NEB Celebration Takeaways

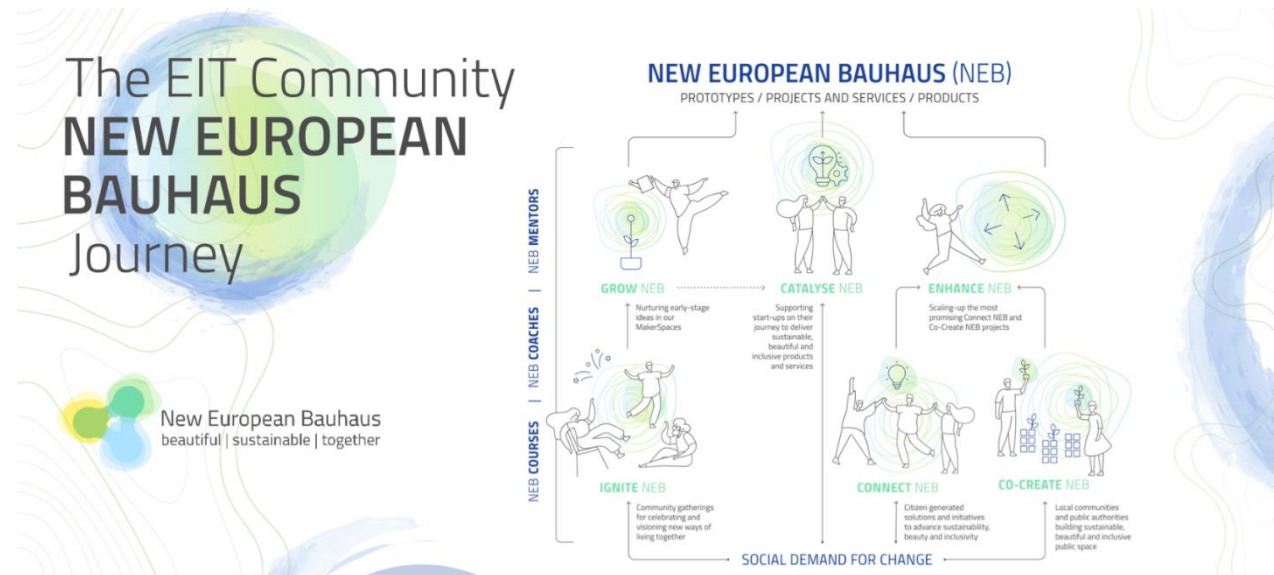January 18th, 2024

Introduction

On January 18th 2024 the EIT New European Bauhaus (NEB) met in Barcelona at the EIT Urban Mobility headquarters. This booklet recaps the day, capturing notes, takeaways and reflections.

EIT Community NEB Celebration

This yearly event brings together various projects, start-ups and stakeholders in the EIT Community NEB. It is a special occasion for our diverse group to connect and collaborate. The NEB Celebration strengthens our sense of community, emphasising that each project is part of a larger network. This event helps us reflect on achievements, address challenges and envision a future aligned with the New European Bauhaus principles.

"The New European Bauhaus is an opportunity for all of us to **ignite** and **grow** new ideas, to **connect** with others and **co-create** new solutions, to **catalyse** and **enhance** the results of these processes". *Elisa Grafulla-Garrido (Joint Research Centre) in her opening speech at EIT Community NEB Celebration*

An visual of the NEB programmes within the EIT Community NEB ecosystem.

What we achieved in 2023

12
Start-ups supported through NEB Booster 2.0 accelerator programme

40
Grants worth € 910 000 awarded

18
Countries covered

5
Calls opened

286
Applicants

Takeaways from activities

"Find who.."
Hypothetical call game

The "Find Who…" game aimed to foster collaboration and connections within the NEB community. Participants selected stickers representing different skills to form diverse consortia, collaborating on innovative responses to NEB challenges. Consortia had 25 minutes to develop proposals, followed by a 2-minute pitch.

The jury, consisting of Theresa, Elisa and Guglielmo, evaluated proposals ranging from NEB centres to repurposing waste materials. The audience voted for the winning proposal, focusing on revitalising cultural heritage in rural Europe through "craft nests".

This showcased the collaborative and innovative spirit of the NEB community - emphasising creativity and talent within our diverse cohort. The session left us inspired and enthusiastic about our vibrant NEB network.
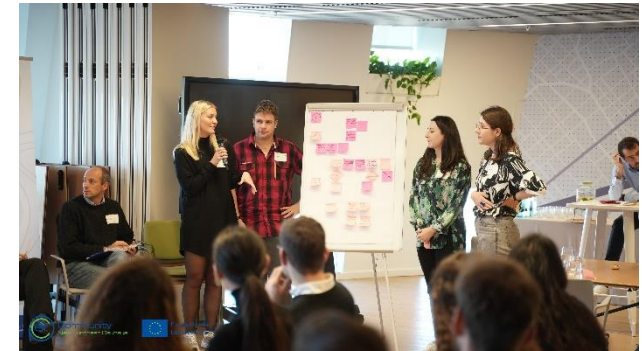
Storytelling workshop takeaways

Effective communication is vital for making a groundbreaking project impactful. Even with a life-changing product, the ability to connect and engage through storytelling is crucial. Stories create emotional connections and leave a lasting impression beyond mere facts.

Recognising the power of storytelling, the NEB celebration included a workshop in its agenda. This aimed to help participants to develop skills in crafting narratives that resonate, offering a deep understanding of their projects' impact.

The workshop covered foundational concepts, providing a strong base for creating compelling stories. While it introduced some tools in an hour, further exploring additional storytelling techniques is highly recommended for enhancing your storytelling capabilities.

Stories make a difference

Stories serve as powerful vessels for communication. They **reinforce key messages**, **fostering empathy** and **providing a digestible way to convey complex information**. A memorable story not only informs but also leaves a lasting impression.

What is a story?

*"A story is a real-life example (a personal one, from a customer or external), that **makes a point,** has a clear main character (with something at stake) and is explained with a good combination of events and descriptions."*

At the heart of every compelling narrative lies a real-life example. Whether drawn from personal experiences, customer stories, or external anecdotes, a well-told story revolves around a clear main character facing challenges. The magic happens when these elements are woven together into a captivating tapestry of events and descriptions.

Story structure

- Establishing a clear story message is essential. The story needs to convey a message, most of the time related with the main character's evolution
- Something needs to be at stake – this is what keeps us alert
- In the business world, the main character = customer

Types of stories

1. *Personal stories*: an experience or situation that you have personally gone through, e.g. When I was a young boy, When I lived in Spain..
2. *Customer stories:* narrating a real or hypothetical customer experience. Audiences can relate to real-life situations, making the narrative more relatable and compelling e.g. a day-to-day pain solved by a product.
3. *External stories (anecdotes):* a story that did not happen to you or your customer but can help you in explaining a message. Use well-known figures or established narratives to effectively convey your message and resonate with your audience e.g. the legendary perseverance of Michael Jordan.

How to build your own story

1. **Define your message:** clearly identify the central message you want your story to convey. A concise and focussed message ensures your narrative is impactful and resonates with your audience.
2. **Select your story:** Choose a narrative that supports, is relevant and is relatable to your message. What are the main actions? What is at stake?
3. **Who is the main character?** What do they look like, where do they live, what kind of car do they drive? Select what you want to go into detail about.
4. **Add storytelling tools.**

Storytelling tools

Story rhythm: events & descriptions

Describe in detail - paint the picture – set the scene. This all builds to bring your audience into the story and want more.

The power of 3

This is a principle that suggests that people better understand concepts, situations and ideas in groups of three.

1. **Repetition:** what core message can you repeat three times to get our attention?
2. **The three little pigs:** story of the three little pigs exemplifies the power of 3 to build up to the core message. What are your set ups? What's your reversal?
3. **Goldilocks:** Goldilocks on the other hand exemplifies the moderate way. One soup is too hot, the other is too cold, the one in the middle is just right. What are your two extremes? What's your moderate way?

The cliffhanger

Keep your audience hooked by introducing suspense and curiosity. Ending sections of your story with unresolved questions or challenges keeps participants eagerly anticipating the next development.

Mastering the art of storytelling not only enhances communication skills but also creates a powerful tool for connecting with and engaging your audience. Whether conveying a project's journey, celebrating successes, or sharing the impact your project will have, a well-crafted story has the potential to leave a lasting impression.

Dynamic lessons-learned workshop

The workshop was a crucial opportunity for all our projects, start-ups and stakeholders to come together to share experiences, challenges and lessons learned from the past year. In smaller groups, participants openly discussed challenges from measuring impact to dealing with unexpected risks. Challenges were plotted on an impact vs likelihood axis

Top challenges such as measuring impact and lack of niche skills, were collectively voted on and became the focus for further discussion

Challenge #1: Fundraising

Lessons for EIT Community NEB programmes:
- Mentors play a vital role in defining funding opportunities and fundraising strategies

- Peer-to-peer exchanges with similar projects/startups that have successfully fundraised in the past would be very valuable, and this wasn't stressed enough in the various programmes
- EU/EIT branding helps gain recognition; some official certificates/labels/stamps/seals would help projects validate their international connectedness
- EIT Community facilitating connections and trust between projects and cities enables projects to tap into city funds

Lessons for EU institutions
- EU funding landscape should borrow inspiration from US/UK, with tools such as UK Enterprise Investment Scheme (EIS)
- More connection between EU institutions, so they don't have to start from scratch with each funding round (i.e., getting accepted into EIT Community NEB programme should enable automatic participation in other schemes without having to reapply)

Challenge #2: How to measure impact- metrics for impact

Defining impact:

- To define *how to measure impact* we need a step back and define first what we understand by impact
- Important to differentiate between impact (long-lasting change) vs results (can simply be project outputs e.g. workshop participants
- How to streamline definitions of impact?
  - o Short online courses can be relevant for project owners

Best practices:

- ✓ Review available impact frameworks where specific impact metrics can be extracted and applied to projects
- ✓ Importance of gathering and storing data efficiently from the beginning of the project
  - o Therefore, metrics should already be identified during the planning phase
- ✓ Setting SMART objectives leads to metrics
- ✓ The more data is gathered from the beginning and made accessible and available as you collect, the easier it is to report impact
- ✓ Importance of creating efficient processes to store data
- ✓ Allow for adaptation and addition/change in metrics during the project, as some impacts might have been unforeseen at the beginning
- ✓ Setting realistic timeframes for short-, mid- and long-term impact metrics will help communicate with decision makers

✓ It is crucial to develop dissemination practices to snowball potential impact. The more you disseminate, the bigger the impact

Challenge #3: Project sustainability

Sustainability of the project covers a huge range of points and could encompass:

- o Financial sustainability of the project
- o Sustainability in the literal sense (environmental impact)
- o Sustainability of community engagement
- o Long term impact/continuation of the project

It is crucial to address some key questions in advance of starting the project, particularly:

- Is our proposal addressing a real social demand?
- Are we directly asking the community what they want or are we determining what we think they want and then projecting that into

the community (I think this was a key point, and the focus on how to make sure our projects are truly bottom-up as that increases the likelihood of their interest remaining after the formal end of the project funding)

- Are we giving back to them?
  - o We take a lot from the community in these projects, are we actively giving back to them? If not, we should be
- Are they involved from the beginning?
- Are we raising expectations unfairly? E.g. when they know that the project may struggle to be implemented longer term after the end of the project funding

Best practices:

- ✓ Reaching out to local authorities, organisations and agents

This doesn't always need to be the municipality but could be affiliated entities or just well-established community organisations. But getting this support from the start was seen as key to ensuring the project could continue long-term

- ✓ Making sure you ask them from the start – links to most of the questions above
- ✓ Being honest and flexible

A recognition that sometimes projects wouldn't always be able to continue long term, and that there was value in being open from the start

- ✓ Knowing our impact

Links to the other group discussion about how to measure impact. Being able to quantify & communicate our impact is key for both getting people on board and for progressing it long term

✓ Making sure it's intergenerational

Most noted that it was harder to get younger people engaged than it was to get other social groups involved. Need to effectively use social media more to bring younger generations on board, think about how to get them to connect with their neighbourhood and the challenge area

✓ A combination of sorts of engagement and targeting these to the relevant audience

The discussion noted that this varied significantly depending on location, and the approach should be targeted as needed. Range of attending community meetings, meeting one on one, workshops, small groups, social media, local media etc. In some cases, knocking door to door was the best way. A general consensus that face-to-face was the best method where possible

Challenge #4: Resource management

Best practices for team management:

✓ Create and adhere team to structures

Establish a structured framework within the team (roles and tasks division) and consistently adhere to it for improved organisation. (Suggestion): get training from EIT Community on management? Consider obtaining training from the EIT Community to enhance our team's management skills

✓ Celebrate victories

Ensure the acknowledgment and celebration of victories, fostering team spirit and motivation (it came out as a real tip! Not forgetting about victories, as small as they can be, as it can be a very stressful and unsure work environment)

✓ Maintain focus and constant realignment

Uphold focus on goals and continuously realign within the team to ensure consistent alignment (repeat to yourself everyday what the focus is and question it at specific times and with the right people only)

Best practices for management tools:

✓ Use tools for structured work and communication

Integrate collaborative tools such as Slack and Asana to enhance the structure and organisation of our work

Best practices for management strategies:

✓ Diversification of resources:

Recognise the significance of diversifying resources, particularly budget allocations, for increased flexibility.

✓ Adhere to strict deadlines

Establish and enforce strict deadlines, promoting efficiency and instilling a sense of urgency for timely task completion

✓ Conduct reality checks

Implement regular reality checks to objectively assess progress and make informed decisions (not to be too carried away by dreams/unrealistic goals)

The working group believes those insights would create a more robust foundation for refining resource management strategies moving forward.

Challenge #5: Legal and finances

Main challenges:

- Lack of entrepreneurship capabilities and skills:
  - I.e., communication, design or sales skills. Teams mostly technical/innovative/creative.
- Fear to become an entrepreneur: many national legislations make it difficult. Need support and training
- Uncertainty/insecurity about the design/nature/content/direction. "How to concrete from all the possibilities/options into a real good/feasible idea"
- Need to align/tailor-cut/adapt Ignite NEB prize to winners' development/maturity. Flexibility re. the prize to be used within the Grow NEB to optimise use of time and efforts (I.e., mature teams to be assigned at least 20% cash of the prize as they are in the position to prioritise development of the product over coaching/mentoring)

- Legal framework barrier to introduction of product/service in the market/ (b) Lack of legal framework because product is too innovative
- Plans and ideas are eventually impacted by external eventualities (weather, rise of price of raw materials etc.)

Potential solutions

- ✓ Support wider backgrounds in teams either by hiring complementary skills, or existing teams getting the training needed
- ✓ Acceleration programs and other business and entrepreneurship programmes (i.e., chambers of commerce)
- ✓ Support from "old" entrepreneurs, experts/researchers or peers acting as mentors
- ✓ Adapt Ignite NEB + Grow NEB programmes
- ✓ Thinking of complementary and alternative products that can be integrated in the market legally speaking and that can support the eventual introduction in the market of the initial product/service
- ✓ Lobbying/influencing authorities together (a group of startups together) towards a different legislation framework + (b) working together with other companies in the sector to create own standards to cover the legal gap
- ✓ Allocating the adequate time to creating and considering a risk assessment and management plan

Closing thoughts

The resounding success of the EIT Community NEB Celebration lies in the dynamic and collaborative spirit, and this is thanks to all of our attendees. Our goal was not merely to host another gathering but to create an immersive experience where participants could meet, reflect on the past year of projects, and engage in a day filled with activities designed to encourage dialogue and partnerships.

This booklet serves as a reflective guide, capturing not only the outcomes and takeaways but also the energy, enthusiasm, and spirit that define the EIT Community NEB. Beyond the specific activities, this celebration was about building sense of belonging to a community—a collective force committed to social innovation with pillars of sustainability, inclusivity, and aesthetics.

Thank you for being an essential part of the EIT Community NEB! We look forward to witnessing where your NEB journey takes you.

Next steps and Future vision

Join us at the Festival of the New European Bauhaus 2024

The second edition of the NEB Festival takes place on 9-14 April in the Parc du Cinquantenaire and the Arts & History Museum in Brussels. The Festival will showcase innovative projects, creative ideas, art and culture, culminating in the NEB Prizes 2024 ceremony, which will honour 20 outstanding projects for their commitment to sustainability, beauty and inclusivity. The New European Bauhaus Festival is free and open to everyone to attend. Registrations will open on 18 February 2024. Find out more here: _https://new-european-bauhaus.europa.eu/get-involved/festival_en_

Showcase your project at the 5th Public Participation and Deliberative Democracy Festival

A call is open for proposals of citizen engagement project and resources to exhibit their work at the Participatory and Deliberative Democracy Festival in Brussels 2024. The theme of this Festival is focused on the engagement of citizens in addressing environmental issues, including the climate, biodiversity and pollution crises. The deadline for submission is 31 March 2024. Find out more here: _https://cop-demos.jrc.ec.europa.eu/blog/5th-public-participation-and-deliberative-democracy-festival_

Resource: The New European Bauhaus Toolbox

Based on the stories of 20 place-based projects, the NEB Toolbox is a collection of methods and tools to plan and design your next New European Bauhaus project. It is a comprehensive resource that serves as a guide and support at early stages of your projects, with many tools and frameworks for the co-design process. You will find inspiration on how to best run your workshops, which are the most suitable tools for your project and get to know how similar processes were done elsewhere. Find the manual here: _https://new-european-bauhaus.europa.eu/system/files/2024-01/NEB%20toolbox.pdf_

Enhance NEB Call 2024

The Enhance NEB Call offers pathways for EIT Community NEB partners to expand and boost their Connect NEB and Co-create NEB projects. It aims to strengthen the former Connect NEB and Co-create NEB activities by scaling them up within their existing location or replicating their innovations elsewhere. For further information, the Call Manual will be published early March.

Enhance NEB Call 2024

The Ignite NEB Call for organising partners aims to identify and work with four organising partners that will host Ignite NEB events. Such events combine activities that focus on entrepreneurship and NEB celebration, using cultural and artistic elements to engage participants. The events will bring to life ideas and solutions related to NEB with the power to create sustainable, beautiful and just communities via entrepreneurship. They will as well celebrate the NEB movement and raise awareness and understanding of its core values, principles and approaches. For further information, the Call Manual will be published late March.

Share your NEB video material

Do you want to have your NEB project featured on the official NEB Instagram account? This could be thematic clips, testimonials, meet-ups or engaging presentations of your projects that can be shared as IG Reels. If so, please make sure your video files are 1080x1920 in resolution, under 1 minute long, ideally without any branding applied, and with EN subtitles placed in the middle height of the screen (if subtitled). These can be sent to the communication team at _JRC-NEB-COMM@ec.europa.eu_ along with a short description.

Attendees of the EIT Community NEB Celebration 2023

Connect NEB 2023

Inese Taurina – Aizpute Citizens' Forum for Preservation of Historical Heritage in Aizpute, Latvia

Samuel Stancu – Bring Nature Home in Lasi, Romania

Ines Sebastian Ugarteche - Cabra Figa Community Park in Cascais, Portugal

Margarida Marques - Cabra Figa Community Park in Cascais, Portugal

Irina Altanova – Danube Design Lab for Collaborative City Planning in Rouse, Bulgaria

Martin Yankov – Danube Design Lab for Collaborative City Planning in Rouse, Bulgaria

Sofia Marasca – Frontignano Art Walks in Ussita, Italy

Paulina Paga - Lab for the New Neighbourhood in Lublin, Poland

Co-create NEB 2023

Paivi Raivio - Co-creating Public Places for All Ages and Seasons and Parkly (Catalyse NEB) in Kerava, Finland

Zsofia Anna Ghira - Cooling Corners and Corridors

Tea Truta - Design and re-engagement of Public Water Sources on the island of Zlarin, Croatia

Ina Valkaniva – Soil Awareness and Diet Enhancement

Enhance NEB 2023

Naja Kikelj – Awaiting Recovery: co-creating comfortable open space in healthcare in Ljubljana, Slovenia

Lucia Gonzalez Navarette - Harbors BCN and NATIVE-S (Catalyse NEB) in Barcelona, Spain

Laura Corazza - NEB Living Corridors @ School of Management and Economics of Turin

Ana Clara Roberti – Neiva Community Lab & Minante Watermill in Eposende, Portugal (Co-create NEB)

Blanca Calvo Boixet – Play Aut the Box in Barcelona, Spain

Raquel Colacios – Play Aut the Box in Barcelona, Spain

Ramon Ribera-Fumaz – Play Aut the Box in Barcelona, Spain

Jost Derlink – Spread of the Library of Things in Velenje, Slovenia

Catalyse NEB 2023

Filip Koprcina - Energy Shift based in the UK

Anastasia Syvolob - Geodesic based in Ukraine

Elena Yaneva – Hempstatic based in Austria

Igor Fekete – Hempstatic based in Austria

Eşref Hilmi Açik - Oleatex based in Turkey

Fatih Özönder - Oleatex based in Turkey

Ignite NEB winners 2023

Adrian Alfonso Laborda – MEDS/The ground plays in Zaragoza, Spain

Yacme Mangrane – MEDS/The ground plays in Zaragoza, Spain

Ignacio Condon Martinez – MEDS/The ground plays in Zaragoza, Spain

Guillermo Rafales Sancho – MEDS/The ground plays in Zaragoza, Spain

Davids Ulfs Ansons – Sensifies in Riga, Latvia

Eriks Janis Ejubs – Sensifies in Riga, Latvia

Ignacio Merion – stüa in Silandro, Italy

Grow NEB 2023

Matteo Peluso - Molo'61 in Turin, Italy

Elixabeth Peciña Ortiz - Orlegi in Vitoria, Spain

Gorka Pradas - Orlegi in Vitoria, Spain

Nicolo Caloiero - PuliTO in Turin, Italy

Rosa Pinto - PuliTO in Turin, Italy

Sophie Agergaard – Urban Tree in Copenhagen, Denmark

EIT Community NEB

Natalia Vera - EIT Climate KIC

Thomas Park - EIT Climate KIC

Ellen Gale - EIT Climate KIC

Alexandros Nikopoulos – EIT Climate KIC

Marianne Lemberger – EIT Food

Catherine Breyssens - EIT Food

Mirko Miceli – EIT Food

Julie LeBrun - EIT Food

Blanca Chocarro - EIT Manufacturing

Anna-Liisa Laarits – EIT Manufacturing

Maria Marrugat – EIT Urban Mobility

Celeste Regla - EIT Urban Mobility

Rebecca van Eijk - EIT Urban Mobility

Guests

Elisa Grafulla Garrido – Joint Research Centre (JRC)

Theresa Thiebaut - European Institute of Innovation & Technology (EIT)

Guglielmo Di Cola - European Commission (EAC)