



EYES HEARTS HANDS
URBAN REVOLUTION

CAPACITY BUILDING PROGRAM FOR BROADER REPLICATION

“NEB PRINCIPLES AND EHHUR METHODOLOGY”

RINA-C: SIMONE GURRIERI

WP6 Outreach, policy dialogue and replication

T6.4 Capacity Building for broader replication



Funded by EU
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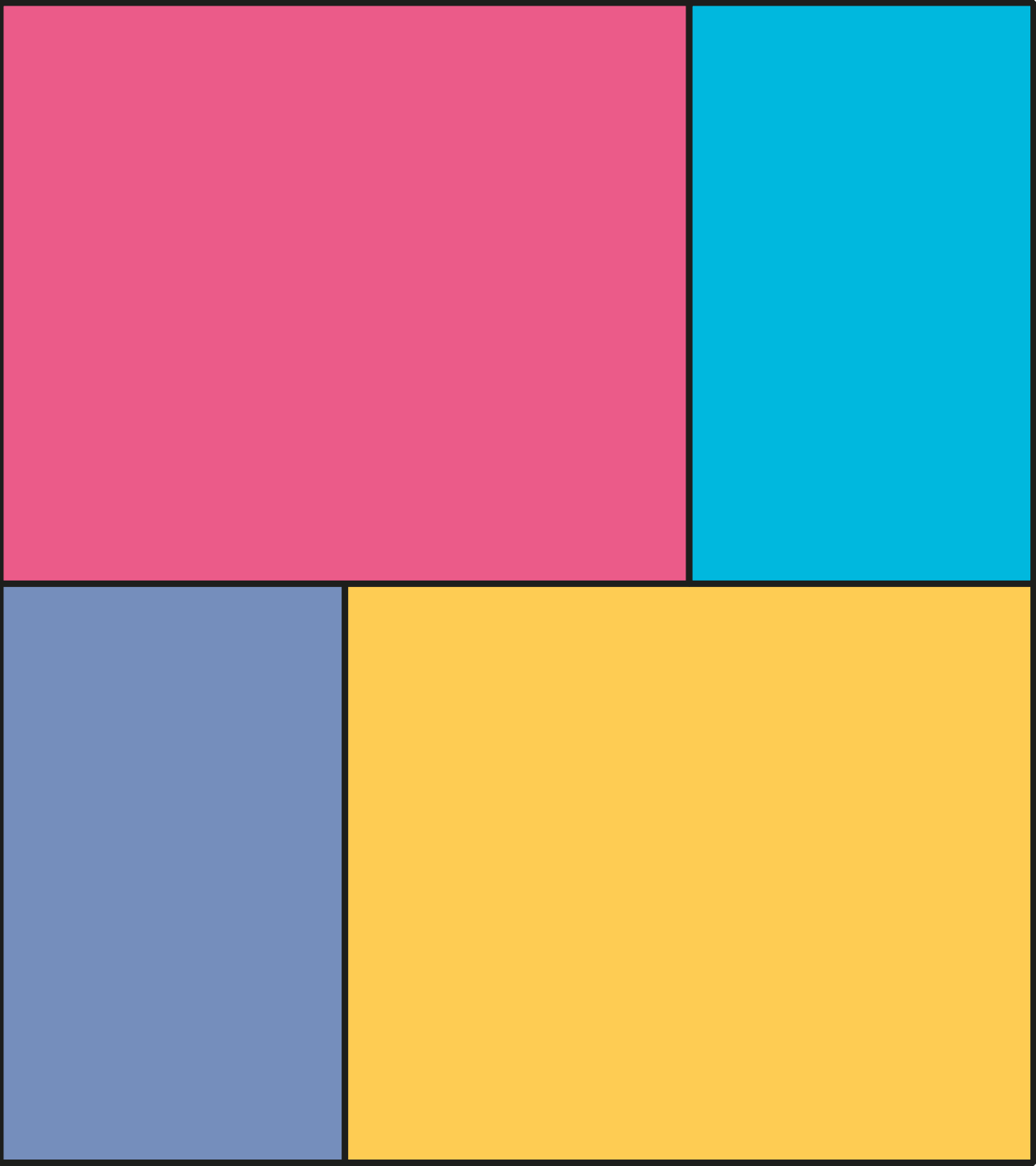
T6.4 Training Course - NEB principles and EHHUR Methodology

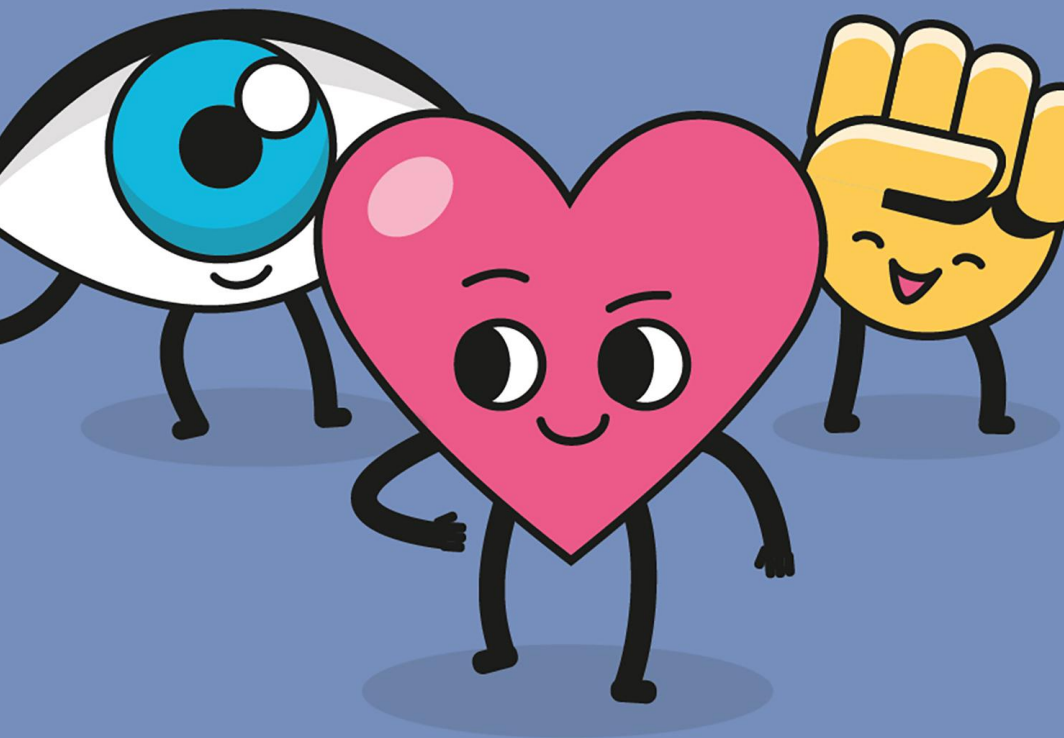
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WHAT IS EHHUR?



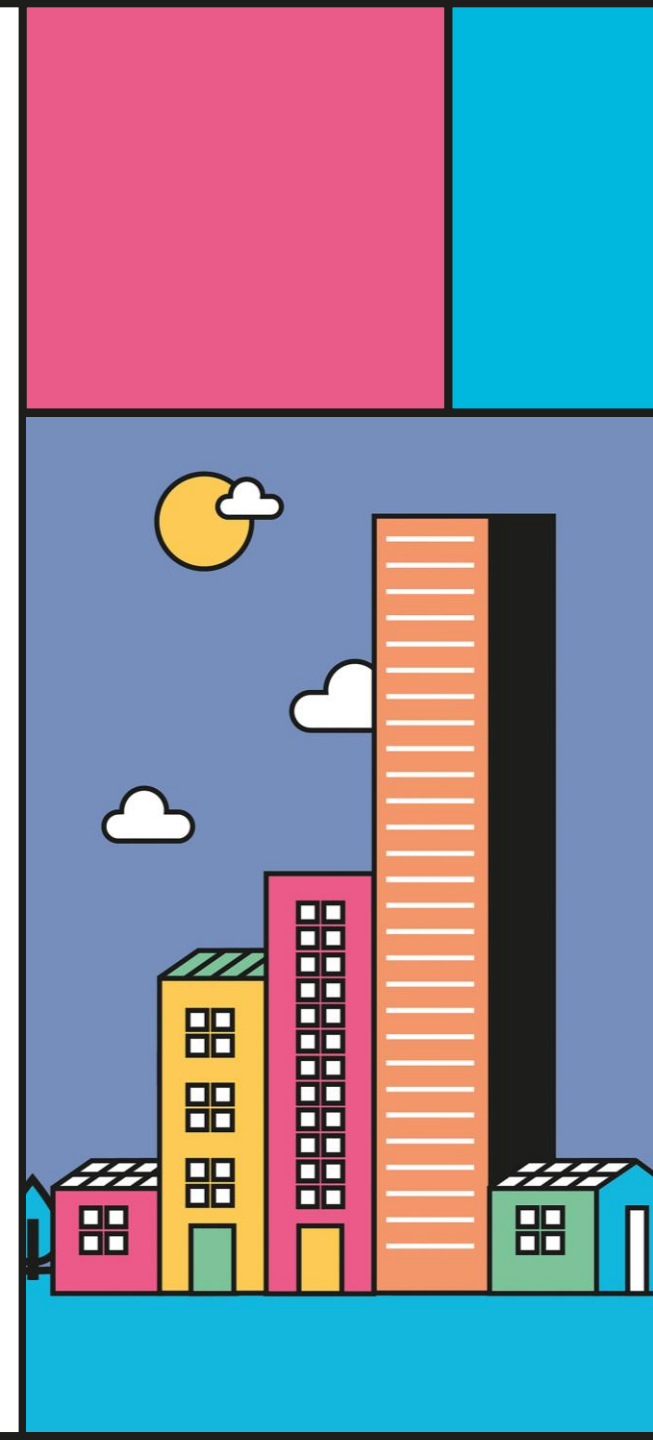


EYES HEARTS HANDS URBAN REVOLUTION

- **Objective:** EYES-HANDS-HEARTS Urban Revolution aims to develop and test a co-design process for interventions that combine the New European Bauhaus (NEB) and the EU Missions in three fundamental principles of **Eyes, Hearts, and Hands** across 7 countries.
- **Start date:** 1 October 2022
- **Duration:** 36 months
- **Partners:** 28 partners and 4 third parties from 8 countries

EEHUR OBJECTIVES

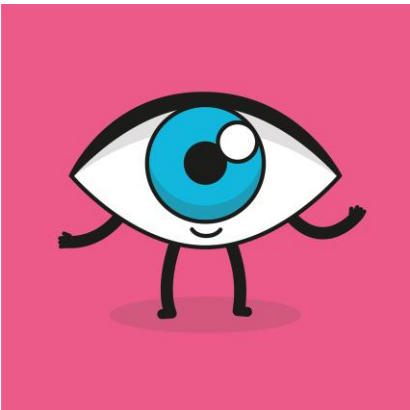
- Enhance local contexts and prepare them for an EU “Just Transition” through a holistic **Eyes Hearts Hands methodology** that has a high replication potential
- Engage governmental, private, and industrial stakeholders and residents locally through an efficient and always-open channel of communication
- Promote the implementation of innovative **technological, social, and financial solutions** while fully respecting the local heritage and characteristics of each location, as already done **in 7 lighthouse districts**
- Create a framework that takes into account conventional financing techniques and funding models
- **Support the NEB and EU Missions** and reflect their ideals through strategic communication, capacity building and training in the localities



THREE ELEMENTS TO MAKE CHANGE HAPPEN:

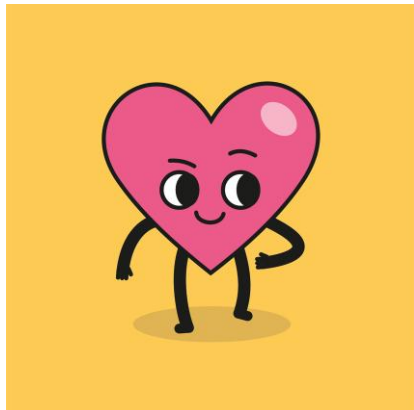
EYES

Aesthetically viable and socially accepted urban transformation



HEARTS

Inclusive and socially fair involvement of local communities



HANDS

Concrete engagement actions for full sustainability





CITIZENS AT THE FOREFRONT OF THE URBAN REVOLUTION

The project deploys a set of tailored social innovation actions to engage and commit the participation of relevant urban players at multiple and multidisciplinary levels:

- technology co-design
- co-financing
- aesthetic co-creation

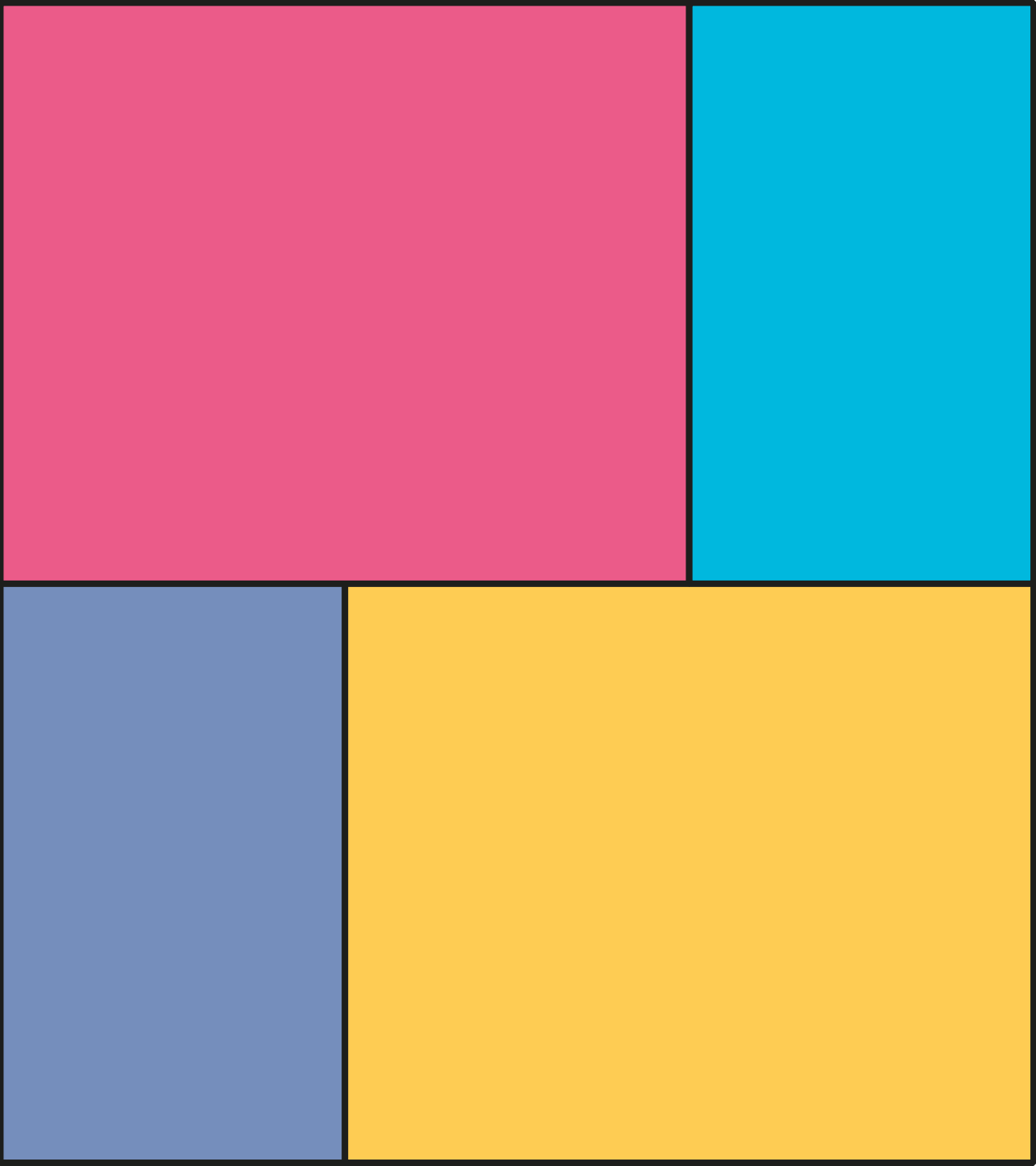
The aim is to design and apply solutions to cities' environmental, social, and infrastructural challenges and make them sustainable and resilient for the long haul.

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THE SHAPE OF NEB

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NEW EUROPEAN BAUHAUS (NEB) PRINCIPLES

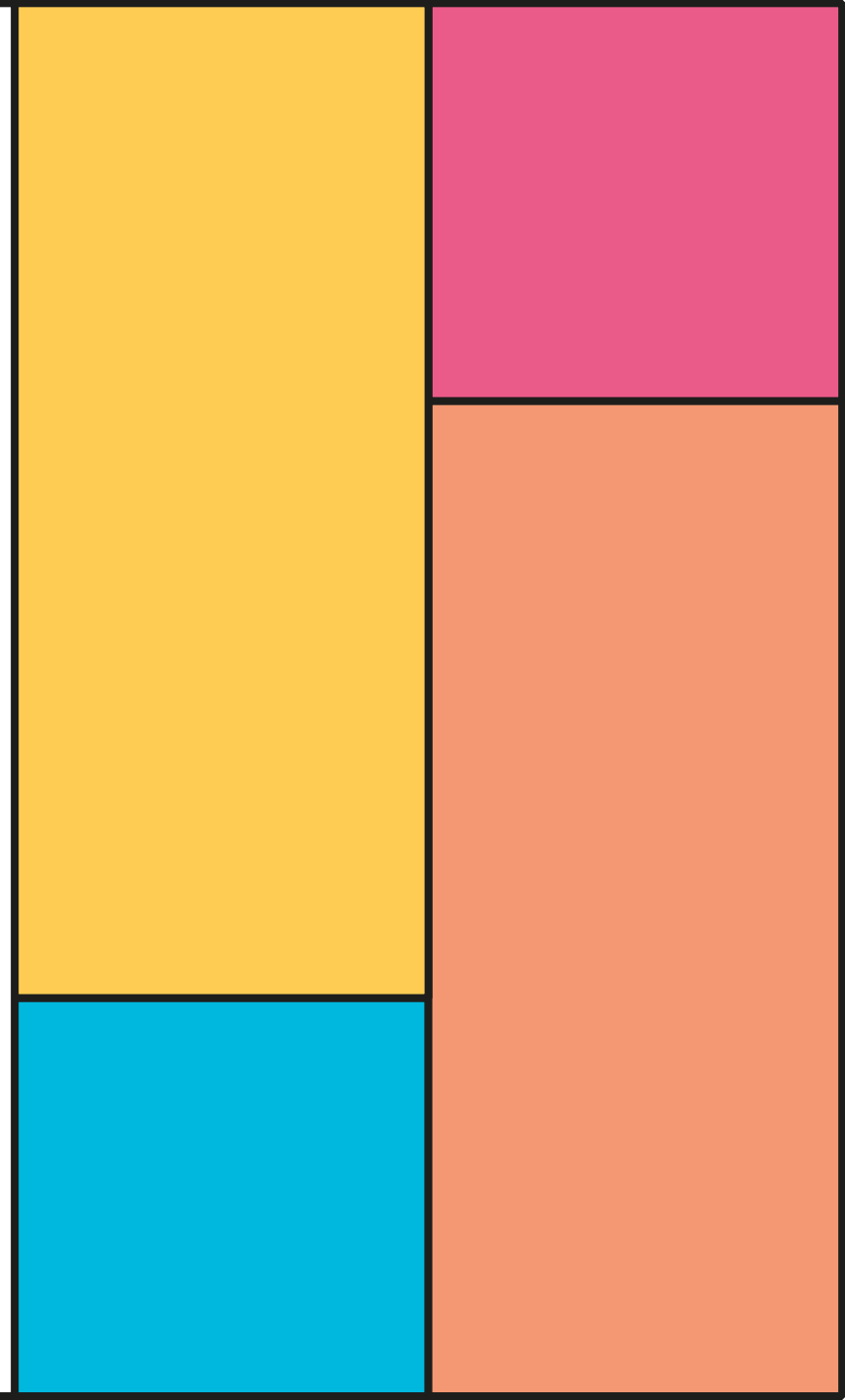
- Aesthetics: quality of experience and style, beyond functionality
- Sustainability: from climate goals, to circularity, zero pollution, and biodiversity
- Inclusion: valorising diversity, equality for all, accessibility and affordability



THE SHAPE OF THE NEB



New European Bauhaus



THE SHAPE OF THE NEB



The NEB Values:

VALUES

Beauty

Ambition I: to activate



Ambition II: to connect



Ambition III: to integrate



Sustainability

Ambition I: to repurpose



Ambition II: to close the loop



Ambition III: to regenerate



Inclusion

Ambition I: to include



Ambition II: to consolidate



Ambition III: to transform



THE SHAPE OF THE NEB



The NEB Principles:

WORKING PRINCIPLES

Participatory processes

Ambition I: to consult



Ambition II: to co-develop



Ambition III: to self-govern



Multi-level engagement

Ambition I: to work locally



Ambition II: to work across levels



Ambition III: to work globally



Transdisciplinary approach

Ambition I: to be multidisciplinary



Ambition II: to be interdisciplinary



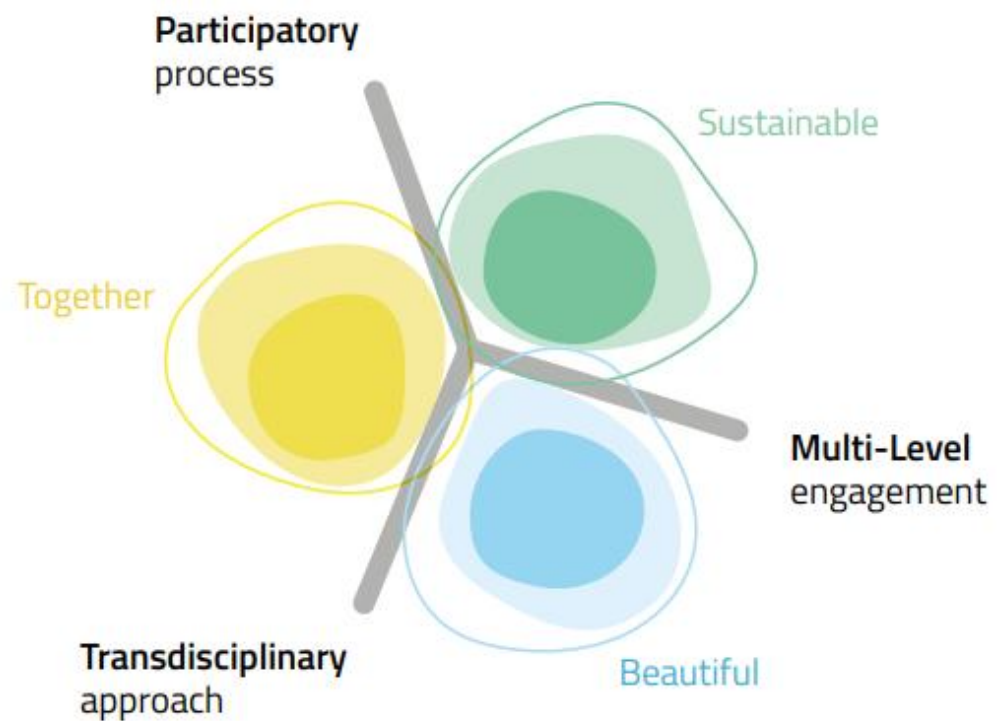
Ambition III: to be beyond disciplinary



THE SHAPE OF THE NEB



NEB Values and Principles – Integration is key

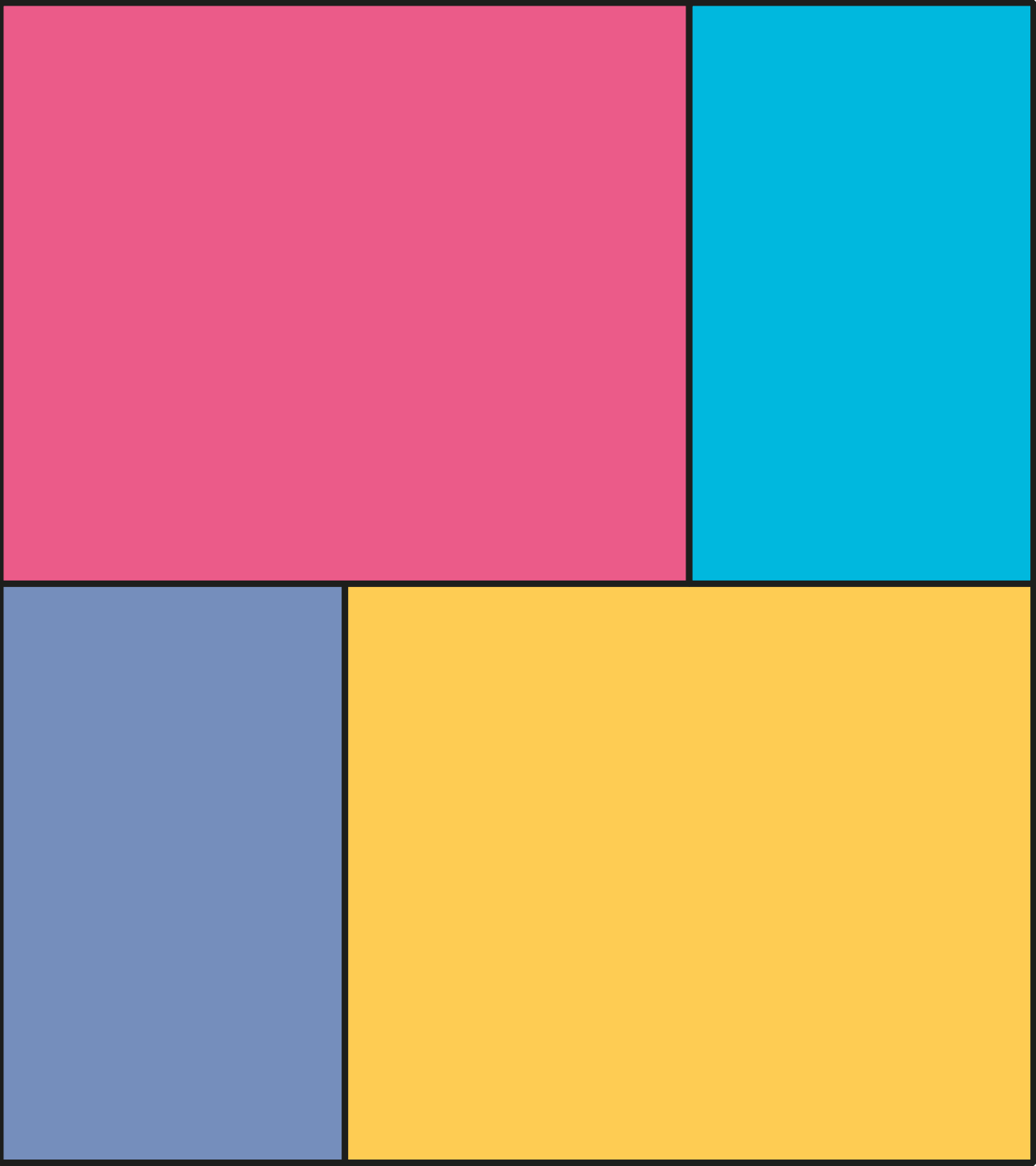


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A DEEP DIVE INTO THE NEB WORKING PRINCIPLES AND THE EHHUR APPROACH

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NEB FRAMEWORK - EHHUR

The NEB framework can be adopted differently depending on the context of the specific project

EHHUR Approach

- ✓ EHHUR involves the participation of civil society or representatives of local social groups in implementing their sustainability action plans.
- ✓ EHHUR focuses on the three NEB values (aesthetics, sustainability and inclusion).
- ✓ The working principle through which EHHUR operates is the ***participatory process***:
 - This principle refers to the degree to which the communities affected by the project are involved in the design, decision-making and implementation phases.

NEB FRAMEWORK - EHHUR

Key Components of the EHHUR Methodology

1. Engagement and co-design with communities
2. Integration of green and digital technologies
3. Innovative financing models
4. Robust monitoring and evaluation (KPIs)

NEB FRAMEWORK - EHHUR

Structure of the EHHUR Methodology

- **Phase 1:** Planning (e.g., KPIs, community engagement)
- **Phase 2:** Implementation (e.g., using sustainable materials, EV charging)
- **Phase 3:** Monitoring (e.g., tracking CO2 reduction, Renewable Energy System 'RES' adoption)

NEB FRAMEWORK - EHHUR

Co-Design and Engagement

Community Engagement at the Core

- Participatory process:
 - Inform, Co-develop, and Empower communities
- Tools used: Engagement toolkits, co-design workshops, feedback mechanisms
- Example: Stakeholder mapping in LH cities

NEB FRAMEWORK - EHHUR

KPIs - Measuring Success

Defining Key Performance Indicators (KPIs)

- Environmental: CO2 savings, energy efficiency
- Social: Inclusion levels, satisfaction rates
- Economic: Local investments, reduced energy costs

NEB FRAMEWORK - EHHUR

Technology and Innovation

Leveraging Technology for Change

- Decision Support System (DSS):
 - Planning pathways for decarbonization
 - Integrating best practices
- Digital tools: BIM, data analytics, smart sensors
- Green technologies: Nature-based solutions, energy-efficient materials

PARTICIPATORY PROCESS WORKING PRINCIPLE AND DEGREES OF ENGAGEMENT

✓ **Ambition I – To consult:**

- At this level, participation ranges from informing the community about the project to consultation, feeding into decision-making

✓ **Ambition II – To co-develop:**

- Key stakeholders are engaged in co-creating certain aspects of the project. Thus, the emerging ideas are co-developed by the project partners and stakeholders

✓ **Ambition III – To self govern:**

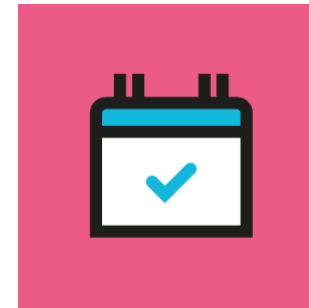
- Stakeholders are involved in all stages of the project's lifecycle (from design to evaluation) and empowers the community to make decisions and govern the project

AMBITION LEVELS IN FOCUS

AMBITION LEVEL I – TO CONSULT

❑ What is needed to achieve this level of ambition?

- ✓ Activities and events where the goal is to gather the community together to foster cohesion and a sense of community
- ✓ Activities and events where the goal is to inform the community about the project or whatever initiative you want to undertake for the benefit of the community
- ✓ Consultation activities where the goal is to understand citizen's needs and requirements. An important aspect is to make sure the outcomes of such activities feed into decision-making
- ✓ The information flow is static and mostly one sided: the information flows from the project owner to its audience and then back.

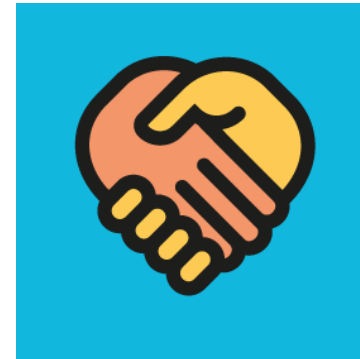


AMBITION LEVELS IN FOCUS II

AMBITION LEVEL II – TO CO-DEVELOP

□ What is needed to achieve this level of ambition?

- ✓ Workshops or other type of events where the goal is to co-develop certain aspects of the project involving the community (i.e. co-design of green spaces, a park etc.
- ✓ Stakeholders are kept informed throughout the process, and decisions are made collaboratively, with clear reasoning and rationale.
- ✓ All stakeholders are regarded as equal partners in the design process, regardless of their background or expertise. Their contributions are valued and integrated into the final outcome.

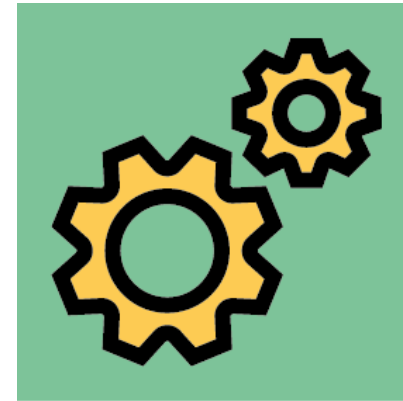


AMBITION LEVELS IN FOCUS III

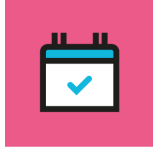
AMBITION LEVEL III – TO SELF GOVERN

□ What is needed to achieve this level of ambition?

- ✓ Stakeholders are actively involved in making decisions and negotiating trade-offs with those in power. This happens at every step of the project, from planning and managing to implementing. The goal is to empower the community to govern the project/initiative and have a say in its direction.
- ✓ Project owners aim to make themselves redundant, enabling a community to take agency
- ✓ This level of ambition implies satisfying ambition levels I and II



KEY CONSIDERATIONS FOR ENHANCING THE INTEGRATION OF THE NEB FRAMEWORK INTO OUR APPROACH TO BUILDING INCLUSIVE, RESILIENT, AND SOCIALLY SUSTAINABLE ENVIRONMENTS INCLUDE:



Identification of social challenges - understanding social dynamics



Integration of strategies to address social challenges



Community Engagement fostering Co-creation & Collaboration



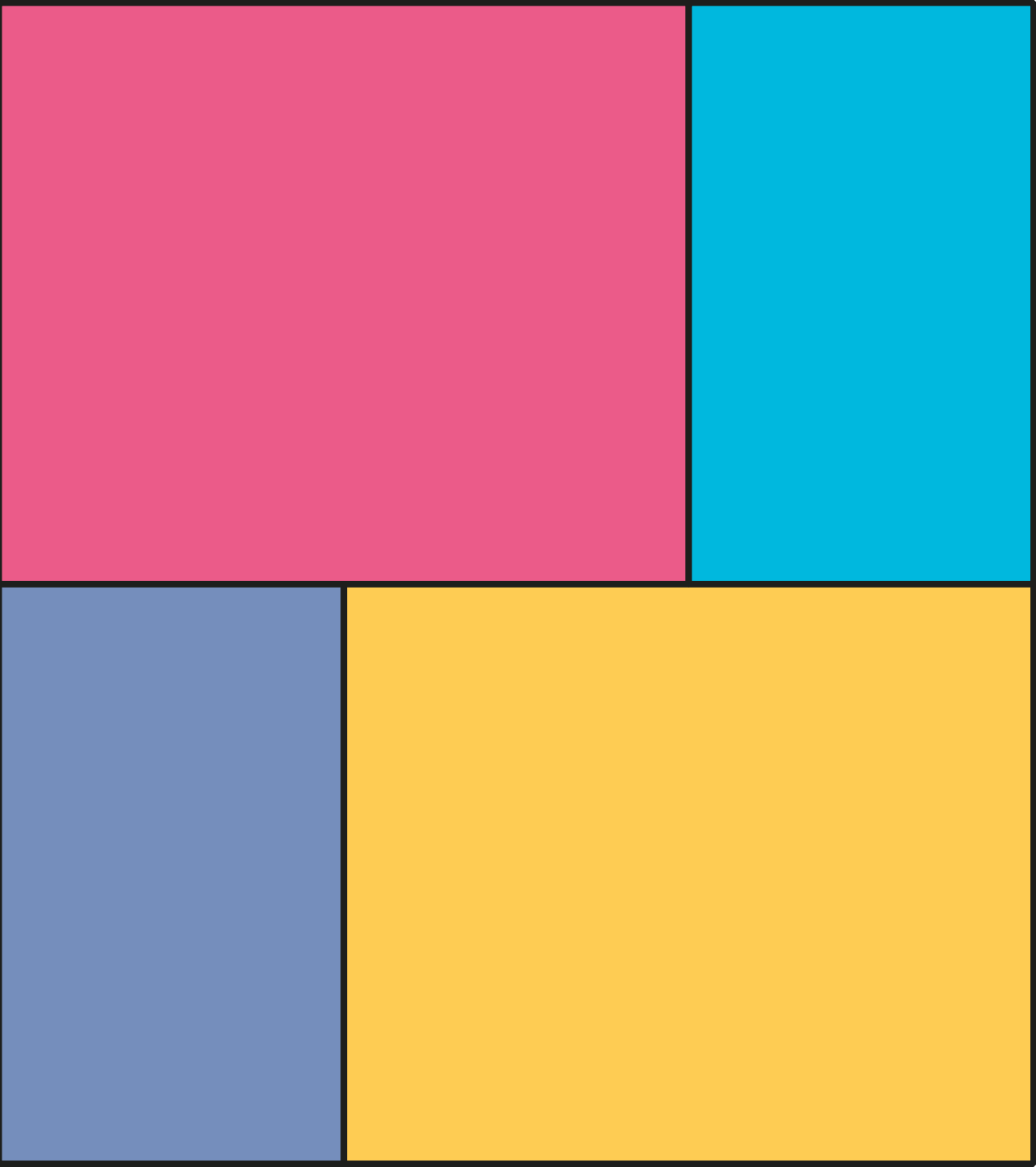
Capacity Building & Empowerment



Social Impact Assessment, Monitoring & Evaluation

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EHHUR ENGAGEMENT STRATEGY

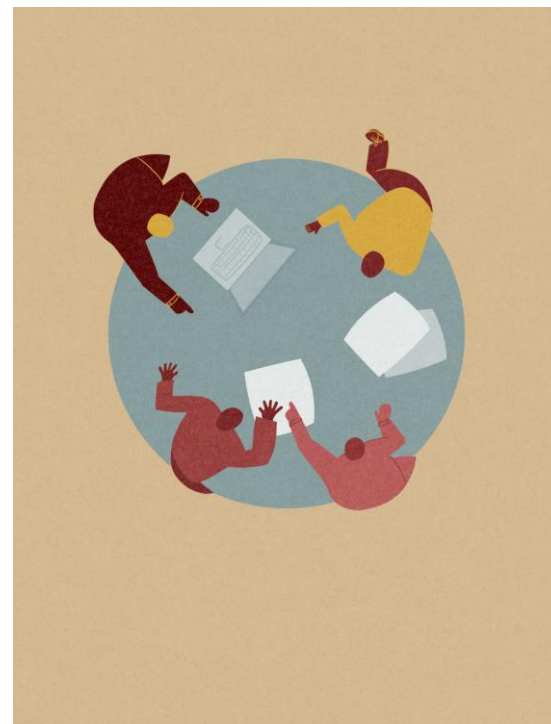


INTRODUCTION TO ENGAGEMENT STRATEGY

EHHUR leverages the Levels of Participation model to engage stakeholders.

Based on Arnstein's "Ladder of Citizen Participation" (1969), a widely recognized framework in citizen engagement.

The Engagement Ladder helps build relationships over time, ensuring stakeholder commitment.



ENGAGEMENT LADDER LEVELS & IMPLEMENTATION IN EHHUR

Inform: Raising awareness and sharing project details.



Consult: Gathering feedback on alternatives and solutions.



Involve: Direct involvement in project decisions and activities.



Collaborate: Active partnership, integrating stakeholder ideas.



Empower: Community-led decision-making and governance.

ALIGNMENT WITH NEB COMPASS

The Engagement Ladder aligns with the NEB Compass participatory approach

NEB Compass defines three levels of ambition:

- **Ambition 1: To consult** (Inform & Consult levels from Engagement Ladder).
- **Ambition 2: To co-develop** (Involve & Collaborate levels from Engagement Ladder).
- **Ambition 3: To self-govern** (Empower level from Engagement Ladder).

The level of engagement depends on project objectives, tools, and methods applied.

EHHUR WORK TEMPLATE FOR ENGAGEMENT TOOL SELECTION

The work template helps users select the most suitable engagement tool. It mirrors the tool card format, highlighting key selection factors. Users can check items such as project stage, objectives, resources, skills, and time available. Filling out the template ensures a structured approach to tool selection. Encourages thoughtful consideration before choosing an engagement method.

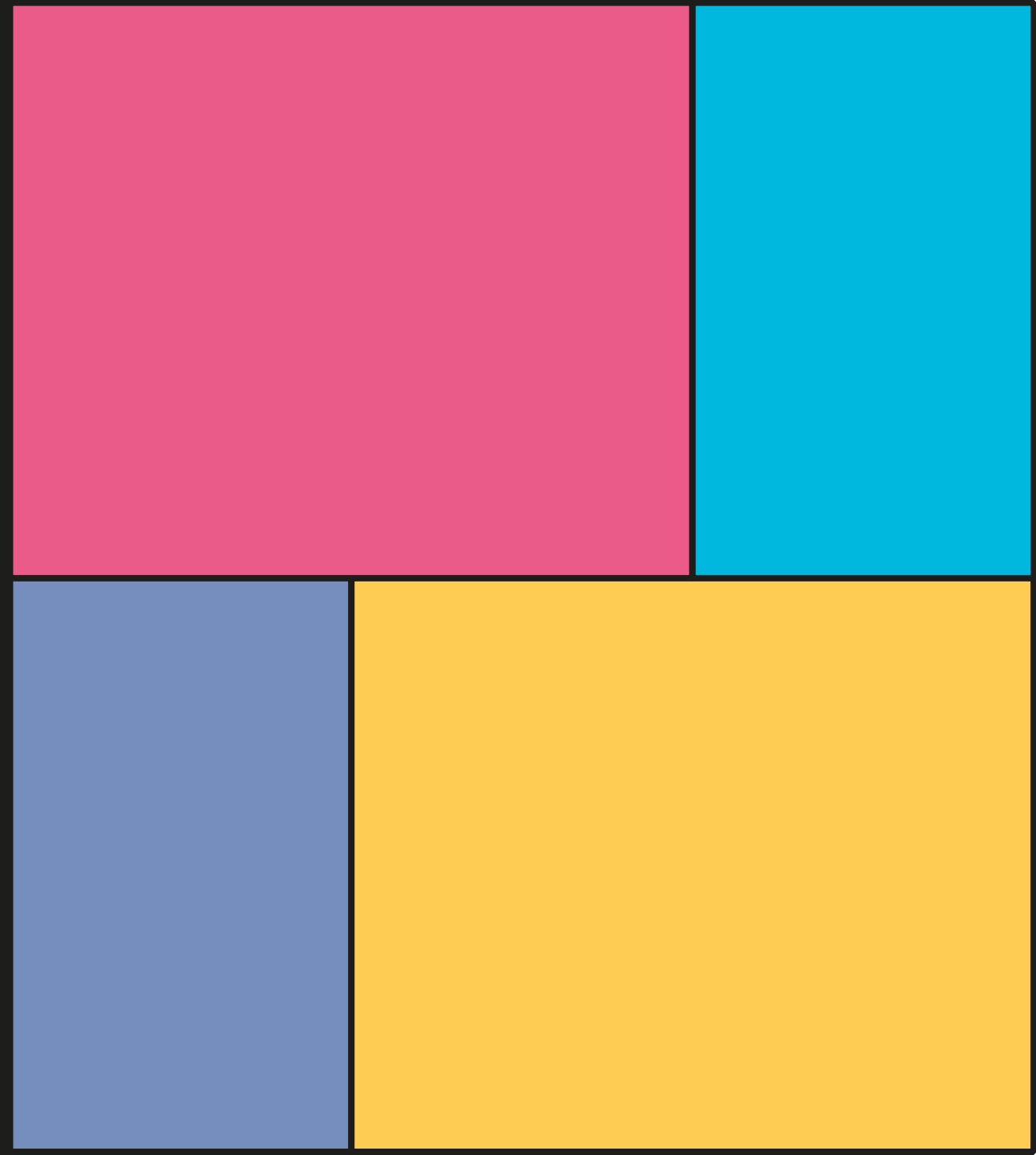
PHASE AND GENERAL OBJECTIVES (Please fill in)	Project Phase you are in, and the general objectives you want to fulfil Understanding at what stage of the project you are and for what purpose you want to involve citizens and other stakeholders can contribute to better identifying what level of the engagement ladder your engagement activity might want to target.				
NUMBER OF PARTICIPANTS (Please fill in)					
OBJECTIVE (Please select the most appropriate)	Inform	Consult	Involve	Collaborate	Empower
	• Present the project • Generate interest • Increase awareness	• Request feedback • Analyse acceptance	• Gather requirements • Identify needs • Validate solutions • Build consensus	• Generate ideas • Co-create and co-design solutions • Envision the future • Co-implement solutions	• Community decision making
RESOURCES (to fill in)	Identification of available resources (ICTs and budget):				
LENGTH OF THE PROCESS (to fill in)	Estimate of the length of the participatory process/time available for the activity:				
FORMAT (to fill in)	Online? On-site?				
SKILLS (to fill in)	Skills available in-house that could be used to guide the engagement activities:				

4

FINANCIAL SCHEME

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FINANCING STRATEGY

Projects are typically financed through three main sources:

Public funding: Local, national, and international grants, government budgets, and municipal revolving funds.

Private funding: Third-Party Financing (TPF), equity crowdfunding operations, and financial institutions.

Hybrid funding (Public-Private Mix): Combining public and private investment for sustainable project development.

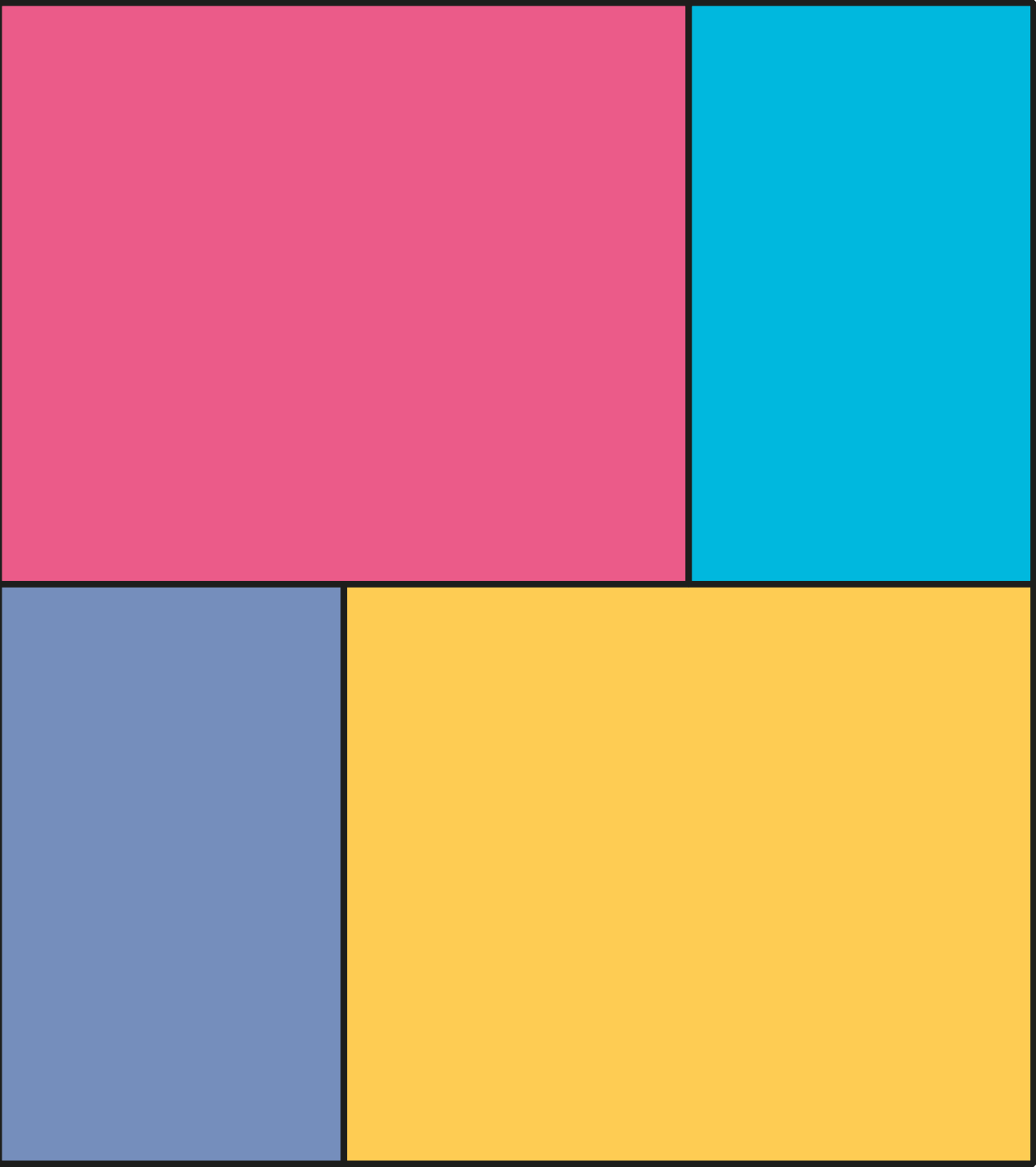
CHOOSING THE RIGHT FINANCING SCHEME

- **Project Scale & Objectives:** Align funding with the project's strategic goals.
- **Risk Sharing Preferences:** Balance financial risk between stakeholders.
- **Regulatory & Market Conditions:** Ensure compliance and financial feasibility.

A well-balanced mix of funding sources enhances project viability and sustainability.

5

LIGHTHOUSES CASE STUDIES



LIGHTHOUSE DISTRICTS

The “lighthouse districts” are cities that lead the path towards sustainable, beautiful and inclusive cities through:

- Adopting digital, smart energy efficient solutions, circular and modular renovation toolkits and eco-design
- Promoting people-centred business models that favour energy communities, common spaces, co-investment in renovation, and foster frameworks to empower residents
- Experiment co-creation and engagement practices in districts, engaging several disciplines as a link to the New European Bauhaus.





LH1 - HØJE -TAASTRUP (DENMARK)

The municipality of Høje-Taastrup is committed to responding to social and environmental challenges exacerbated by segregation and social exclusion through the establishment of a Citizen Energy Community.



LH2 – KOZANI (GREECE)

Kozani's goal is to attain carbon neutrality by 2030. In order to improve the appearance of the city, the district is undergoing the energy transition from lignite-based DHN to renewable energies. Citizens are included in social engagement and co-design activities.



LH3 – ZOERSEL (BELGIUM)

The municipality of Zoersel intends to create a new, multi-use library building that will strengthen the community spirit of the area. The local community is encouraged to collaborate and co-create at the library by exchanging knowledge, abilities, and experiences.



LH4 – MAIA (PORTUGAL)

The Sobreiro social housing neighborhood, which lies in the heart of Maia, today consists of 47 structures overall. Between 2012 and 2021, it underwent a partial renovation, which improved the buildings' energy efficiency. The district aims to co-design for an urban transformation by involving vulnerable residents.



LH 5 – IZMIR (TURKEY)

Located in the Turkish Aegean, Izmir is one of the largest Mediterranean port cities. The province of Izmir has 30 districts spread across its 12.000 km² of land, 11 of which are located in the metropolis. The district aims to turn the historical city center into an innovation hub.



LH 6 – OSIJEK (CROATIA)

The fourth-largest city in Croatia, Osijek, serves as a focal point for all of Eastern Croatia (Slavonija, Baranja, and Srijem), where 84.9% of the colonies are in danger of losing their population. The district is committed to renovating urban areas and raising aesthetic standards while taking into account heritage preservation.



LH 7 – BIODISTRETTO DELLA VIA AMERINA E DELLE FORRE (ITALY)

The Biodistretto aspires for a sustainable transformation across several industries, including slow and sustainable tourism, energy transition, and organic agriculture. The goals of the bio-district are to advance the ecological transformation of the region as a whole and enhance societal well-being.



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THANK YOU!

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