






# New European Bauhaus Investment Guidelines in the Built Environment

Info Session, 6 November 2024  
EIB/JASPERS

NEB is ...	The NEB Investment Guidelines aim to...
 <p>“an EU policy and funding initiative”<sup>1</sup></p>	help beneficiaries involved in NEB projects co-funded by the EU to understand how to align to NEB
 <p>“a creative and transdisciplinary movement”<sup>2</sup></p>	contribute to the development and diffusion of NEB and anchor it in existing practice and trends
 <p>an instrument to foster “solutions that are not only sustainable, but also inclusive and beautiful”<sup>1</sup></p>	advice “investors” on how to put the NEB in practice and why
<p>The NEB Investment Guidelines <b>bridge</b> the NEB <b>conceptual framework</b> with practical and procedural aspects of <b>investment and project preparation</b> in the <b>built environment</b></p>	

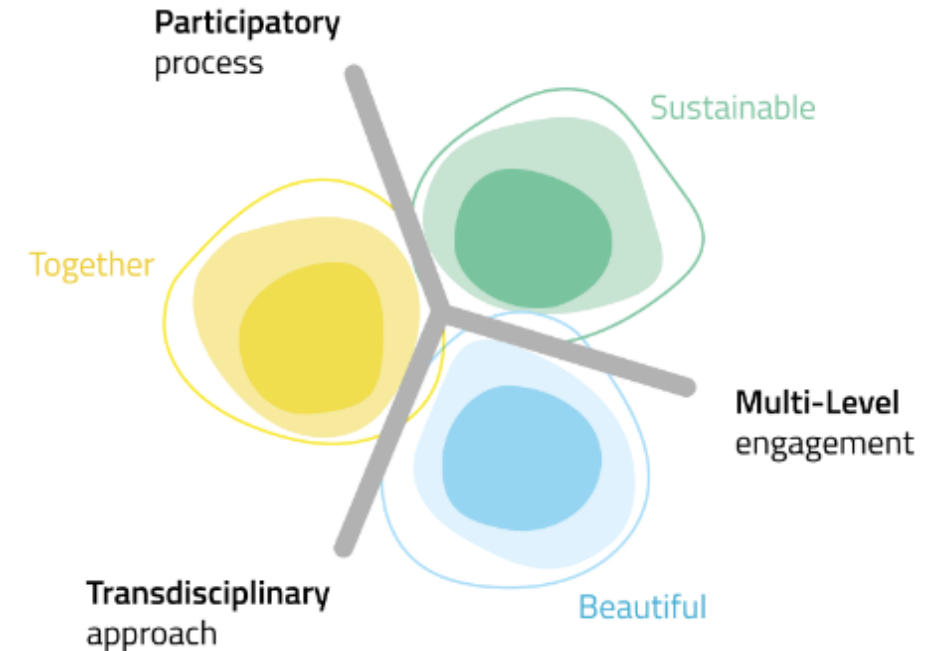
1) [https://new-european-bauhaus.europa.eu/index\\_en](https://new-european-bauhaus.europa.eu/index_en)

2) [https://new-european-bauhaus.europa.eu/about/about-initiative\\_en](https://new-european-bauhaus.europa.eu/about/about-initiative_en)

# A few preliminary considerations

## The Investment Guidelines...

- build upon the **NEB Compass**
- refer thoroughly to the
  - NEB Core Values: **Beautiful Sustainable Together**
  - NEB Working Principles: **Participatory process, Multi-level engagement, Trans disciplinary approach**
- targets “**investors**” in a very broad sense:
  - every actor responsible for the creation and implementation of a project aligned to NEB (**financial investors, developers, public and private decision makers, project owners**)
- focus on **larger size projects**
- are **neither normative nor prescriptive** (e.g. they do *not* define how to assess whether a project is NEB-aligned or not)



# Structure of the guide

## Ch. 1: Introduction

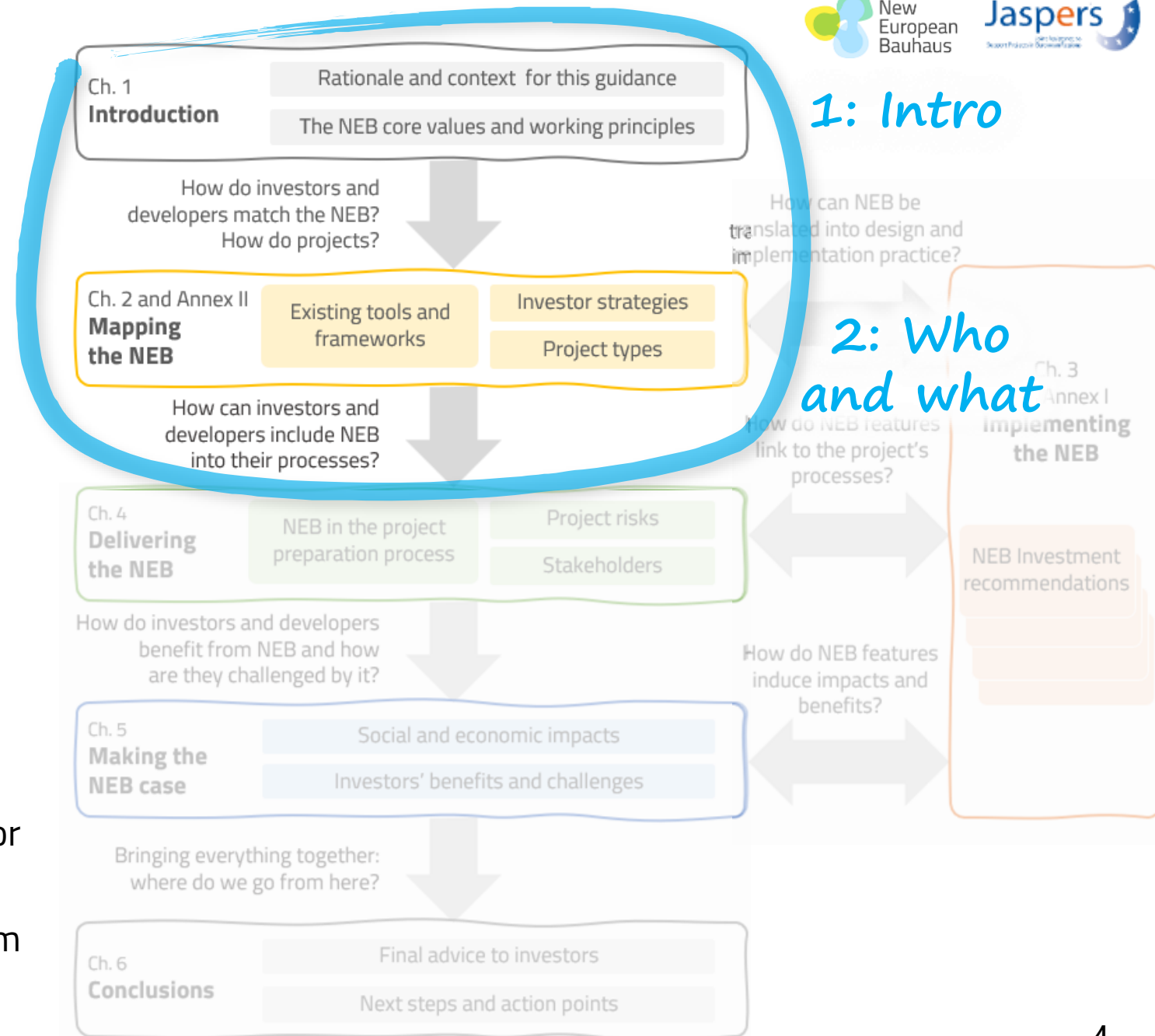
### Setting the scene

- Background and organisation of the Guidelines, EU policy context
- NEB core values and WPs from an “investor” perspective
- See also Annex II “The NEB Core Values and Working Principles”

## Ch. 2: Mapping the NEB

### Putting NEB into the built environment context

- Existing concepts and frameworks relevant for NEB
- Main typologies of investors and projects from a NEB perspective



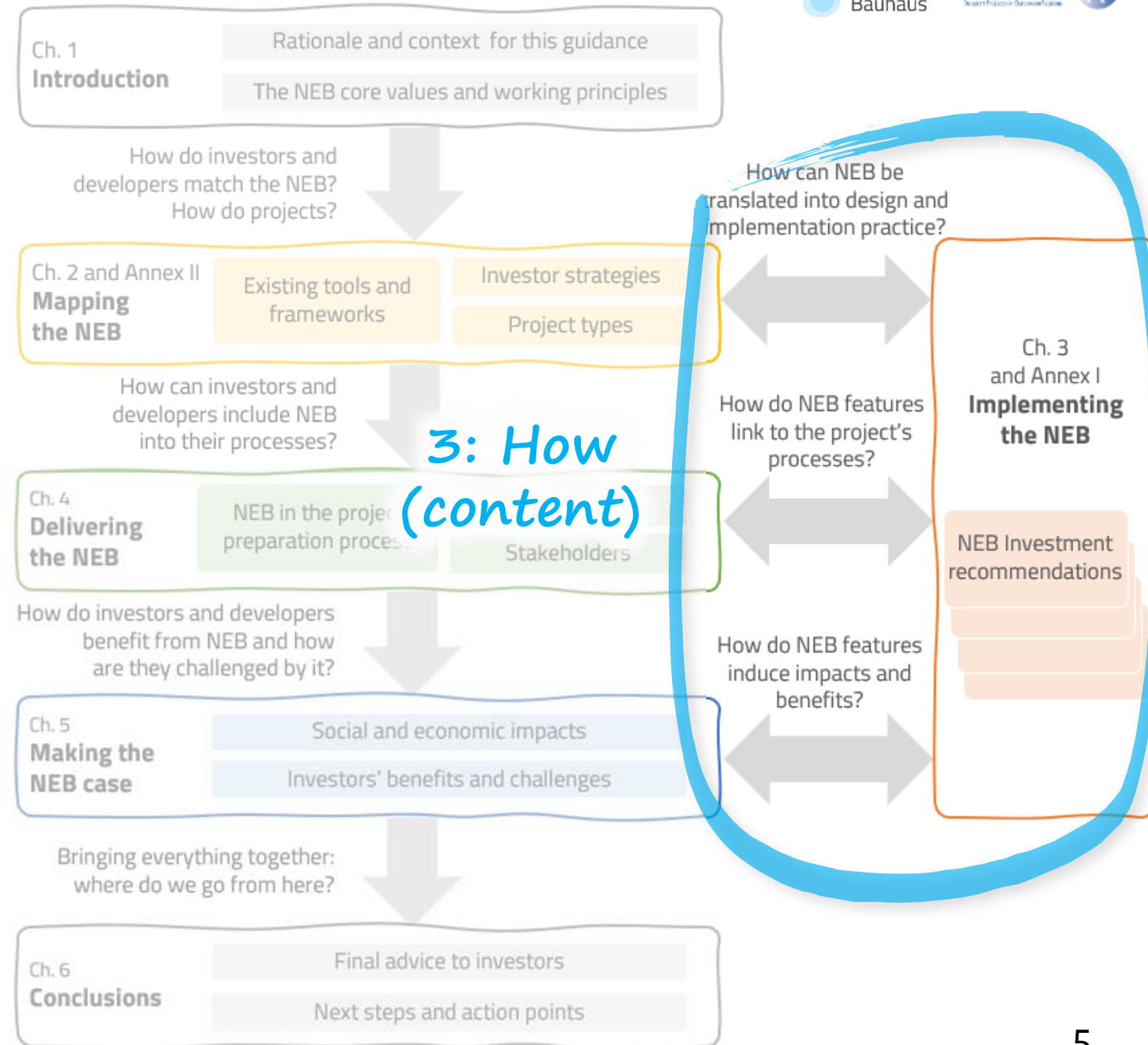
# Structure of the guide

## Ch. 3 and Annex I: Implementing the NEB

Translating NEB values and principles into practice

- 20 practical NEB solutions and strategies (“NEB Investment Recommendations”)

→ More detail in a few moments !



# Structure of the guide

## Ch. 4: Delivering the NEB

### Bringing NEB into the project preparation processes

- NEB dimension in each main step of the project preparation process
- NEB-specific competences needed
- Influence of NEB on project risks
- Key stakeholders from a NEB perspective

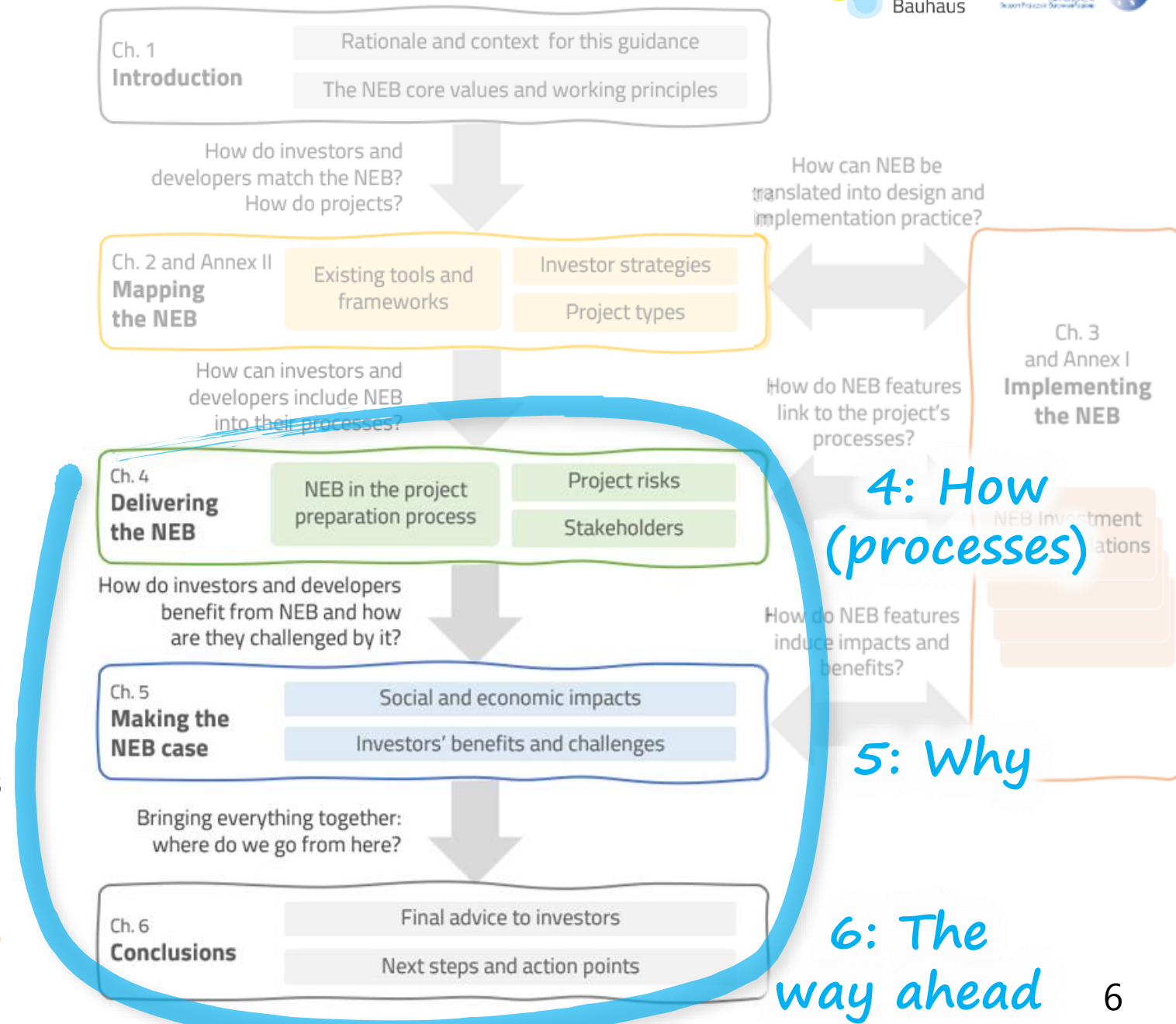
## Ch. 5: Making the NEB case

### Working out why NEB is worth pursuing and how to systematise the related efforts

- Social impacts and wider economic benefits from NEB
- Direct and indirect benefits to the investors
- Challenges for investors and mitigation measures

## Ch. 6: Conclusions

### Next steps and action points for different users of the Guidelines



# Mapping the NEB (Ch. 2)

1) What tools and frameworks does NEB build upon

2) Which “investors” and what projects match NEB

- Groups of **project promoters / investors** with comparable decision making, goals and constraints
- Each group typically has **different interests and approaches** to NEB
- **Built environment** projects =
  - Buildings
  - Open Spaces
  - Neighbourhoods
- The Guidelines addresses in general **larger size projects** – but can be helpful also for smaller ones

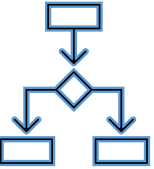




	Nature	Sector	Buildings	Open Space	Neighbourhood
Small real estate investors	For profit	Private	■		
Large real estate investors			■	■	■
Municipalities and authorities	Not-for-profit	Public	■	■	■
Public enterprise and other institutions			■	■	
Third-sector investor		Third sector	■		
Philanthropies and donors			■	■	

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Project types		
Buildings	Residential buildings	Collective housing
		Single-household private housing
		Affordable and social housing
		Temporary residential structures
	Social, cultural and service buildings	Education buildings
		Healthcare buildings
		Cultural buildings
		Social service buildings
		Other buildings
	Commercial buildings	Office buildings
Other buildings		
Open spaces	Streets	
	Squares, parks and other types of open spaces	
Neighbourhoods	New neighbourhood	
	Existing neighbourhood	



How and by which means "investors" can align their processes to NEB		
	Project development process	Detailed for each step in a typical project preparation process
	"NEB competences"	Planning and design, technical, cultural, social, etc.
	Procurement	General considerations on how NEB can be reflected in procurement, along the main steps of a procurement process
	Project risks	Typical project risk in the built environment and how NEB affects them
	Stakeholders	Key stakeholders relevant for aligning a built environment project to NEB

Why and to what purpose aligning to NEB		Relevant for
<b>NEB "impact logic"</b>	How NEB can create value and achieve socio-economic impacts	<b>All</b>
<b>Impact-oriented investment process</b>	Putting the NEB into a framework of ESG/impact investment	<b>Investors</b>
<b>Socioeconomic impacts</b>	Achievable positive impacts on individuals and society from implementing NEB values	<b>All</b>
<b>Benefits for investors</b>	Direct and indirect benefits to "investors" engaging with NEB	<b>Investors</b>
<b>Challenges and mitigants</b>	Challenges and obstacles from aligning to NEB (financial, technical, procedural, ...) and approaches to mitigate them	<b>All</b>



- **Operationalise** NEB core values and working principles and translate them into **practical tools** that support the alignment of built environment projects to NEB:
  - Planning and design solutions
  - Technological solutions
  - Public engagement and collaborative working approaches
  - Alternative organisation and operation models
- It is suggested that **as many recommendations as possible** are addressed **covering at least all NEB core values and working principles**
- The recommendations applicable to each project depend on and must be **adapted to its unique characteristics**
- The recommendations can also be applied **separately to address specific aspects** of the project development

In total, **20 NEB Investment Recommendations**

## Beautiful

- Employ place-based design approaches
- Connect to nature
- Promote diversity of the building form and open spaces
- Design for human scale and senses
- Innovate for societal and environmental impact

## Together

- Ensure accessibility following a universal design approach
- Design for people-centred mobility
- Design for mixed use, density and proximity
- Promote affordability and equitable access
- Respond to the needs of the community and support vulnerable individuals

## Sustainable

- Design for circularity
- Design for climate mitigation
- Design for climate adaptation
- Deploy the potential of green and blue infrastructure
- Foster biodiversity

## Working Principles

- Engage with citizens creatively
- Make the best out of participatory process
- Facilitate knowledge exchange and dissemination
- Employ transdisciplinary approaches of design and planning
- Integrate NEB values and principles in architectural design competitions

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Beautiful	
1	<b>Employ place-based design approaches</b> <ul style="list-style-type: none"><li>- Ways to support place-based project preparation, for example through <b>community engagement</b>, by learning from <b>vernacular architecture</b> and by preserving and promoting <b>local heritage</b>.</li></ul>
2	<b>Connect to nature</b> <ul style="list-style-type: none"><li>- Ways to foster connection to nature, from <b>simple greening measures to urban scale interventions</b>.</li></ul>
3	<b>Promote diversity of the building form and open spaces</b> <ul style="list-style-type: none"><li>- The <b>diversity of people, activities and ideas</b> is intrinsically linked to the multidimensional functioning of cities and can be encouraged by the diversity of building form and open spaces.</li><li>- This recommendation proposes <b>ways through which architecture, urban design and planning can promote diversity in the built environment</b>.</li></ul>
4	<b>Design for human scale and senses</b> <ul style="list-style-type: none"><li>- Means designing for <b>eye level experience</b>, for <b>walking speed</b>, for <b>dimensions that relate to the human body</b>.</li><li>- Ways of designing projects that better relate to <b>how people understand, use and interact with their surrounding environment</b>.</li></ul>
5	<b>Innovate for societal and environmental impact</b> <ul style="list-style-type: none"><li>- This recommendation proposes ways through which architecture can generate <b>innovation itself or support innovative project concepts</b>.</li><li>- <b>Emerging technological innovations in the design and construction industry</b> to help meet social and environmental needs more efficiently.</li></ul>

## Key competences

## Project development stages

NEB Core Value	Key competences	Key project development stages
Beautiful	Architects, Landscape architects Urban designers, Urban planners	Conception ■■ Design ■■■ Implementation ■ Use ■■

### 4. DESIGN FOR HUMAN SCALE AND SENSES

*Designing for human scale and senses means designing for eye level experience, for walking speed, for dimensions that relate to the human body and the human senses.*

#### Relevance to investors

*Designing for human scale and senses helps create vibrant urban environments that perform best at the street level, leading to high-quality and vibrant districts characterised by attractiveness, increased value, flourishing commercial activities and safety.*

#### Description

Designing for human scale, senses and cognition means paying attention to the eye level experience, designing for walking speed, using dimensions that relate to the human body and stimuli that appeal to human senses.

#### High-quality experience at eye level

Human beings observe, interpret, and interact with their surroundings mostly at eye level. It is mainly what happens at the ground floor and street level that connects people to a place. This means that open spaces and neighbourhoods should perform well at the level of the ground, providing a consistent high-quality experience with changing scenes and stimuli. Some practical ways to achieve a consistent high-quality eye level experience are the following:

- **Active ground floor uses**, including retail, offices, workshops, cafes and restaurants, services and others. Active ground floors ensure that more people spend time at street level, foster social interactions, contribute to the vitality of neighbourhoods and increase the feeling of safety. They also enhance the experience of pedestrians by making walking more interesting.

*Reserving the ground floors for active commercial uses opens up opportunities for additional revenues.*

- **Frontages characterised by increased transparency and high density of windows and doors** encourage pedestrians to pause and provide key visual connections between streets and building interiors, linking public and private spaces, thus increasing street-life intensity and allowing the passive surveillance of the public realm.<sup>96</sup> The

high density of ground floor building entrances creates denser patterns of pedestrian movement in outdoor spaces, increasing the possibility of spontaneous social encounters and, thus, increasing safety.<sup>97</sup> In contrast, long blank frontages of institutions or shopping malls tend to turn their back to the public realm, to internalise public life and create unpleasant urban environments.

*Frontages characterised by increased degree of transparency and dense entrances contribute to the creation of vibrant and safe urban environments, thus increasing asset attractiveness and value.*

- **Continuous frontages** that create consistent street edges that clearly define public realm and guide pedestrian movement, that can be achieved by joined up buildings with decreased setbacks that promote the connection of buildings to the public realm.

*Decreased setbacks also increase the usable floor area, while joined buildings save considerable space that is wasted when there are gaps between them and promote more compact built forms that are more energy efficient.*

- **Design smaller open spaces.** Smaller spaces that still remain proportional to their function bring people close to things and to each other. Greater proximity allows for attention to detail, for distinguishing small sounds and smells, thus intensifying experiences. It also supports human interactions, sociability and intimacy, and allows for a better overview of spaces, thus increasing the feeling of comfort, control and safety.

*Even in the case of large-scale urban environments, the presence of smaller built elements can humanise extra-large spaces, increase their attractiveness and, thus, their value.*

#### Planning for walking

Human beings are designed to walk at a speed of 5km/h. At this speed they have the time to study the details of buildings and observe other people and activities, enjoying a rich sensory experience. When driving a car at 50km/h or

<sup>96</sup> Jacobs, J. (1961). *The Death and Life of Great American Cities*. Random House.

<sup>97</sup> Hillier, B., & Hanson, J. (1984). *The Social Logic of Space*. Cambridge University Press.

## Description

## Benefits for investors

### Impacts, benefits and challenges

#### Horizontal investment benefits

- **Visibility.** Creating assets and spaces which easily connect with people is the most efficient way to capture attention and increase the visibility of developments.
- **Attractiveness.** Design for human scale helps to create interesting and pleasant urban environments, responding to the growing expectations of customers that attach increasingly more value to assets that offer experiences beyond mere fitness-for-purpose.
- **Optimal use of land and spaces.** The exploitation of ground floors, the increase in the length of usable frontages, and similar measures immediately translate into optimal use of available space.

## Challenges and mitigants

#### Investment challenges and mitigants

- **Lack of technical knowledge.** Good planning and design require specific competences and significant experience, as the best ideas can fail to work in practice if they are not properly implemented. | This can be mitigated by accurate selection of the right planning and design team, for example through competitions, as well as by relying on solutions which have been tried and tested.
- **Coordination effort.** Creating complex urban environments with significant commercial use requires good coordination with stakeholders and authorities to maintain the right balance and avoid pursuing vitality at the cost of confusion and discomfort. | This can be mitigated by engaging closely in early stages with stakeholders and authorities, monitoring closely the development of the area, and providing for mitigation and conciliatory measures that can be quickly implemented if needed.

## Socioeconomic impacts

#### Socio-economic impacts on community and users

- **Enhanced quality of life.** Designing for human scale can increase connectedness to other people and surroundings, as well as increase levels of satisfaction and happiness. Increased proximity and connectedness lead also to greater daily comfort and reduced costs of living, for example through lower car use.
- **Physical and mental well-being.** Increased walkability leads to increased exercise and recreation opportunities, less stress and more psychological restfulness.
- **Optimal use of land and space.** Compact and dense environments optimise the use of available land.
- **Safety.** Active ground floor uses, frontages characterised by increased transparency and high density of windows and doors and walkable streets enhance passive surveillance and safety.
- **Local economic growth.** Compact and well-connected neighbourhoods support local economic growth and help create synergies between the different types of activities.

## Useful sources

### Useful sources

1. Calthorpe, P., GPSC (2012). *Ending Urban Sprawl*. Urban Standards for Sustainable and Resilient Development. Principle 6. Create Human-Scale Streets and Small Blocks. Available at: <https://www.thegpsc.org/knowledge-products/cities-4-biodiversity/ending-global-sprawl-urban-standards-sustainable-and>
2. Gehl, J. (2010). *Cities for People*. Island Press.
3. Global Designing Cities Initiative (2016). *Global Street Design Guide*. Island Press. Available at: <https://globaldesigningcities.org/publication/global-street-design-guide/>
4. Sim, D. (2019). *Soft City – Building Density for Everyday Life*. Island Press.

- Put the **people first** and adopt **place-based** approaches
- Focus on the **process**
- **Plan in advance** and have a **long-term vision**
- Get the **right team, communicate** and **break silos**

## **Special thanks to the control group!**

(representatives of 18 organisations - developers, investors, cities, architecture and engineering firms, certification providers/surveyors and philanthropies)

## **Thank you for your attention!**