

**New European Bauhaus Festival (9-12 June 2022)**

**Social media Package**

**KEY INFO:**

**Festival platform:** <https://new-european-bauhaus-festival.eu/> (Short Europa URL: <https://europa.eu/!P68XDp> )

**Related Instagram account:** @NewEuropeanBauhaus **| Main hashtag:** #NewEuropeanBauhaus

**Secondary hashtags**: #EUGreenDeal [#EuropeForCulture](https://www.instagram.com/explore/tags/europeforculture/) #Sustainability #Inclusion #Art #SustainableArchitecture #DesignForAll #CommunityBuilding

**Creative assets:** Static images, motion videos (EN, FR, NL) and editable powerpoint allowing for translations and customisations available [here](https://europa.eu/new-european-bauhaus/get-involved/spread-word_en)

1. **Suggested messages for promoting the Festival. Feel free to adapt for your local side events!**

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| **Platform** | **Copy** |
| **Twitter**  Generic announcement of the event | ✨Beautiful  🌱Sustainable  💚 Inclusive  is how we imagine Europe.  Join the #NewEuropeanBauhaus on 9-12 June 2022 & let’s celebrate a better future together!  ➡️ <https://new-european-bauhaus-festival.eu/> |

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|  | Beautiful | Sustainable | Together  The first #NewEuropeanBauhaus Festival will take place in June.  Join us to imagine and celebrate together a sustainable and inclusive future!  For more info <https://new-european-bauhaus-festival.eu/> |
| The New European Bauhaus inspires us to build together a sustainable & inclusive future that is beautiful for our eyes, minds & souls!    Join the #NewEuropeanBauhaus Festival in Brussels, or online & celebrate the Europe of tomorrow.  The full programme <https://new-european-bauhaus-festival.eu/> |
| Less than XX days left until the #NewEuropeanBauhaus Festival!    Let’s improve our daily lives, through art, culture & architecture, science, education & innovation. ✨🌱 💚    More info ➡️ <https://new-european-bauhaus-festival.eu/> |
| Curious to know the winners of the 2022 #NewEuropeanBauhaus Prizes 🏆?    Joint the Prize ceremony during the New European Bauhaus Festival on 11 June in Brussels and online ✨🌱 💚    Secure your seat ➡️ <https://new-european-bauhaus-festival.eu/> |
| Sustainability 🍃 togetherness 🤝beauty ✨  The Festival of the New European Bauhaus is not just talking about these principles, but putting them into practice to minimise its environmental impact ♻️  Our approach is guided by measurable principles 📝 and certified best practices ✔️  More info ➡️ <https://new-european-bauhaus-festival.eu/> |

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| **Platform** | **Copy** |
| **Facebook**  Generic announcement | Are you interested to discover how projects, art, culture or social initiatives are transforming Europe into an 💚 inclusive, ✨ beautiful and🌱 sustainable future?  Join #NewEuropeanBauhaus Festival on 9-12 June 2022 in Brussels or online!  Find out more here ➡️ <https://new-european-bauhaus-festival.eu/> |
| Let’s imagine and build together a sustainable and inclusive future that is beautiful for our eyes, minds, and souls.  ✨ 🌱💚  📢Join the Festival of the #NewEuropeanBauhaus on 9-12 June 2022 for debates, performances, dance, installations, concerts and much more!  Full programme ➡️ <https://new-european-bauhaus-festival.eu/> |

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|  | The New European Bauhaus movement shapes our future ways of living & answers the wider challenges of today.  📢Join the Festival of the #NewEuropeanBauhaus on 9-12 June 2022 to experience first-hand the change on the ground, and see inspiring transformative ideas from all across the EU!  We have debates, performances, dance, installations, concerts and much more ready for you!  Find out more here ➡️ <https://new-european-bauhaus-festival.eu/> |
| Curious to know the winners of the 2022 #NewEuropeanBauhaus Prizes 🏆?    Joint the Prize ceremony during the New European Bauhaus Festival on 11 June in Brussels and online ✨🌱 💚    Secure your seat ➡️ <https://new-european-bauhaus-festival.eu/> |
| Join the Festival of the #NewEuropeanBauhaus on 9-12 June 2022 in Brussels!  Experience over 30 artistic & cultural performances, more than 100 projects and prototypes and any of the 55 side events in Belgium.  You’ll discover first-hand how art, culture and social initiatives are transforming Europe into an 💚 inclusive, ✨ beautiful and🌱 sustainable future.  Be part of the movement ➡️ <https://new-european-bauhaus-festival.eu/> |
| 📢Join the Festival of the #NewEuropeanBauhaus on 9-12 June 2022 for live performances, installations, concerts and much more.  Let’s imagine & build together a sustainable and inclusive future that is beautiful for our eyes, minds, and souls.  ✨ 🌱💚  Be part of the movement ➡️ <https://new-european-bauhaus-festival.eu/> |
| 📢 Join the Festival of the #NewEuropeanBauhauson 9-12 June 2022.  Be the game changer that shapes a beautiful, sustainable and inclusive future & experience on the ground with inspiring ideas from across the EU! ✨ 🌱💚  Be part of the movement -> <https://new-european-bauhaus-festival.eu/> |
| Join the Festival of the #NewEuropeanBauhaus on 9-12 June 2022 in Brussels!  Experience XX local events in your country, XX sessions and more than 130 projects, prototypes and artistic moments online.  You’ll discover first-hand how art, culture and social initiatives are transforming Europe into an 💚 inclusive, ✨ beautiful and🌱 sustainable future.  Be part of the movement ➡️ <https://new-european-bauhaus-festival.eu/> |
| The New European Bauhaus is a cultural, human-centered, positive and tangible experience for everyone, promoting the transformation and adaptation of our cities all around Europe through beautiful, sustainable and inclusive places. ✨ 🌱💚  📢Join “event XX” in “City” & as part of the Festival of the #NewEuropeanBauhaus on 9-12 June 2022 and be part of change.  More info here ➡️ <https://new-european-bauhaus-festival.eu/> |
| 📢 Join the Festival of the #NewEuropeanBauhaus on 9-12 June 2022!  You’ll have the chance to discover how projects, art, culture or social initiatives create positive change on the ground and get inspired for your next transformative idea.  Let’s imagine and build together a sustainable and inclusive future that is beautiful for our eyes, minds, and souls.  ✨ 🌱💚  More info here ➡️ <https://new-european-bauhaus-festival.eu/> |
| The New European Bauhaus calls on all Europeans to imagine and build together a beautiful and sustainable future.  “Project XX” has joined the challenge and will present in “XX” what is their vision for this future.  📢 Join the Festival of the #NewEuropeanBauhaus on 9-12 June 2022!  More info here ➡️ <https://new-european-bauhaus-festival.eu/> |
|  | What makes a festival sustainable?  The sustainable measures in place for the Festival of the New European Bauhaus are guided by measurable principles 📝 and certified best practices ✔️:  ⚖️ Balancing climate, social and economic responsibilities  🌱 Actions in line with UN #SDGs  🗺️ Local eco-procurement to ensure positive global impact  Sustainability, togetherness, beauty: these aren’t just the themes of the Festival, but principles we are applying to every element of its production, from where we source our furniture, transport, catering and event communications.  More info here ➡️ <https://new-european-bauhaus-festival.eu/> |

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| **Platform** | **Copy** |
| **LinkedIn**  Generic announcement | The New European Bauhaus wants to build a sustainable future through creativity, innovation and imagination.  Join the Festival of the #NewEuropeanBauhaus on 9-12 June 2022! It will enable you to discover experimental projects that redesign the future and help us understand how to live better and more sustainable together.  Be part of the change! ➡️ <https://new-european-bauhaus-festival.eu/> |
| Join the Festival of the #NewEuropeanBauhaus on 9-12 June 2022! It will enable you to discover experimental projects that redesign the future and help us understand how to live better and more sustainable together.  The New European Bauhaus is a think-do tank. A design lab, accelerator & network at the same time. A creative and interdisciplinary movement, convening a space of encounter to recuperate and revisit sustainable practices, empower the most inspiring practices of today, and design future ways of living, at the crossroads between art, culture and science.  Be part of the change! ➡️ <https://new-european-bauhaus-festival.eu/> |

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| **Platform** | **Copy** | | |
| **Instagram Feed**  Generic announcement | Did you know that many European projects, artists or social initiatives are making our living spaces and experieces more ✨ beautiful, 🌱 sustainable, and 💚 inclusive?  Join The Festival of the #NewEuropeanBauhaus on 9-12 June 2022 in Brussels! You’ll have the chance to discover all of these and much more!  More info -> <https://new-european-bauhaus-festival.eu/> | | |
| 📢Join the Festival of the #NewEuropeanBauhaus on 9-12 June 2022 for online debates, concerts, exhibitions and much more.    Let’s imagine & build together a sustainable and inclusive future that is beautiful for our eyes, minds, and souls.  ✨ 🌱💚  Be part of the movement ➡️ <https://new-european-bauhaus-festival.eu/> | | |
| Join the Festival of the #NewEuropeanBauhaus on 9-12 June 2022.  You can be the game changer that shapes a beautiful, sustainable and inclusive future & experience in your country and online inspiring ideas from across the EU! ✨ 🌱💚  Be part of the movement -> <https://new-european-bauhaus-festival.eu/> | | |
| Join the Festival of the #NewEuropeanBauhaus on 9-12 June 2022 in Brussels!  Experience XX local events in your country, XX sessions and more than 130 projects, prototypes and artistic moments online.  You’ll discover first-hand how art, culture and social initiatives are transforming Europe into an 💚 inclusive, ✨ beautiful and🌱 sustainable future.  Be part of the movement ➡️ <https://new-european-bauhaus-festival.eu/> | | |
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| **Instagram Stories**  Generic announcement of the calls | **Copy** | | |
| Did you know that projects, arts, culture or social initiatives are all working for an 💚 inclusive, ✨ beautiful and🌱 sustainable future? | 👀 Join the Festival of the #NewEuropeanBauhaus, 9-12 June 2022! | Let’s imagine and build together a sustainable and inclusive future that is beautiful for our eyes, minds, and souls. |
| The New European Bauhaus calls on all Europeans to imagine and build together a beautiful, sustainable, and inclusive future. ✨🌱 💚 | This year we celebrate projects, arts, culture and social initiatives that are building a sustainable and inclusive future that is beautiful for our eyes, minds, and souls! | Join the Festival of the #NewEuropeanBauhaus on 9-12 June 2022!  <https://new-european-bauhaus-festival.eu/> (link for sticker or bio) |

1. **Creative assets available for download from:** [**https://europa.eu/new-european-bauhaus/get-involved/spread-word\_en**](https://europa.eu/new-european-bauhaus/get-involved/spread-word_en)

