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SOCIAL ECONOMY TOWARDS THE NEW EUROPEAN BAUHAUS



NEW EUROPEAN BAUHAUS

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If one lesson the COVID crisis has taught the European Union, is that a wide range of challenges is interlinked. Only an exchange of knowledge between people in an interdisciplinary approach can create fresh and innovative ideas [1]. To this end, the New European Bauhaus (NEB) is an environmental, economic and cultural project, launched by the European Commission in October 2020, that aims to combine design, sustainability, accessibility, affordability and investment in order to help deliver the European Green Deal and connect it to our living spaces. The NEB calls for a collective effort to imagine and build a sustainable (including circularity), inclusive (including affordability) and quality of experience (including aesthetics) future for our minds and souls, to work together to develop an urban/rural, economic and social regeneration.

Being built on values such as inclusiveness and sustainability, social economy enterprises seem to be in a central position to address the regeneration of communities.

They are characterised by a social objective, cooperation, and inclusive democratic governance at the core of their operating and managing systems to create a positive social transformation.

It appears clearly that social economy is already strongly rooted in the NEB's vision and can thus be a key actor to engage the European communities in this ambitious, creative, sustainable, inclusive transition through several fields of actions. Social economy can work in collaborative platforms, empower communities, connect rural and shrinking areas with urban renovation, and provide sustainable approaches.

Another strong link with the values of social economy, comes from the focus the NEB puts on the places we inhabit with a practical approach to discover beautiful, sustainable and inclusive ways of living. Dialogue between diverse cultures, disciplines, genders and ages then becomes an opportunity to imagine a better place for all. It also means a more inclusive economy, where wealth is distributed, and spaces are affordable.

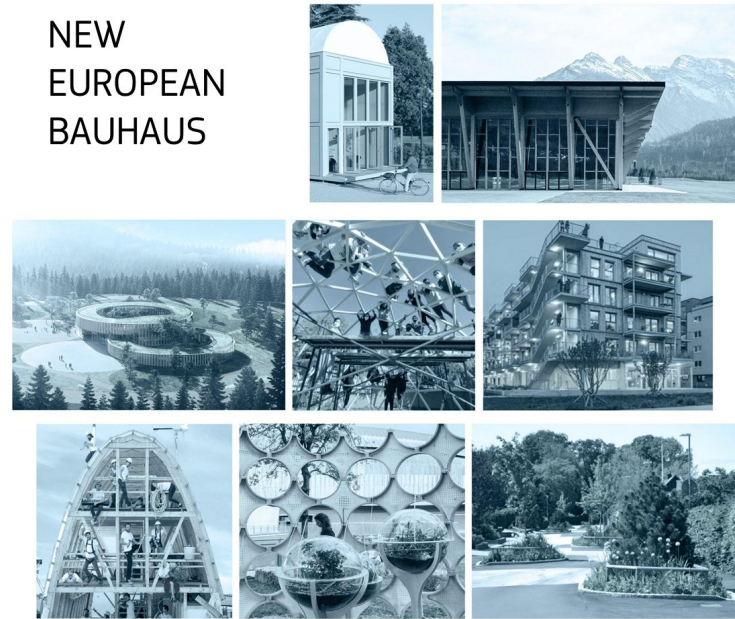


There is also a direct link with the impact of Cultural and Creative Industries in the regeneration of communities and territories. Social economy enterprises are indeed demonstrated tools for inclusion and social participation, vehicles of innovation and strategic factors in the development of territories [2]. They seek systemic transformation in the long term that will benefit the lives of everyone involved, living in the area, or simply interested in the movement.

Social Economy Enterprises are characterised by a participatory governance and a priority is given to social and environmental goals on financial returns. SEEs then seem to be appropriate for regenerating abandoned spaces, with an inclusive, green and local community development approach. Moreover, SEEs provide services or goods to people or communities whose needs were not met neither by private nor public providers [3]. It is the civil society that gathered in local communities, imagined and implemented its vision, based on its needs of inclusion, green and local development.

Discover more observations and good practices from Diesis Network in [the full paper](#).

NEW EUROPEAN BAUHAUS



#NewEuropeanBauhaus 

Diesis is an official partner of the New European Bauhaus. Make sure to follow what's coming next, including the [NEB Festival](#) in June.

If you wish to participate/showcase your project/initiative during the NEB Festival, join forces with Diesis Network and contact paul.hammoud@diesis.coop or [directly apply here](#).

Deadline 21 March

[1] European Commission, About the NEB, https://europa.eu/new-european-bauhaus/about/about-initiative_en (March 2022)

[2] Costantini, A. Social economy enterprises and cultural creative industries, Observations and best practices, 2018, http://www.diesis.coop/wp-content/uploads/2018/04/CCIs-SEEs_FINAL_2018.pdf

[3] Defourny, J., & Nyssens, M. Social innovation, social economy and social enterprise: What can the European debate tell us. In F. Moulaert, D. MacCallum, A. Mehmood, & A. Hamdouch (Eds.), The international handbook on social innovation (pp. 40-52). Cheltenham: Edward Elgar, 2013.