

# EIT Community Booster

## Scaling New European Bauhaus Ventures

### New European Bauhaus Climate Acceleration Programme

By EIT Climate-KIC

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#### 1. Program Description

The New European Bauhaus Climate Acceleration Programme aims at supporting the most promising New European Bauhaus (NEB) related ventures bringing together simultaneously in their operations or solutions the three dimensions of sustainability (including circularity), quality of experience (including aesthetics) and inclusion (including accessibility and affordability).

The New European Bauhaus Climate Acceleration Programme engages innovation ecosystems to explore opportunities to activate and mobilize entrepreneurs, startups, and social enterprises based on the NEB principles and emerging place-based design imperatives around the NEB challenges: (i) Green transition through architectural, cultural and historic sites; (ii) Towards circularity and urban resilience; (iii) Ensuring affordability and accessibility to all.

The New European Bauhaus Climate Acceleration Programme capitalises on the EIT Climate-KIC's existing "Clean Cities ClimAccelerator" programme, having strong connections with startups and general services provided by that programme. The "Clean Cities ClimAccelerator" programme is focused on cities and their climate challenges, and catalyses innovation and collaboration through a demand-led approach matching demand with supply through systems innovation towards resilient climate-neutral cities.

Both acceleration programmes are underpinned by the EIT Climate-KIC's [\*Transformation, in Time\*](#) vision and the [\*Healthy, Clean Cities\*](#) programme, and have therefore, strong connections to climate neutrality targets, building resilience, and climate mitigation and adaptation goals. Additionally, the New European Bauhaus Climate Acceleration Programme includes solid elements of the [\*NEB initiative\*](#) (sustainability, inclusiveness and aesthetics) and is guided by the Cross-KIC NEB work.

EIT Climate-KIC leads the New European Bauhaus Climate Acceleration Programme in collaboration with our established "Clean Cities ClimAccelerator" partners: Universidad Politecnica Madrid (UPM) and Impact Hub Vienna GmbH (Impact Hub). Together, we identify startups meeting quality and NEB thematic requirements, and we provide them with blended support services comprising main "Clean Cities ClimAccelerator" services plus specific NEB services. The latter include coaching and guidance on how to embed sustainability, inclusiveness and aesthetics into the solutions and services provided by those startups, creating added value in market competition, amongst other.

Due to the close connection between the New European Bauhaus Climate Acceleration Programme and the "Clean Cities ClimAccelerator", we can offer cross-fertilisation of ideas and services, identification of partnerships and synergies, and dissemination of NEB opportunities.

This Program is ideal for startups that are close to reaching the market or they have reached the market with innovative technology and/or business model solutions that have already been sufficiently demonstrated in any controlled environment.

## 2. Why to apply

The NEB initiative is mainstreaming its values in all sectors of life, as a means of making the Green Deal a human-centred experience that reaches hearts, minds and homes. Climate is a critical field of engagement for the blending of social inclusion, quality of experience and sustainability envisioned by the NEB. We envision that startups with acquired NEB skills and features will be getting strong advantage in the market and setting at the forefront of climate innovation.

The New European Bauhaus Climate Acceleration Programme is a unique programme providing services and training to address both climate challenge in cities and NEB integration. The blended programme includes:

- financial support for developing solutions including sustainability, inclusiveness and aesthetics in the context of the climate change challenge in cities;
- access to training activities and advice from NEB experts and climate coaches;
- one-to-one mentoring;
- connection with other NEB startups and projects, as well as key NEB stakeholders; and
- local, regional and global exposure through EIT Climate-KIC, Cross-KIC NEB and EIT planned events, communications and press releases.

## 3. What will you get

Four companies will each receive (1) a €25,000 prize to accelerate their growth and (2) a tailored package of supporting services valued at €25,000. Total grant per startup is €50,000.

To receive the €25,000 prize to accelerate their growth, startups need to sign an agreement document specifying the use of the provided funding. Personnel costs, expert services and other direct costs (travel, goods and services) can be included. Additionally, funds can be used as a travel budget to attend accelerator activities (training, workshops, networking events, demo days and general business development activities). The timeframe for funding execution needs to respect the duration of the acceleration programme.

Supporting services will include:

- Training activities.
- Advice from experts and climate coaches.
- One-to-one support by a mentor.
- Access to EIT Climate KIC's ecosystem of cities, corporations, investors, SMEs, Universities and research institutions.
- Access to NEB startups and projects, as well as key NEB stakeholders.

#### 4. Topics

Startups are welcome to submit their applications when providing services and solutions integrating sustainability, inclusiveness and aesthetics and responding to the following NEB challenges:

1. Green transition through architectural, cultural, and historic sites:
  - Natural building materials and energy efficiency, including refurbishment of existing, historic buildings.
  - Sustainable alternatives for hardscapes as urban spaces, naturalisation of degraded public areas, green areas, biodiversity, green and blue infrastructures, and urban furniture as assets promoting active mobility, improving citizen well-being, and mitigating heat island effects.
  - Urban farming and regenerative agriculture to reduce emissions and foster the relationship between city and farmer.
2. Towards circularity and urban resilience:
  - Enhancement of public realm, accessibility, and interconnection through active mobility modalities, to mitigate air pollution and noise, and improve physical and mental health.
3. Ensuring affordability and accessibility to all:
  - Energy communities to ensure comfort living at affordable prices through multi-disciplinary retrofitting teams.
  - Shift from building-centric to community-centric approach in providing telecommunications, data, energy, water, waste.
  - Upgrade historic and old buildings to meet new energy efficiency requirements whilst preserving their significance and sense of belonging within the community.
  - Universal mobility as a key enabler for social inclusion. Everyone should be able to move freely within cities regardless gender, race, beliefs, or disability (barrier free access).

## 5. Eligibility Criteria

- Your solution has sustainable, inclusiveness and aesthetics values.
- High potential to make an impact on climate challenges faced by cities in the context of the NEB challenges.
- Ready to demonstrate: you should already have a PoC/Alpha/Beta/prototype
- Your solution is scalable
- Your company must be incorporated (or in the legal process of incorporation) before entering the program.
- You can ensure a dedicated team of at least 2 people.
- Your company is active in EU member states or EU associated countries (i.e. Iceland, Norway, Albania, Bosnia and Herzegovina, North Macedonia, Montenegro, Serbia, Turkey, Israel, Moldova, Switzerland, Faroe Islands, Ukraine, United Kingdom, Tunisia, Georgia, Armenia)
- Your company is less than 5 years old.
- The company's goals align with the New European Bauhaus principles and values.
- You commit to engage EIT Climate-KIC's Services-for-Equity Agreement (SFEA) acting as sustainable financial mechanism. SFEA is a new investment programme designed by EIT Climate-KIC to enable us to invest into start-ups that are conceived, incubated, and accelerated through our programmes. SFEA is a convertible investment instrument that EIT Climate-KIC has developed to be a founder-friendly and efficient way to equity stakes in Europe's most exciting climate innovation start-ups.

## 6. Selection Criteria

### Evaluation scale:

In relation to each of the criteria below, the score ranges from 0 to 5 according to the following scale:

0	Proposal fails to address the criteria or cannot be assessed due to missing or incomplete information.
1	Poor. The criteria is inadequately addressed or there are serious inherent weaknesses.
2	Fair. The proposal broadly addresses the criteria, but there are significant weaknesses.
3	Good. The proposal addresses the criteria well, but a number of shortcomings are present.
4	Very good. The proposal addresses the criteria very well, but a small number of shortcomings are present.
5	Excellent. The proposal successfully addresses all relevant aspects of the criteria. Any shortcomings are minor

### Weighting

Assessment criteria stated below are categorized either as a category A or category B. Appropriate weight is used for each category

Category	Weight
A	x1

B	x2
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### Assessment criteria

Challenge	Strategic importance for the Cross KIC NEB (B)	<ul style="list-style-type: none"> <li>- Addressing NEB challenges in the context of the climate challenge in cities.</li> <li>- Providing solution with NEB values (sustainability, inclusiveness, aesthetics).</li> <li>- Startup goals align with NEB values.</li> </ul>
	Strategic importance for EIT Climate-KIC (A)	<ul style="list-style-type: none"> <li>- Alignment with Transformation, in Time.</li> <li>- Alignment with Healthy, Clean Cities.</li> </ul>
Scope	Quality of the proposal and team (A)	<ul style="list-style-type: none"> <li>- Innovativeness and technology.</li> <li>- Progress and planning of startup.</li> <li>- Competition of startup in the market.</li> <li>- Team / motivation.</li> <li>- Investment scope</li> </ul>
Impact	Impact of the proposal (B)	<ul style="list-style-type: none"> <li>- Viability and implementation capacity</li> <li>- Potential to impact climate challenges faced by cities.</li> <li>- Potential to impact specific NEB challenges.</li> <li>- Long-term perspective, scalability of solution, and business potential.</li> </ul>

### 6. Learn more about EIT Climate-KIC initiatives

[www.climate-kic.org/programmes/entrepreneurship/](http://www.climate-kic.org/programmes/entrepreneurship/)

### 7. Reference email address:

natalia.vera@climate-kic.org  
christine.roehrer@climate-kic.org

### 8. Terms & Conditions:

Access to the applications will be given to all the KICs participating in this Cross-KIC action. Name and scope of startups will be shared within the KICs communities and will be made publicly available (e.g., on the KICs web site, in presentations at conferences etc.).

## Your Data

All applicants will have to accept EIT Climate-KIC's [General Terms and Conditions](#) which also includes, in particular, related [Privacy policies](#) and [Acceptable Use policies](#) and warrant and represent that they have the authority to agree and accept these on behalf of the named organisation. Personal data provided may be processed, including sharing with other organisations, by EIT Climate-KIC and certain sensitive data elements will be visible to other partners or potential partners of EIT Climate-KIC. The named partner organisation or potential partner of EIT Climate-KIC warrants and represents that in providing personal data in connection with the proposal, the data subjects have consented to the provision of this personal data and the processing of it by EIT Climate-KIC in the manner indicated in accordance with Privacy policies, and that the partner organisation or potential partner of EIT Climate-KIC provides the personal data in accordance with applicable law.

## Confidentiality

EIT Climate-KIC will treat your proposal confidentially, as well as any related information, data and documents received in accordance with our Privacy Policy or as otherwise indicated throughout the proposal form. Independent expert reviewers or evaluators are also bound by an obligation of confidentiality.

Please pay attention not to attempt to discuss your proposal with persons you believe may act as an independent expert for KICs participating in this Cross-KIC action.