

# New European Bauhaus Prizes 2025

## GUIDE TO APPLICANTS

### 1. THE NEW EUROPEAN BAUHAUS

The New European Bauhaus (NEB) is an EU policy and funding initiative under the [European Green Deal](#) that fosters sustainable solutions for transforming the built environment and lifestyles under the green transition. It is looking for solutions that are not only sustainable, but also inclusive and beautiful, while respecting the diversity of places, traditions, and cultures in Europe and beyond

By creating bridges between different backgrounds, cutting across disciplines and building on participation at all levels, the New European Bauhaus inspires a movement to facilitate and steer the transformation of our societies according to three inseparable values:

- **sustainability**, from climate goals, to circularity, zero pollution, and biodiversity
- **inclusion**, from valuing diversity, to securing accessibility and affordability
- **aesthetics and quality of experience** for people, through design, and cultural benefits

New European Bauhaus solutions embody these values in actions that **combine local, European and global dimensions and harness the potential of participatory and transdisciplinary approaches**. The involvement of local stakeholders in co-creating NEB projects is at the heart of the New European Bauhaus initiative.

### 2. THE NEW EUROPEAN BAUHAUS PRIZES

The NEB (New European Bauhaus) Prizes is a well-established competition that awards and brings visibility to existing projects, and ideas developed by young and promising talents, integrating the three NEB core values and working principles (participatory process, multi-level engagement, transdisciplinary approach). Up to date, the Prizes have received more than 5000 applications over 4 editions (2021, 2022, 2023 and 2024), and awarded a total of **EUR 1 545 000 to 72 winners**.

The NEB Prizes have played an important role in introducing the initiative to European citizens and building a pool of inspirational projects. This has been a success as regions, cities and towns are embracing NEB with concrete projects, some of them co-financed by EU funds. In addition, the NEB Prizes promote youth participation and inter-generational dialogue for sustainable, inclusive projects, attracting over 1,700 ideas from young people in four years.

### 3. THE 2025 NEW EUROPEAN BAUHAUS PRIZES EDITION

The NEB Prizes are open to projects and concepts implemented in the EU, in the Western Balkans<sup>1</sup> and Ukraine. The fifth edition of the NEB Prizes will contribute to the EU's efforts to improve housing affordability by awarding four **'NEB Affordable Housing' prizes** to completed projects in the EU providing sustainable, inclusive, beautiful and affordable housing solutions in line with NEB values and principles.

The Prizes 2025 will be awarded in the four well established categories based on the thematic axes of transformation that guide the delivery of the New European Bauhaus<sup>2</sup>:

- **Reconnecting with nature**
- **Regaining a sense of belonging**
- **Prioritising the places and people that need it the most**
- **Shaping a circular industrial ecosystem and supporting life-cycle thinking**

In each of the four categories, two parallel competition strands are established:

- **Strand A: "New European Bauhaus Champions"** will be devoted to existing and completed projects with clear and positive results
- **Strand B: "New European Bauhaus Rising Stars"** will be dedicated to concepts submitted by young talents aged 30 years old or less. The concepts can be at different stages of development, from ideas with a clear plan to the prototype level

A total of **22 prizes** will be awarded in the Prizes 2025:

- Under Strand A, 1 winner and 1 runner-up (second place) will be selected in each category by an expert jury (i.e., 4 winners and 4 runners-up)
- Under Strand B, 1 winner and 1 runner-up (second place) will be selected in each category by an expert jury (i.e., 4 winners and 4 runners-up)
- Under each Strand, 1 winner will be selected across categories by an online public vote (i.e., 2 winners in total)
- 4 winners of the 'NEB Affordable Housing' prizes will be selected in Strand A, across all categories by an expert jury

### 4. THE AWARD

The winners and runners-up will receive a monetary prize of:

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<sup>1</sup> Albania, Bosnia and Herzegovina, Kosovo\*, North Macedonia, Montenegro and Serbia.

\* This designation is without prejudice to positions on status and is in line with UNSCR 1244/1999 and the ICJ Opinion on the Kosovo declaration of independence.

<sup>2</sup> The categories express the vision developed in the European Commission [Communication](#) on the New European Bauhaus, drawing from stakeholder contributions in the bottom-up design stage of the initiative.

- **EUR 30,000** for winners of the New European Bauhaus Champions (Strand A)
- **EUR 15,000** for winners of the New European Bauhaus Rising Stars (Strand B)
- **EUR 20,000** for runners-up of the New European Bauhaus Champions (Strand A)
- **EUR 10,000** for runners-up of the New European Bauhaus Rising Stars (Strand B)
- **EUR 30,000** for the winners of the ‘NEB Affordable Housing’

In addition to a monetary amount, each winner and runner-up will benefit from a communication package provided by the European Commission (e.g., promotion in the European Commission’s social media and websites, assistance to produce a short video and support in promoting the projects).

## 5. THE FOUR CATEGORIES



### Reconnecting with nature

We will be looking at inspirational examples of beautiful, sustainable and inclusive projects that bring individuals and communities closer to nature, that contribute to regenerate natural ecosystems and prevent loss of biodiversity or invite them to reconsider their relationship with nature in a life-centred perspective, as an alternative to the human centred one.

Examples may involve the physical transformation of places showing how new, renovated or regenerated built environment and public spaces may **contribute to protection, restoration and/or regeneration of natural ecosystems** (including soil and water cycles) and **biodiversity**. The use of **nature-based solutions and materials** could be important dimensions in the physical transformation.

Transformation should also favour social inclusion, for instance by considering affordability and accessibility of the place, including design-for-all principles, using the **preservation and restoration of its environment** as a common task for the whole community, using **green areas as connectors** between common and shared spaces across different districts. Transformation should bring quality of experience benefits for communities, for example taking into account local cultural traditions and heritage and local needs.

Examples can also show how events, activities, processes, products can **convey a feeling or an experience of being part of nature and bring a change of perspective towards nature**. These could be neighbourhood, grass roots initiatives, artistic initiatives and festivals, etc.



### Regaining a sense of belonging

We will be looking at inspirational examples of beautiful, sustainable and inclusive projects that contribute to bringing a sense of belonging, a “spirit” or “meaning” of places, communities or products and that celebrate diversity.

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Examples can involve the physical transformation of places showing how new, renovated, refurbished or regenerated built environment can **connect with local historical heritage and traditions or with local features of contemporary demographic realities, cultural and artistic dynamics and lifestyles**. They can also illustrate how regenerative processes can contribute to **restore the feeling of belonging or to shape future oriented ambitions for communities at local or regional level**. The repurposing of spaces towards positive **inter-generational exchanges and community-building** could be important dimensions.

Examples can also involve the development of products, processes, or business models, that **build on local culture, traditions, knowhow, craft and contemporary diversity and creativity**. It may be fashion, furniture, or interior design, but also food or other elements of our daily life that carry a sense of belonging on a local scale.

### Prioritising the places and people that need it the most

We will be looking at inspirational examples of beautiful, sustainable and inclusive projects that contribute to addressing the needs of territories, communities and individuals that need particular and urgent attention because of specific economic, social or physical characteristics.

Examples can involve the physical transformation and regeneration of territories and places, including small villages, rural areas, shrinking cities, degenerated city districts, de-industrialised areas, places that welcome refugees or places that aspire to be accessible to all. It can involve the development of ambitious **social and temporary housing projects** and the **reconversion, renovation, regeneration of buildings and their surroundings to fight segregation and isolation**. Examples can also address particular needs of groups and individuals who are the most vulnerable, for instance, **fleeing from armed conflict, being at risk of exclusion or poverty, or experiencing homelessness**.

Examples can also illustrate how the advanced implementation of “**design for all**” principle to the transformation of the built environment can address accessibility issues for people with disabilities, as well as address aging factors.

Other proposals may show how **community services**, new ways of bringing various communities (e.g. multigenerational settings) and/or various functions (housing, social inclusion, etc.) together can bring **new solutions to address specific needs**. Examples can also include ownership and business models such as **anti-speculation schemes, cooperative models or impact investments**.



## Shaping a circular industrial ecosystem and supporting life-cycle thinking

We will be looking at inspirational examples of beautiful, sustainable and inclusive projects that contribute to the transformation of the industrial ecosystems towards more sustainable practices in a spirit of circularity, taking into account relevant social aspects.

Examples can involve the transformation of elements of specific value chains from the sourcing of raw materials to the recycling of waste in various ecosystems, from **construction to textile and lifestyle sectors** (furniture, design, etc.). In that sense, new processes, new materials, sustainably sourced **nature-based solutions and products**, or new business models bringing clear benefits in terms of sustainability and circularity, as well as in terms of quality of life for all and design for all could be relevant examples. Affordability and social inclusion aspects should be integrated here accordingly.

Examples can promote new economic models in particular in the **social and proximity economy and impact investments**. Examples can also include initiatives, which through the transformation of the industrial ecosystem or processes have also contributed to the overall socio-economic development of the locality/region. Examples can also consist of methods, tools or guidance, which facilitate the (self-) assessment of circularity performance for various types of good and services.

## 6. HOW TO APPLY

Applications for the New European Bauhaus Prizes should be submitted through the dedicated NEB Prizes platform and should be described in detail in the relevant application form.

The application period will start on **(14 January 2025 and end on 14 February 2025 at 19:00 CET<sup>3</sup>)**.

The application should detail how the project or concept reflects and translates the **New European Bauhaus values and working principles**. It should also include elements reflecting the **eligibility and award criteria** which differ slightly for each strand (see below).

**Each application can be submitted under one category and in one strand only.** Each applicant can submit multiple applications as long as they are related to different projects or concepts.

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<sup>3</sup> During the applications period, the European Commission may issue a decision to extend the deadline for applications. A decision on extension is communicated on the website of the NEB Prizes 2025.

Applicants interested in applying for the 'NEB Affordable Housing' prizes **must indicate in the application form their interest in applying for this prize**. Only completed projects submitted under Strand A located in one of the EU Member States, providing housing solutions in line with the NEB values and principles are eligible for this award.

You are invited to follow the New European Bauhaus Prizes platform for more information and further updates, and you can send your questions to the functional mailbox indicated in the platform.

Applications can be modified and updated while they are in draft state. Please do not wait until the final deadline to submit your application to avoid last minute problems, such as page loading delays that may occur around the closing of submissions. Only applications that are submitted by the official deadline will be considered by the Evaluation Committee.

For further reference, applicants are invited to consult the [NEB compass](#) which outlines the different values and principles of the NEB and establishes different ambition levels.

## 7. ELIGIBILITY CRITERIA

The following section provides detailed explanations on the eligibility criteria for applicants and for applications. You can find a table to assist you with verifying your compliance with the eligibility criteria in Annex 1.

All **applicants** for the New European Bauhaus Prizes must meet the following criteria:

1. Applicants can be EU or non-EU residents, as long as their projects and concepts are implemented in the EU, in the Western Balkans<sup>4</sup>, or in Ukraine.
2. Special rules apply for certain entities (e.g. entities subject to EU restricted measures under Article 29 of the Treaty on the European Union (TEU) and Article 215 of the Treaty on the Functioning of the EU (TFEU)<sup>5</sup> and entities covered by Commission Guidelines No 2013/C 205/05<sup>6</sup>). Such entities are not eligible to participate in any capacity.
3. The application must be submitted by:
  - a) **In Strand A:** the individual(s) or the organisation(s) (such as city or region, funder, organiser) who is/are entitled to represent the project.
  - b) **In Strand B:** the individual(s) or the organisation(s) who are the author(s) of the concept. If the concept has multiple co-authors involved in its design or development, all must be listed. All applicants in this strand must be 30 years

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<sup>4</sup> Albania, Bosnia and Herzegovina, Kosovo\*, North Macedonia, Montenegro and Serbia.

\* This designation is without prejudice to positions on status and is in line with UNSCR 1244/1999 and the ICJ Opinion on the Kosovo declaration of independence.

<sup>5</sup> Please note that the EU Official Journal contains the official list and, in case of conflict, its content prevails over that of the [EU Sanctions Map](#)

<sup>6</sup> Commission guidelines No [2013/C 205/05](#) on the eligibility of Israeli entities and their activities in the territories occupied by Israel since June 1967 for grants, prizes and financial instruments funded by the EU from 2014 onwards (OJEU C 205 of 19.07.2013, pp. 9-11).

old or younger on the final day of call for applications, including all representatives of the organisation involved in the creation of the given concept.

4. The applicant should not be in one or more of the exclusion situations foreseen under Article 136 of the Financial Regulation<sup>7</sup>.
5. The applicant will assume sole liability in the event of a claim relating to the activities carried out in the framework of the contest.
6. The name of the legal representative must be indicated.

In addition, all **applications** for the New European Bauhaus Prizes must meet the following criteria:

7. The application must be submitted via the online platform no later than **(14 February 2025, 19:00.00 CET)**. During the applications period, the European Commission may issue a decision to extend the deadline for applications. A decision on extension is communicated on the website of the NEB Prizes 2025.
8. Applications must be submitted in English.
9. Projects and concepts submitted under Strand A and B must be implemented in the EU, the Western Balkans, or Ukraine. Special rules apply for the for the '**NEB Affordable Housing**' prizes. Please see the table below with clarifications of eligibility criteria.
10. Cooperation with one or more countries is encouraged, though the project or concept should primarily be implemented in the EU, the Western Balkans, or Ukraine. If there is a partnership, the lead partner must be identified in the application.
11. Applicants must clearly indicate the prize category and strand (A or B) for which they are applying in the application form.
12. Double funding is strictly prohibited. Projects or concepts that have received a monetary EU prize are ineligible for this contest. However, projects or concepts that have previously received public funding, including from the EU, (e.g. a grant) are eligible, as long as they have not won a monetary EU prize.
13. Eligible applications that have not received a New European Bauhaus prize in any of the strands and categories in previous editions may be resubmitted, provided they take into account the applicable criteria as described in this Guide to Applicants.
14. The same project and concept cannot be submitted to multiple categories or strands.
15. Applicants may submit more than one application, but each must represent a different project or concept in a different category or strand (see point 6 above). Submitting the same application twice is not permitted. Multiple submissions of the same project or concept under different categories or strands will be considered ineligible.
16. The application must consist of a fully completed form found in the NEB prizes platform, with all mandatory fields filled in. Each applicant is also required to sign the accompanying Privacy Statement.

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<sup>7</sup> Article 136, <https://eur-lex.europa.eu/legal-content/EN/TXT/HTML/?uri=CELEX:32018R1046&from=en>

17. The application shall include basic information and credits for the project or concept, as well as:
  - a) For **Strand A**: at least six photographs with appropriate copyright information and authorisation to use them by the European Commission. If photographs are not suitable, other visual representations (e.g., graphs, drawings) can be provided.
  - b) For **Strand B**: at least one photograph or visual representation of the concept, with copyright information and authorisation to use them by the European Commission.
18. Applications must explain how the project or concept integrates and promotes the New European Bauhaus values and working principles, and how it will improve the quality of life for people and communities in the long term.
19. Each application must be related to a specific location or region, with a clear target group and defined objectives. It should explain how the project or concept addresses the specific challenges faced by the location or region.
20. Projects or concepts that cannot be replicated in other contexts are not eligible. Replicability means that the project or concept can be implemented or adapted in a different location from where it originated.
21. Applications must meet the following maturity and implementation progress requirements:
  - a) **Projects in strand A must be fully completed at the time of the application**, with no missing components (be it physical/tangible or intangible components). Processes, tools, business models, methods etc. need to have been fully developed by the time of application. Projects in this strand must have been implemented or applied in at least one specific case.
  - b) **Concepts in strand B can be at different stages of development**, ranging from early-stage ideas to prototypes. Applicants should present a development plan, detailing the next steps to further develop, promote, and/or implement the concept, with particular focus on the year following the application. The application should demonstrate a commitment to bringing the concept to life.
22. Applications must include documentation that reflects the level of maturity and progress:
  - a) For **strand A**, the application must include details of achieved results and outputs of completed projects, e.g., evaluation report, final project report, relevant certification, etc.
  - b) For **strand B**, the application must include a development plan that outlines the steps for further development and implementation, demonstrating a commitment to implement the concept in practice.



### Clarifications of eligibility criteria for the ‘NEB Affordable Housing’ prizes:

- Only applicants submitting projects located in an EU Member State under Strand A, that provide sustainable, inclusive, and affordable housing solutions are eligible to apply for the NEB Affordable Housing prizes.
- Applicants must indicate their interest in that prize when filling the application form.
- The application will also be eligible to compete in Strand A of the mainstream NEB Prizes 2025 competition, under the category to which the applicant submitted the application. However, each application can only win one prize, —either in the mainstream competition or as a winner of the NEB Affordable Housing prizes. A project cannot receive both awards.

## 8. AWARD CRITERIA

The final ranking and selection of the winners shall be confirmed by the Evaluation Committee, consisting of Members from the European Commission. This committee holds full responsibility for ensuring the proper conduct of the competition and its final outcomes.

The quality assessment of applications will be conducted by external, independent experts based on the award criteria outlined below. A maximum of 100 points will be awarded for the quality of the application. A minimum score of 50 % is required for each criterion. Only the applications meeting this threshold can be included in the list of finalists.

### 8.1. Award criteria for all strands (A and B):

- a) Exemplary character in terms of the three **core values** of the New European Bauhaus **(40 / 100 points)**:
  1. **Sustainability:** in the environmental sense, for example, reducing the environmental impact of human activities, advancing circularity and eco-design, implementation of nature-based solutions, preventing biodiversity loss, and promoting economic activities that encourage preservation, regeneration, and lifecycle thinking. Social sustainability and financial sustainability (such as project maintenance or funding) are not part of this criterion.
  2. **Inclusion:** in its various dimensions, ranging from accessibility and affordability for all, inclusive governance, and design for all. It includes celebrating diversity, promoting intergenerational exchanges, addressing spatial segregation and isolation, supporting vulnerable members of community, and increasing opportunities for social interaction among everyone.
  3. **Aesthetics and quality of experience for people:** through design and emotional/cultural benefits, for example by connecting to the qualities of a place, fostering a sense of belonging through meaningful experiences or integrating new enduring cultural and social values.

- b) Exemplary character in terms of the three main **working principles** of the New European Bauhaus **(35 / 100 points)**:
1. **Participatory process**: involvement of communities affected by the project in the co-design, decision-making and implementation phase, empowerment of local communities.
  2. **Multi-level engagement**: effective exchange both horizontally – with peers – and vertically – with others operating in different scales; to connect stakeholders from different levels who share similar purposes.
  3. **Transdisciplinary approach**: engagement of practitioners and knowledge from different fields as well as drawing on the knowledge of non-academics and the public.
- c) **Innovative dimension** as compared to mainstream practices. **(10 / 100 points)**
- d) High potential for **transferability and replicability** (e.g. of the methodology, solutions and experiences) to different contexts. **(5 / 100 points)**.

## 8.2. Specific award criteria:

### For strand A - the New European Bauhaus Champions:

Demonstrated **results, outputs or impact** of the project in relation to its objectives, and to what is expected in the context of the respective category. This includes benefits from the project for direct and indirect beneficiaries. The project should also demonstrate how local solutions address global challenges. **(10 / 100 points)**

### For strand B - the New European Bauhaus Rising Stars:

Relevance, quality, and credibility of the **concept's development plan**, with a particular attention to the steps planned for the year following the application. The plan should outline the expected results and benefits for both direct and indirect beneficiaries. The results and benefits should be clearly linked to the concept's objectives, and the expectations of the respective category. The concept should demonstrate how local solutions address global challenges. **(10 / 100 points)**

## 8.3. Complementary award criteria

Considering the ranking of applications based on the award criteria listed above, the final selection by the jury (recommendation for the winners among the finalists) will also consider the following additional criteria:

- (i) geographical diversity
- (ii) balance between applications referring to physical transformation of the built environment ('hard investments') and other types of transformations ('soft investments')
- (iii) diversity of contexts (rural/urban, small scale/bigger scale, etc.)

Regarding geographical diversity, the jury will ensure that no EU Member State, Western Balkan or Ukraine is represented more than twice among all award categories and strands, including the results from the public voting, and the 'NEB Affordable Housing' special prizes.

## 9. SELECTION PROCESS

The process of selecting the winners is organised and scrutinised by an Evaluation Committee composed of representatives of the European Commission. The Committee will ensure the respect of applicable rules, including in terms of conflict of interest. The Committee does not evaluate the applications themselves.

The selection process will take place in several steps.

### 9.1. Eligibility check (planned for February-March 2025)

The Evaluation Committee will review all the applications to assess their eligibility following the criteria enlisted in point 8.

### 9.2. Quality assessment (planned for March-April 2025)

External experts selected by the European Commission services will carry out the assessment of the applications. To select these experts, the European Commission published a 'Call for Expression of Interest' seeking experts that demonstrate relevant expertise in relation to the New European Bauhaus (balanced diversity of expertise around sustainability, inclusion, and aesthetics). The selection process also ensured a balanced representation in terms of gender and geography. The experts must not have any part in or conflict of interest with applications submitted for the New European Bauhaus Prizes competition.

The selected experts will evaluate the applications and attribute points based on the award criteria mentioned in point 8. Each eligible application will be evaluated by two different experts.

### 9.3. Establishment of the list of finalists

The **list of finalists** will be established by selecting the three highest-scored applications in each category and strand for a minimum of 24 finalists. The list of finalists will then be complemented according to the following rules:

- **Geographical representation:** if any EU Member State, Western Balkan partner or Ukraine is not represented among the top 24 applications, the highest-rated eligible project from that country or partner country will be added to the list of finalists.
- **'NEB Affordable Housing' prizes:** if the list does not include at least six eligible applications for the 'NEB Affordable Housing' prizes, the next highest scoring remaining eligible applications for this prize will be added until the minimum of six finalists is reached.

These rules apply provided that the top-rated application(s) passed all eligibility criteria, and gathered minimum quality, understood as at least 50% of points in each category of the award criteria.

If the total number of finalists exceeds 50 applications, the Evaluation Committee may conduct a further review of the list, with the aim of reducing it to a compliant number, in strict accordance with the following criteria:

- (i) the average score derived from the points attributed by the two experts responsible for the quality assessment of the given application
- (ii) geographical diversity
- (iii) balance between applications referring to physical transformation of the built environment ('hard investments') and other types of transformations ('soft investments')
- (iv) diversity of contexts (rural/urban, small scale/bigger scale, etc.)

#### **9.4. Online Public voting (planned for June 2025)**

The finalist applications will be published on the NEB Prizes website for public voting to establish the public vote winner in each strand (a total of 2 winners). The voting will be open to all individuals and entities with a valid email address and will take place through a secure online system. Each voter will be able to vote for two applications in each strand (each voter can select up to 4 applications). The highest voted application in each strand will be awarded.

#### **9.5. Jury assessment (planned for June 2025)**

The finalists' applications will be assessed by a final jury of experts. These experts will be selected to ensure a balanced diversity of expertise around the three dimensions of the New European Bauhaus initiative (sustainability, inclusion, and aesthetics). A gender and geographical balance will be considered too. Members will also certify the absence of any conflict of interest with respect to any of the finalist applications.

The final jury will propose 20 winning projects and concepts in each category and strand, including winners and runners-up, as well as the four winners of the 'NEB Affordable Housing' prizes. These decisions will be based on the quality of the applications, alongside all relevant complementary criteria specified under the award criteria outlined in point 8.

The final jury will operate on a consensus basis. In case of persistent divergence of views, decisions can be taken by a simple majority voting rule.

#### **9.6. Establishment of the results (planned for July 2025)**

The Evaluation Committee will first check the regularity of the whole process, will review the results of the public voting and the proposal of the jury, and will establish the list of the selected winners – 22 winners in total, including winners and runners-up.

Each winner can receive an award only once, i.e., either through the public vote or the jury recommendation. In case any of the two public vote winners make part of the final list of 20 best rated applications proposed by the final jury, they will be replaced by the second-best rated application in the same strand and category. The same applies to the 'NEB Affordable Housing' prizes.

The European Commission will award the prizes to the selected winners and runners-up based on the recommendations of the Evaluation Committee.

## **10. CANCELLATION OF THE PRIZE**

The Commission may cancel the contest or decide not to award the prize in any or all the categories, without any obligation to compensate participants, if: (a) no applications are received; (b) the evaluation committee cannot find a winner in each category and strand; c) the winners are not eligible or must be excluded.

## **11. WITHDRAWAL OF THE PRIZE**

The Commission may withdraw the prize after its award and recover all payments made, if it finds out that: (a) false information, fraud or corruption was used to obtain it; (b) a winner was not eligible or should have been excluded; (c) a winner is in serious breach of its obligations under the above rules of this contest.