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# **NEB Festival 2026 Stakeholder Toolkit**

**Overview**

The next edition of the New European Bauhaus (NEB) Festival is taking place in Brussels from 9 to 13 June 2026. The Festival will show participants what they can accomplish when they join together to make their communities more eco-friendly, inclusive, and beautiful.

It will offer three different event components: a Forum, where current key issues will be discussed; a Fair, where the latest projects will be displayed; and a Fest, where participants can let loose with art and music. Independent Satellite Events are being organised across Europe and beyond.

The goal? Reimagining our living spaces and exploring how citizens and local authorities can help shape this transformation.

**NEB and its core values**

NEB is about making our communities more sustainable, inclusive, accessible, and affordable. NEB spurs democratic action, encouraging civil society, businesses, and innovators to come together and change entire neighbourhoods, awakening participants to their own agency and the power of co-creation.

NEB includes a strong grassroots movement with hundreds of community projects across Europe. It’s mobilising funds, research, and on-the-ground action, producing a cultural explosion of sustainable shared spaces.

**Beautiful. Sustainable. Together**. This is the New European Bauhaus.

**Key messages**

**‘Drive forward Europe’s clean transition through future-looking, innovative ideas.’**

**What we’re doing**: Inspiring practitioners and regular people to gather around a grassroots vision for sustainable growth and lifestyles – and to enjoy the experience.

**What’s the vision?** A sustainable, more inclusive and beautiful Europe. A model of development that blends circular and clean technology with designs that cater to the needs of all residents (accounting for accessibility, affordability, proximity to art and culture, access to community activities, even the creation of new job opportunities).

**Where is NEB now?** NEB is entering its scale-up phase. After five years of work to develop and test new models and methods, the 2026 Festival will be a moment to bring together and showcase people and projects that are already changing neighbourhoods and industries, driving NEB’s vision forward.

**What will the Festival do?** Spread ideas, showcase what’s already being done, and celebrate culture and artistic expression.

**What’s our call to action?** That anyone can join the growing NEB movement and contribute in their own way to making our communities more sustainable, inclusive, and beautiful.

**What does this have to do with democracy?** NEB reminds Europeans that finding the right people, identifying problems, and coming up with solutions for communities is possible and a key part of citizenship.

**Stakeholder-specific messages:**

Practitioners (businesses, innovators, investors, and creators):

* NEB brings diverse sectors together – from engineers to creatives to investors, especially those already involved in the clean transition
* The Festival will be a place they can discover new partners, projects, and solutions for their own work and a wider clean transition
* They can network with people across sectors and from around the world, particularly at the Forum and Fair
* They can display their own works, solutions, expertise, and tools

Member States, local-level authorities and policy makers

* NEB is helping policy makers and local authorities improve cities and regions for residents
* Policy makers and authorities of all levels can come to the NEB Festival to explore how their regions can get funding opportunities, support for development, and practical help with issues like finding investors
* These stakeholders can exchange with their peers, discover affordable solutions, and network with international actors in the private and non-profit sectors
* NEB is helping policy makers bring consistent and cross-sectoral change to their countries

The General Public (local communities, passersby, students/academia, families with children, secondary schools, communities impacted by NEB):

* The NEB Festival brings together people who are working to improve their communities across Europe
* NEB projects are designed and implemented with the public and for the public
* The EU wants to bring in people who have the energy and commitment to contribute to NEB’s vision
* The Festival is a prime opportunity to meet likeminded people and join the movement
* All citizens can come to the Festival to discover new ideas, open their minds to new possibilities, and hear about what communities are doing to bring change
* Communities already involved in NEB can share their experiences and help others understand what the movement is

**Tone and style guidelines**

Tone should be:

* Rooted in people-first principles: Aim to reach and engage a wide spectrum of audiences, from the NEB Community and policymakers to the general public and business leaders.
* Inviting: a metaphorical extended hand
  + For the Forum and Fair, the invitation is to discover and explore
  + For the Fest and Satellite Events, the invitation is to celebrate and connect
* Festive: inspired by concert promotion

**Style advice:**

* Use language that is accessible (clear, understandable, down-to-earth)
* Avoid jargon
* Define any key terms used
* Keep phrases short
* Tailor language and examples to the audience, their interests and experience
* Be positive and not patronising
* Be aware of the challenges facing citizens today
* Offer hope and possibilities for change
* Feature the real voices and experiences of people involved in NEB
* Use clear, fun examples to draw people in (‘Come to our stand for a serving of fresh orange juice and we’ll walk you through how we turned orange peels into wallets and bags!’)
* Show the impact of NEB projects through clearly sourced facts and figures
* Make it easy to find times, venues and further information

## Social Media Copies Speakers, exhibitors, artists

**Key tags & hashtags**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Name** | **Instagram** | **Facebook** | **LinkedIn** | **Twitter/X** | **Threads** |
| **Joint Research Centre (JRC)** | @[eu\_science](https://www.instagram.com/eu_science/) | [@EUJointResearchCentre](https://www.facebook.com/EUJointResearchCentre/) | @[EU Science, Research and Innovation](https://www.linkedin.com/showcase/european-commission-joint-research-centre) | [@EU\_JRC](https://x.com/EU_JRC) | / |
| **New European Bauhaus** | @neweuropeanbauhaus | @neweuropeanbauhaus | @new european bauhaus | / | @neweuropeanbauhaus |
| **European Commission** | @europeancommission | @EuropeanCommission | @European Commission | @EU\_Commission | / |
| **Parc du Cinquantenaire** | @jubelpark\_cinquantenaire | @Jubelpark.Cinquantenaire | / | / | / |
| **Art & History Museum** | @arthistorymuseumbrussels | @ArtHistoryMuseumBrussels | @Art and History Museum | @ArtHistoryBRU | / |
| **Hashtags** | *Main***: #NewEuropeanBauhaus** #NEBFestival2026  *Secondary*: *#EUGreenDeal #DesignForAll #SustainableArchitecture #CommunityBuilding #CircularEconomy #SustainableLiving #SocialInnovation #UrbanDesign #Research #Innovation*  **NOTE: The primary hashtags** are mandatory and should appear in every post) The **optimal number of hashtags is 3–5 per** post, so in addition to the primary hashtags, you can select **1–3 relevant secondary hashtags** based on the specific topic, audience or campaign.  Please, make sure to choose hashtags that are **directly relevant** to the content — avoid overly broad or unrelated tags. Prioritise clarity and impact over quantity as more hashtags do not necessarily improve performance. This approach ensures consistency while allowing flexibility to tailor posts to specific themes or audiences. | | | | |
| **Website** | new-european-bauhaus-festival.eu | | | | |

## Speakers & panellists

Three suggestions of posts, to help you draft your own content – For hashtags, see table above.

|  |  |  |  |
| --- | --- | --- | --- |
| **Instagram** | **Facebook** | **LinkedIn** | **Twitter/X** |
| I’m very excited to be a speaker at the Festival of the New European Bauhaus in Brussels from 9-13 June!  The whole festival will be a celebration of what citizens can do together to make their communities more sustainable, more inclusive, and beautiful. You’ll experience art shows, tech prototypes, hands-on workshops, and panels of people like me!  I’ll be joining the panel on (*subject and date*) at the Festival Forum where we’ll talk about the exciting developments happening across Europe right this very moment.  For the full programme and latest updates, go to ***@NewEuropeanBauhaus***.  #NewEuropeanBauhaus #NEBFestival2026 | I am excited to be one of the speakers at the Festival of the New European Bauhaus in Brussels this June!  I hope to see you in the audience at the Festival Forum on (***exact*** ***date***) for an engaging discussion on shaping a sustainable, beautiful and inclusive future for Europe (*or the specific topic on the agenda*).  And once you’re done listening to all the great speakers at the Forum, you can head out to the Fest and Fair where you can mix workshops, exhibits, art and music performances, and more. It's a ***@europeancommission*** initiativecelebrating creativity, innovation and sustainability!  Get the full programme: (link)  And for the latest updates, follow ***@NewEuropeanBauhaus***.  #NewEuropeanBauhaus #NEBFestival2026 | The Festival of the New European Bauhaus in Brussels is a festival like no other. It's a ***@European Commission*** initiative celebrating creativity, innovation and sustainability!  The NEB Festival mixes:   * panel discussions on the planet's future challenges * exhibits of innovative projects from around the world * workshops where visitors can mix and learn together * a vibrant display of colour and sound by all kinds of European artists   Meet me at the Forum (***exact*** ***date***) June for an engaging discussion on shaping a sustainable, beautiful and inclusive future for Europe (***or exact name of the session***).  Get the full programme: new-european-bauhaus-festival.eu  And follow ***@New European Bauhaus*** for the latest updates!  #NewEuropeanBauhaus #NEBFestival2026 | Join me on (***exact*** ***date***) June at the EU’s Festival of the New European Bauhaus in Brussels where me and (*other panel names*) will discuss (***topic of the session***).  And that’s not all that’s happening. There’s a whole celebration you don’t want to miss:  (Link to agenda) |
| I can't wait to share my vision of a sustainable, beautiful and inclusive future at the Festival of the New European Bauhaus during the session (*name of the session*) with (*other speakers*)!  Join me in Brussels on (*exact date*) June, alongside industry leaders and innovators from around the world.  You can learn more about the Festival through ***@NewEuropeanBauhaus***.  #NewEuropeanBauhaus #NEBFestival2026 | I can't wait to share my vision of what a more sustainable, more inclusive Europe can look like at the Festival of the New European Bauhaus during the (*name of the session*) with (*other speakers*)!  Join me in Brussels on (*exact date*) June, alongside industry leaders and innovators from around the world.  You can learn more about the Festival and its programme here: new-european-bauhaus-festival.eu and via ***@NewEuropeanBauhaus***.  #NewEuropeanBauhaus #NEBFestival2026 | What does a more sustainable, beautiful, and inclusive Europe look like?  Me and (*other speakers*) will share our ideas with you at the Forum of the EU Commission’s Festival of the New European Bauhaus during (*name of the session*) on (*exact date*).  And we’re not the only panel. The NEB Festival Forum will have plenty of discussions featuring industry leaders and innovators from around the world!  Get the full programme here: new-european-bauhaus-festival.eu and via ***@New European Bauhaus***.  #NewEuropeanBauhaus #NEBFestival2026 | Can't wait to share my vision for the future of Europe at the EU’s Festival of the New European Bauhaus!  Join me in Brussels on (*exact date*) alongside industry leaders from around the world, like (*other speakers*)!  ℹ️: new-european-bauhaus-festival.eu |
| I'm thrilled to be part of the Festival of the New European Bauhaus, where we'll explore (*topic of the session*) together with (*other speakers*) on (*exact date*) June.  Outside the Forum where I’ll be speaking, there’s a whole range of activities for you to dive into. Check out the full programme through ***@NewEuropeanBauhaus***.  #NewEuropeanBauhaus #NEBFestival 2026 | I'm thrilled to be part of the Festival of the **New European Bauhaus**, where we'll explore (*topic of the session*) together with (*other speakers*) on (*exact date*). We’ll dive deep into the intersection of art, culture, and sustainability.  You can have a look at the full programme here: new-european-bauhaus-festival.eu  To stay updated, follow ***@NewEuropeanBauhaus***.  #NewEuropeanBauhaus #NEBFestival2026 | Are you interested in learning what EU communities can do to create a more sustainable, inclusive, and beautiful future right in their own neighbourhoods?  Set time aside to come down to the Festival of the New European Bauhaus. I’ll be there myself to discuss (*topic of the session*) on a panel with (*other speakers*) on (*exact date*).  The programme’s full of great speakers, artists, and innovators showing their work: new-european-bauhaus-festival.eu  To stay updated, follow ***@New European Bauhaus***.  #NewEuropeanBauhaus #NEBFestival2026 | I'm thrilled to be part of the Festival of the New European Bauhaus, where we'll explore (*topic of the session*) together with (other speakers) on (*exact date*).  Interested? There’s much more you can check out in the programme: new-european-bauhaus-festival.eu. |

## Exhibitors

Three suggestions of posts, to help you draft your own content – for hashtags, see table above.

|  |  |  |  |
| --- | --- | --- | --- |
| **Instagram** | **Facebook** | **LinkedIn** | **Twitter/X** |
| Big news! *(Project name)* is coming down to Brussels from 9-13 June for the EU Commission’s Festival of the New @European Bauhaus!  We’ll be showing (*project specifics*) to everyone who passes by our exhibit in the Art & History Museum & Parc du Cinquantenaire.  It’s also your opportunity to meet leading figures in our sector like (*name of speakers*), exchange ideas with entrepreneurs and discover art in all its forms with dance shows, concerts and painting.  We hope to see you there!  Info & latest updates: ***@NewEuropeanBauhaus***.  #NewEuropeanBauhaus #NEBFestival2026 | Big news! *(Project name)* is coming down to Brussels from 9-13 June for the EU Commission’s Festival of the New European Bauhaus!  We’ll be showing (*project specifics*) to everyone who passes by our exhibit in the Art & History Museum & Parc du Cinquantenaire.  The NEB Festival won’t just be about browsing exhibits: it will be an opportunity to meet leading figures in our sector like (*name of speakers*), exchange ideas with entrepreneurs, and discover art in all its forms through dance shows, concerts and painting!  Check out who’ll be there: new-european-bauhaus-festival.eu  To stay updated, follow ***@NewEuropeanBauhaus***.  #NewEuropeanBauhaus #NEBFestival2026 | *(Project name)* is going to get its very own exhibit from 9 to 13 June at the Festival of the New European Bauhaus in Brussels, organised by the ***@European Commission.***  We’ll be setting up shop alongside plenty of other talented teams showing how they’re creating the future of Europe in the Art & History Museum & Parc du Cinquantenaire.  And it’s not just exhibits! It’s your opportunity to meet leading figures in our sector like (*name of speakers*), exchange ideas with entrepreneurs, and discover art in all its forms through dance shows, concerts and painting!  We hope to see you there!  Info: new-european-bauhaus-festival.eu  To stay updated, follow ***@New European Bauhaus***.  #NewEuropeanBauhaus #NEBFestival2026 | On 9-13 June, we'll present our project at the Festival of the New European Bauhaus, by ***@EU\_Commission!***  The Festival will be an opportunity to meet leading figures like (*name of speakers*) and discover art in all its forms during the FEST!  Join us: new-european-bauhaus-festival.eu |
| Calling all changemakers!  Come meet us at the Festival of the New European Bauhaus in Brussels from 9 to 13 June, where we'll be exhibiting (*project name*). Me and my team will walk you through how (*project info*).  You’ll get to meet so many other talented people too such as (*exhibitors names*).  Browse the full programme and don’t miss the updates via ***@NewEuropeanBauhaus***.  #NewEuropeanBauhaus #NEBFestival2026 | Calling all changemakers!  Join me at the Festival of the New European Bauhaus in Brussels from 9 to 13 June, where I'll be exhibiting (*project name*) which (*project info*).  I'm so excited to be attending this event which brings together incredible talent like (*exhibitors names*).  Come and explore, learn and be inspired! I’m looking forward to seeing you there.  Browse the full programme: new-european-bauhaus-festival.eu  And for the latest updates, follow ***@NewEuropeanBauhaus***.  #NewEuropeanBauhaus #NEBFestival2026 | Calling all changemakers!  Join me at the Festival of the New European Bauhaus in Brussels from 9 to 13 June, where I'll be exhibiting my project (*project name*) which (*project info*).  I'm so excited to be attending this event which brings together many talented people such as (*exhibitors names*).  Come and explore, learn and be inspired! I’m looking forward to seeing you there!  Browse the full programme: new-european-bauhaus-festival.eu  And for the latest updates, follow ***@New European Bauhaus***.  #NewEuropeanBauhaus #NEBFestival2026 | Calling all changemakers! Join me at the Festival of the New European Bauhaus in Brussels on 9-13 June, where I'll be exhibiting (*project name*)!  I'm so excited to attend an event bringing together so many talented people like (*exhibitors names*).  Info: new-european-bauhaus-festival.eu |
| Are you ready for a feast of innovation and creativity?  We’re setting up shop at the EU Commission’s Festival of the New European Bauhaus 9-13 June in Brussels. We’ll be one of the teams showing you how it’s possible to make a more sustainable, more inclusive, more beautiful Europe.  Our project (*Describe project*)  We hope to see you at our exhibit. And check out the other incredible artists and innovators too while you’re there!  Get the full details and latest updates with ***@NewEuropeanBauhaus***.  #NewEuropeanBauhaus #NEBFestival2026 | Join us in Brussels from 9 to 13 June at the EU Commission’s Festival of the New European Bauhaus!  We'll be there to present our project (*Name and description of project*).  You better believe that this Festival will be a melting pot of innovation, creativity and sustainability, and we're honoured to be part of it.  Save the date and come see us there!  For full details, visit: new-european-bauhaus-festival.eu and ***@NewEuropeanBauhaus***.  #NewEuropeanBauhaus #NEBFestival2026 | Ready to see the future of Europe?  We’ll give you a snapshot from 9 to 13 June at the EU Commission’s Festival of the New European Bauhaus in Brussels! Catch our exhibit on (*Name and description of project*).  NEB Festival will combine music and artistic performances with exhibits of innovative projects, hands-on workshops, and panel discussions.  Save the date and come see us there!  For full details, visit: new-european-bauhaus-festival.eu and ***@New European Bauhaus***.  #NewEuropeanBauhaus #NEBFestival2026 | Ready to see the future of Europe?  Join us in Brussels on 9-13 June! We'll be there to present our project at the @***EU\_Commission*’s Festival of the New European Bauhaus Festival**!  It's your chance to see tons of talented people making Europe more sustainable, more inclusive, and more beautiful!  ℹ️: new-european-bauhaus-festival.eu. |

## Artists

Three suggestions of posts, to help you draft your own content – for hashtags, see table above.

|  |  |  |  |
| --- | --- | --- | --- |
| **Instagram** | **Facebook** | **LinkedIn** | **Twitter/X** |
| Attention Brussels!  I’ll be coming down from 9-13 June to the ***@EuropeanCommission* ’s Festival of the New European Bauhaus** with a troupe of artists and innovators showing the future of Europe. And it’s going to be more sustainable, inclusive, and (*preferred synonym for gorgeous*).  It will be a Festival like no other, mixing art performances with panel discussions, hands-on workshops, and a whole exhibition area of innovative projects from around the world!  Decide for yourself what flavour of experience you want with the programme and latest updates on ***@NewEuropeanBauhaus***.  #NewEuropeanBauhaus #NEBFestival2026 | So excited to bring art to life at the Festival of the New European Bauhaus this spring!  On 9-13 June, I’ll be in Brussels creating an immersive experience alongside other creators and innovators to celebrate a more sustainable, inclusive Europe.  The New European Bauhaus Festival is like no other: organised by the ***@EuropeanCommission***, it will mix art performances with panel discussions, hands-on workshops, and a whole exhibition area of innovative projects from all around the world!  Get in on the celebration: new-european-bauhaus-festival.eu.  And for the latest updates, follow ***@NewEuropeanBauhaus***.  #NewEuropeanBauhaus #NEBFestival2026 | Art is coming to life in a new way at the EU Commission’s Festival of the New European Bauhaus this spring!  From 9-13 June, Brussels will transform into an immersive experience celebrating culture, creativity, and innovation.  Together with an incredible line-up of innovators and creators, we’re mixing art performances with panel discussions, hands-on workshops, and a whole exhibition area of prototypes and projects from all around the world!  Come and join us in Brussels: new-european-bauhaus-festival.eu.  And stay updated by following ***@New European Bauhaus***.  #NewEuropeanBauhaus #NEBFestival2026 | Art and science will fuse together at the Festival of the New European Bauhaus!  From 9-13 June, I’ll be in Brussels alongside many artists and innovators to showcase the more sustainable, more inclusive future of Europe!  Ready to see it?  ℹ️: new-european-bauhaus-festival.eu. |
| Creativity and innovation are about to collide in Brussels at the EU’s Festival of the New European Bauhaus!  From 9 to 13 June, the Festival will bring together innovators and artists from around the world, like (*name of prominent speakers and art performers).*  Don't miss my performance during the FEST on (*exact date*). I’m serving up my vision for what a more sustainable, inclusive world looks/sounds like.  Get everything you need to know about the Festival through ***@NewEuropeanBauhaus***.  #NewEuropeanBauhaus #NEBFestival2026 | Creativity and innovation are about to collide in Brussels at the EU’s Festival of the New European Bauhaus!  From 9 to 13 June, the Festival will bring together innovators and artists from across the world, like (*name of prominent speakers and art performers).*  Don't miss my performance during the FEST, where I will share my vision for a more inclusive world.  I'll be performing on (*exact date*) and I hope to see your face in the crowd!  Have a peek at the incredible line up: new-european-bauhaus-festival.eu  And stay updated by following ***@NewEuropeanBauhaus***.  #NewEuropeanBauhaus #NEBFestival2026 | It’s going to be the party of the year at the Festival of the New European Bauhaus in Brussels, where art will merge with innovation and sustainability  From 9 to 13 June, the European Commission is bringing together innovators and artists from across the world, like (*name of prominent speakers and art performers).*  Don't miss my performance during the FEST on (*exact date*), where I will share my vision for a more inclusive world.  Get all the info here: new-european-bauhaus-festival.eu  Stay updated by following ***@New European Bauhaus***.  #NewEuropeanBauhaus #NEBFestival2026 | It’s going to be the line up of the century at the ***#NewEuropeanBauhaus*** Festival in Brussels!  Artists and innovators from around the world are coming together to show you the future from 9 to 13 June.  And I’ll be one of them!  Check out the full list:  new-european-bauhaus-festival.eu |
| I'm getting ready for an unforgettable experience at the Festival of the New European Bauhaus!  If you come down to Brussels from 9-13 June, prepare yourself for an all you can see buffet of:   * Exhibits of prototypes and projects by incredible innovators * Panel discussions illuminating how communities can enact change * A flavour explosion of the colours, shapes, and sounds of the future   I’m showing (*info on the artistic performance*) together with artists like (*name of artists*). Will you be there?  Get the info you need through ***@NewEuropeanBauhaus***.  #NewEuropeanBauhaus #NEBFestival2026 | I'm getting ready for an unforgettable experience at the Festival of the New European Bauhaus!  If you come down to Brussels from 9-13 June, prepare yourself for an all you can see buffet of:   * Exhibits of prototypes and projects by incredible innovators * Panel discussions illuminating how communities can enact change * A flavour explosion of the colours, shapes, and sounds of the future   I’m showing (*info on the artistic performance*) together with artists like (*name of artists*). Will you be there?  Check out the full line up: new-european-bauhaus-festival.eu  And stay updated by following ***@NewEuropeanBauhaus***.  #NewEuropeanBauhaus #NEBFestival2026 | I'm getting ready for an unforgettable experience at the Festival of the New European Bauhaus!  If you come down to Brussels from 9-13 June, you’ll get a combination of experiences like no other:   * Exhibits of prototypes and projects by outstanding innovators * Panel discussions illuminating how communities can enact change * An incredible line up of artists and performers breathing life into the NEB movement   Catch my performance on (*info on the artistic performance*) alongside artists like (*name of artists*).  Catch the full line up here: new-european-bauhaus-festival.eu  And to stay updated, follow ***@New European Bauhaus***.  #NewEuropeanBauhaus #NEBFestival2026 | I'm getting ready for an unforgettable experience at the Festival of the New European Bauhaus in Brussels from 9 to 13 June!  I’ll be performing alongside other incredible innovators and artists like (*name of prominent speakers and art performers*).  Want the full line up? Check out: new-european-bauhaus-festival.eu |

**Visual identity assets**

In the annexed documents, you will find the following materials:

* Brand guidelines and logos
* Templates and visual elements