**Social Media posts for partners and amplifiers**

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| **Campaign’s goal** | Present the NEB initiative and Prizes  Incite potential candidates to get involved and participate |
| **Call to Action** | Apply / Submit your project or idea! |
| **Timing** | 6 December 2022 – 31 January 2023 (8 weeks). |
| **Website** | [https://prizes.new-european-bauhaus.eu](https://prizes.new-european-bauhaus.eu/)/ |
| **Visuals** | Visuals (incl. editable) are available here:<https://new-european-bauhaus.europa.eu/get-involved/spread-word_en> |
| **Main account & hashtag** | Instagram: @neweuropeanbauhaus  #NewEuropeanBauhaus |

### Instagram/ Facebook

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| **N°** | **Topic & suggested date** | **Post** |
| 1 | Launch Prizes  Publication date: From 06/12 | Do you have a project, idea or concept that could positively impact Europe? 🇪🇺  It's your lucky day: the #NewEuropeanBauhaus Prizes are back for a third edition 🙌  New this year: an education and learning strand to celebrate the upcoming #EuropeanYearofSkills ➕ the Prizes open up to the Western Balkans!  You think you can make a difference?  It's your time to shine! Share your solutions to improve our ways of living 🫂  Submit your application for a chance to win up to 30,000€ and a communication package 💫  Find out more about the eligibility criteria here 👉<https://prizes.new-european-bauhaus.eu/>  Instagram CTA version :  Find out more about the eligibility criteria via the link in bio. 🔗 |
| 2 | Launch Prizes  Publication date: Between 06/12-16/12 | The #NewEuropeanBauhaus Prizes are back! ✨    ✅ Do you want to improve our daily lives and living spaces?  ✅ Sustainability, inclusiveness and aesthetics are values you stand for?  ✅ Do they represent one of your projects or a concept you want to further develop?  This opportunity is for you! 💪  How to apply?  1️⃣ Go to<https://prizes.new-european-bauhaus.eu/>  2️⃣ Select your strand between Champions (for completed projects), Rising Stars (for concepts by young talents aged 30 or less), Education Champions (for education and learning projects, completed or not)  3️⃣ Pick your category among four areas  4️⃣ Submit your project individually or as a group  Don't wait any longer! You have until 31/01 to apply and win up to 30,000€ 🥇    Instagram CTA version : Check the link in bio for more information 🔗 |
| 3 | Launch Prizes  Publication date: Between 06/12-16/12 | Great news… 👇  The #NewEuropeanBauhaus Prizes are returning to highlight outstanding projects and ideas that bring people together to build a more beautiful, sustainable & inclusive future💚  Apply now for the third edition of the Prizes 🏆  ➡ This time, in addition to 🇪🇺 Member States, projects implemented in the Western Balkans can apply 🙌  ➡ To celebrate the upcoming #EuropeanYearofSkills, there’s a new education and learning thematic strand 📚  This is your chance to take your project to the next level and win up to 30,000€! How amazing is this?  ⏰ Don't wait! You have until 31/01 to submit your initiative ➡<https://prizes.new-european-bauhaus.eu/>  Instagram CTA version : ⏰ You have until 31/01 to apply! Have a look at the link in bio for more info 🔗 |
| 4 | Focus Champions  Publication date: 14/12 or between 14/12-20/12 | 📢 Calling all the creative, determined and future-oriented minds out there!  Individually or in a group, you can inspire others and help build a sustainable, inclusive and beautiful future together.  How?  Apply for the #NewEuropeanBauhaus Prizes 2023 🏆  Since 2021, the prizes highlight outstanding projects, ideas and concepts with one thing in common: the will to bring people together and improve their daily lives and living spaces🫂  Is your project already completed and has shown positive results?  Choose the strand ‘New European Bauhaus Champions’ and the category matching it!  Be part of the change makers who will win 30,000€ and a communication package to take their project to the next level🥇  ➡ Apply now to enter the competition :<https://prizes.new-european-bauhaus.eu/>  Instagram CTA version : Apply via the link in bio to enter the competition 🔗 |
| 5 | Focus Rising Stars  Publication date: 15/12 or between 15/12-20/12 | The #NewEuropeanBauhaus is looking for young and inspiring talents!  Are you 30 or less and working on a concept to make Europe more beautiful, sustainable and inclusive?  The #NewEuropeanBauhaus Rising Stars Prizes are for you!  Submit your idea for a chance to win 15,000€ and turn it into reality.  Don't wait! Apply by 31/01 🗓️  Check the eligibility criteria 👉<https://prizes.new-european-bauhaus.eu/>  Instagram CTA version : Check the eligibility criteria via the link in bio. 🔗 |
| 6 | Focus Education Champions  Publication date: Between 16/12-20/12 | 🗣 "Education is the most powerful weapon we can use to change the world", said Nelson Mandela, and he was right.  Do you have a project or idea that can shape the future ways of learning and thinking to be more sustainable and inclusive?  Then the new strand of the #NewEuropeanBauhaus Prizes, dedicated to Education Champions, is for you!  Share your concept and show everyone how it can make a difference in the world.  Apply to the third edition of the #NewEuropeanBauhaus Prizes by 31/01 and win up to 30,000€ 👉<https://prizes.new-european-bauhaus.eu/>  Instagram CTA version :  Apply to the third edition of the #NewEuropeanBauhaus Prizes via the link in bio. 🔗 |
| EXTRA | Last days to apply  Between 20/01-30/01 | It is now or never⏰  This is the last call from the #NewEuropeanBauhaus for all the creative minds and change makers 🗣  If your project or idea can make Europe more beautiful, sustainable, and inclusive… take this opportunity!  Apply to the 2023 #NewEuropeanBauhaus Prizes by 31/01 and take your work to the next level.    You can win a prize of up to €30,000 and become an inspiration for so many others! 🤝  ➡ <https://prizes.new-european-bauhaus.eu/>    Instagram CTA version : Link in bio 🔗 |

### Twitter

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| **N°** | **Topic** | **Tweet** |
| 1 | Launch Prizes  Publication date: Between 06/12-16/12 | The #NewEuropeanBauhaus Prizes are back🏆  Do you have a project or idea that can positively impact Europe? 🏡🌱💚  It is your time to shine! Share your solutions to improve our daily lives and win up to 30,000€  Discover the eligibility criteria 👉 https://prizes.new-european-bauhaus.eu/ |
| 2 | Launch Prizes  Publication date: Between 06/12-16/12 | Do you have a project or idea positively impacting 🇪🇺?  It's your lucky day: the beautiful, sustainable & inclusive #NewEuropeanBauhaus Prizes are back!  🆕: education & learning strand➕ Prizes open also to the Western Balkans  🗓️Apply until 31/01  🔗<https://prizes.new-european-bauhaus.eu/> |
| 3 | Launch Prizes  Publication date: Between 06/12-16/12 | The #NewEuropeanBauhaus Prizes are back!    What’s new?    ➡ Projects implemented in 🇪🇺 MS ➕ the #WesternBalkans can apply 🙌  ➡ A new education & learning strand to celebrate the #EuropeanYearofSkills 📚    🏆Win up to 30,000 € and take your project to the next level!    CTA QUOTE CARD :  Don't wait! You have until 31/01 to apply  URL :<https://prizes.new-european-bauhaus.eu/> |
| 4 | Focus Champions  Publication date: Between 14/12-20/12 | 📢Calling all the creative, determined & future-oriented minds!  Apply for the #NewEuropeanBauhaus Prizes🏆  Let’s highlight outstanding projects that bring people together to build a more beautiful, sustainable & inclusive future💚  Share your project➡ https://prizes.new-european-bauhaus.eu/ |
| 5 | Focus Rising Stars  Publication date: Between 15/12-20/12 | Are you 30 or less? Do you have an idea that can make our future more beautiful, sustainable & inclusive?  Go ahead and share it! You can win up to 15,000€ to turn it into reality!  Apply for the #NewEuropeanBauhaus Rising Stars Prizes🏆➡https://prizes.new-european-bauhaus.eu/ |
| 6 | Focus Education  Publication date: Between 16/12-20/12 | Can your ideas shape our future ways of learning and thinking?  Then the #NewEuropeanBauhaus Prizes might be for you!  Become an 'Education Champion' and win up to 30,000€ 📚🏆  What are you waiting for? ➡ https://prizes.new-european-bauhaus.eu/ |
| EXTRA | Last days to apply  Between 20/01-30/01 | 📢Only a few days left!    If you think your projects or ideas can make the 🇪🇺 more beautiful, sustainable, and inclusive: apply for the #NewEuropeanBauhaus Prizes until 31/1!    Win up to €30,000 and take your work to the next level🏆  ➡ https://prizes.new-european-bauhaus.eu/ |

### Relevant hashtags

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| **General** | **#NewEuropeanBauhaus #EUGreenDeal #EuropeForCulture** |
| **Sustainable** | #SustainableArchitecture #CircularEconomy #SustainableLiving #SustainabableDesign #EcoDesign |
| **Social, inclusive** | #SocialInnovation #HumanCities #SocialHousing #CommunityBuilding #DesignForAll |
| **Youth** | #YouthEmpowerment #NextGenerationEU #ArchitectureStudent #ArchitectureSchool #YoungArchitect #YoungDesigner |
| **Architecture** | #ArchiLovers #ArchiGram #ArchitectureDaily #ArchitectureInspiration #Architecture\_Hunter #ArchDaily #Archidaily #LandscapeArchitecture |
| **Design** | #UrbanDesign#UrbanRegeneration #BuildingDesign |
| **EU** | #StrongerTogether #EUinmyRegion |