



PICOBELLO Project Newsletter # 3

April 2025 – September 2025

Welcome to the third edition of the Picobello Project Newsletter! In this issue, we look back at the key highlights and achievements from April to September 2025. From the recognition of inspiring good practices to stakeholder workshops and new strategic reports, the project continues to bring the values of the New European Bauhaus (NEB) into action. Together, we are building more sustainable, inclusive, and beautiful communities across Europe.

GOOD PRACTICES

Progress and Recognition

The PICOBELLO project continues to showcase inspiring initiatives from across Europe. At this point, 14 good practices have been submitted to the Interreg Europe portal. Many of these have been recognised by experts on the Interreg Europe Policy Learning Platform and published in the official database.

Green Sustainable Paths – Mamagea, Greece

This initiative has transformed a neglected urban site in Thessaloniki into a thriving food forest. By planting over 750 trees and running workshops for more than 300 community members and 250 young people, the project has promoted biodiversity, climate education and local resilience. The project demonstrates how underused urban spaces can be reimagined as centres of sustainability, learning and community engagement.

“The key factors of this good practice are community engagement, partnerships with local organizations, and adaptable design principles that suit different urban environments.”

Craft School – Zamek Cieszyn, Poland

Established at the Regional Design Centre in Cieszyn, the Craft School revives traditional crafts while linking them to modern entrepreneurship. Developed through a participatory design process, the school combines hands-on workshops with training in marketing and business management. The pilot edition attracted 270 applicants, demonstrating the high level of demand for this model. As well as equipping participants with new skills, the programme fosters regional identity and appreciation of heritage, as well as creating new opportunities for artisans.

“The school promotes the rediscovery of crafts, heritage appreciation, regional identity, and community-building. The good practice, blending craft education with business training, has strong transfer potential for European rural regions with rich craft traditions.”

Aquí – Barcelona Creativity & Design Foundation, Spain

The Aquí initiative was developed through participatory workshops with residents of the Poblenou neighbourhood. The result was modular street furniture made from sustainable materials, including wooden benches and hammocks made from recycled fishing nets. The project uses bottom-up co-creation methods to ensure that public spaces reflect local needs and foster a sense of belonging. The project promotes inclusive, climate-resilient urban environments, strengthening community resilience and improving everyday quality of life.

“The Aquí cooperative works towards achieving the right to the city for all. Collaborating with citizens, civil society organizations and entities of the social and solidarity economy to foster neighborhoods, communities and ecosystems ever more healthy, inclusive and sustainable.”

Explore all submitted good practices here: [PICOBELLO good practices](#)



STRATEGIC REPORT

Initiatives to boost the creative economy

The Barcelona Creativity & Design Foundation has released a report entitled 'Initiatives to Boost the Creative Economy'. This strategic document offers a bold vision for the future of the creative economy in Barcelona and Catalonia, providing insights that have a much wider reach. Based on an analysis of nine competitiveness drivers, ten business models, twenty-one trends and twenty-five inspiring initiatives from around the world, the report proposes three potential development scenarios.

It is intended to support decision-makers, creatives and business leaders in developing policies that strengthen the creative ecosystem, encourage innovation and establish the region as a global benchmark for sustainable and inclusive economic development.

Download the full report here: [Initiatives to Boost the Creative Economy](#)



REGIONAL EVENTS AND STAKEHOLDER ENGAGEMENT

Over the past semester, the partners have continued to engage local stakeholders through events, workshops, and collaborative meetings:

➤ **Poland** – Silesia Stakeholder Workshop

The workshop, held under the theme “Beautiful Silesia: How can public spaces promote well-being?”, the workshop brought together local and regional authorities, architects, designers, NGOs and universities. Participants developed recommendations on how NEB values could inform regional public space policies.

➤ **Finland** – Urban-Rural Linkages Workshop

On 19 May 2025, a virtual meeting was held to bring together partners and stakeholders and review the outcomes of the Kiihdyttämö workshops. The discussions focused on creating pleasant urban spaces through artistic integration, addressing the housing shortage in Lapland, setting up a cultural hub and encouraging physical activity and well-being. Inspiration from an international perspective came from a recent study visit to Barcelona, while collaboration in the north was further strengthened through NEB networking in Oulu. Looking ahead, upcoming initiatives such as the Uusi Aalto Seminar and the Revitalise Meri-Toppila workshops will continue to embed NEB values across the Lapland region.

➤ **Latvia – Study Visit in Riga**

On 13 August 2025, the Vidzeme Planning Region organised a visit to the Kalnciema Quarter and the Āgenskalns Market. Participants explored how place-making, market revitalisation and cultural spaces can integrate NEB values into urban development.

PLANS FOR THE FUTURE

In the coming months, the Picobello project will focus on:

✓ **International partner meeting in Greece**

Partners will share good practices under the theme *Define: sharing insight from user research & defining potential pilot actions*.

✓ **Future workshops and study visits**

Planned activities will continue to strengthen cooperation, knowledge exchange, and regional embedding of NEB principles.

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