



ICL webinar:

How cities work with New European Bauhaus –
and what it means for all of us

23.09.2025 Kristin Kverneland - City of Stavanger

1

Why cities are choosing to anchor their strategies in NEB principles.

The green future of Stavanger



Urban development 1960-2024



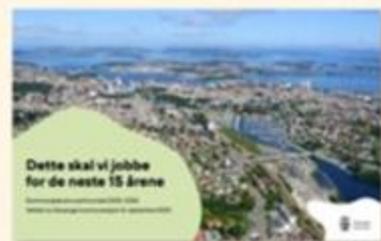
Urban footprint 1960.
Ca. 110 000 inhabitants

Urban footprint 2023:
Ca. 250 000 inhabitants

The city plan – Stavangers Green Deal

The city plan consists of 2 main elements:

- **The social strategy** – main societal goals (the three-leaf clover)
 - Regional powerhouse
 - Daily life quality
 - Green Spearhead
- **The land use strategy** – main goals for land use and developing the city
 - Planning principles
 - Legally binding land-use maps and provisions



Stavangers «GREEN DEAL»



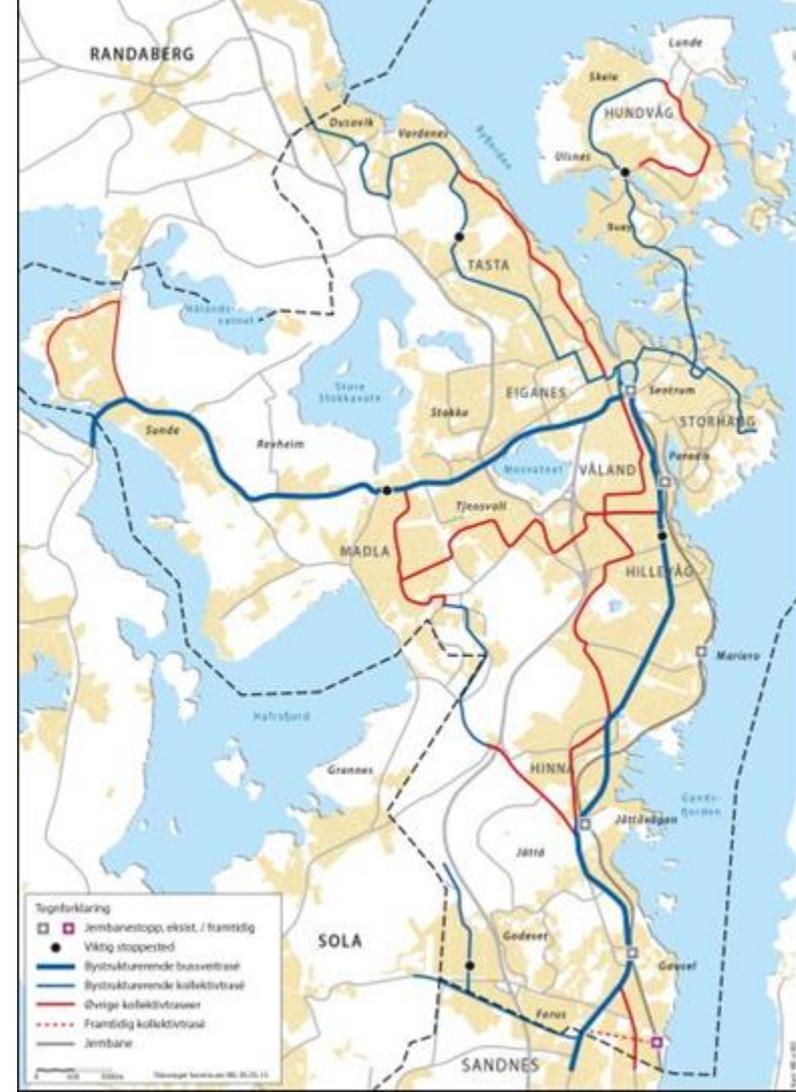
Barriers and drivers for the green direction

Barriers

- Legislation – not strict enough, dependant on volunteer developers
- Marked perception – developers do not believe the market is ready

Drivers

- Public investment in infrastructure for high quality busway, cycleways and walking paths/pavements
- Public planning and encouragement for reusing and densifying central areas and space along the main public transport corridors
- **Front-runners** – leading the way, showing possibilities (Futurebuilt as a positive tool)



triangulum
DEMONSTRATE DISSEMINATE REPLICATE

NORDIC
EDGE
Expo & Conference



2014 2015 2016 2017 2018 2019 2020 2021 2022



Stavanger kommune

2

What new kinds of partnerships and business opportunities this opens up.

NEB-STAR is a three-year project (2022-2025) funded by the EU.

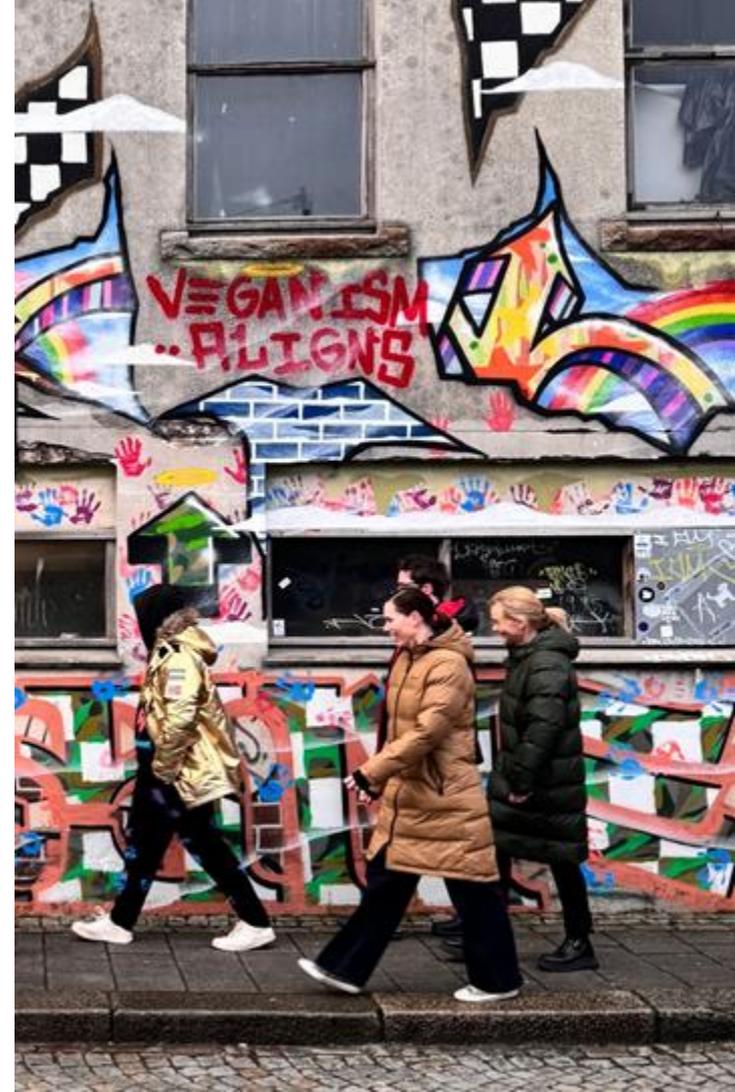
Stavanger has been selected as a beacon for the New European Bauhaus. The NEB-STAR project consists of 16 partners.

The project aims to integrate climate neutrality and the principles of the New European Bauhaus (NEB) – inclusive, attractive and sustainable – **into the urban plans for the municipality of Stavanger.**

In the test areas in Stavanger, Utrecht and Prague, we will rethink how we should live and live, in a sustainable way.

We must change the way municipalities, businesses, citizens and other actors cooperate. The result will provide transfer value to others both nationally and internationally.

NEB-STAR will set an example for other cities in Europe.



A diverse group of partners was selected based on their knowledge, experience, and networks



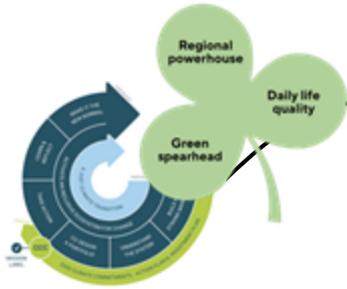
The brief:

How can the municipality collaborate with businesses and residents to ensure that **the climate transition is also attractive for people to participate in**, and that it contributes to enriching, sustainable and inclusive local communities?



How to implement the NEB-values and principles **into the master plans and strategies?**

Strategic



Creating a roadmap for the implementation of the NEB-principles

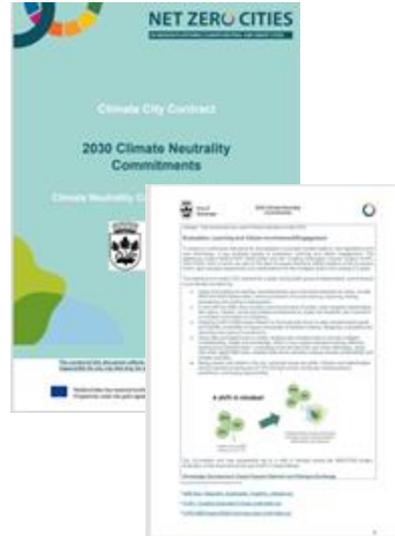


Operational



Exploring and testing different tools and methods for involvement and co-creation, in two different parts of the city, to build **a best practice toolbox based on the NEB principles**

NEB anchored in Societal Strategy, Climate City Contract and Strategy for visual Art



3

How local stakeholders and companies can position themselves in the collaboration with a city committed to values and principles that guide NEB

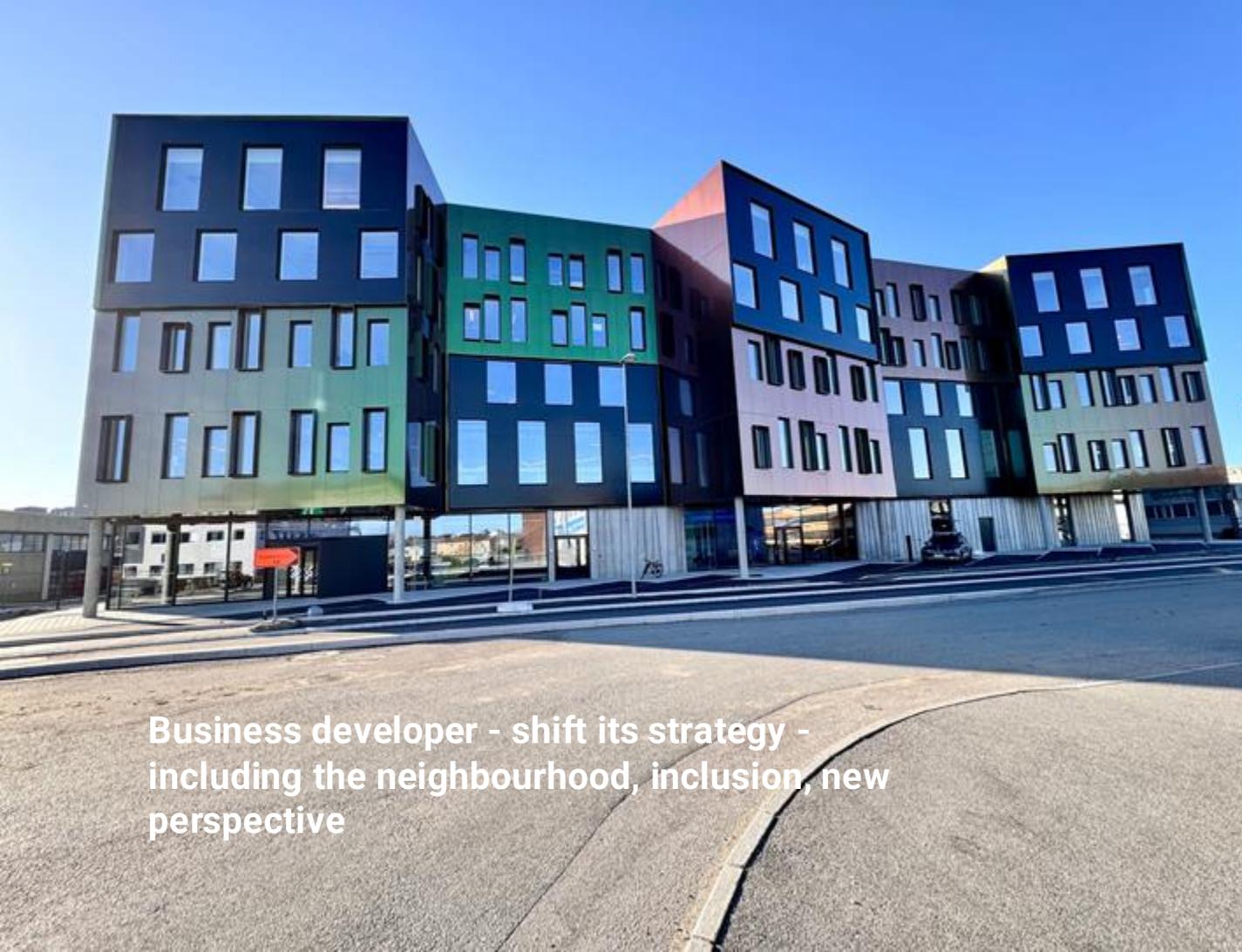


Inhabitants:

**Experience of
exclusion, fighting
against something**

to

**struggling for
something**



Business developer - shift its strategy - including the neighbourhood, inclusion, new perspective





Architects - new role as a bridge builder, become more inclusive





Municipality - role as a facilitator, need to work multi level - still a long way to go to change current practise and culture

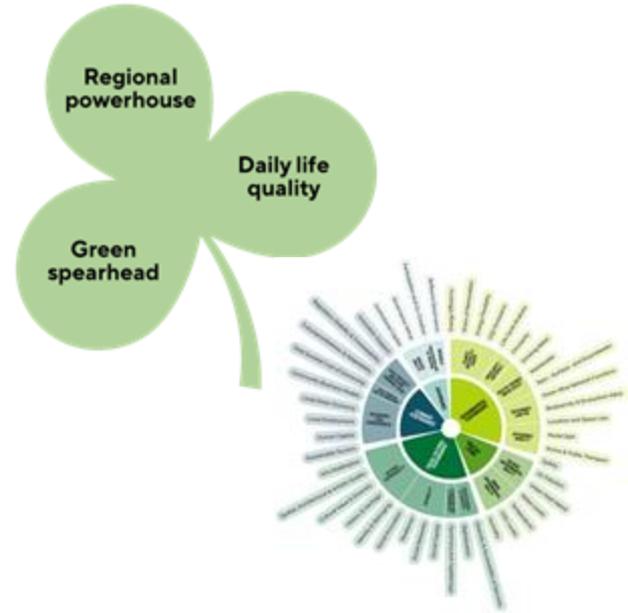
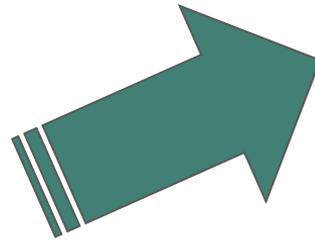


European Bauhaus: En samtale om skjønnhet

A shift in mindset



Implementing NEB
values in our TTP



Create broad mutual ownership
through visual communication
and bottom up initiatives

**NEB-
STAR**

NEW
EUROPEAN
BAUHAUS
STAVANGER

