

Call for expressions of interest for Media Partners  
**The Festival of the New European Bauhaus, 9-13 April 2024**  
Brussels, Belgium

## About the Festival

The European Commission organises, in cooperation with the Belgian Presidency of the Council of the EU, the second edition of the **New European Bauhaus Festival** in Brussels, Belgium, on 9-13 April 2024! For this second edition of the Festival, the Commission is calling for media to become official media partners – an unparalleled opportunity to gain exclusive access to high-level speakers, artists, performances, and behind-the-scenes moments.

The New European Bauhaus is the European Union's ambition to create beautiful and sustainable spaces, products, and ways of living together. It merges sustainability with style, driving the green transition across various sectors of our economy and daily lives. By bringing a cultural and creative dimension to the European Green Deal, it highlights the benefits of environmental transformation through tangible experiences.

## Event highlights:

In 2024, the Festival will centre on exploring topics such as shelter and living environments, land and water, textiles and fashion and human wellbeing in light of the changing environment. This inclusive and human-centric approach aims to inspire and engage individuals in embracing sustainable choices and fostering a deep connection to the New European Bauhaus movement.

The Festival encompasses four key pillars:

- **Forum** - a platform for engaging discussions and the exchange of ideas surrounding the New European Bauhaus.
- **Fair** - a laboratory and exhibition, highlighting of projects and prototypes that align with and support the core values of the New European Bauhaus.
- **Fest** - a celebration that unites culture, art, and conviviality, serving as a moment of collective rejoicing, honouring freedom of expression and embracing radical, innovative, and disruptive ideas and visions.
- **Satellite events** - initiatives and events organised independently in Brussels and beyond, aligned with the New European Bauhaus values.

The Festival will also feature the **New European Bauhaus Prizes**, recognising projects, designs, and ideas that align with the movement's commitment to shaping a sustainable, beautiful, and inclusive future for Europe. A total of 20 winners from all across Europe and beyond will be awarded this year at an official Prize ceremony on 12 April 2024.

## Why partner with us?

- **Travel and Accommodation:** Enjoy covered travel for two media representatives, including accommodation in Brussels for four nights, facilitating on-site event coverage.
- **Diverse Audience Exposure:** Showcase your media platform to industry professionals, creatives, policymakers, and a diverse global audience.
- **Exclusive Content Access:** Gain early access to embargoed information and press releases before the general public.
- **Exclusive Press Conference and VIP Interviews:** Participate in exclusive press conferences and receive priority scheduling for interviews with VIPs.
- **Networking Opportunities:** Connect with media professionals, influencers, thought leaders, and industry leaders in art, design, sustainability, and innovation.
- **Collaborative Content Creation:** Collaborate with us to create compelling content, expanding your content portfolio.
- **Logo Placement:** Have your logo prominently placed on our communication materials, including social media and the website.
- **Access to Media Space:** Benefit from access to the Festival media space, providing opportunities to work and record interviews.
- **Streaming:** Leverage the opportunity to stream Festival activities and seamlessly integrate them into your programs.

## When and how to apply

Please fill in the online application form by clicking on the following link: [EUSurvey - Survey \(europa.eu\)](#). Your applications must be submitted in English no later than **29 February 2024**.

Once the application is submitted, the answers cannot be changed.

## Selection process and criteria

The European Commission will be assessing applications throughout February. By early March 2024, you will receive notification regarding the assessment results, providing you with information on whether your proposal has been accepted to be a part of the Festival. At that time, you will also receive further instructions and additional details.