



An initiative of the European Union

CLUSTERS MEET REGIONS

MALMÖ

SWEDEN | 15-16
JUNE 2023

CLUSTERS AS BOOSTERS OF INNOVATION
IN INDUSTRIAL ECOSYSTEMS



#SingleMarket30

Title of the session / panel

Ulrika Sjölund

NEW EUROPEAN BAUHAUS AS AN EXAMPLE



New European Bauhaus

“Quote”

... connects the **European Green Deal to our daily lives and living spaces** by translating it into a tangible, positive experience in which all Europeans can participate and progress together.

It calls on all Europeans to imagine and build together a **sustainable and inclusive future** that is beautiful for our eyes, minds, and souls.



New European Bauhaus
beautiful | sustainable | together





Ulrika SJÖLUND

Official NEB Partner Contact

Science Park Borås, Smart Textiles

University of Borås



New European Bauhaus
beautiful | sustainable | together



UNIVERSITY OF BORÅS



GOTHENBURG



BORÅS
smart
textiles
BY SCIENCE PARK BORÅS

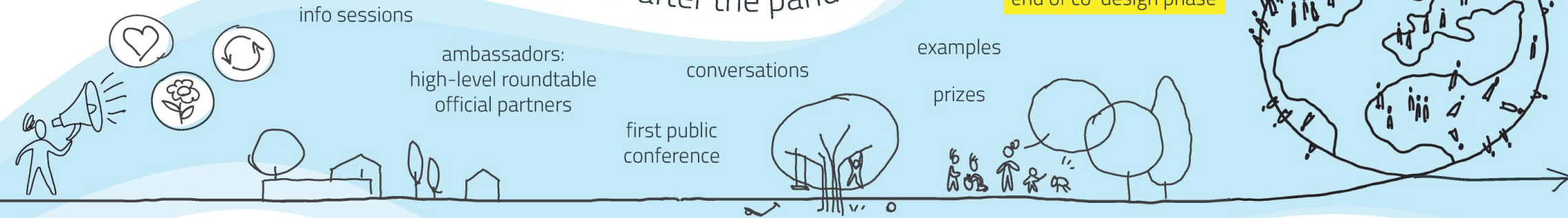


STOCKHOLM



New European Bauhaus: 6 months in the making

How do we want to *live together* after the pandemic?



18 JANUARY
launch of co-design phase

30 JUNE
end of co-design phase

beautiful | sustainable | together

stay
tuned

- After the summer:**
- Commission Communication
 - Award Ceremony for prizes
 - Calls for pilot projects

- 350 000 Website visits
- 20 000 Newsletter subscribers
- 12 000 Instagram followers
- 2 000 Your contributions
- 200 Official partners
- 100 Decentralised events



New European Bauhaus timeline



Key themes

- reconnecting with nature
- regaining a sense of belonging
- prioritising the places and people that need it most
- fostering long term, life cycle and integrated thinking in the industrial ecosystem

- Continued EU debate across Europe and beyond
- Report on progress

2022



Our community members in Sweden

Partners

- Research Institute of Sweden
- Navet
- Science Park Borås
- Rådet för hållbara städer
- Linköping University
- Malmö University
- Smart Housing Småland
- Trans Europe Halles
- Form/Design Center
- Linnaeus University
- ShareMusic & Performing Arts
- Faculty of Fine, Applied and Performing Arts, University of Gothenburg

2022 NEB Prize finalist

- A school for each and everyone (Brunnberg & Forshed Architects, in partnership with Municipality of Arvika and Paradis Produktion)

Friends

- Gothenburg City

National Contact Point

- Helena Bjarnegård, Boverket



Gothenburg City



New European Bauhaus





Lund - Malmö
2022



NEW EUROPEAN BAUHAUS IN SWEDEN:

TOWARDS DESIGN-ORIENTED,
INCLUSIVE AND SUSTAINABLE SOCIETAL
AND URBAN TRANSFORMATION

Upcoming

NEB EVENT

27 June 2023, 11:00 - 12:30 (on-line)
ArkDes, Skeppsholmen, Stockholm (on-location)

SE EU Presidency, Joint Research Center



New European Bauhaus values

From climate goals, to circularity, zero pollution, and biodiversity

sustainable

in harmony with nature and our planet

Inclusion, from valuing diversity and equality for all, to securing accessibility and affordability.

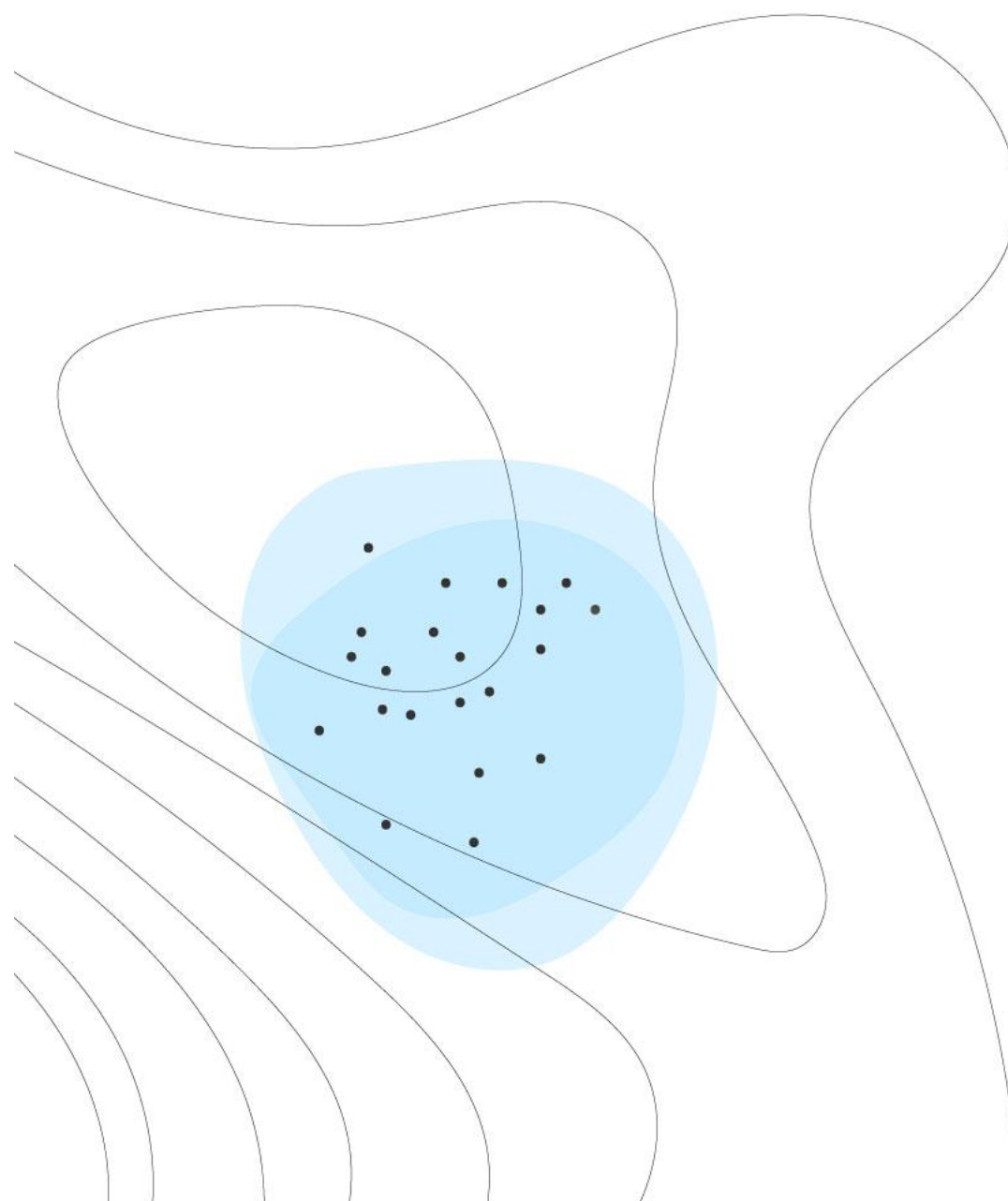
together
connecting disciplines, cultures, genders & ages

quality of experience, inspired by art & culture

beautiful

Aesthetics, quality of experience and style, beyond functionality

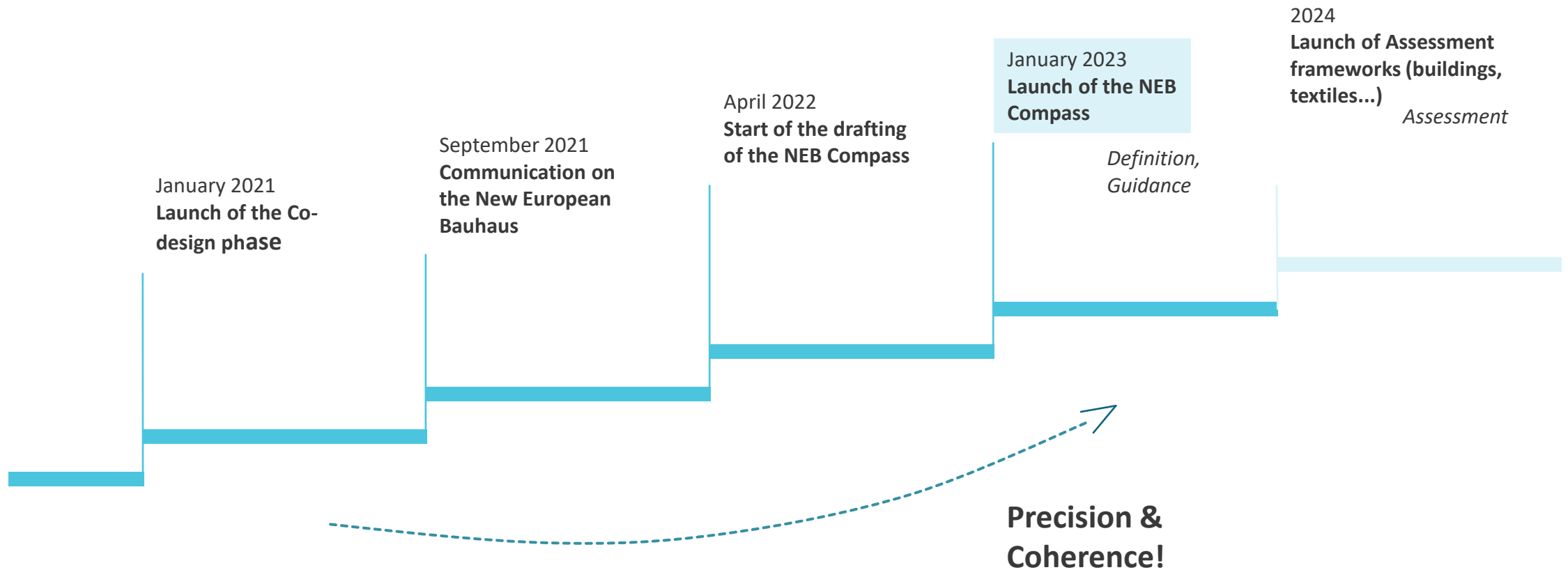




**How beautiful,
sustainable,
and inclusive
is your project?**

A timeline

Context for the NEB Compass



New European Bauhaus working principles

Multi-level engagement

- From global to local
- Place-based approach

**The working principles
give guidance on how
transformative projects
are implemented**

Participatory process

- Involves civil society and people of all ages and in all their diversity

Transdisciplinary approach

- Bridging silos between viewpoints and professions



New European Bauhaus Compass



What is it?

- the first step of the NEB Lab project '**labeling strategy**'
- a framework to guide decision and project makers **at the design phase**
- covering **all type of NEB projects** (building, education model, event...)

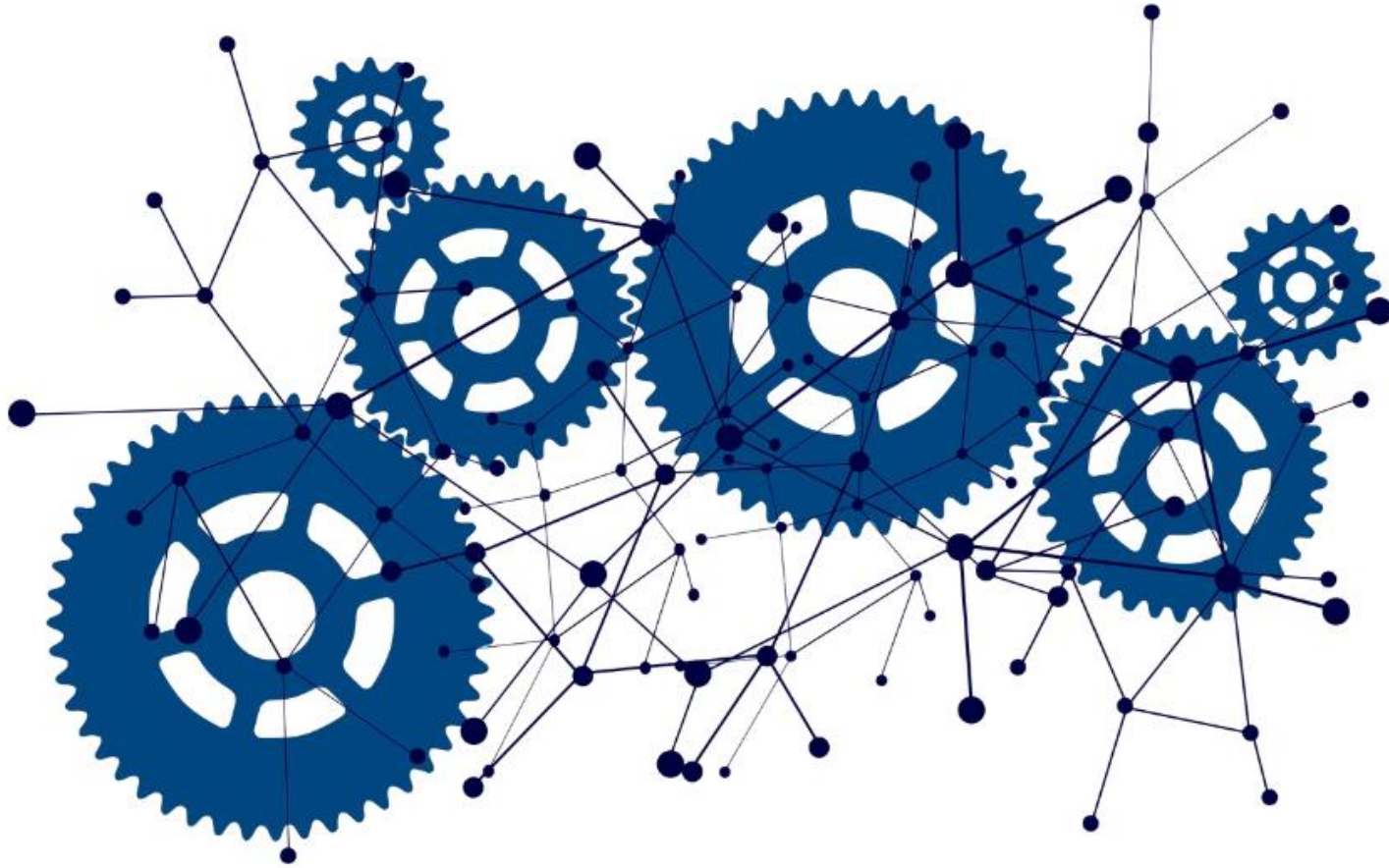
Why?

- to equip all NEB stakeholders with a **shared vocabulary and understanding** of the three values and working principles
- to strengthen NEB projects with ambitious and integrated objectives

How?

- with the definition of **3 levels of ambitions** for each value and principle, accompanied by examples and **sets of guiding questions**
- with an **evolving logo** that helps visualizing how "NEB" a concept is, and a series of illustrative **case studies**





All values and principles are not new as such, but the NEB has the ambition that all six would be integrated in NEB projects – at least at basic level.

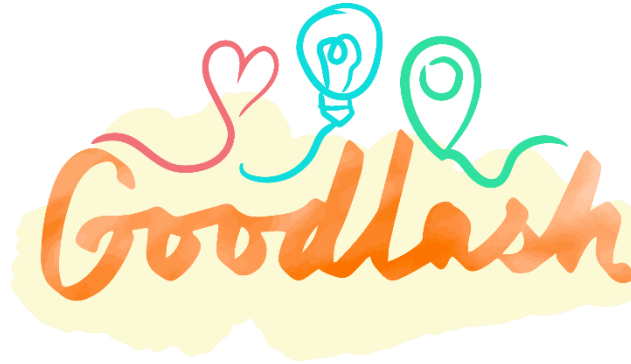
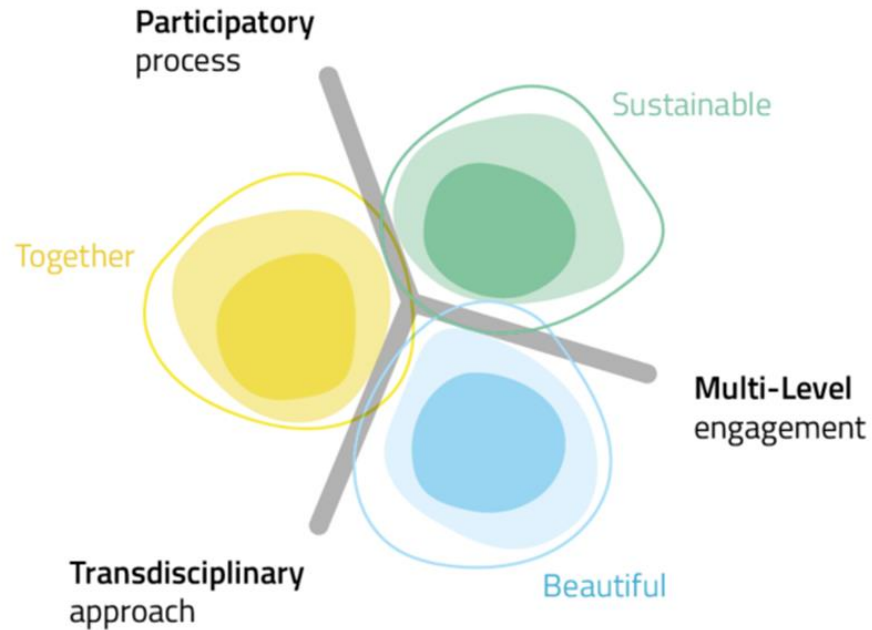


NEB Compass

Example GOODLASH

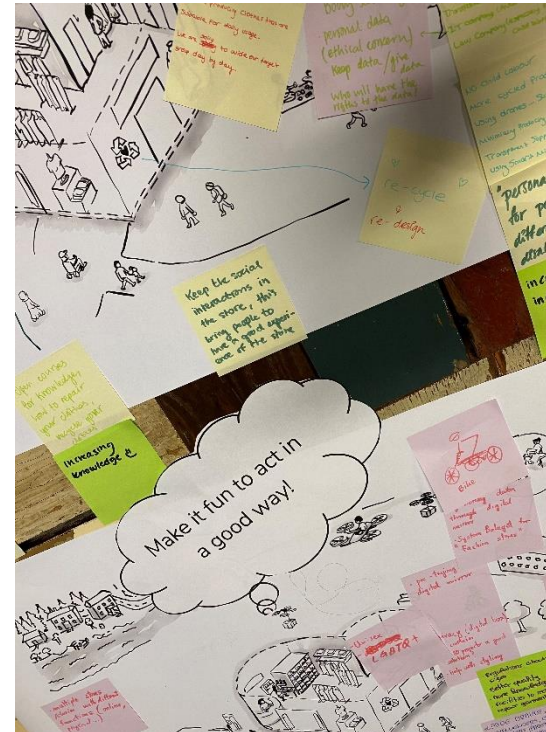
– A Society Incubator for Circular Transition

More than half of the Global Sustainability Goals are social sustainability goals, and many of the others are tightly connected to those.



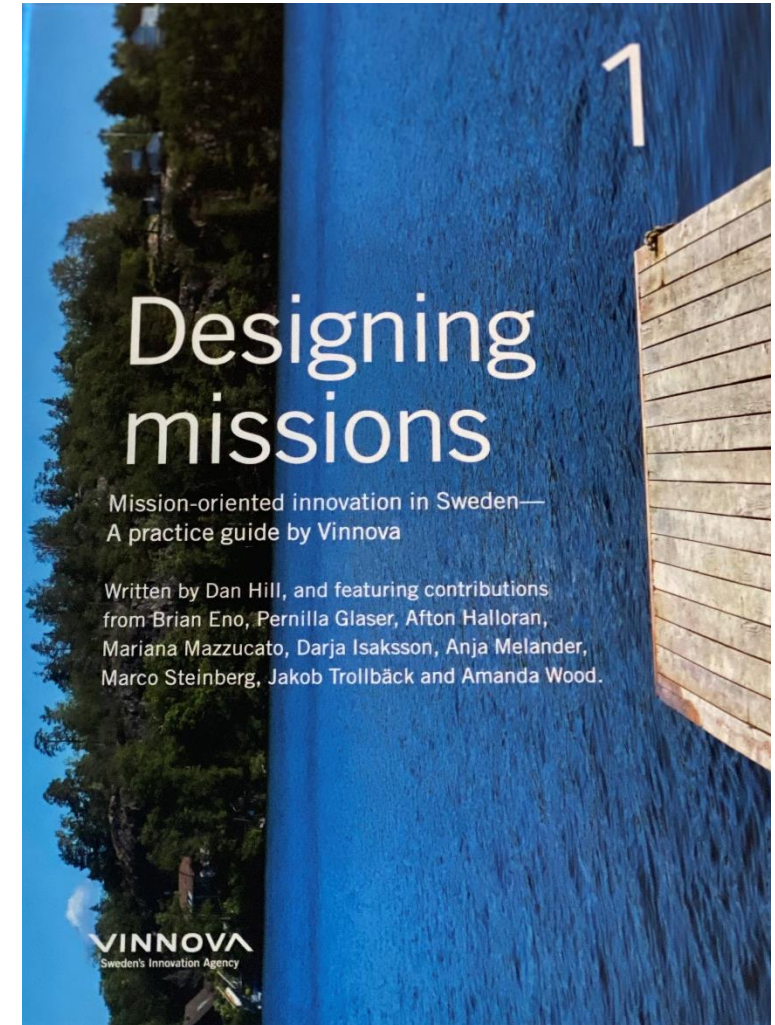
Project description

This project represents an initiative to set up a new capacity to enhance the participation from civil society in the transition towards a sustainable, fair, just and inclusive society. The idea is to develop a collective capacity to be framed on the new mission's strategy that is currently being shaped in Europe to support the transition towards a circular society in view of Agenda 2030 global sustainability objectives and the Green Deal. The project will contribute to the new European Bauhaus, as initiated at EU-level. Innovation processes will be directed towards groups of individuals aged 30 or less, but also towards organisations in civil society working with children and young adults.



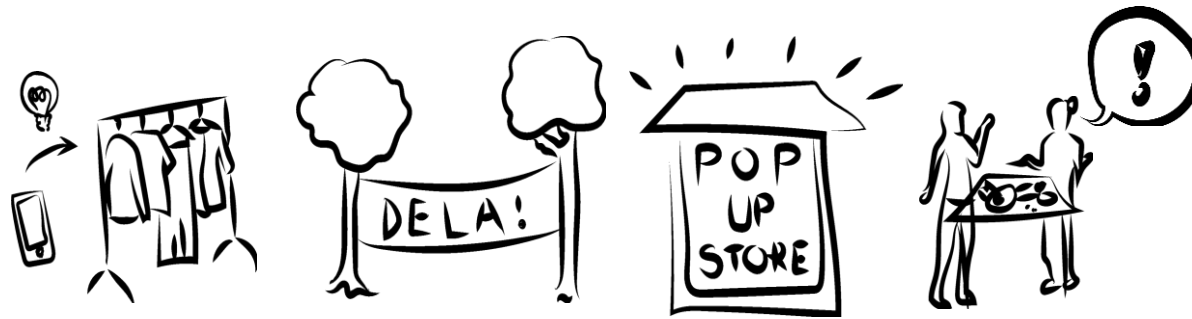
What is a missions workshop format?

- The challenges we face in today's society are both complex and global. Whether they are about climate change, societal changes, production changes, the future of a function in society, inequalities in health - **individual efforts are not enough.**
- Changes are required at the system level. **If we are to achieve a sustainable future in time, we must think and cooperate in new ways.** Therefore, we use a mission-oriented approach where different actors work in the same direction towards common objective.
- A mission-oriented approach is about **changing systems.** This requires different people and interdisciplinary perspectives. It is about letting us discuss problems and solutions. The purpose is for everyone to work in the same direction with a common objective in focus.

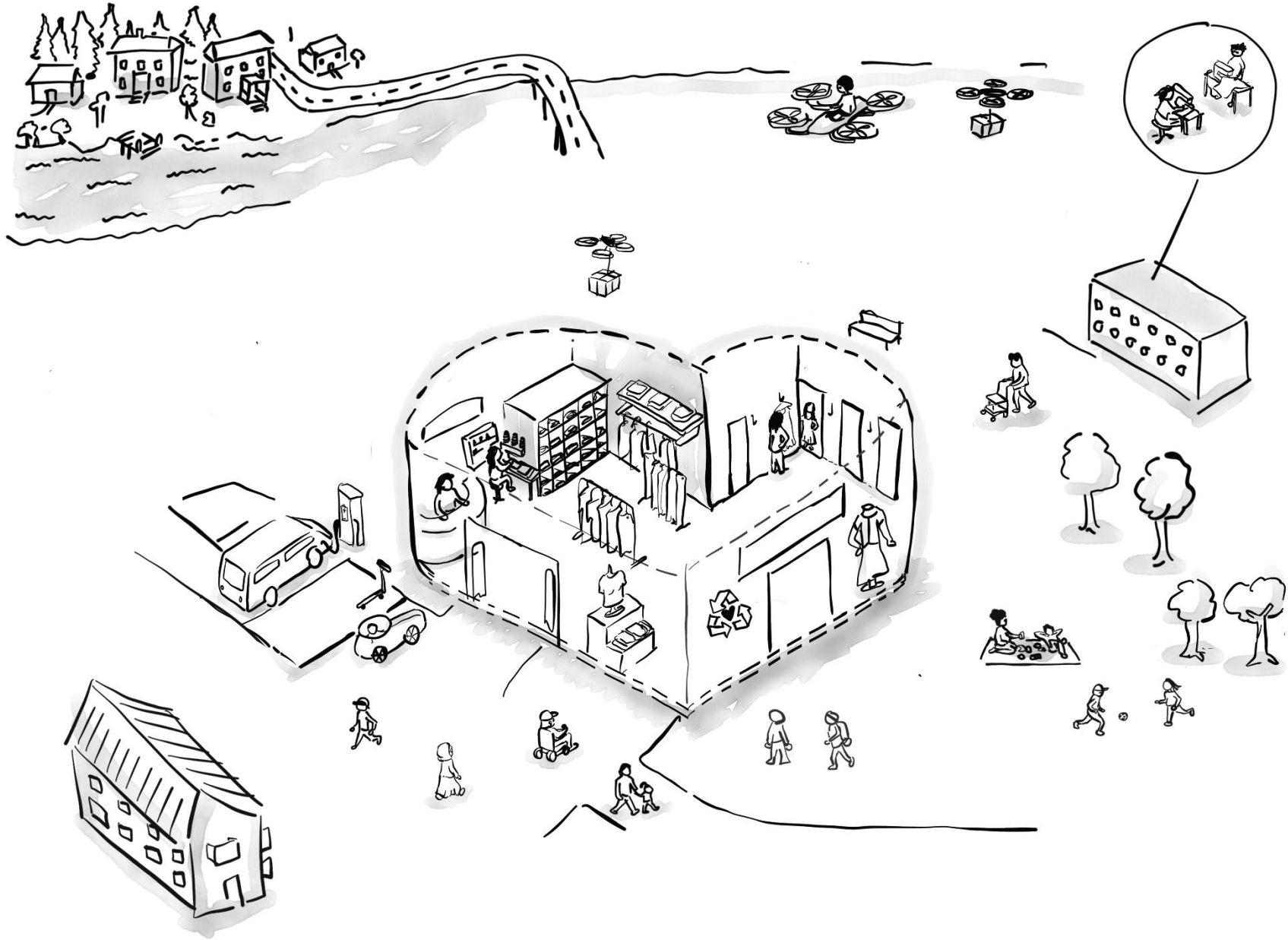


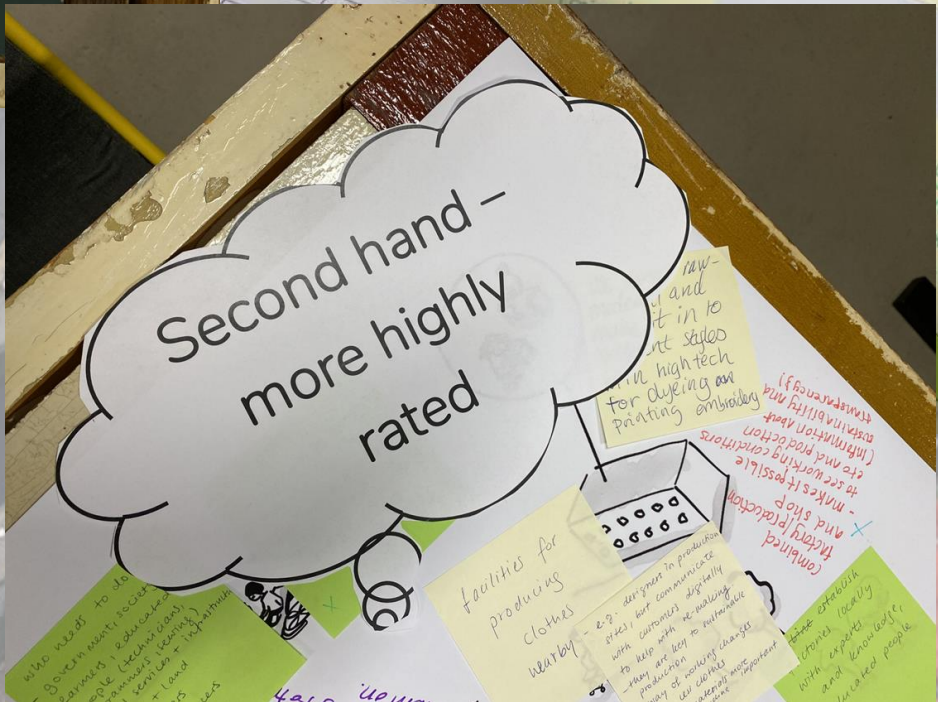
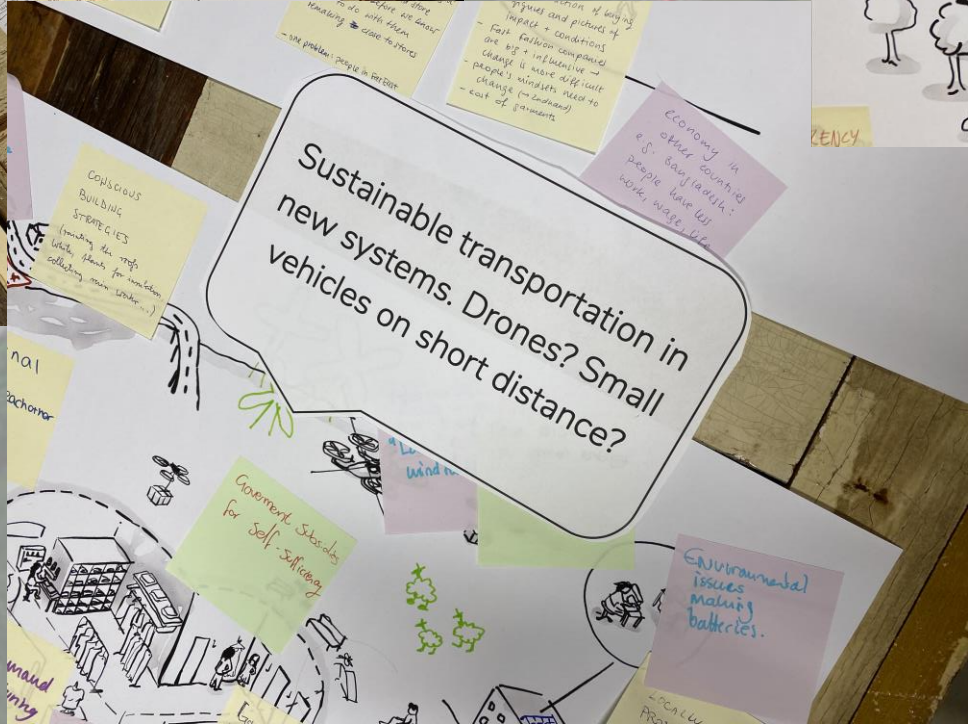
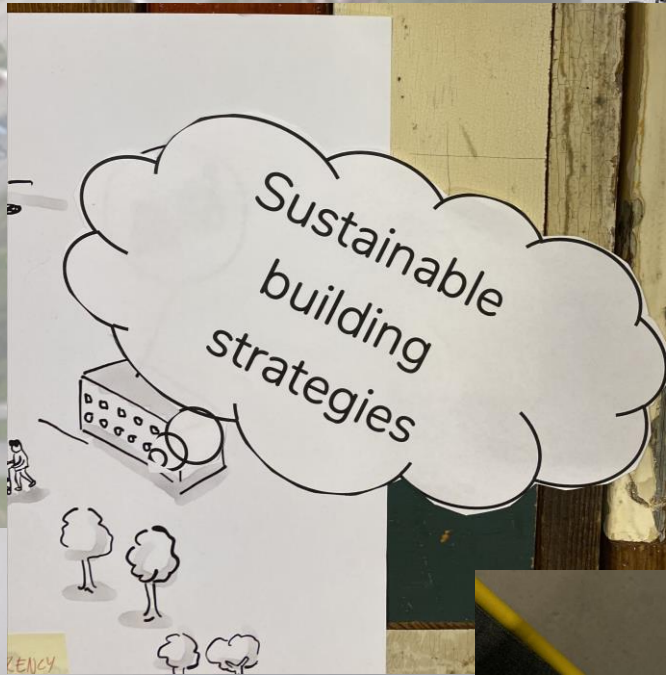
Products and Services Focused on Design for a Sustainable Lifestyle

CO-LAB



“The future function and life
of a sustainable fashion store”



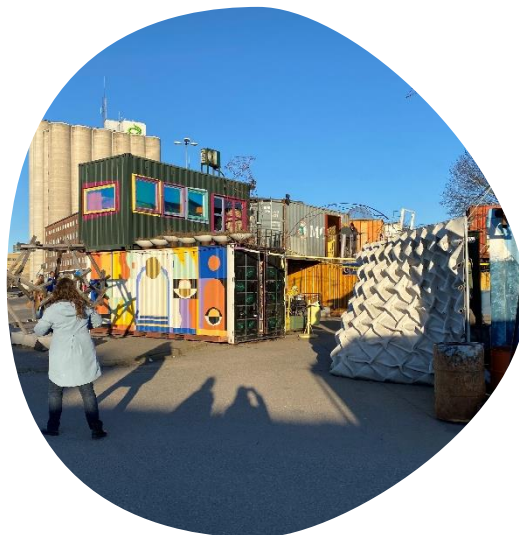


Together

I: to include



II: to consolidate



III: to transform



NEB Compass

Example

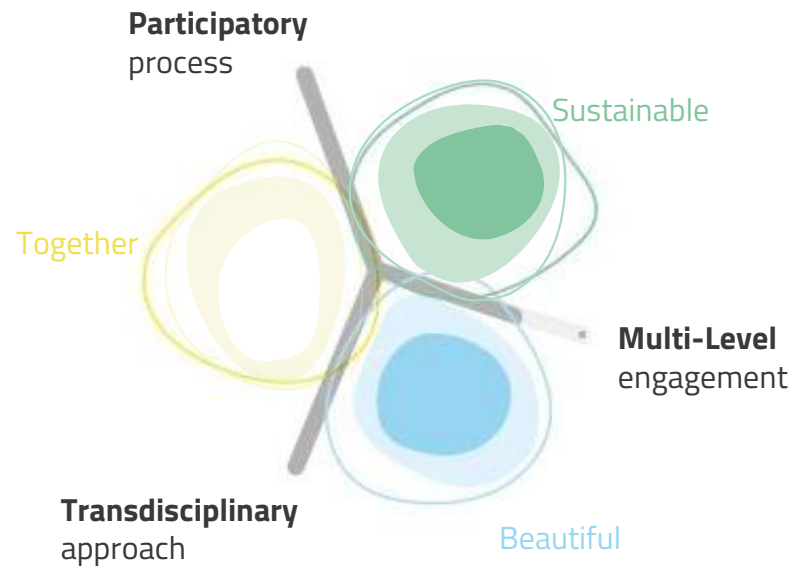
A public space is where we meet and connect, but also where we interact and get triggered about consumption. What we experience and pass by can inspire us as individuals when it comes to making sustainable choices from circular products and services.



The Neighbourhood Consumption 2030



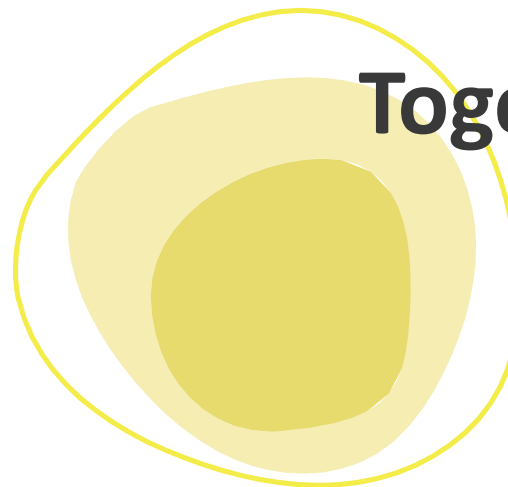
Future Neighbourhoods for a Sustainable Lifestyle



Two projects

The Science Park Borås projects focus on the lifestyle and habits of the community rather than the physical planning of places and neighbourhoods. Nevertheless it still uses the frame of neighbourhood and city planning when bringing circular innovations into context. Concepts and innovations are used as input in development of Beautiful and Together, but take as startingpoint in Sustainable. This process is guided by a method rooted in design thinking with the characteristic of the double diamond. Region Västra Götaland has identified this as a helpful tool when re-designing society for sustainable ways of living.



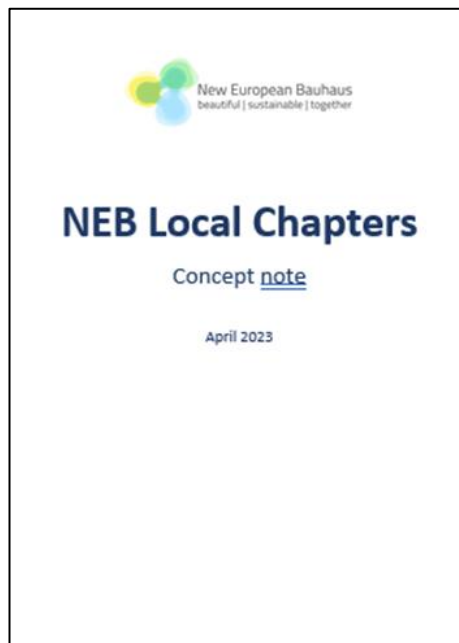


Together



Example

New European Bauhaus Local Chapter



NEB Community growth (over 1000 entities)

Enhance the place-based approach of the NEB

Foster collaboration and networking in the NEB Community

Walking the talk





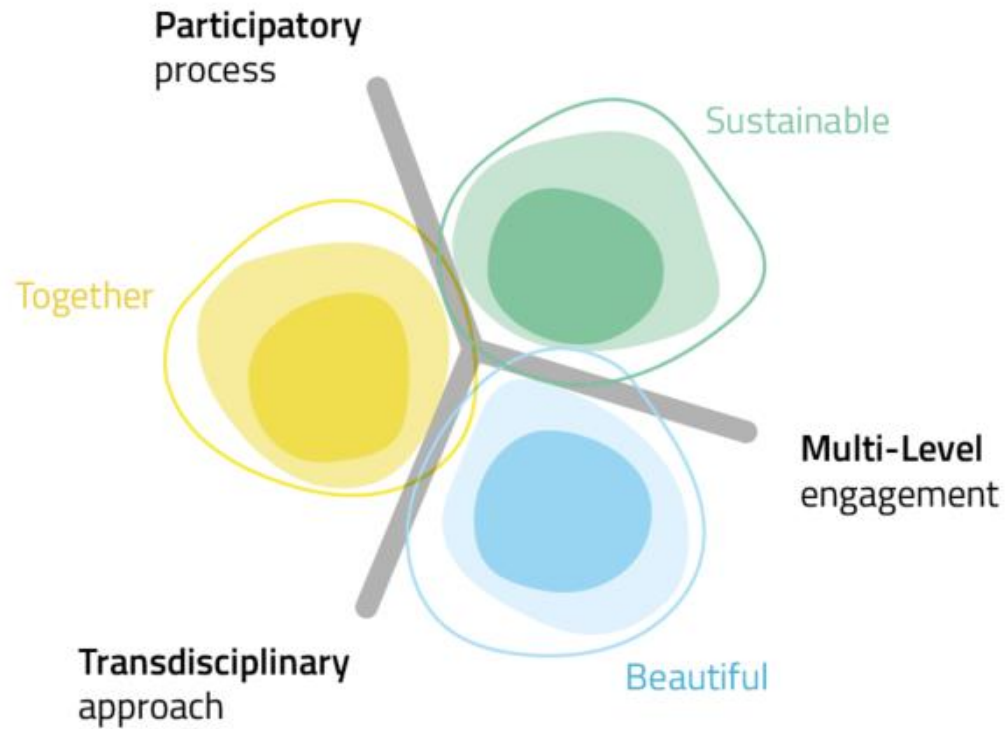
SPACE IN BETWEEN DREAM AND TODAY

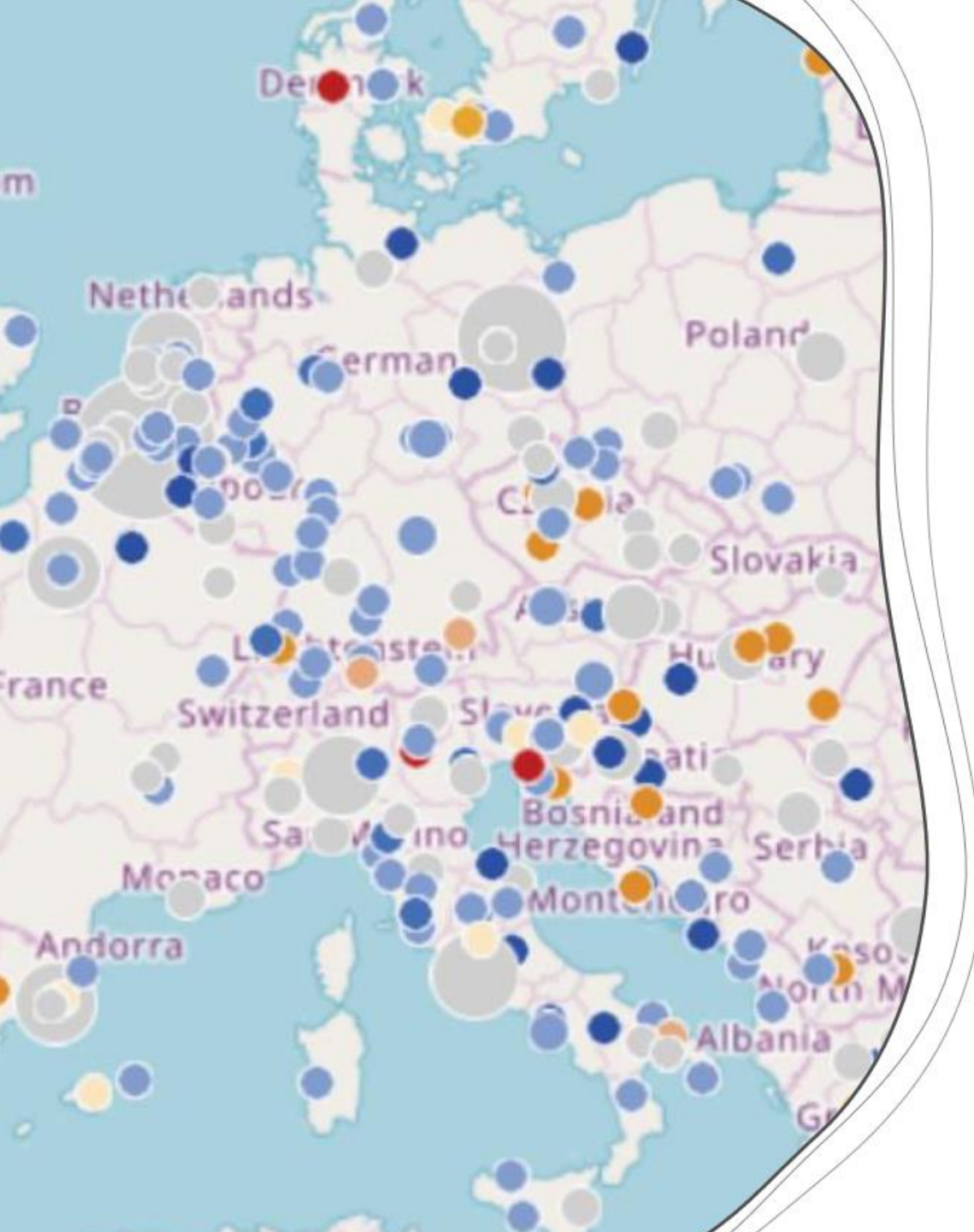
Need of a mix of top-down and bottom-up perspectives – **Leave no-one behind!**

Need to address complex societal challenges and start the change - **Together!**

Coordinated by actors with different roles and with both informal and formal knowledge in the system.

New European Bauhaus Compass





New European Bauhaus Dashboard

- The dashboard is a dynamic interactive map showing information on New European Bauhaus (NEB) projects and key actors across Europe and beyond. The map evolves as the NEB community continues to grow.

What can you find on the dashboard?

- NEB projects benefiting from EU funds, including the Lighthouse Demonstrators
- Projects belonging to the call for expression of interest “Transformation of Places of Learning”
- Projects and ideas that have won NEB prizes
- NEB partners and friends
- NEB high-level roundtable members
- NEB National Contact Points



THANK YOU

 www.clustercollaboration.eu





An initiative of the European Union

CLUSTERS MEET REGIONS

BURGAS

BULGARIA

13 · 15

SEPTEMBER 2023

SAVE THE DATE



EUROPEAN CLUSTER
COLLABORATION PLATFORM



European
Commission

#SingleMarket30

Next
Gen
EU