

# THE NEW EUROPEAN BAUHAUS INVESTMENT GUIDELINES

The Guidelines set the basis for **how and why** investments in built environment projects can be aligned with the New European Bauhaus. They provide **guidance** on how to put NEB values and principles in practice in the various aspects of investment and project preparation, and **concrete recommendations**, including design and technical solutions and public engagement approaches, that help shape high-quality projects in line with NEB.

## Focused on buildings, open spaces and neighbourhoods

### Buildings



New European Bauhaus aims at transforming the quality of all types of buildings, from residential developments, including social and affordable housing, to social, cultural and service buildings, i.e. of healthcare and educational purposes.

### Open spaces



New European Bauhaus sets the ambition to improve the spaces through which people experience their cities. Streets, parks, squares and other open common areas are binding elements of the urban fabric, where communities bond and thrive.

### Neighbourhoods



Promoting socially inclusive and affordable living spaces, the New European Bauhaus can help tackle gentrification. It revitalises neighbourhoods through sustainability, beauty, sense of belonging and democratic participation.

## Designed for investors and mindful of beneficiaries

These guidelines are intended to guide investors, developers, decision makers, technical and expert teams, while taking into consideration **all affected stakeholders**, such as public administrators and citizens.

### Investors

- Large private real estate investors
- Small private real estate investors
- Municipalities and authorities
- Public enterprise & other institutions
- Third sector investors
- Philantropies and donors

### Competence teams

- Planners, architects, and other designers
- Project managers, engineers, technicians and manufacturers
- Accessibility experts
- Sustainability, environmental, heritage, certification experts
- Social scientists and economists
- Facilitators, public participation and communication experts

### Active counterparts

- Citizens, communities & local interest groups
- Business
- Municipalities & local governments
- Policy makers & regulators
- Developers & construction companies
- Financiers

## The benefits of NEB-aligned investments

The returns of NEB-aligned investments go beyond short-term and long-term financial impacts. They greatly contribute to **collective benefits** of social improvements and **value creation**.

### Investor benefits

#### Direct

Long term operational cost saving  
Lower initial capital cost  
Revenue stabilisation  
Ancillary revenues generation

#### Indirect

Reputation and visibility  
Access to sustainable finance, grants and other benefits  
More revenue streams  
Social impact

### Community benefits

Quality of life  
Mental well-being  
Physical well-being

Optimal use of resources  
Creativity and innovation  
Social cohesion and stability  
Resilience and sufficiency  
Social justice

# HOW DO NEB INVESTMENT GUIDELINES WORK IN PRACTICE?

## Understanding NEB investor opportunities

What are the different types of **investors** of NEB-aligned projects?

How does NEB fit into existing investment **strategies**?

How **main categories** of built environment projects can benefit from the NEB?

**Private** and **public** sector investors vary by their intent - be it their own benefit, taking part in a larger development, or aiming at public service.

The guidelines help to identify New European Bauhaus opportunities for **all of them**.

## Implementing investment recommendations

Practical tools that support the **alignment** of built environment projects to the NEB core **values** and **principles**.

### Beautiful

Employ place-based design approaches

Connect to nature

Promote diversity of the building form and open spaces

Design for human scale and senses

Innovate for societal and environmental impact

### Sustainable

Design for circularity

Design for climate mitigation

Design for climate adaption

Deploy the potential of green and blue infrastructure

Foster biodiversity

### Together

Ensure accessibility following universal design

Design for people-centered mobility

Design for mixed use, density and proximity

Promote affordability and equitable access

Respond to the needs of the community and support vulnerable individuals

### Working Principles

Engage with citizens creatively

Make the best out of participatory processes

Facilitate knowledge exchange and dissemination

Employ transdisciplinary approaches of design and planning

Integrate NEB values and principles in architectural design competitions

## Aligning all the areas of the investment project

Project planning

Mutidisciplinary teams

NEB-compliant procurement

Risk management

Co-creation with Community

Impact

## STAY CONNECTED

New European Bauhaus **Homepage**

More details on the **NEB Investment Guidelines**

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