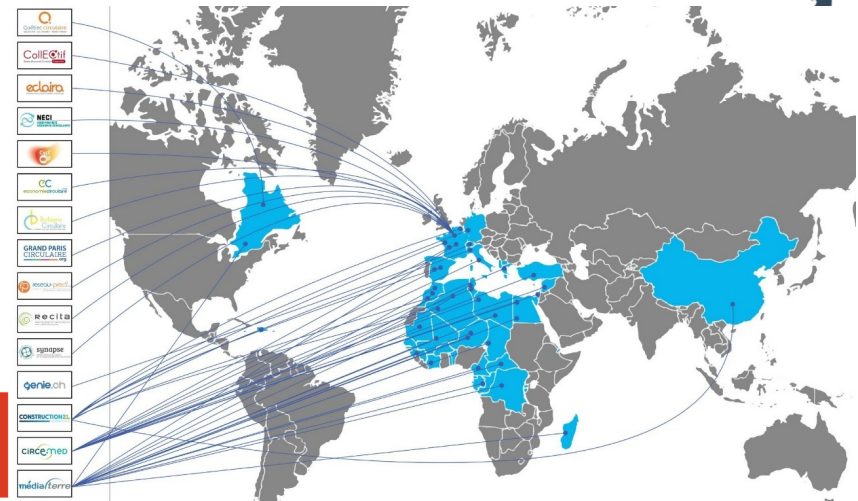
Sébastien BÉCLIN
Project manager



International Centre of Resources and Innovation for the Sustainable Development

Non-profit association created in 2005 & located in Saint Etienne

- Production of documentary resources
- Creation & management of national/international collaborative digital platforms
- Support regional/local authorities, regional industrial sectors, and companies in sustainable development



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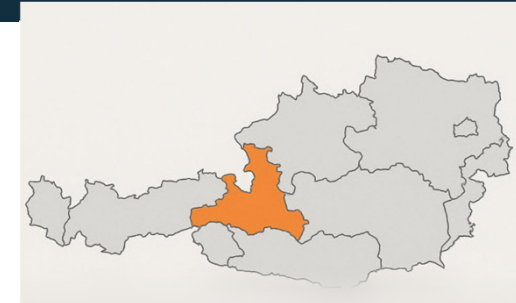
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NEB SALON : POTENTIAL FOR AUSTRIAN-FRENCH COOPERATION IN NEB



Bernhard Lehofer
*Head of Administration &
Finance*



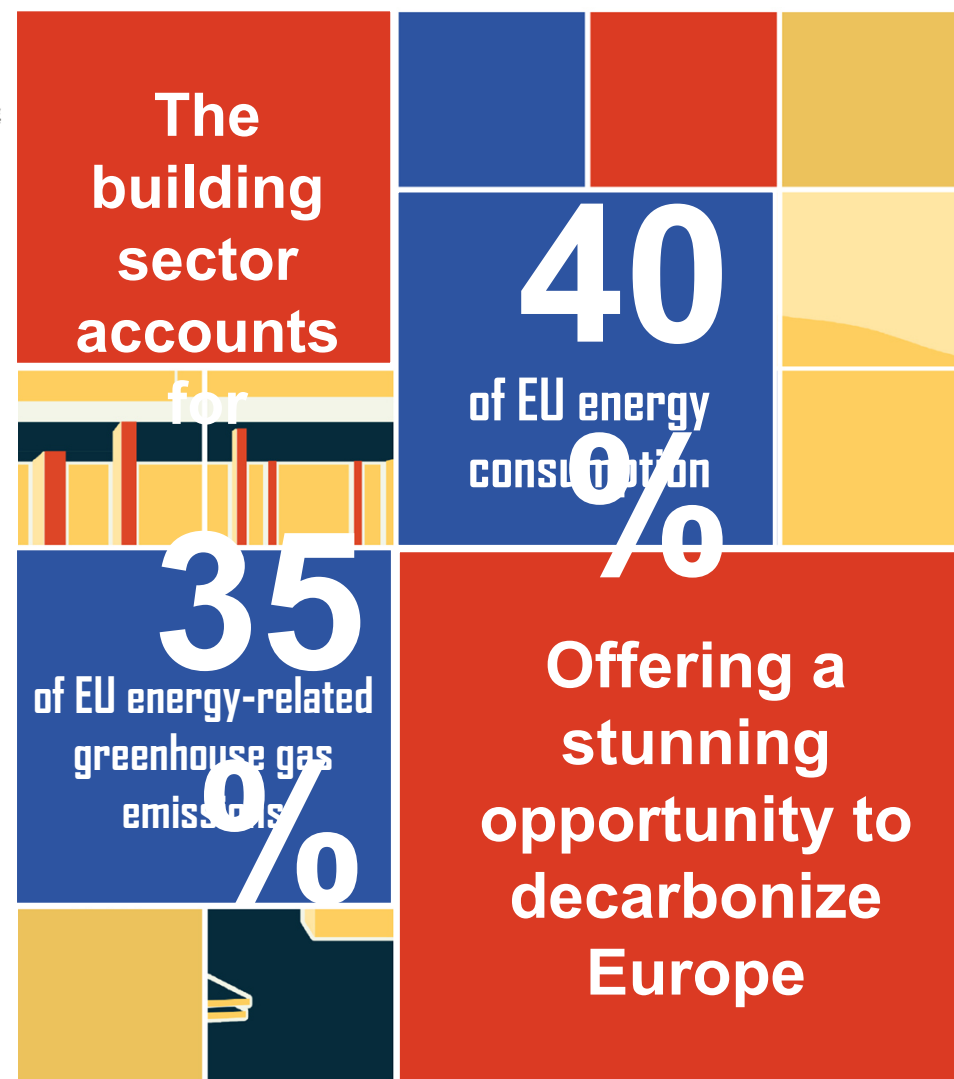
- **Supports innovation** for businesses and startups in Salzburg
- **Connects companies** with research, funding, and cooperation partners.
- **Drives regional development** through sustainability and technology projects.
- **Attracts and assists talent** moving to Salzburg.
- **Organizes events** on future topics like AI and climate innovation



Environmental impact of building sector in Europe :

- **40 % of EU energy consumption**
- **50% of EU gas consumption** (heating, cooling, and domestic hot water)
- **35 % of EU energy-related greenhouse gas emissions**

Currently, around 35% of buildings in the European Union are over 50 years old and almost 75% of the building stock is energy inefficient. [\[1\]](#).



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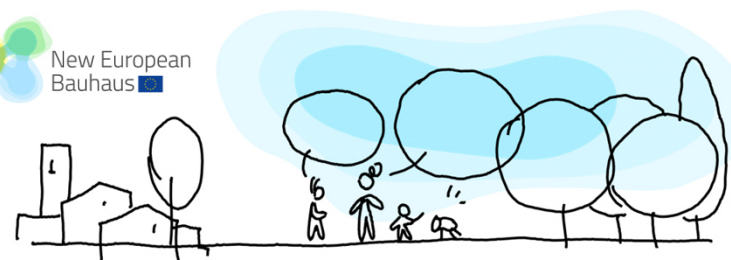
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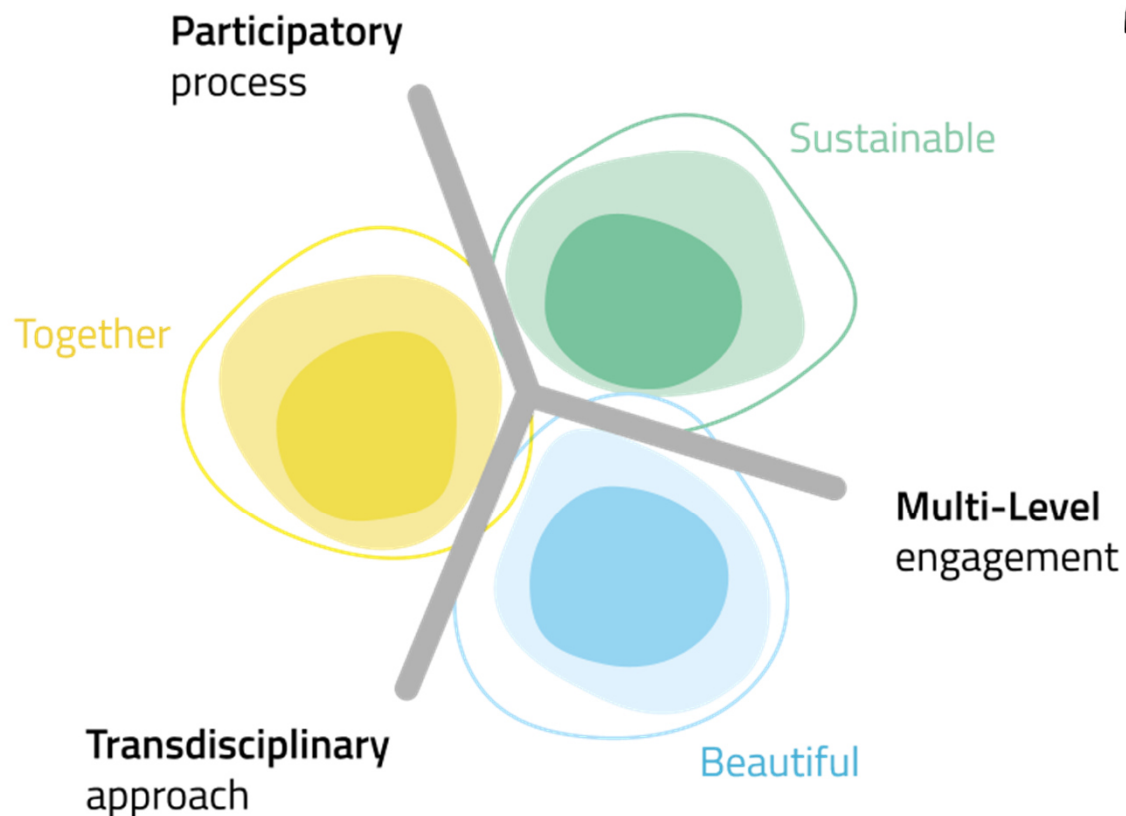
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New European
Bauhaus



New European Bauhaus
beautiful | sustainable | together



Source: New European Bauhaus Compass (Nov. 2022) https://new-european-bauhaus.europa.eu/index_en



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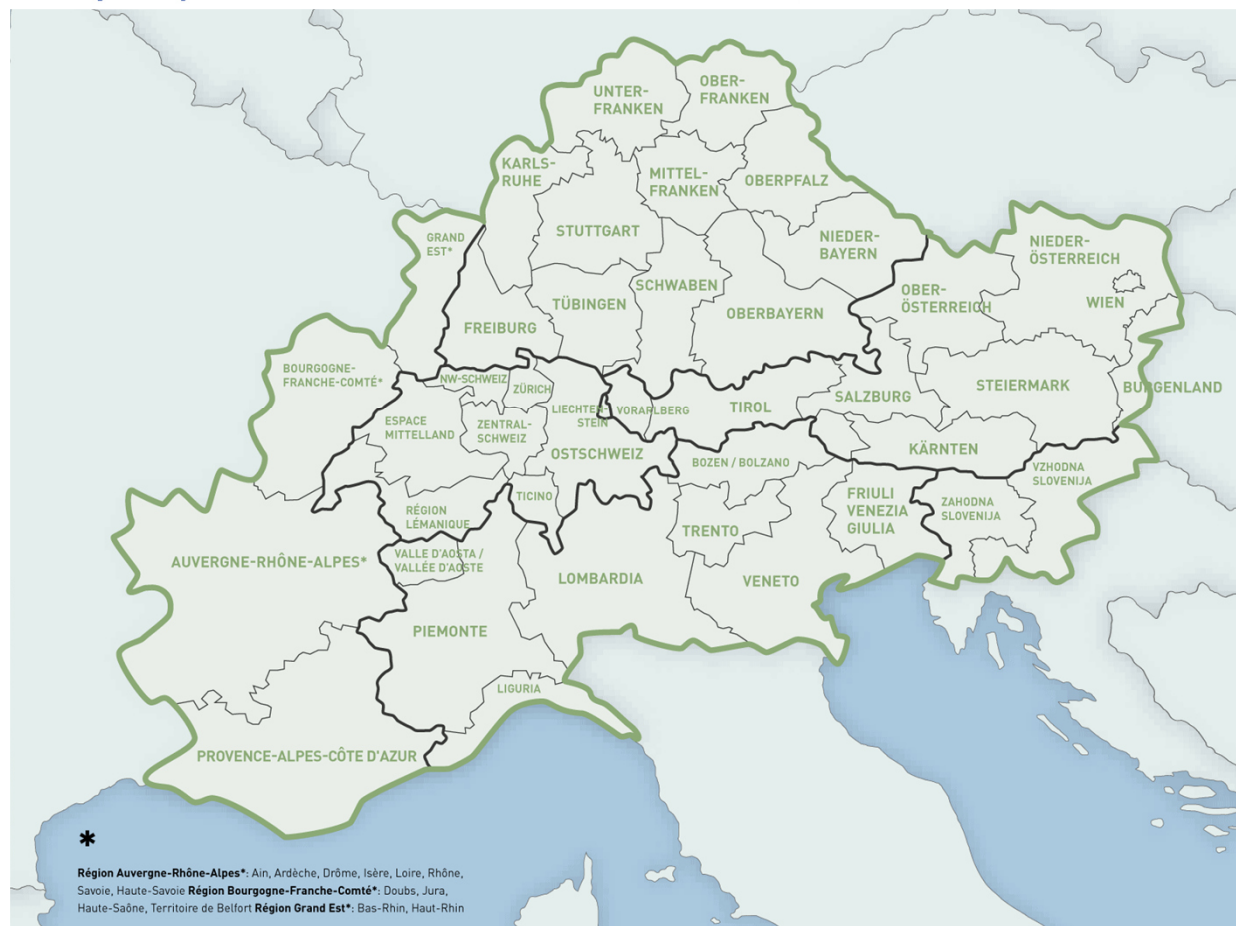
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Alpine Space :

48 European regions from 7 countries (Germany, Austria, France, Italy, Liechtenstein, Slovenia & Switzerland) accounting for 8% of EU population (80 millions of inhabitants).

EU area where the building sector has the highest final energy consumption per capita.

To decarbonize the Alpine building sector, the challenge requires **efficient use of local resources** while ensuring the consistent application of EU rules and encouraging the adoption of common standards throughout the building sector value chain.



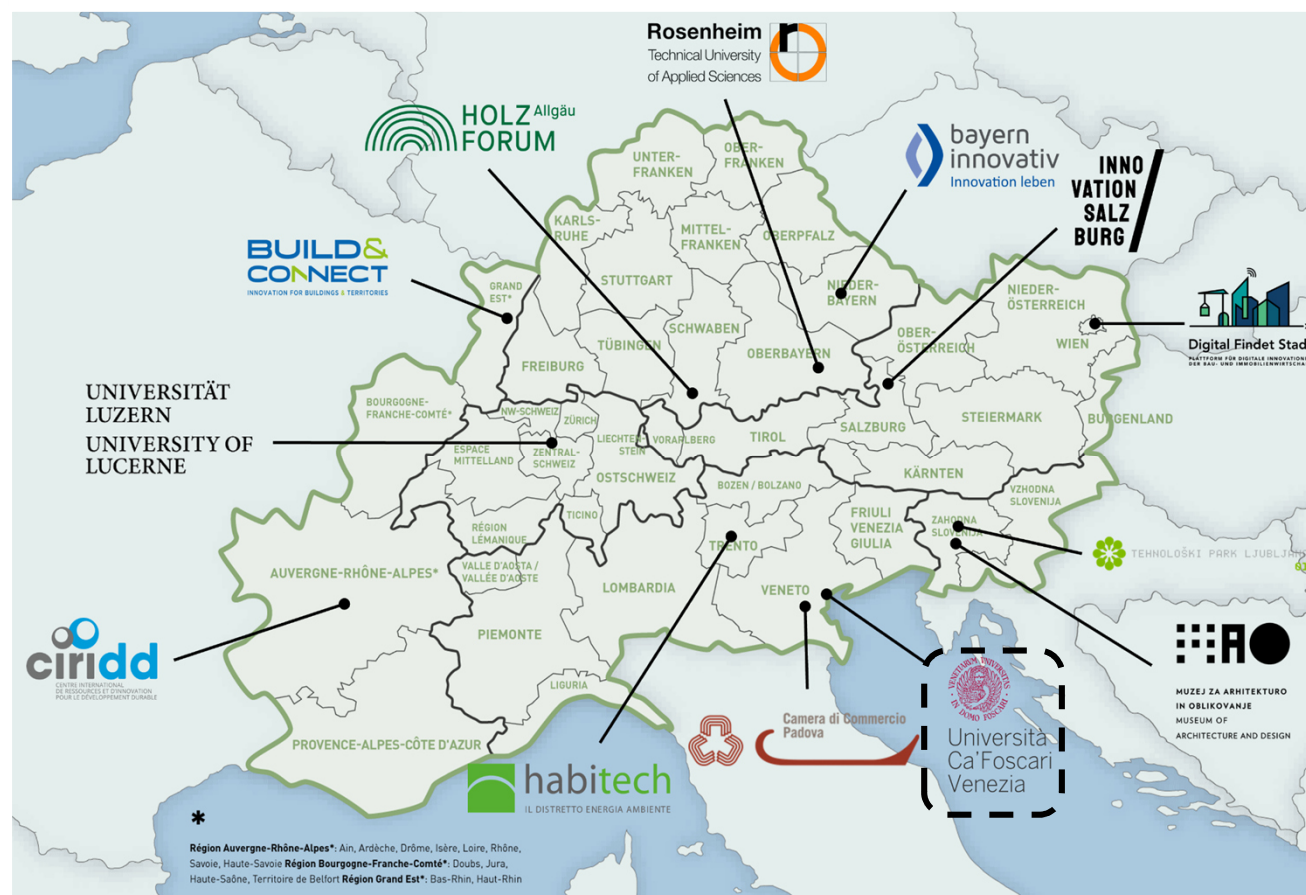
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Coordinated by the Italian university
foundation Ca' Foscari in Venice

With a consortium of 13 partners from six
European countries in the Alpine region

Developing and testing a model that
innovatively combines the concepts of the
New European Bauhaus with sustainability
measures and indicators. Brings together
the sustainable, aesthetic, and cultural
aspects of the Alpine building sector.

BAUHALPS activities :

- **WP1** : Develop a model for the green transformation with the uptake of advanced technologies in the manufacturing sector

Budget : 2,7 M€ (1,9 M€ FEDER)

Project duration : 36 months (09/2024 – 08/2027)

Objective : Improving the green transformation of the building sector in the Alpine Space while respecting the values of the New European Bauhaus.



Field of Production

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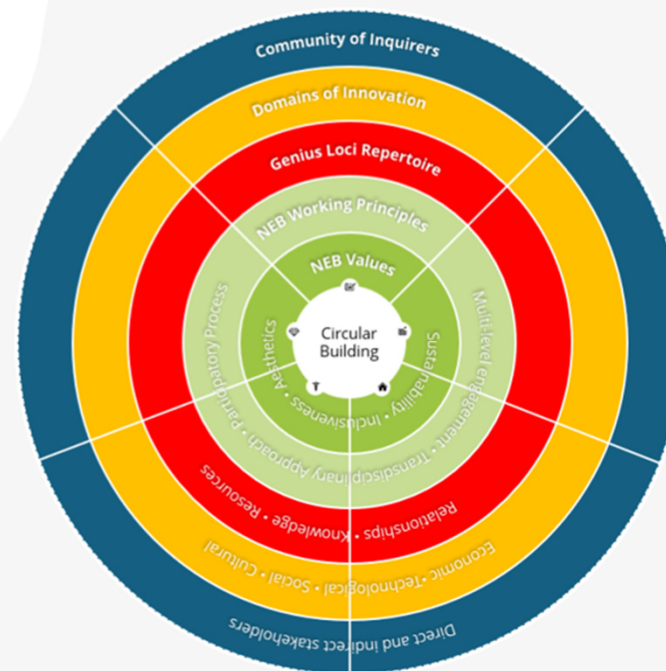
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BAUHALPS Model



Source: Adapted from European Environment Agency and European Topic Centre on Waste and Materials in a Green Economy (2021), *Business Models in a Circular Economy*.

Field of Production

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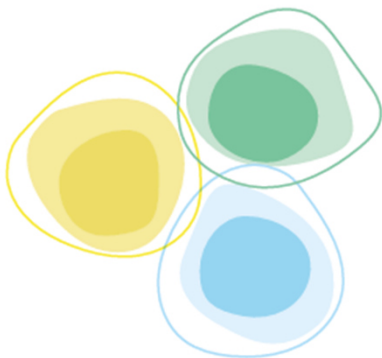
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Together

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



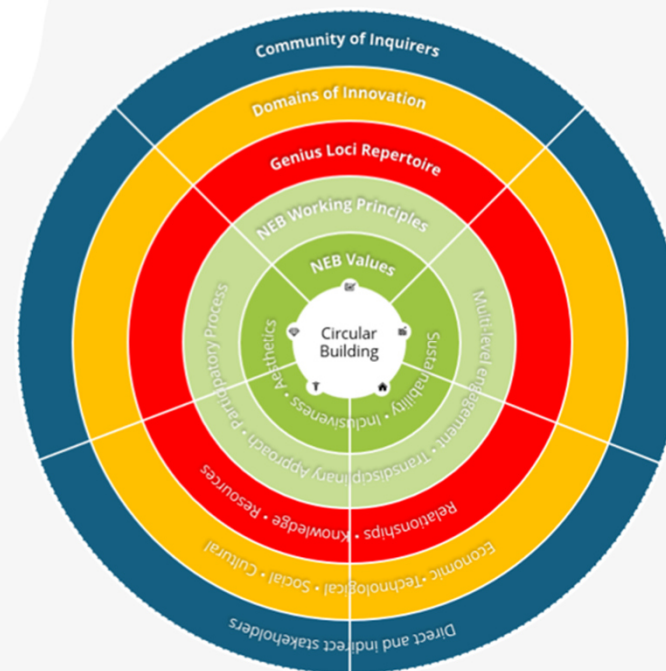
Sustainable

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

Beautiful

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

BAUHALPS Model



Source: Adapted from European Environment Agency and European Topic Centre on Waste and Materials in a Green Economy (2021), Business Models in a Circular Economy.

Source: New European Bauhaus Compass (Nov. 2022) https://new-european-bauhaus.europa.eu/index_en

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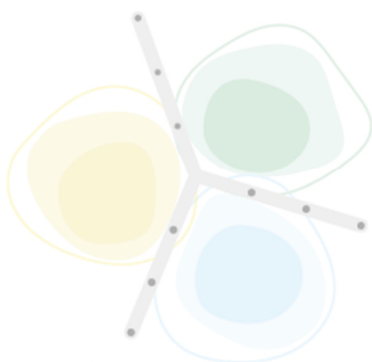
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Participatory process

- AMBITION I: to consult
- AMBITION II: to co-develop
- AMBITION III: to self-govern



Multi-level engagement

- AMBITION I: to work locally
- AMBITION II: to work across levels
- AMBITION III: to work globally

Transdisciplinary approach

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

BAUHALPS Model



Source: Adapted from European Environment Agency and European Topic Centre on Waste and Materials in a Green Economy (2021), Business Models in a Circular Economy.

Source: New European Bauhaus Compass (Nov. 2022) https://new-european-bauhaus.europa.eu/index_en

BAUHALPS activities :

- **WP1 : Develop a model for the green transformation** with the uptake of advanced technologies in the manufacturing sector
- **WP2 : To test the model and the tools** to enhance the green transformation of the building sector working on the circularity, the beauty and the involvement of the local communities

Budget : 2,7 M€ (1,9 M€ FEDER)

Project duration : 36 months (09/2024 – 08/2027)

Objective : Improving the green transformation of the building sector in the Alpine Space while respecting the values of the New European Bauhaus.





NEB SALON : POTENTIAL FOR AUSTRIAN-FRENCH COOPERATION IN NEB

Flagship Project

- The **Pioneer Garage** is set to become a nationwide flagship in Austria for circular economy, energy, ecology, and CO2 (carbon dioxide) reduction and New European Bauhaus, with the existing structure being used as the basis for expansion
- The **Pioneer Garage** will serve as a pilot, construction, and real-world laboratory (e.g., for digital, green tech, measurement lab, BIM etc.), while also integrating the modern working world.
- The **Pioneer Garage** is also part of the successfully acquired circular economy flagship project **KRAISBAU**, supported by the Federal Ministry for Climate Action, Environment, Energy, Mobility, Innovation, and Technology and **Bauhalps** supported by Interreg Alpine Space
- The aim of **KRAISBAU** is to implement a circular economy throughout the lifecycle of buildings. In doing so, numerous questions will be addressed, not only concerning new construction but also regarding the handling of existing structures, the reuse of used materials, and circular material flows.
- **Pioniergarage Salzburg GmbH** (100% daughter of Innovation Salzburg) will be temporary owner (55 years) and run the transformation process of the building





NEB SALON : POTENTIAL FOR AUSTRIAN-FRENCH COOPERATION IN NEB

Sustainability

- Existing building in Salzburg City, unused and vacant for 10 years, in need of renovation
- Reuse planned as a mix of new construction and renovation
- Key stakeholders from politics, business, administration and civil society involved in the process.
- Living lab to be able to try out many things. Innovative approaches (in terms of material and energy perspective). The goal is to recycle up to 100% of the residual materials from deconstruction. In addition, furnishings are put to new uses (e.g., for schools).
- Use of AI: digital inventory, digital twin modelling, building passport etc.
- Measurement and control technologies for sustainable building management.
- Aligned to ESG guidelines.
- Use of state-of-the-art and sustainable technologies along the entire value chain
- Focus on short supply chains and support of circular building logistics





NEB SALON : POTENTIAL FOR AUSTRIAN-FRENCH COOPERATION IN NEB

Beauty

- Return to traditional alpine craftsmanship and building culture in combination with know-how based on state of the art. Genius Loci
- Implementation of a low-tech approach: What is really necessary, user-friendly etc.?
- Functionality results from aesthetics, simplicity ("functionality follows form") in the context of ecological, economic, social and sustainable aspects





NEB SALON : POTENTIAL FOR AUSTRIAN-FRENCH COOPERATION IN NEB

Together

- Return to traditional alpine craftsmanship and building culture in combination with know-how based on state of the art. Genius Loci
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Sébastien Béclin

sebastien.beclin@ciridd.org
+33(0)6 49 98 64 45



Bernhard Lehofer

bernhard.lehofer@innovation-salzburg.at
+33(0)6 49 98 64 45

Break-out sessions

Session 1 : Connecting the green transformation, social inclusion and local democracy

Session 2 : Circular and regenerative approaches for the built environment

Session 3 : Innovative funding and new business models for the transformation of neighbourhoods

Outlook

Next steps : Commission webinar on the NEB Facility

4th of June 9:30 to 13:00 : **NEB Facility Info Day** organised by the European Commission
https://new-european-bauhaus.europa.eu/events/calendar-neb-events/horizon-europe-info-days-neb-facility-2025-06-04_en

5th of June 13:30 to 17:00 : **Matchmaking event**
https://new-european-bauhaus.europa.eu/events/calendar-neb-events/matchmaking-event-2025-06-05_en

Register to the event before the 1st June.

Thank you for participating
