

New European Bauhaus at the 2021 ESACH Madrid Meeting (7 - 9 June): Contributions by Europa Nostra, ESACH and the European Heritage Youth Ambassadors (EHYA) in collaboration with Europeana, UNESCO, ICOMOS and Hispania Nostra.

From **7-9 June**, Europa Nostra took part in the **2021 ESACH Madrid Meeting 'Our Common Past, Our Future'**. The aim of the meeting was to open a space for the exchange of knowledge and ideas about European heritage, its sustainable management and our commitment to the future of Europe. The 2021 ESACH Madrid Meeting was hosted and organised by ESACH Madrid (MA Cultural Heritage in the 21st Century: Management and Research) in collaboration with Complutense University of Madrid (UCM) and Technical University of Madrid (UPM), with support from the UPM "Programa I+D", as well as ICOMOS Spain, Hispania Nostra and Europa Nostra.

Presented in a hybrid format, the event was attended by young professionals and important cultural heritage figures throughout Europe, including **MEP Marcos Ros Sempere**, founder of the European Parliament's New European Bauhaus Friendship Group, who attended the meeting in-person. In this frame, Europa Nostra held two events surrounding the topic of the **New European Bauhaus**.

Event 1: Panel Discussion- Cultural Heritage and the New European Bauhaus: Mobilising Youth and Hearing their Voices by Europa Nostra, ESACH, UNESCO, ICOMOS, Hispania Nostra, Europeana.

In her introductory remarks, Secretary General of Europa Nostra, **Sneška Quaedvlieg-Mihailovic** notes that Europa Nostra was the first heritage organisation joining the New European Bauhaus movement, precisely because **heritage has everything to do with it**. For this reason, she notes, Europa Nostra has joined with and promised to mobilise different voices, including youth. In order to successfully fulfil the goals of the New European Bauhaus, the initiative **must reflect the voices of all citizens, and that includes the young people of Europe**. She emphasises that young people have a special duty and responsibility to ensure that the future is beautiful, sustainable and inclusive.

"The New European Bauhaus brings a much needed cultural dimension to the European Green Deal. In this frame, cultural heritage is more than a sector, it is a real vector to achieve key policies and objectives for our community." -Secretary General of Europa Nostra, Sneška Quaedvlieg-Mihailovic

MEP Marcos Ros Sempere, Founder of the European Parliament's New European Bauhaus Friendship Group, followed by noting that it is a critical moment for Europe, its economic recovery and immense goals related to the European Green Deal. He believes that architecture can unite each of these concepts and assist in improving quality of life. The MEP noted the **role of young people in leading the process to create a social platform** where all Europeans can discuss **culture as a means to make society more sustainable**. Synergies are crucial, such as those created with Erasmus and the European Solidarity Corps, in order to create **opportunities for young Europeans**. Finally, he noted that the more citizens involved, the more inclusive the initiative will be and the more likely it is that the New European Bauhaus can have a real and positive impact upon our lives.

"As an architect, I see the New European Bauhaus as an opportunity for the triangle architecture - heritage - urbanism to unite. It is an opportunity for young people to be involved, also within Erasmus+ and European Solidarity Corps"- MEP Marcos Ros Sempere

Héctor Manuel Aliaga de Miguel, a European Heritage Youth Ambassador and member of Europa Nostra's New European Bauhaus taskforce, joined the panel discussion and encouraged all to continue to speak up and highlight the voices of youth. His words empowered participants to contribute to the future of their cities, neighbourhoods, societies, environments and cultural heritage by **utilising their existing skills and experiences** to take part.



“In the NEB context, how would different generations live in these spaces?”, Héctor Manuel Aliaga de Miguel

Pravali Vangeti, World Heritage Education Programme Coordinator at UNESCO noted that the World Heritage Centre projects seamlessly join the ideals of the New European Bauhaus. She highlighted the work of UNESCO and the way in which Youth are already being involved, and have been since the inception of the Education Programme in 1994 and will continue to be at the forefront of discussions and new ideas. To illustrate this, she spoke of the Young Heritage Professionals Forums and their follow up activities to create true engagement and inclusivity. An additional example was given via the World Heritage Volunteers programme, aimed at **creative accessible spaces, sustainable solutions, intercultural dialogue, synergies with science, technology, art and culture, much like the NEB.**

“We have identified all the existing resources that we do have, so now is the time to take note of that and find a way to give agency for more youth-led approaches, not just as passive beneficiaries but the ones leading the change”, Pravali Vangeti

Ilaria Rosetti from the ICOMOS Emerging Professionals Working Group spoke about her work and how the EPWG came to be in 2019 with the aim to make the ICOMOS scientific committee relevant for future generations. She noted that Emerging Professionals are individual members who are studying or at early stages of career and participate in sub-teams and report back on initiatives. It is all about **inclusivity, knowledge sharing and sustainability with multilingual meetings, alternative time zones, a webinar series and funding inventory.** Personally, Ilaria is a member of the SDGs working group, a diverse team who seek to raise awareness across sectors, provide guidance for heritage practitioners and provide opportunities for collaboration.



Jasna Popovic, Programmes Officer-European Projects at Hispania Nostra questions how society can be recreated and why we need to press the 'reset' button to create more resilient spaces. She commented that the European Green Deal is fundamental as cultural and natural heritage cannot exist separately. At Hispania Nostra, they have created the 'Lista Roja', a red list of heritage, to protect cultural heritage, collect data on ruined heritage in Spain, work on awareness - raising and promotion to avoid the loss of heritage. The NEB is a **healthy base to start from** and Hispania Nostra is currently working to **overlap their projects into the framework of the NEB**.

Georgia Evans, Community and Partner Engagement Officer at Europeana notes how the organisation empowers the cultural heritage sector in its digital transformation, supporting institutions in **sharing their collections online and building the technology** for this. Personally, she was struck by the description given by Mariya Gabriel that the NEB is a crossroads between art and technology as this is similar to the purpose of Europeana, to be the **bridge between cultural heritage and digitalisation**. Georgia noted that the NEB looks to the future of Europe and that each panelist and their organisations wish for cultural **heritage to be at the center of this future, a future in which the youth of today will live through**. At Europeana, they have a dedicated NEB website and are currently holding a series of cafes to encourage professionals in the cultural heritage sector to take part in the conversation. Finally, Europeana, as noted by Georgia, has specialised communities, working groups and task forces which includes the New Professionals Task Force to support people starting their careers in cultural heritage and illustrate the importance of intergenerational perspectives.

"Collaboration and knowledge sharing is key to sustainability of Europeana, Europe and the NEB", Georgia Evans

Overall, the panelists note that some of the biggest challenges are in **empowering and activating youth**. A positive step would be in **integrating these topics into education at an early stage**. Additionally, the challenge of **reaching small initiatives** that are not at the epicentre of current topics was noted and that the job of larger organisations should be to **unite these through meaningful collaboration**.

Event 2: Workshop- Cultural Heritage and the New European Bauhaus: Perspectives from the European Heritage Youth Ambassadors (EHYA)

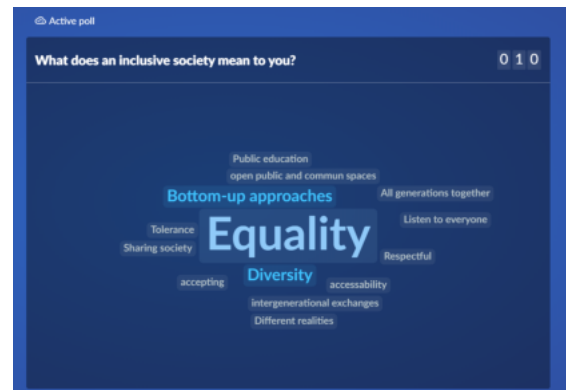
The EHYA presented concrete examples from throughout Europe and beyond, under the themes of the NEB Ideals: Beautiful, Sustainable, Together. Examples under each ideal took attendees from the host country of Spain to Romania, Croatia, Cyprus and all the way to India and Australia, in order to **look for solutions in our diversity, which illustrated how and why cultural heritage is integral to the new European Bauhaus**. During the session, the EHYA engaged with the audience by asking them what a beautiful, sustainable and inclusive society meant to them, resulting in a variety of visual



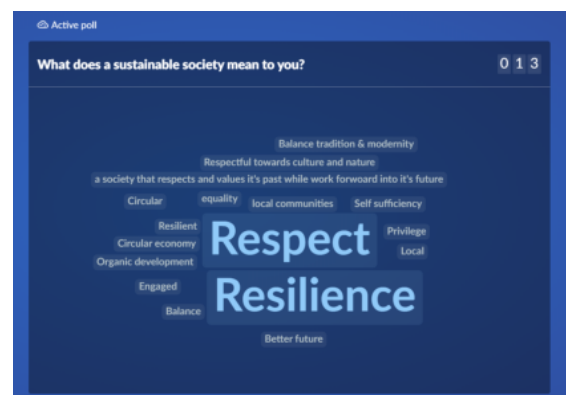
word clouds, which acted as the basis of the discussions of the interactive workshop that followed. There, participants were invited to share their own examples of best practices with the results evident in the graphic below.

What does an inclusive / sustainable / beautiful society mean to you?

Inclusive: The key word **Equality** was followed by **diversity** and **bottom-up approaches**. The need for **tolerance/acceptance** among people was specifically interesting and highlighted the importance of **intergenerational, intercultural and interdisciplinary dialogues** in this process.



Sustainable: **Respect** and **resilience** were the key words put forward. **Balance** was common in various forms, highlighting the need to find a middle ground between tradition and modernity. Additionally, the element of **local** was used in various ways, both explicitly and in words such as self-sufficiency.



Beautiful: **Inclusive** was the key word, highlighting the evident and necessary integration between each of the ideals. **Diversity** and **sense of community** followed, with the **intangible elements** (equality, diversity, harmony, colour) being prominent over more tangible elements such as architecture and green spaces.



Breakout Rooms:

Participants were divided into breakout rooms to discuss the examples and perspectives around the New European Bauhaus and to share their own from throughout Europe and beyond. The outcomes of these rooms are visible in the graphic below but can also be explored in detail at [this link](#).

Key highlights include:

- The importance of the connection between people and nature, green spaces as integral to wellbeing
- Example of the Urban Green Initiative in Tunis, Tunisia, concept of rooftop gardening as a way to bring nature to the city
- The idea of street art as an example of beauty and culture

- Examples of adaptive reuse, historic areas/buildings into cultural centres for entertainment and commercial use
- Need to maintain the movement throughout its entirety, implementation cannot be the final stage
- Preferences for human centred designs: sustainable mobility such as bikes and the greening of urban transportation
- Creation of events/spaces that allow different communities to share and showcase their cultures: food festivals and music/dance are particularly useful, encouraging diversity

Cultural Heritage and the New European Bauhaus: Perspectives from the European Heritage Youth Ambassadors (AND YOU!)

