



# Bauhaus4MED

## Testing New European Bauhaus Solutions for Deep Green Transformation of Cities and Regions in Euro-MED area

Average citizen usually considers ecology and green transformation as something that “must be” done, instead of something they would “love to” do. To change this perception, the New European Bauhaus (NEB) initiative introduced aesthetic (beautiful) aspects along with citizens participation to support urban green transformation. **Project Bauhaus4MED will test innovative NEB solutions integrating sustainability, inclusion and aesthetic aspects into decision making process, for improvement of green living areas.** Results from Interreg MED BLUE CROWDFUNDING project will be upgraded into a new “CROWDVOCACY” tool combining crowdfunding, crowdsourcing and participative democracy principles, with aesthetic green architecture design resulting in citizens tailor-made solutions for better living. Each of the 5 testing regions/cities will identify participative green community challenges, use crowdsourcing to co-create solution ideas, run civic crowdfunding campaigns to co-finance solutions and use participative budgets to implement pilot solutions. **Pilot solutions will be focused on circular building materials, regenerated green urban spaces, green products, or green lifestyle.** Transferrable toolbox will be offered as a solution including best example catalogue, lessons learned and CROWDVOCACY digital tool. To mainstream NEB principles into the decision-making process, and ensure long term sustainability, the regions/cities will develop green transformation action plans, using green, participative, and aesthetic principles. Project will improve policy impact, transferability and durability of outputs and deliverables by organizing significant number of regional and EU level events taking advantage of IFLA Europe unique position as member of NEB COLLECTIVE. Actions will include high-policy NEB annual conferences in Brussels, regions joining NEB initiative, Transnational Green Transformation Challenge event and preparation of Applications to NEB Rising Stars 2025.

## BAUHAUS4MED



**Overall objective:** The project will contribute to green transformation by reinforcing citizens' engagement in creation of sustainable urban living areas. The policy change will be driven by testing green, participative and aesthetic solutions according to New European Bauhaus initiative. Results will have positive impact on 5 Euro-MED territories, where civil society driven "nodes" will test circular building materials, green area solutions, regenerated urban spaces, green products and green lifestyle.



### Main deliverables:

- CROWDVOCACY online tool - digital platform for citizens participation at co-creating green areas
- BAUHAUS4MED green transformation toolbox of participatory methods
- Catalogue of small-scale BAUHAUS pilot showcases
- Transnational peer review pilot solution report
- Regional Green transformation strategies and action plans
- BAUHAUS4MED transferability plan and replicability protocol
- Conference Paper on Bauhaus4MED Reconstructing the Future



**Pilot activities:** Region of Central Macedonia, Marche Region, Tuscany Region, Sarajevo municipality, Burgas municipality



### Partners:

- E-zavod, Slovenia
- Region of Central Macedonia, Greece
- Marche Region, Italy
- Platoniq Foundation, Spain
- Crowdpolicy Digital Participatory Services PCC, Greece
- Regional Government of Tuscany, Italy
- Faculty of Architecture University of Zagreb, Croatia
- City of Sarajevo, Bosnia and Herzegovina
- Burgas Municipality, Bulgaria
- IFLA EUROPE - the European Region of the International Federation of Landscape Architects, Belgium



**Territories:**  
Urban

