

ANNEX 1: GUIDING QUESTIONS FOR STRAND B APPLICATIONS

DETAILED DESCRIPTION OF YOUR CONCEPT

TELL US ABOUT YOUR CONCEPT

Please provide a comprehensive summary of your concept. Make sure to focus on already achieved results and/or expected results. (max. 2000 characters with spaces or 30 lines).

Guide: This section should give a clear and structured overview of your concept. Please make sure to cover:

- **Overall aim:** What problem or opportunity does it address? What is the main purpose of your concept?
- **Target group(s):** Who are the intended beneficiaries or users (e.g. residents, young people, professionals, vulnerable groups, communities, institutions)?
- **Specific objectives:** What concrete do you mean to achieve with it?
- **Achieved outcomes:** What has been delivered so far? What changes, improvements, or results can be observed. Please provide any evidence, data, feedback, or examples that support your claims.
- **Transformative potential:** Highlight what makes your approach new, different, and forward-looking

TELL US THE STORY BEHIND YOUR CONCEPT

How did the idea come about? How was the concept developed and implemented? What were the main steps, tools, processes, or strategies applied? (max. 2000 characters with spaces or 30 lines)

Guide: In your answer, make sure to cover:

- How the idea came about
- Who took part in the project and made decisions
- The main phases of the project (e.g. research, co-design, testing, prototype, iterations)
- The tools or methods used (e.g. digital tools, pilots actions, consultations)
- Your initial thoughts on the way forward, if you had to continue working on it.

ADHERENCE TO THE NEW EUROPEAN BAUHAUS

Exemplary character in terms of the three core values of the New European Bauhaus. For more information of these values, please refer to the *Guide to Applicants*.

NEB value: Sustainability (max. 2000 characters with spaces or 30 lines)

How does your concept concretely address environmental, social, cultural, or economic challenges and opportunities? In what way can your concept be considered exemplary in terms of sustainability?

Guide: In your answer, make sure to cover:

- **Sustainability objectives:** *What goals does your project aim to achieve?*
- **Implementation:** *What concrete actions, measures, or strategies were used to achieve these objectives?*
- **Results:** *What evidence shows that these objectives have been met?*
- **Exemplary character:** *What makes your approach particularly strong, innovative, or durable compared to other practices?*

NEB value: Aesthetics (max. 2000 characters with spaces or 30 lines).

How does your concept concretely contribute to making life beautiful for people, communities and neighbourhoods – both in the everyday and in the longer term? How does your project contribute to creating a sense of belonging and care for the place? In what way can your project be considered exemplary in terms of aesthetics?

Guide: In your answer, make sure to cover

- **Aesthetic objectives:** *How does your concept contribute to enhancing the quality of life and people's experience of places and physical environments?*
- **Implementation:** *How does your concept integrate design, culture, arts and craftsmanship?*
- **Quality of experience:** *How does your concept contribute to people's well-being, comfort? How is it positively stimulating for the five senses?*
- **Cultural benefits:** *How does the concept contribute to cultural expression, heritage, creativity, local identity, or sense of belonging?*
- **Exemplary character:** *What makes your concept stand out compared to other practices?*

NEB value: Inclusion (max. 2000 characters with spaces or 30 lines).

How does your concept concretely address challenges and opportunities related to accessibility and affordability for all? How does it promote inclusive governance systems, design for all principles, or new societal models? In what way can your concept be considered exemplary in terms of inclusion? (max. 2000 characters with spaces or 30 lines)

Guide: In your answer, make sure to cover

- **Inclusion objectives:** *What forms of inclusion does your concept aim to promote (e.g. social, economic, cultural, spatial, digital, or governance-related inclusion)?*
- **Implementation:** *What concrete measures, tools, or processes were used to achieve these inclusion goals?*
- **Results:** *What changes or benefits demonstrate that inclusion has been successfully strengthened?*

- **Exemplary character:** *What makes your project particularly innovative or inspiring in promoting inclusion compared to other practices?*

Exemplary character in terms of the three working principles of the New European Bauhaus.

NEB working principles: Participatory (max. 2000 characters with spaces or 30 lines).

How have you involved users, citizens and stakeholders in the development of your concept? What has been the impact of their participation in the development of the concept?

Guide: In your answer, make sure to describe:

- *Who will benefit from your concept, and who will be affected by your concept?*
- *How they have participated (e.g consultations, co-creation workshops, governance roles, feedback processes).*
- *The level of influence they had on decisions and outcomes.*
- *How their involvement improved the quality of the concept.*

NEB working principles: Multilevel governance (max. 2000 characters with spaces or 30 lines).

What stakeholders at different levels (local, regional, national European) have you involved or expect to involve, in the design and implementation of the concept? What is the added value of their engagement?

Guide: In your answer, make sure to describe:

- *Which institutions or organisations might have an interest in your concept being implemented, scaled up and rolled out? Think of different stakeholders as well as level of governance (e.g. private companies, NGOs, interest organisations, municipalities, regional authorities, ministries, EU bodies, networks).*
- *What added value your concept would bring for them.*
- *What added value multi-level engagement would bring for your concept (e.g expertise, scalability, legitimacy, resources, alignment with policies).*

NEB working principles: Transdisciplinary (max. 2000 characters with spaces or 30 lines).

What disciplines and/or knowledge fields (e.g architecture, design, engineering, social sciences, arts, education, digital technologies, environmental sciences) are reflected in the design and implementation of your concept?

Guide: In your answer, make sure to cover:

- *How representatives of different disciplines and knowledge fields interacted with each other*
- *How collaboration was organised (e.g. joint workshops, interdisciplinary teams, shared decision-making). How different perspectives were combined.*
- *What was the added value of this process?*

EU COMPETITIVENESS

BUSINESS MODEL

Please describe the (envisioned) business model behind your concept. What would make your concept financially sustainable over time (e.g. activities generating revenues, public funding, donations, crowdfunding, specific financial instrument, etc.)? (max. 2000 characters with spaces or 30 lines)

Guide: *In your answer, make sure to cover:*

- *Who could finance the implementation of your project?*
- *Does your project generate revenues now? For whom?*
- *Does it have the potential to generate revenues in the future? For whom?*
- *What costs are associated with the implementation of your project? Whom incurs these costs?*
- *How can your business model contribute to the implementation, scalability and/or continuation of your project in the future?*
- *Does your project have the potential to create disruptive innovation in the field of city development? If yes, how?*

High potential for transferability and replicability to other geographies and/or sectors

SCALABILITY - (max. 2000 characters with spaces or 30 lines)

Which elements of your concept could be replicated or transferred to other places, groups of beneficiaries, or contexts (e.g. aspects of the methodology, technology, processes, products, tools, or key learnings etc.)?

Guide: *In your answer, make sure to cover:*

- *Why your concept can serve as a model or inspiration for others.*
- *Which parts of your concept are most easily transferable*
- *Whether implementation and replication require specific skills or partnerships. If yes, which?*
- *What may need to be adapted to serve local contexts.*