

Guide: How to Use the New European Bauhaus (NEB) Compass

Introduction

The New European Bauhaus (NEB) Compass is a strategic tool that helps structure and assess projects based on three core values: Beautiful, Sustainable, and Together. It provides a clear overview of the ambitions behind NEB and creates a foundation for project planning and evaluation. The Compass is designed to be iterative and is used throughout the project's lifecycle.

Step 1: Structure of the Compass

The Compass is divided into three core values: Beautiful, Sustainable, and Together. Each value has three levels of ambition:

Beautiful:

- **Activate:** Enhance sensory experiences and aesthetics.
- **Connect:** Foster collective experiences and a sense of belonging.
- **Integrate:** Embed cultural and social values.

Sustainable:

- **Repurpose:** Focus on preservation, re-use, and adaptability.
- **Close the loop:** Implement circular processes and reduce pollution.
- **Regenerate:** Improve biodiversity and reconnect with nature.

Together:

- **Include:** Ensure accessibility and affordable solutions.
- **Consolidate:** Strengthen social justice and equal opportunities.
- **Transform:** Create new ways of living and break obsolete social models.

Step 2: Analyze and Adjust

Analyze your project using templates that help you understand its starting point in relation to NEB principles. Use background materials to identify specific aspects that need to be assessed, and adjust ambitions according to the project's current standing and opportunities.

Evaluate each element: For each of the three core values, evaluate the project on the three levels of ambition. Describe how your project activates, connects, or integrates aesthetics, sustainability, and coherence.

Set circles for ambitions: Create a visual mapping of ambitions by adjusting the circle size for each area based on how much your project meets the respective ambition level.

Identify potentials: After the analysis, it is important to focus on the potentials. Consider how the project can be further developed by improving missing areas or strengthening existing strengths. Include the local population and users in the process to identify place-bound potentials.

Step 3: Use of Iterative Processes

The NEB Compass is a tool that can be used iteratively. This means you should revisit the analysis regularly to adjust ambitions and actions based on experiences and new insights throughout the project. This strengthens the continuous development of the project and ensures it constantly adapts to new challenges and opportunities.

Step 4: Involvement of Stakeholders

Involvement of local stakeholders is central to the NEB Compass. Through participatory processes, you ensure that the project is rooted in the local community and addresses the needs of residents, users, and other actors. Consider including idea-generation activities and workshops where external and local actors participate in the project's development.

Step 5: Finalization and Communication

When the project is fully developed or matures along the way, focus on communication. Use the results achieved through the NEB Compass to communicate the project's potential. Present analyses and visual mappings to give a clear overview of how the project promotes beauty, sustainability, and social coherence.

Example: Development of Construction

If the project involves urban development, focus can be placed on the integration of biodiversity and circular materials as described in the examples from the NEB Compass. Use biogenic materials such as hemp or wood that capture CO₂ during growth, and consider designing buildings that include habitats for wildlife and use recyclable resources.

This tool provides you with the flexibility to adapt the process to your project's needs and resources while promoting holistic and sustainable development in line with NEB principles.