

Call for expressions of interest for  
**Fair: Project Exhibition**  
The Festival of the New European Bauhaus, 9-12 June 2022

**Context**

From **9 to 12 June 2022**, the European Commission organises the first edition of **The Festival of the New European Bauhaus** and you can be part of it!

The **New European Bauhaus** (NEB) expresses the European Union's (EU) ambition of creating beautiful and sustainable spaces, products and ways of living together. It promotes a new lifestyle where **sustainability** matches style, thus accelerating the green transition across our economy, from construction to furniture and fashion, as well as in other areas of our daily life and societies. The **New European Bauhaus** brings a cultural and creative dimension to the **European Green Deal**. It brings out the benefits of the environmental transition through tangible experiences at the local level.

The Festival of the **New European Bauhaus** consists of three pillars:

- **The Forum:** to exchange views and debate topics relating the New European Bauhaus;
- **The Fair:** to exhibit and showcase projects and prototypes reflecting and supporting the values of the New European Bauhaus;
- **The Fest:** a moment of celebration bringing together culture, art and conviviality celebrating freedom of expression with radical, innovative, disruptive ideas and visions.

The 2022 edition of the Festival will be a hybrid event and the core activities will take place in Brussels, with **side events across the EU and beyond**. It will be disseminated on a dedicated digital platform accessible from the **New European Bauhaus** initiative [website](#).

**You can propose your project to be exhibited as part of “The Fair” pillar of the event, which will celebrate a shared vision of a beautiful, sustainable, and inclusive way of living.**

- “The Fair” will be mainly a **live exhibition taking place across Brussels**, with the aim of showcasing projects, while offering opportunities to meet, interact and exchange ideas, bringing together different actors willing to cooperate, including pitches for innovators to possible investors.
- **Exhibitors** will be asked to present how their projects that contribute to the development of the **New European Bauhaus**.
- The showcased projects may **be completed** or **ongoing**. In case of ongoing projects, they should already have some concrete results to share. The project results may include:
  - **physical examples:** new products, objects or prototypes,
  - **stories to tell** about completed projects or ongoing initiatives.
- The exhibited content will be available to visitors starting from the launch of “The Fair” on 9 June and until 12 June 2022.

- “The Fair” will be flexible and dynamic, aiming to not simply bring people to the event but rather to bring the event to the people, with a focus on networking.

## Why apply

The Festival of the New European Bauhaus offers the opportunity to **join the growing community of the New European Bauhaus** and be a part of a large-scale European event. By presenting your project activities and results on this European level, you will get the **chance to promote your ideas, actions, and lessons learnt** to a wider public. It will also give you additional networking opportunities.

## What we offer

“The Fair” will be a **live exhibition** open to the public at multiple locations across Brussels. It will also encompass a “Fair village”.

In addition, there will be a **digital space for project exhibition** on the festival’s online platform. You can **opt to showcase your project exclusively on the digital platform** and not physically in Brussels.

Projects can propose **their own exhibition space in Brussels**. For projects which cannot identify a **suitable space in Brussels**, the festival **will provide shared exhibition spaces** in various venues and public spaces across the city.

In the **shared exhibition spaces**, the festival will **provide a range of options to exhibit** projects, which will be defined at a later stage (posters, videos, fix and mobile booth) . Projects could also foresee the possibility to **bring in Brussels representatives able to present the project and engage** with an audience.

## Eligible projects

Your project should promote the values of the New European Bauhaus and the development of beautiful and sustainable spaces and ways of living together. The proposed project can be based either in Brussels, across the EU or beyond.

Your project should reflect the **New European Bauhaus** core values:

- **Sustainability** in environmental terms, from climate goals to circularity, zero pollution, and protecting nature/improving biodiversity;
- **Aesthetics**, including quality of experience and style, beyond functionality;
- **Inclusion**, valorising diversity, equality for all, accessibility, and affordability.

Your project should relate to at least one of the **thematic axes**:

1. **Reconnecting with nature**
2. **Regaining a sense of belonging**
3. **Prioritizing the places and people that need it most**

#### 4. Fostering long term, life cycle and integrated thinking in the industrial ecosystem

Your projects could also illustrate the **principles of the New European Bauhaus**:

- **A multilevel approach:** from global to local. Climate change and the green transition bring challenges that should be addressed globally. At the same time, it is at the local level that change is happening and makes sense for people, which also includes small-scale projects.
- **A participatory approach:** involves civil society and people of all ages and in all their diversity, including women, youth and disadvantaged groups (disabled people) and minorities.
- **A transdisciplinary approach:** requires bringing in many different competencies and knowledge from different fields.

### Who can apply

You are eligible if you apply as an individual or if your organisation is a publicly funded project, a public organisation, a Non-Governmental organisation or any other non-profit organisation active at local, regional, national, European or international level.

### When and how to apply

**Please note that the deadline for applications to the Fair has now passed, and no further submissions will be accepted.**

In case of any technical issues please contact us: [contact@new-european-bauhaus-festival.eu](mailto:contact@new-european-bauhaus-festival.eu)

### Selection process and criteria

Throughout March 2022, the European Commission will assess your application. In early April 2022 you will be notified of the results of the assessment of your application and will know whether your proposal has been accepted to be part of the Festival and what type of support we can offer.

Beyond **eligibility aspects explained above**, the proposals will be scored based on how well their declared scope of the initiative meets the following criteria:

#### A. Content related requirements:

- Connection of the project proposals to the New European Bauhaus values and axes;
- Originality of the proposals;
- Relevance, quality and originality of the activities including communication with their local interested persons, organisation and communities (e.g. before and during the festival) and programme proposed to engage the public by the applicant during “The Fair”.

**B. Technical requirements:**

- Capacity to deliver the proposed project idea within the requested timeframe;
- The project should be **displayed in one of the following forms:**
  - Fixed booth: small or large
  - Mobile booth: small or large
  - Own project place
  - Only virtual presentation (no physical presence in Brussels)

**Score of the applications for the admission to the Festival**

The submitted applications will be scored against the fulfilment of the selection criteria. The applications should obtain minimum 65 points out of a possible 100 points to be selected for the next stage, the offer of opportunity to present the project at the Fair: project exhibition.

- A. Content related requirements: minimum score is 40 points out of a possible 60 points.
- B. Technical requirements: minimum score is 25 points out of a possible 40 points.