

New European Bauhaus
beautiful | sustainable | together



INNOVATIVE FUNDING FOR THE NEB

Presentation to EEMI Bauhaus Week

Ronan Donohue, Q4 Capital Advisors

Trento, 15 February 2023

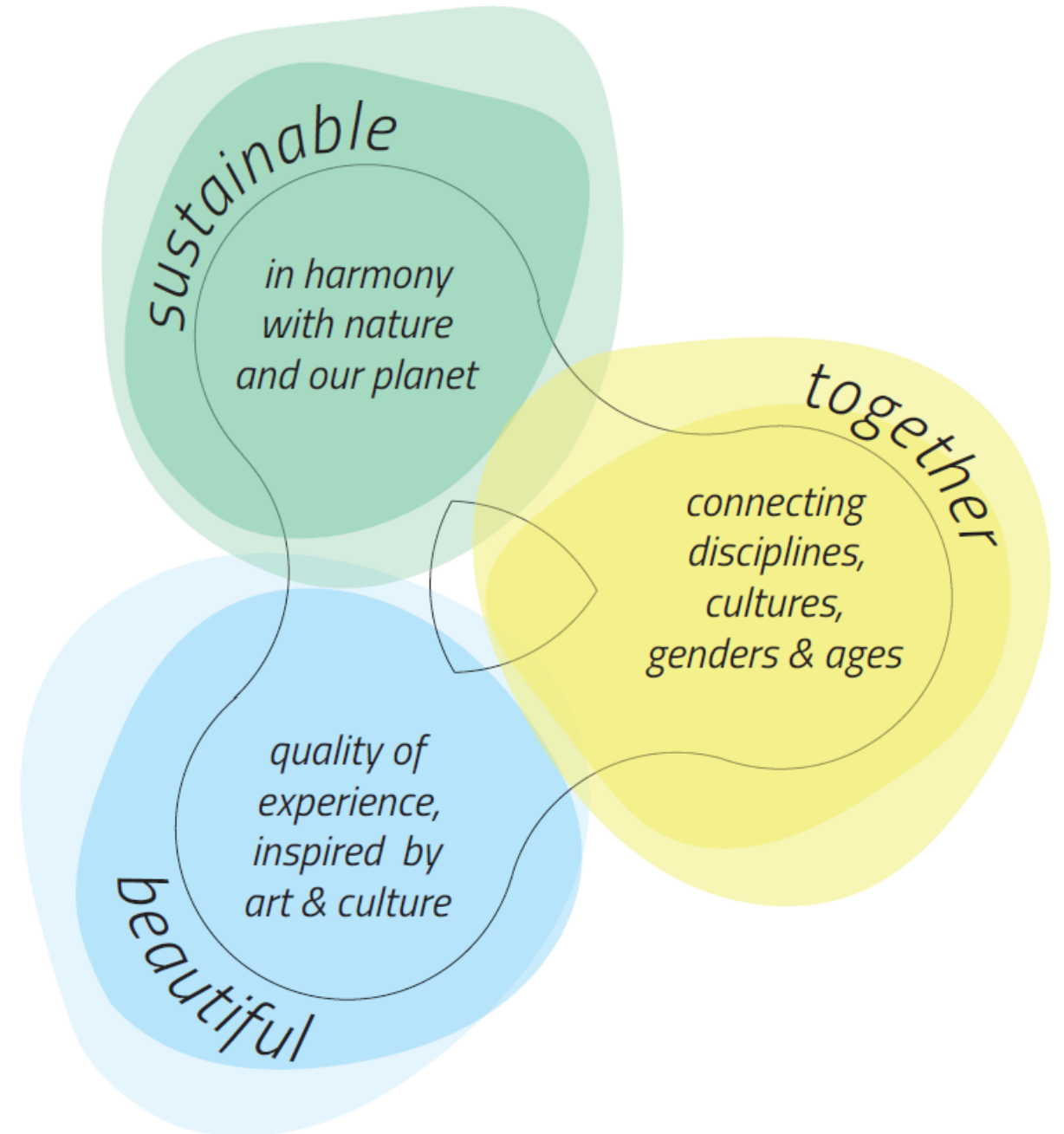
NEB Overview

Introducing the New European Bauhaus

New European Bauhaus

From concept to action

- A creative and interdisciplinary initiative established 2021
- A catalyst for the European Green Deal
- Connects EGD to living spaces and experiences
- NEB Compass launched to assist definition
- Created its own movement, but also inspired others



New European Bauhaus

From concept to action

“If the European Green Deal has a soul, then it is the New European Bauhaus which has led to an explosion of creativity across our Union.”

Ursula Von der Leyen, President of the European Commission



NEB Community



- 600+** **Official Partners**
non political and non-for profit organisations
- 19** **Members of the High-Level Round Table**
practitioners in different fields relevant to NEB
- 99** **NEB Prize winners & finalists**
promoters of inspiring projects illustrating the NEB triangle of values
- 27** **National Contact Points**
public authorities coordinating national efforts to implement the initiative
- 50+** **Friends**
companies and public authorities
 - > **NEB calls' beneficiaries**
 - > **NEB Team & other relevant EC colleagues**



NEW EUROPEAN BAUHAUS PRIZES2023

beautiful | sustainable | together

#NewEuropeanBauhaus Prizes



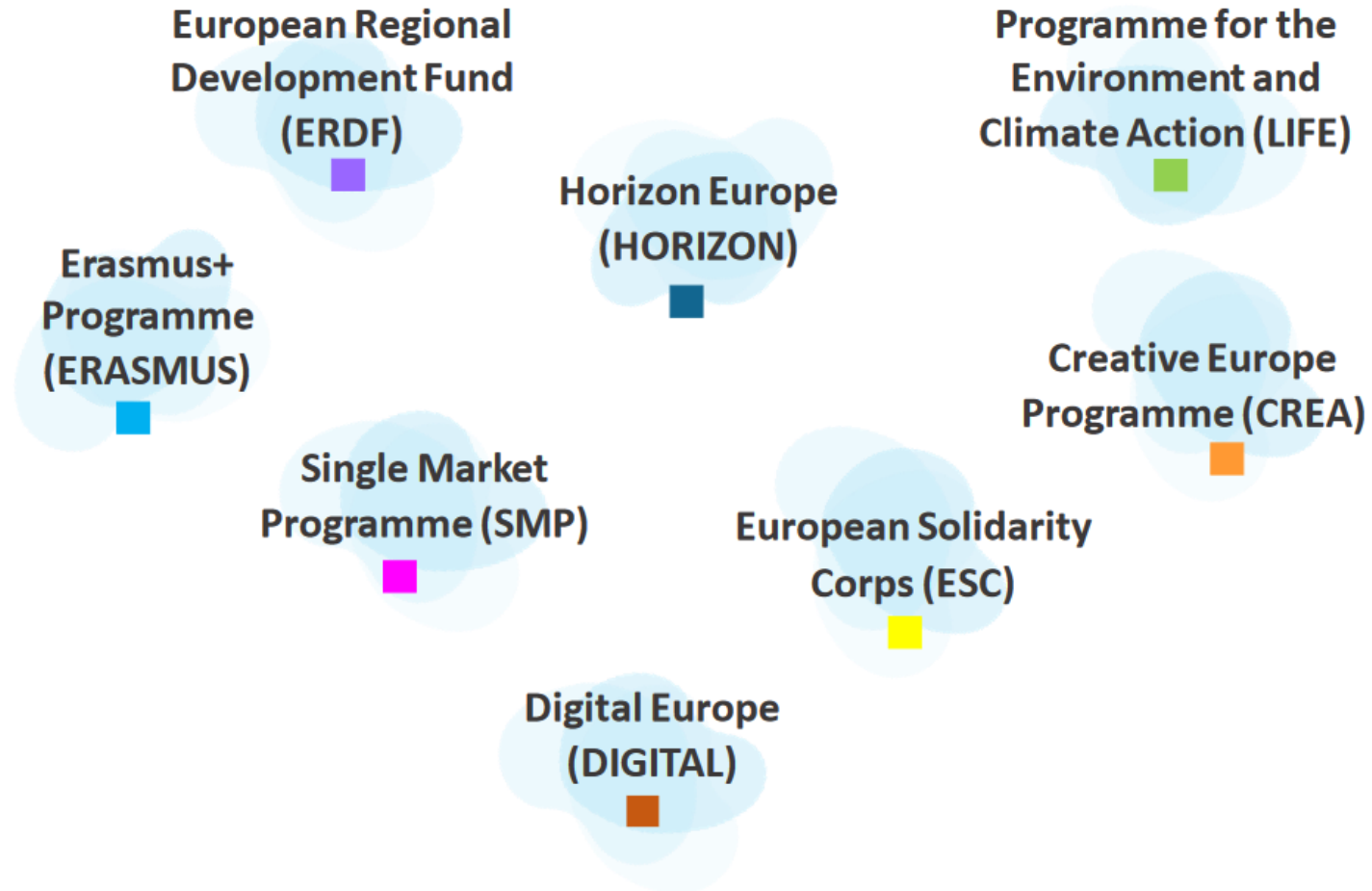
6 December 2022 - 31 January 2023 – CALL NOW CLOSED

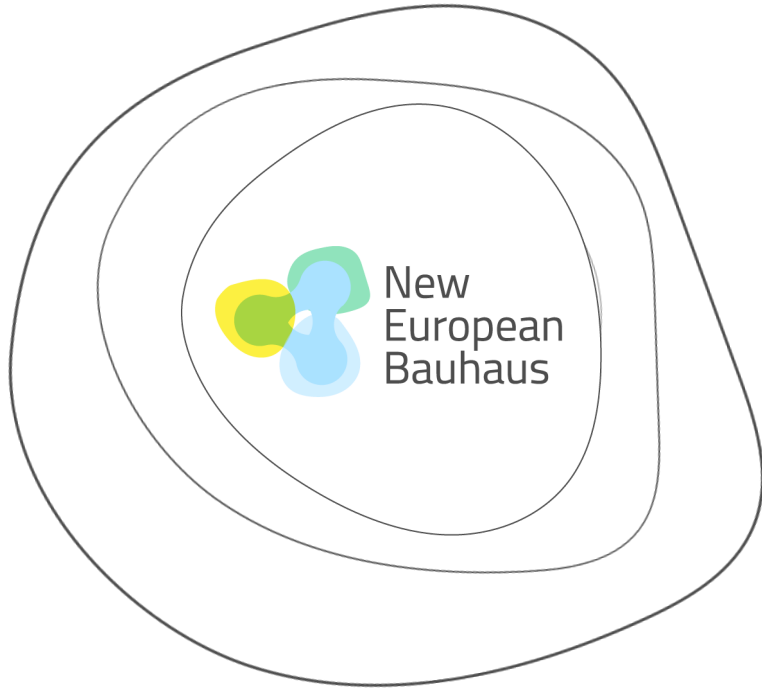


prizes.new-european-bauhaus.eu

Multiple NEB funding opportunities

including support for towns, cities & citizen initiatives





- #NewEuropeanBauhaus
- **Web:** <https://europa.eu/new-european-bauhaus>
- **Instagram:** @neweuropeanbauhaus
- **Pinterest:** <https://www.pinterest.com/eucommission/new-european-bauhaus/>
- **Newsletter:** https://europa.eu/new-european-bauhaus/stay-touch/e-zine_en



Innovative Funding Solutions

Increasing the flow of funds to NEB projects

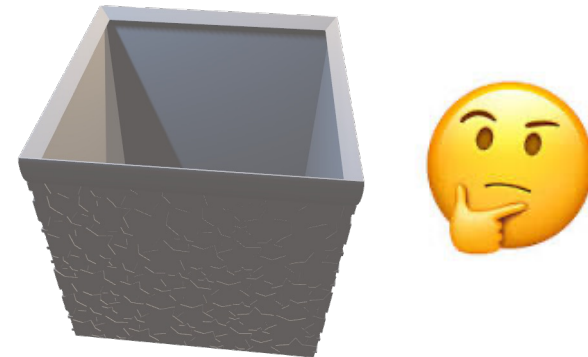
The Challenge!

- NEB Lab projects create concrete actions
- Bring a fresh set of eyes to the ambitions of the NEB
- Get funding to the grassroots
- Robust and replicable funding sources
- Draw upon EU and non-EU examples
- Think outside the box!

NEB Lab Project: Innovative Funding

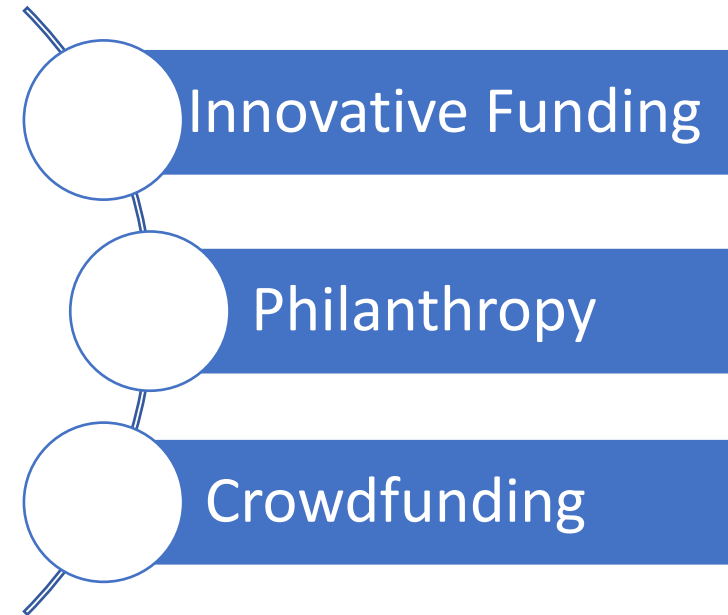
“This Commission-led NEB Lab project explores innovative funding solutions to mobilise private and public funding for New European Bauhaus activities where traditional EU financial instruments and expertise are insufficient or inappropriate.”

- New European Bauhaus

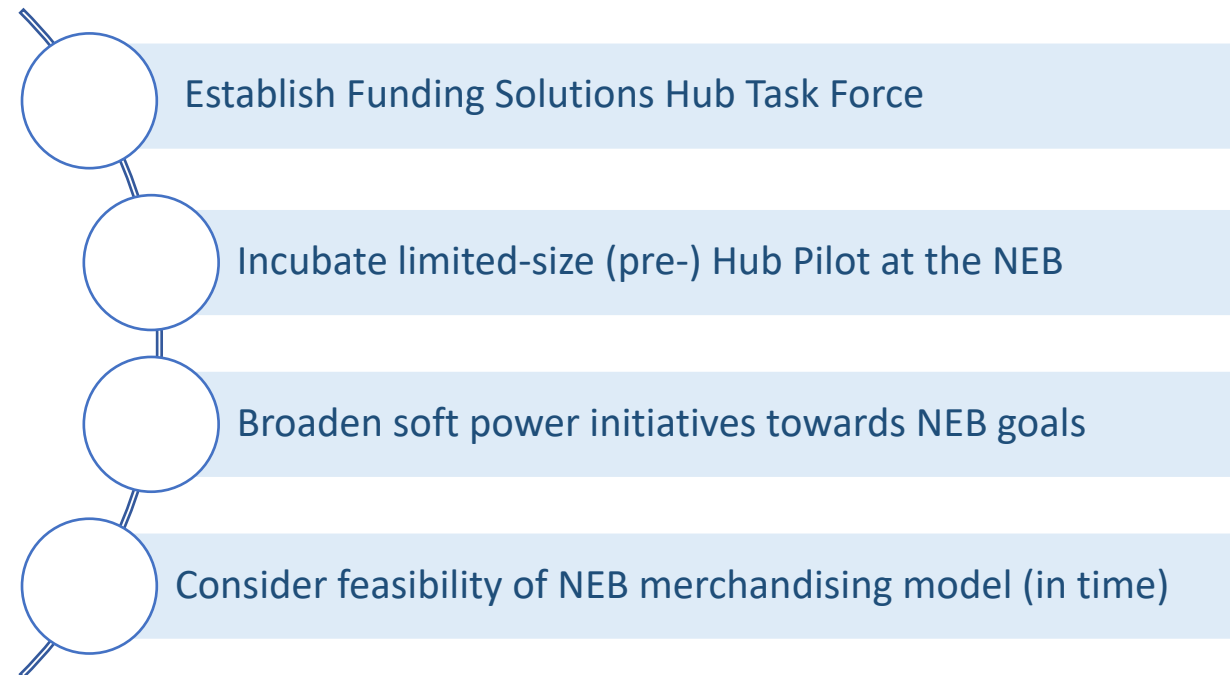


The Approach

- Deep dive research & analysis
- Stakeholder conversations
- Working Group input
- Collating feedback
- Brainstorming
- Preliminary conclusions
- Final report

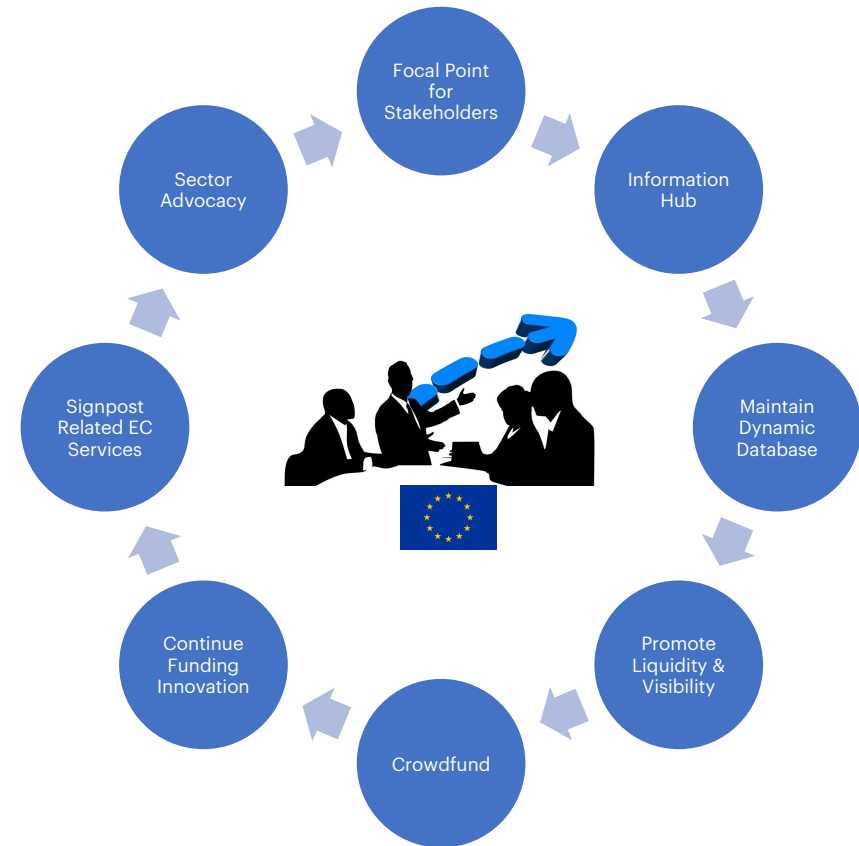


Report's Summary Recommendations



The Funding Solutions Hub

- Influenced by public-sector and banking precedent (see report Appendix I)
- Lends structure to an uneven landscape
- Central focal point
- Dynamic Database
- Crowdfunding
- So EGD can reach projects not currently serviced by other EU programmes



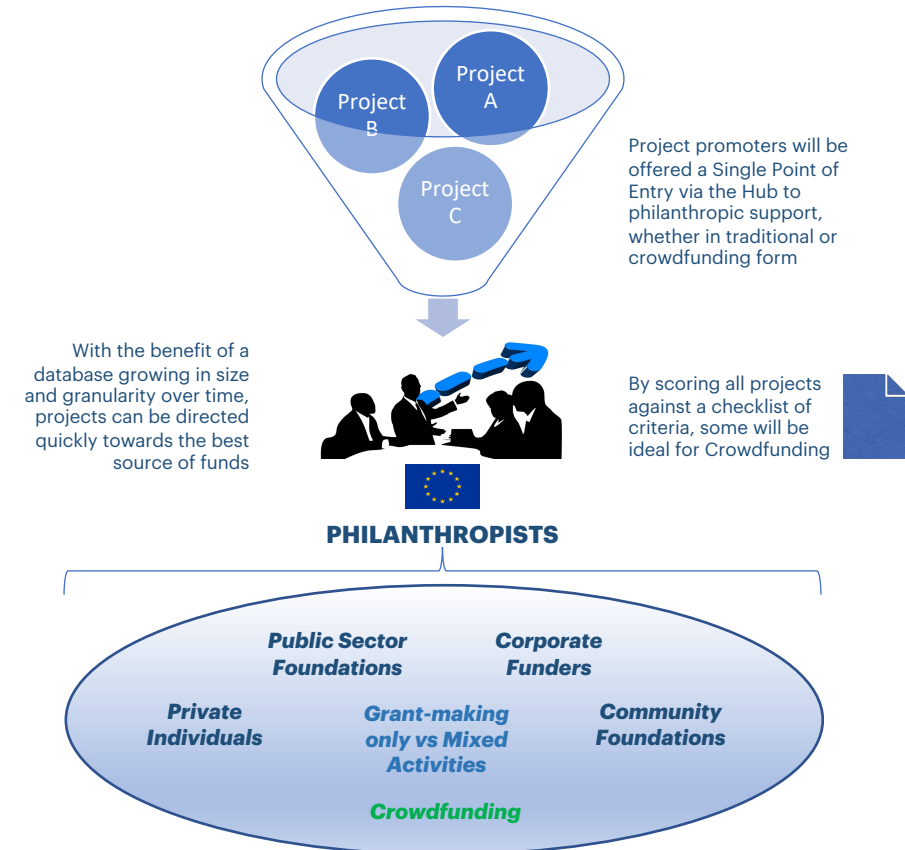
The Central Role of the Database

- The report considers foundations and philanthropists as social economy investors
- It finds a parallel with capital markets on how to profile and approach them
- It holds that projects need to be helped to prepare an offering
- The Hub is the first port of call



The Social Economy Syndicate

- Takes a structured approach
- Project filtering and scoring
- Validation committee
- Offering document
- Social Economy Syndication



Project Milestones

- April 2022: Draft report on philanthropy and crowdfunding
- November 2022: Final reports on philanthropy and crowdfunding models and best practices
- December 2022 - March 2023: Exploring possibilities for hosting the "one-stop-shop" Hub



Moving in the Same Direction

- Encouraging to see other worthy initiatives such as the EEMI
- With ambitious goals
- Adopting an organised approach
- A shared energy & urgency
- Reaching the right stakeholders



Energy
Efficient
Mortgage
Initiative

Stay in Touch!

- Subscribe to the NEB newsletter, engage on social media, or contact them directly
- Reports available:
 - Feel free to contact me for either (rdonohue@q4capitaladvisors.com)
 - Or the NEB (Borislava.WOODFORD@ec.europa.eu)
 - Reports also available on Philea Website (<https://philea.eu>)



New European Bauhaus
beautiful | sustainable | together





Thank you !

This document has been prepared for convenience only. It is an amalgamation of two separate documents and is produced as a summary of the underlying reports concerning Philanthropy and Crowdfunding respectively. It does not itself proposit to be a standalone report on either topic. Consequently, any and all material, proposals, suggestions and/or scenarios set out in this document should only be considered by reference to the detail of the original final reports in each case, including any associated disclaimers therein.

© Copyright 2022 by Q4 Capital Advisors, Ronan Donohue, and European Commission, Joint Research Centre, New European Bauhaus. All rights reserved.