

BE-WoodEN - Buildings and Education  
in Wood Ecosystem  
for the New European Bauhaus



New European Bauhaus  
beautiful | sustainable | together

## LIFE | Be-WoodEN. The New European Bauhaus in Liguria

Expression of interest for the selection of innovators active in the fields of design, crafts, art and culture, territorial development and social innovation, to participate in the co-design path for the redevelopment of a [social housing residence](#) owned by A.R.T.E. in Imperia.

### 1. The New European Bauhaus in Liguria

Regione Liguria has initiated a process to activate the Ligurian territory to implement the values and principles of the New European Bauhaus (NEB), a European initiative related to the Green Deal, which links beauty, sustainability and inclusion in processes of territorial transformation. The New European Bauhaus in the coming years will have a great impact on funding programs, policies, and tangible development practices that every day arise and grow in the territories.

Regione Liguria, starting in 2022, has promoted a series of awareness and capacity-building actions aimed at territorial stakeholders on the potential of the NEB. It is currently collaborating with the University of Genoa on the Be-WoodEN project, funded under the LIFE program.

This expression of interest is part of the activities of the [LIFE PLP NEB BE-WoodEN](#) project.

### 2. The LIFE Be-WoodEN project

The objectives of the Life Be-WoodEN project are:

- Making buildings more environmentally-friendly;
- Promoting the use of wood and bio-based materials;
- Overcoming cultural and technical barriers to facilitate the widespread adoption of wood and bio-based materials in construction;
- Taking NEB principles into account throughout the building supply chain.

Actions focus on:

- Increasing the knowledge and skills of professionals through the application of innovative training and Challenge Based Learning activities;
- Engaging a wide range of stakeholders to find solutions for the reliable use of wood in buildings and common spaces;
- Testing innovative and sustainable solutions, particularly for social housing for the elderly and frail.

### 3. Objectives

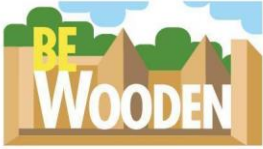
The objective of this expression of interest is **to select at least 18 innovators from different disciplinary fields related to design, craftsmanship, territorial development, art, culture, and social innovation social**, to be paired with a group of technicians (e.g., architects, engineers, agronomists, and forestry technicians), for the activation of a co-design pathway. The main objective of the pathway will be **to transform the common spaces (interior and exterior) of the [social housing residence](#) owned by A.R.T.E. in Imperia through the NEB approach**, using

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sustainable wooden installations. The transformation will be aimed at improving the habitability of the spaces, foster the sociability of the elderly residents and improve connections with the surrounding neighbourhood and the city.

#### 4. To whom are we reaching out?

Subjects working in the fields of design, crafts, art, culture, social innovation, and territorial development. At least 18 innovators will be selected, who will then work alongside a group of technicians (e.g., engineers, architects, agronomists, and forestry technicians), in establishing the interdisciplinary teams and participating in the co-design pathway. The pathway of co-design will take place in Italian, so it is extended to native speakers or foreign individuals who are able to communicate with each other and to translate the results into Italian. Subjects responding to this expression of interest should apply individually.

**\*N.B.:** This call is not addressed to architects, who will receive a dedicated communication, following the mandatory preparatory training.

#### 5. The co-design pathway: the stages

All selected subjects will participate, divided into interdisciplinary groups, in a co-design process in early 2025, which will be divided into the phases and activities described below:

**Phase 1 - Innovation Lab:** creation of interdisciplinary groups, context analysis and hearing out the needs of users, stakeholders, and the local community:

1. 1 presentation meeting, NEB training and matching for the creation of the interdisciplinary design groups (February 12, 2025);
2. Participatory workshops to learn about the context, listen to residence users, territorial stakeholders, and the local community (March 6-7, 2025).

**\*N.B.:** The first meeting will be held in Genoa, while the participatory workshops will take place in Imperia and will last 2 days. For the participatory workshops in Imperia, the possibility of covering part of the costs of travel and accommodation for participants from areas outside the provinces of Imperia and Savona.

**Phase 2 - Design Hackathon:** competition to identify the best innovative solutions for the transformation of the social housing residence owned by A.R.T.E. in Imperia. Groups will be asked to present their innovative solutions through an overall concept of the planned transformations and a preliminary design involving the use of wood. The winning group will see their project realized by A.R.T.E. Imperia. A budget of 50,000 euros is planned for the intervention, of which a maximum of 20% can be allocated to cover technical design costs by the winning group.

**\*N.B.:** The rules of the hackathon, details of the required entries and evaluation criteria will be communicated to the groups during the presentation meeting.

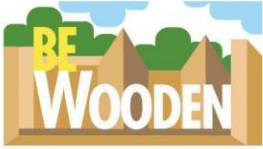
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DAD DIPARTIMENTO  
ARCHITETTURA E DESIGN

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## 6. How to participate

To respond to the expression of interest, it will be necessary to complete the dedicated participation [FORM](#) by 12:00 noon on 15.12.24, attaching the following documents in PDF format:

- Motivational letter in relation to the interest in participating in this project. It may also briefly outline the skills and methodologies that are intended to be deployed during the course (1 page maximum)
- Curriculum vitae and/or portfolio of projects or professional activities carried out, consistent with the object of the present event and substantiating previous experience.

It is considered an essential requirement for participation in the expression of interest to be willing to participate in the workdays promoted on February 12, 2025 and March 06 and 07, 2025.

There is no registration fee for the entire co-design process.

## 7. Criteria for selection of participants

The proposals will be evaluated by a Technical Committee consisting of experts from Regione Liguria, the University of Genoa and the BE WOODEN project partnership. The requirements that will be most taken into consideration when evaluating the applications are:

1. Previous experience in the artistic-cultural field: by way of non-exhaustive example production artistic-cultural or artistic direction and curatorship;
2. Prior experience in projects with a strong focus on sustainability, particularly the use of sustainable materials, wood, and the circular economy;
3. Prior experience in projects with a strong focus on social inclusion, particularly regarding the elderly and disabilities;
4. Prior experience in urban regeneration, active participation, and community management projects;
5. Participation in information initiatives, capacity building or specific training courses on the initiative New European Bauhaus, its values and working principles;
6. Prior experience from which specific competence in teamwork, including interdisciplinary work, is evident.

All participants must be available for frequent meetings/contacts with members of the working group.

### For information:

Team Itinerari Paralleli: [bewooden@itinerariparalleli.org](mailto:bewooden@itinerariparalleli.org)

To apply for the expression of interest click [HERE](#) and fill out the form.

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