



VIENNA 2030 Flagship Projects



**City of
Vienna**



VIENNA 2030 – Economy & Innovation

Vienna's Economy & Innovation Strategy

Based on ten areas of strategic action, Vienna strives to become a world leader in excellence in six thematic areas by 2030. Under the aegis of Executive City Councillor Peter Hanke, the City of Vienna developed this strategy in 2019 with input from businesses, social partner representatives and academics.

Building on Vienna's already existing strengths, the **VIENNA 2030 Areas of Leadership** address the major challenges we will be facing in the coming years:

- Smart solutions for life in the 21st century city
- Vienna as a metropolis of health
- Digitalisation, Vienna-style
- Smart production in the big city
- A place of international encounter
- Vienna – a metropolis of culture and creativity

Strategy development and implementation started at the end of 2019 and has been continued ever since with contributions from a broad range of stakeholders. The resulting VIENNA 2030 Flagship Projects are set to leverage Vienna's potential in terms of employment opportunities, value creation and innovation.

Headed by Peter Hanke, City Councillor for Finance and Business, the **Vienna Economic Council (VEC)** decides where to place the focus of activities and provides guidance to the City of Vienna on issues of economic policy.

www.wien.gv.at/wien2030

Vienna's areas of leadership



Smart solutions for life in the 21st century city



Vienna as a metropolis of health



Digitalisation, Vienna-style



Smart production



A place of international encounter



Vienna – a metropolis of culture and creativity

Areas of strategic action



Education



Labour market & top talent



Universities and research



Climate protection and adaptation to climate change



Vienna's infrastructures



Innovative municipal administration



Innovative milieu



Regulatory framework



Subsidy structures



Vienna – a metropolis of culture and creativity



Smart solutions for life in
the 21st century city

NEW IN 2023

Better Mobility Accelerator

It is the objective of the “Better Mobility Accelerator” to help bring about social, ecological and economic change in the field of mobility. Every year, 12 European start-ups are thus supported in developing transport and traffic solutions, innovative technologies and business models under this EIT Urban Mobility grant programme.

Status Implementation stage

Coordinated by Impact Hub Vienna

Duration 01/2023–12/2025

**Flagship
project since** 2023



Smart solutions for life in
the 21st century city

NEW IN 2023

“100 Projects – Phasing Out Gas” Initiative

Through the “Phasing Out Gas” programme, Vienna aims at becoming climate-neutral by 2040. A key role in this endeavour is assigned to the retrofitting of buildings for the shift from fossil to renewable energy systems. This initiative pools pilot projects of suitable buildings to illustrate the feasibility of the programme.

Status Implementation stage

Coordinated by City of Vienna, Municipal
Department 20 – Energy
Planning

Duration 01/2023–12/2025

**Flagship
project since** 2023



Smart solutions for life in
the 21st century city

NEW IN 2023

Climate Campus at “Zukunftsanker” – A Building Block for Urban Restructuring

“Zukunftsanker” is a business centre for sustainable urban restructuring in Vienna’s 10th municipal district. It is a networked ecosystem consisting of a climate campus and a competence centre for companies, start-ups and NGOs focusing on climate protection, sustainability, renewable energies and the circular economy.

Status Planning stage

Coordinated by allora Immobilien

Duration 01/2023–01/2033

**Flagship
project since** 2023



Smart solutions for life in
the 21st century city

NEW IN 2023

Öko-Booster

“Öko-Booster” is an intensive programme to train apprentices for a career as skilled electricians or building installation/building services technicians. Designed for young adults up to 25 years as well as unemployed adolescents, its goal is to provide a full curriculum with apprenticeship diploma over a period of 30 months.

Status Implementation stage

Coordinated by Vienna Chamber of Labour

Duration 06/2023–11/2027

**Flagship
project since** 2023



Smart solutions for life in
the 21st century city

COMPLETED

Funding program Zero Emission Cities

Relying on globally oriented climate protection funding, the City of Vienna's economic and business strategy focuses on coping with the climate crisis by helping regional businesses to step up innovation and by providing support for innovative products that contribute directly to achieving climate neutrality for Vienna.

Status Completed

Coordinated by Vienna Business Agency

Duration 04/2022 – 12/2027

Flagship project since 2022



Smart solutions for life in
the 21st century city

aspern.mobil LAB

Urban mobility lab with a focus on how people move in a local context in the urban development area of Aspern Seestadt. In collaboration with the local residents, the LAB aims to develop a sustainable local mobility culture, finding new routines, exploring innovative forms of mobility and proposing visions for the future.

Status Implementation stage

Coordinated by Vienna University of
Technology, Institute of
Spatial Planning, Research
Unit Transportation System
Planning (MOVE)

Duration 07/2021–06/2026

**Flagship
project since** 2022



Smart solutions for life in
the 21st century city

Mobility Policy Innovation Lab

Consultation platform for government entities of all levels (federal, regional, local) aiming to expedite the real-life implementation of innovative mobility policy concepts and R&D results.

Status Implementation stage

Coordinated by UIV Urban Innovation
Vienna GmbH

Duration 09/2022 – 08/2025

**Flagship
project since** 2022



Smart solutions for life in
the 21st century city

Wien – Out Of The Box

Strategic decision-making for the future of parcel logistics following an interdisciplinary approach that includes all relevant stakeholders. A platform for building up and establishing a model network of publicly accessible white-label parcel lockers.

Status Implementation stage

Coordinated by Wiener Lokalbahnen
(Vienna local train service
operator)

Duration 01/2021–01/2023

**Flagship
project since** 2022



Smart solutions for life in
the 21st century city

Hydrogen Research Centre Austria

The purpose of this COMET programme centre is to advance the sustainable use of hydrogen. Research is focused on hydrogen technologies suitable for achieving a holistic transition from fossil fuels to green hydrogen and green electricity in areas as diverse as mobility, industrial production, households and energy services.

Status Implementation stage

Coordinated by HyCentA Research GmbH

Duration 01/2023–12/2026

**Flagship
project since** 2022



Smart solutions for life in
the 21st century city

Öffi-Packerl – parcels travelling on public transport

The Vienna tram system is conducting a comprehensive research and trial project for sustainable parcel transport. Tram passengers doubling as parcel carriers will actively take parcels with them on their trips and drop them off at parcel delivery, collection and shipment lockers located at tram stops.

Status Design stage

Coordinated by Wiener Linien (Vienna's
public transport operator)

Duration 06/2022–02/2025

**Flagship
project since** 2022



Smart solutions for life in
the 21st century city

WieNeu+

Innovation translated into practice in six residential blocks: integrated ecological and collaborative solutions for high-quality living, working, learning, getting about and getting on well with neighbours make already existing urban neighbourhoods even better places to live while cutting down on resource use.

Status Implementation stage

Coordinated by Department for Technical
Urban Renewal (MA 25) of
the City of Vienna

Duration 01/2021–12/2030

**Flagship
project since** 2019



Smart solutions for life in
the 21st century city

Vienna initiative for repairing and reusing electrical appliances

Preparation of EU standards for repairability and material efficiency plus development of testing methods to identify early obsolescence. Development of an eco-social franchise system modelled on Vienna's Reparatur- und Service-Zentren R.U.S.Z.

The aim: no more short-lived electrical appliances on the EU market as of 2025.

Status Implementation stage

Coordinated by Reparatur- und Service-Zentrum R.U.S.Z

Duration 01/2019 – 12/2025

Flagship project since 2021



Smart solutions for life in
the 21st century city

Seehub multi-functional office/car park – fully digitalised and energy-smart

Energy autonomy in a multi-functional building in Seestadt Aspern offering a mix of office premises, sports facilities plus 440 parking spaces. Renewables-based e-charging infrastructure under the Renewables Energy Communities scheme.

Status Implementation stage

Coordinated by Aspern Smart City
Research GmbH & Co KG

Duration 01/2019 – 12/2023

Flagship project since 2021



Smart solutions for life in
the 21st century city

innov:ATE – Digital Innovation Hub for Agriculture, Timber and Energy

The digital innovation partner for SMEs in artificial intelligence, smart industry and big data, with a special focus on agriculture, timber and energy (ATE).

Status Implementation stage

Coordinated by INNOVATE Verein

Duration 02/2021–01/2024

**Flagship
project since** 2021



Smart solutions for life in
the 21st century city

GRÜNSTATTTGRAU – innovation for greener cities

The all-in competence centre for greening buildings – expertise, knowledge transfer, interconnection. GRÜNSTATTTGRAU helps projects translate innovative ideas for green and smart cities into practice, acting as an interface between the public sector, business and academic research and ensuring inter-active practice sharing all around.

Status Implementation stage

Coordinated by GRÜNSTATTTGRAU
Forschungs- und
Innovations- GmbH

Duration 08/2020 – 07/2025

**Flagship
project since** 2021



Smart solutions for life in
the 21st century city

“Digital findet Stadt” – platform for digital in- novation in construction and real estate

Austria's largest platform for digital innovation in the construction and real estate sectors. Uniting more than 300 businesses, interest groups and research institutes, the platform helps promising innovations get to market while at the same time boosting the innovative strength of Austrian SMEs.

Status Implementation stage

Coordinated by Digital Findet Stadt GmbH

Duration 08/2020–07/2025

**Flagship
project since** 2020



Smart solutions for life in
the 21st century city

DoTank Circular City 2020-2030 (DTCC30)

An interdisciplinary think-tank working together with public administration, policy-makers, researchers and academics to come up with innovative products, solutions and conducive environments for the circular economy. Sustainability policies for waste management and cutting-edge construction engineering research provide useful guidance for circular economy approaches in the construction sector, for instance.

Status Implementation stage

Coordinated by Chief Executive Office of the
City of Vienna – Executive
Group for Construction and
Technology

Duration 07/2020–01/2030

**Flagship
project since** 2019



Smart solutions for life in
the 21st century city

COMPLETED

Funding program food

Funding for Viennese businesses that are keen to drive innovation to help ensure sustainable production, packaging and distribution of food in a metropolitan area.

Status Completed

Coordinated by Vienna Business Agency

Duration 10/2020 – 12/2022

**Flagship
project since** 2020



Smart solutions for life in
the 21st century city

Competence centre for electric and hydrogen- fuelled vehicles

Under the EU's Clean Vehicles Directive, Vienna is introducing procurement quotas to phase in low- and zero-emission buses – in two stages, by 2025 and by 2030 – in a bid to further reduce greenhouse gas emissions in public transport. Wiener Linien, Vienna's public transport operator, chose Ecological Buses as their motto already for the year 2020.

Status Implementation stage

Coordinated by Wiener Linien GmbH
& Co KG

Duration 01/2020–12/2033

**Flagship
project since** 2020



Smart solutions for life in
the 21st century city

Digital building commissioning of Vienna Business Agency Technology Centre

A building located in the Seestadt Aspern development area serves as a test case for how the use of smart software (visualised building information modelling) can improve the speed, efficiency and interconnectedness of building commissioning operations, enabling building managers to avoid potential problems in facility management.

Status Implementation stage

Coordinated by Aspern Smart City

Duration 01/2022–12/2023

**Flagship
project since** 2022



Smart solutions for life in
the 21st century city

eTaxi 2.0: Decarbonising Vienna's Taxi Fleet

This project indicates a way to bring about the switch of Vienna's taxi fleet to electric vehicles. For this purpose, it makes use of a technology by the Austrian start-up Easelink that allows for charging vehicles directly at the taxi stand – wireless, reliable, efficient, space-saving and barrier-free.

Status Implementation stage

Coordinated by Wien Energie GmbH

Duration 06/2021–03/2025

**Flagship
project since** 2021



Smart solutions for life in
the 21st century city

Rail4Future: Resilient Digital Railway Systems to Enhance Performance

Due to our changing mobility patterns, the currently existing rail infrastructure will be used by more trains in the future. This capacity boost will cause increased wear of the tracks. On the basis of simulations, the COMET K-project “Rail4Future” aims to provide solutions to issues such as maintenance measures.

Status Implementation stage

Coordinated by ÖBB-Infrastruktur AG

Duration 04/2021–09/2024

**Flagship
project since** 2021



Vienna as a metropolis of health

NEW IN 2023

Hallo Gesundheit

This digital health platform operated by Vinzenz-Gruppe connects citizens and service providers along the healthcare process chain. Information and orientation ranging from prevention to therapy are offered – developed jointly with users and with a focus on commitment and empowerment.

Status Implementation stage

Coordinated by Vinzenz-Gruppe in
co-operation with Siemens
Healthineers (co-creation/
collaboration)

Duration 09/2021–08/2024

**Flagship
project since** 2023



Vienna as a metropolis of health

NEW IN 2023

Biotech Hub Muthgasse – BOKU at the Centre

Combined with the research infrastructure of Vienna's University of Natural Resources and Life Sciences (BOKU), university research and innovation as well as labs for spin-offs blend to form a unique ecosystem in the area around Muthgasse in the 19th municipal district. Together with other infrastructure projects, this quarter acts as an internationally prominent biotech hub for companies in the fields of biotechnology, pharmaceuticals and food technology.

Status Implementation stage

Coordinated by University of Natural
Resources and Life Sciences
(BOKU)

Duration 01/2021–12/2030

**Flagship
project since** 2023



Vienna as a metropolis of health

Covid testing project

Alles gurgelt! – Gargle with us!

Vienna's PCR gargle testing project, a cornerstone of the city's measures to fight the pandemic, has met with great interest internationally. The system is to be adapted for other testing purposes and promoted also at a global level.

Status Idea

Coordinated by Department for Strategic Healthcare (MA 24) of the Vienna City Administration

Duration 01/2023–12/2025

Flagship project since 2022



Vienna as a metropolis of health

Future Health Lab with Health Innovation Ecosystem in CAPE-10

Local health innovation ecosystem with global appeal aiming to provide space for experiments and creative approaches with a social and digital perspective – all under one roof. Telemedicine and AI feature prominently in the health innovations being developed, applied and made accessible to a wider public.

Status Implementation stage

Coordinated by Future Health Lab GmbH
(under incorporation)

Duration 05/2021–09/2023

Flagship project since 2020



Vienna as a metropolis of health

Health Hub Vienna

Platform for open innovation in healthcare. Pharmaceutical companies, medical device manufacturers, private and public insurance organisations, healthcare suppliers and start-ups all work together to develop new, holistic and patient-centric solutions.

Status Implementation stage

Coordinated by INiTS Universitäres
Gründerservice Wien GmbH

Duration 01/2018–12/2030

**Flagship
project since** 2020



Vienna as a metropolis of health

Ramp-up of Vienna Bio Center Core Facilities GmbH's research infrastructure

Vienna being a life sciences hotspot, high-end research equipment is being made available for shared use by universities, extramural research institutions and businesses in the interest of top-level international research.

Status Implementation stage

Coordinated by Vienna Bio Center Core Facilities GmbH

Duration 04/2020–12/2030

Flagship project since 2019



Vienna as a metropolis of health

Eric Kandel Institute – Center for Precision Medicine

The primary focus of this institution is on biomedical research, clinical studies, genome technology, bioinformatics and IT. The Center's immediate vicinity to the Vienna General Hospital is a major bonus for patients, as it is easy for clinical experts and researchers to collaborate and share their latest findings.

Status Planning stage

Coordinated by Medical University of Vienna

Duration 10/2022–12/2026

**Flagship
project since** 2020



Vienna as a metropolis of health

EIT Health “Vienna Co-Location Center” (VCLC)

Best-in-class innovation hub for businesses, R&D and educational programmes under the EIT umbrella generating scalable solutions for prevention, healthcare and sustainable health systems.

Status Implementation stage

Coordinated by EIT Health Austria Verein und
EIT Health Austria GmbH

Duration 07/2021–08/2028

Flagship project since 2021



Vienna as a metropolis of health

Digital Health (HEALTH.DigitalCity. Wien)

A cooperation scheme under the DigitalCity. Wien initiative aiming to set up an Austrian knowledge network focusing on the latest trends and visions in future tech and health sector digitalisation.

Status Design stage

Coordinated by Chief Executive Office of the City of Vienna – Executive Group for Organisation and Security – Process Management and IT Strategy Group

Duration –

Flagship project since 2019



Vienna as a metropolis of health

Health Challenge Vienna – innovative solutions for Vienna as a metropolis for health

COMPLETED

The Vienna Economic Chamber hosted a health innovation challenge to promote the “Vienna as a metropolis for health” initiative. With the help of health sector stakeholders, it defined cross-sector challenges and set up a process for submitting solution pitches.

Status Completed

Coordinated by Vienna Economic Chamber

Duration 03/2020–06/2021

**Flagship
project since** 2020



Vienna as a metropolis of health

Trauma and Rehabilitation Centre Vienna (TRZW) – Campus Brigittenau

AUVA (Austrian Workers' Compensation Board) is strongly committed to the further development of its healthcare facilities on the basis of innovative concepts and the interlinking of acute care and rehabilitation services. At its Brigittenau location, a healthcare, research and business campus is emerging in co-operation with a variety of partners, providing a pool of services that is also a nationwide novelty.

Status Implementation stage

Coordinated by AUVA

Duration 09/2021–12/2027

**Flagship
project since** 2021



Vienna as a metropolis of health

“Digital Health and Care” competence centre

Establishment of an interdisciplinary research, development and training center by using synergies between health and technology, e.g. in nursing science, radiology, biomedical analytics, as well as clinical and health assisting engineering.

Status Implementation stage

Coordinated by FH Campus Wien Digital

Duration 08/2023–07/2028

Flagship project since 2021



Digitalisation, Vienna-style

COMPLETED

City of Vienna Digital Participation Platform

With this participation platform, the Vienna City Administration invites everyone to contribute and have a say. In a bid to make Vienna an open and participatory city, the platform provides transparency and allows all Vienna residents to actively join in decision-making, from budgeting processes to debates on strategies to specific climate projects.

Status Completed

Coordinated by Vienna City Administration

Duration 12/2021–12/2022

Flagship project since 2022



Digitalisation, Vienna-style

VRVis K1 Centre for Visual Computing

In this COMET Competence Center, a team of about 70 researchers is working on building bridges between academia and industry. Innovations in AI, Visual Data Analytics, XR and simulation help strengthen the position of businesses in a variety of sectors.

Status Implementation stage

Coordinated by VRVis Zentrum für Virtual Reality und Visualisierung Forschungs-GmbH

Duration 01/2021–12/2024

Flagship project since 2021



Digitalisation, Vienna-style

Austrian Blockchain Center

An interdisciplinary research and development institution with a cooperative outlook focused on blockchain and related technologies.

Bridging the gap between scientific research and industrial application, the ABC plays a key role in technology transfer.

Status Implementation stage

Coordinated by ABC Research GmbH

Duration 10/2019–09/2027

Flagship project since 2021



Digital Humanism

The ultimate vision is to establish Vienna as the capital and centre of Digital Humanism, raising international awareness for this topic. As digitalisation is progressing in all walks of life, there is a growing need to pay more heed to the long-standing values of democracy and the principles of humanism, which is the reason why the City of Vienna launched this platform.

Status Implementation stage

Coordinated by Chief Executive Office of the City of Vienna – Executive Group for Science, Research, Business Location and Department for Cultural Affairs of the City of Vienna (MA 7)

Duration 01/2020–12/2023

Flagship project since 2019



Digitalisation, Vienna-style

5G Vienna Use Case Challenge

COMPLETED

A challenge addressed to start-ups, tech companies and industrial enterprises to develop 5G applications in collaboration with telecom service providers. The aim is to ensure broad-based 5G roll-out based on a broader range of digital offers for private individuals and local businesses alike. Four winners have been chosen from among all the projects submitted.

Status Completed

Coordinated by Chief Executive Office of the City of Vienna – Executive Group for Organisation and Security – Process Management and IT Strategy Group and Information Technology Department of the City of Vienna (MA 01)

Duration 02/2020 – 04/2021

Flagship project since 2019



Digitalisation, Vienna-style

ViennaViz – data visualisation

A user-friendly data visualisation tool relies on easy-to-create, interactive visualisations to give access to Vienna-specific data. ViennaViz, a proprietary OGD viewer, helps to visualise the City of Vienna's ever growing online data offer.

Status Implementation stage

Coordinated by Department for Economic Affairs, Labour and Statistics (MA 23) of the City of Vienna

Duration 11/2017 – 01/2024

Flagship project since 2019



Digitalisation, Vienna-style

Seestadt Technology Center structure 3 as a pilot for building information modelling

Pilot and demo project for building information modelling (BIM), including the simulated taking live of building infrastructure systems using a digital twin.

Status Planning stage

Coordinated by WA Business and Service Center GmbH

Duration 01/2020–08/2023

Flagship project since 2020



Digitalisation, Vienna-style

City of Vienna Digital Twin

Based on GIS and buildings data, this digital image of the city can be used to both monitor existing processes and generate new data, allowing plans to be simulated in various scenarios and making decision-making easier and faster.

Status Design stage

Coordinated by Chief Executive Office of the City of Vienna – Executive Group for Organisation and Security – Process Management and IT Strategy Group

Duration 10/2021–06/2026

Flagship project since 2021



Cyber Security Hub

The need for innovative solutions for IT security and protection of private data is creating new jobs. By providing IT security expertise and interconnecting research in Vienna, the hub promotes sustainable structures for building up security excellence in education.

Status Design stage

Coordinated by Chief Executive Office of the City of Vienna – Executive Group for Organisation and Security – Process Management and IT Strategy Group, IKARUS Security Software GmbH

Duration –

Flagship project since 2019



Smart production

EuProGigant – European production giganet

An Austro-German research project aiming to build a multi-location, digitally connected manufacturing ecosystem. The project explores questions of smart and sovereign use of data for manufacturing and demonstrates how a highly connected manufacturing set-up can be equipped with self-orchestrating and stabilising characteristics.

Status Implementation Stage

Coordinated by Vienna University of
Technology

Duration 03/2021–02/2025

**Flagship
project since** 2022



Smart production

AI5production – AI transformation for Industry 5.0 processes for SMEs

The AI5production hub is a local point of call for businesses needing assistance with digital transformation, especially SMEs. It offers training, help with the digitalisation of manufacturing processes as well as with finding investors and gaining access to a network of experts.

Status Planning stage

Coordinated by Vienna University of
Technology

Duration 11/2022 – 10/2025

**Flagship
project since** 2022



Smart production

Pilot factories link-up (PilotLin-X)

The PilotLin-X project links up vast amounts of data in an effort to develop an efficient and application-oriented value chain model. In this context, it applies two use cases to test AMIDS, the data space developed in the corresponding innovation lab, for its suitability for such purposes.

Status Implementation stage

Coordinated by Vienna University of
Technology

Duration 11/2022 – 10/2025

**Flagship
project since** 2022



Smart production

CDP – Center for Digital Production

The CPD develops software components for the highly-automated production of small batch sizes, methods for predictive quality assurance, software platforms for the graphical programming of production systems, solutions for contextualising and integrating production data, and AI applications in production data analysis.

Status Implementation Stage

Coordinated by CDP Center for Digital Production GmbH

Duration 04/2017 – 03/2025

Flagship project since 2021



Smart production

EIT Manufacturing Co-Location Center East (CLC East)

A Europe-wide community of businesses, research and educational institutions set up to promote innovation projects, start-ups and educational initiatives in a bid to gear up manufacturing in Europe for growing global competition and put it on a socio-ecological footing for the long term.

Status Implementation stage

Coordinated by EIT Manufacturing East GmbH

Duration 12/2019 – 12/2027

Flagship project since 2019



Smart production

Prototyping Lab – HappyLab Innovation Cluster

An innovation lab that ensures smooth transitions, from first-time maker scene contacts to setting up a business to scaling up to industrial production cycles. Professional equipment and consulting on prototyping, product design and manufacturing help tech start-ups and SMEs take their innovation processes forward.

Status Implementation stage

Coordinated by HappyLab GmbH

Duration 07/2020–06/2024

**Flagship
project since** 2019



A place of international encounter

NEW IN 2023

Heartbeat Streets. Vienna's Vibrant Neighbourhoods

Vienna's neighbourhoods enable both visitors and locals to share their experience of authentic Vienna. In 2024, the Vienna Tourist Board will focus specifically on Vienna's neighbourhoods to present the city as a modern, diverse and cosmopolitan metropolis with unique quarters beyond the tourist hotspots.

Status Planning stage

Coordinated by Vienna Tourist Board

Duration 01/2023–12/2024

**Flagship
project since** 2023



A place of international encounter

Visions and new beginnings. 150 of the Vienna World's Fair

In 2023, the Vienna Tourist Board commemorates 150 years of the Vienna World's Fair. This will not take the form of a historical retrospective, however. Quite on the contrary, we want the main themes underlying the World's Fair movement – international exchange, innovation, progress, and excellence – to inspire the present. 2023 is to see Vienna once again take on the role as a window on the world and a place of international encounter, as it did already back in 1873.

Status Implementation stage

Coordinated by Wiener Tourismusverband

Duration 12/2021–12/2023

Flagship project since 2022



A place of international encounter

Vienna Meeting Funds 2021-2024

A trailblazer in Europe: funding for the hosting of events with a focus on internationalisation and a hybrid set-up. Conferences and corporate events as drivers of economic recovery.

Status Implementation stage

Coordinated by Wien Tourismus

Duration 02/2021–04/2025

**Flagship
project since** 2021



A place of international encounter

A new multi-functional venue for Vienna – Wien Holding Arena

A new multi-functional arena for concerts, shows, entertainment and sports events with a capacity of around 20,000 visitors will be built in Vienna's Neu Marx quarter. The result of the international design competition was presented in December 2020.

Status Planning stage

Coordinated by WH Arena Projekt-
entwicklung GmbH

Duration 01/2019 – 12/2025

Flagship 2019
project since



Vienna – a metropolis of
culture and creativity

NEW IN 2023

Media Initiative of the Vienna Business Agency

“Medienstart” supports journalists and small-scale media companies in readying novel media offerings for market deployment. In addition, “Medienprojekt” assists journalists and media companies in creating novel media offerings and fosters these through workshops and activities aimed at ensuring their international positioning.

Status Implementation stage

Coordinated by Vienna Business Agency

Duration 11/2019–12/2025

**Flagship
project since** 2023



Vienna – a metropolis of
culture and creativity

NEW IN 2023

KRW Creative Space Vienna

On behalf of the City of Vienna, KRW provides counselling and networking in the field of vacancy activation and temporary space use. Moreover, space seekers from the sectors of culture, social affairs, education and community work are hooked up with the owners of unused premises, buildings and other spaces.

Status Implementation stage

Coordinated by KRW Kreative Räume GmbH

Duration 03/2016–12/2026

**Flagship
project since** 2023



Vienna – a metropolis of
culture and creativity

Culture & Technology (formerly CultTech- Accelerator) 2020-2022

This programme brings creative-industry businesses and start-ups together in an effort to come up with innovative digital solutions for performance and exhibition, research and documentation capacities to help cultural institutions offer a more attractive customer journey.

Status Implementation stage

Coordinated by Vienna Business Agency

Duration 01/2020–12/2022

**Flagship
project since** 2019



Education

futureEDUCATION Award

Students undergoing teacher training receive support in efforts to arouse enthusiasm for MINT subjects (mathematics, information sciences, natural sciences, technology) among pre-schoolers and school kids. Awards will be conferred for the best final papers submitted by trainee teachers.

Status Implementation stage

Coordinated by Vienna Business Agency

Duration 03/2022–12/2024

**Flagship
project since** 2022



Education

COMPLETED

DigiMe – digital & media skills for pupils and teachers

Preparing pupils and teachers in Vienna and in the Czech Republic for the digital challenges of the future. Workshops and a shared e-learning platform to improve teachers' digital skills. Funded within the scope of INTERREG V-A.

Status Completed

Coordinated by Vienna Board of Education,
European Office

Duration 10/2019–09/2022

**Flagship
project since** 2020



DigitalCity.Wien – education initiative

The DigitalCity.Wien education initiative was founded as a step to counteract the lack of skilled IT workers. Several subprojects and initiatives are in place to specifically convey digital knowledge to teachers and pupils at schools in Vienna.

Status Implementation stage

Coordinated by Urban Innovation Vienna as
DigitalCity.Wien coordination
unit

Duration 09/2015–12/2030

**Flagship
project since** 2019



Education

The Vienna Research Festival

Having met with an enthusiastic response when first launched, the Vienna Research Festival has become an annual fixture. Universities, universities of applied sciences and the Vienna municipal administration present research and innovation up close and personal for visitors of all ages. A new mode of attendance has been introduced for 2022 due to COVID-19 restrictions.

Status Implementation stage

Coordinated by Vienna Business Agency

Duration since 09/2021

Flagship project since 2021



Digitalisation, sustainability and technology training initiative for women

The Vienna Employment Promotion Fund (waff) raises awareness and motivation among working women in Vienna for following part-time study courses in digitalisation, sustainability and technology at a university of applied sciences and offers financial support by funding study grants to cover cost of living, required qualification measures and additional places in university study programmes.

Status Implementation stage

Coordinated by Vienna Employment Promotion Fund (waff)

Duration 03/2022 – 12/2024

Flagship project since 2022



Labour market and top talent

Ensuring the supply of skilled labour in Vienna

COMPLETED

A skilled labour centre has been set up at the Vienna Employment Promotion Fund (waff) to ensure the supply of skilled labour for Vienna. It will work on empirical and strategic fundamental data and provide a structured problem-solving approach.

Status Completed

Coordinated by Vienna Employment
Promotion Fund (waff)

Duration 08/2021–06/2023

**Flagship
project since** 2021



Labour market and top talent

“Digitalisierungsfonds Arbeit 4.0” of the Vienna Chamber of Labour

COMPLETED

Promotion of worker-centred technology design and operational innovation processes. The “Digitalisation Fund Work 4.0” supports projects aimed at improving working conditions, participation and on-the-job training.

Status Completed

Coordinated by Vienna Chamber of Labour

Duration 01/2019 – 12/2023

Flagship project since 2020



“50plus” Job Drive

This programme aims at the integration of older unemployed persons (over 50 years) living in Vienna into the labour market. The City of Vienna, municipal institutions, NGOs and Viennese enterprises receive a subsidy towards labour costs if they consider older unemployed persons when staffing vacancies.

Status Implementation stage

Coordinated by City of Vienna, waff (Vienna Employment Promotion Fund), AMS (Public Employment Service)

Duration 09/2019–12/2024

Flagship project since 2019



Recognition and validation of pre-existing qualifications

Support for the recognition of the potentials and skills of new immigrants, alongside options for labour-market-oriented up-skilling offers. In times where skilled labour is very much sought after, it is crucial to avoid employment below existing skill levels. The means to achieve this include counselling, support structures, upskilling projects and expert opinions.

Status Completed

Coordinated by Vienna Employment Promotion Fund (waff) (2030 Qualification Plan)

Duration 01/2019–04/2021

Flagship project since 2019



Digitalisation at the workplace (digitalisation drive)

While digitalisation may provide new opportunities for people and workers in Austria, it is educational offers that bring such opportunities within reach. Innovative participation models and democratic processes are being strengthened, workers and their representatives are being involved in decision-making.

Status Implementation stage

Coordinated by Vienna Chamber of Labour

Duration 02/2019–12/2023

Flagship project since 2019



Foundation for young workers & jobs of the future

Young people from Vienna (aged 18-25) who were unable to complete their apprenticeship/ on-the-job training due to COVID-19 as well as other young Viennese who are without a job and eligible for unemployment benefits are provided with an opportunity to complete their training or a vocational education programme in a range of “jobs for the future”.

Status Implementation stage

Coordinated by Vienna Employment
Promotion Fund (waff)

Duration 09/2020–12/2024

**Flagship
project since** 2020



Universities and research

SBA Research – research centre for information security

A COMET flagship project run by SBA Research, the largest extramural research centre in Austria dedicated exclusively to information security, it focuses on the many important security challenges society faces in the light of ever growing digitalisation.

Status Implementation stage

Coordinated by SBA Research GmbH

Duration 04/2021–03/2025

**Flagship
project since** 2021



Universities and research

Cutting-edge research for Vienna

Strengthening the position of Vienna as a prime location for research and innovation by recruiting top young talent from abroad, for instance via the Vienna Research Groups for Young Investigators (VRG) programme, in cooperation with Viennese universities and research institutions in areas of research that are particularly relevant for Vienna.

Status Implementation stage

Coordinated by Vienna Science and Technology Fund (WWTF)

Duration 09/2022–10/2023

Flagship project since 2019



Universities and research

Vienna grant programme for universities of applied sciences 2020

COMPLETED

Funding for projects and study programmes focusing on new trends in technology and economic policy plus strategic themes at universities of applied sciences in Vienna. The grant volume was raised in 2020.

Status Completed

Coordinated by Department for Economic Affairs, Labour and Statistics (MA 23) of the City of Vienna

Duration 01/2020–12/2029

Flagship project since 2019



Implementation of Co-operation Agreement

Vienna's universities are committed to the joint promotion of the city as a university location, e.g. by opening their doors to the population at large, taking part in public discussions, through art and culture, conducting research with a special focus on Vienna and engaging in exchange activities with the public administration ("Third Mission"). The City of Vienna supports this process.

Status Implementation stage

Coordinated by City of Vienna, Chief Executive Office - Executive Group for Science, Research and Business Location; City of Vienna, Municipal Department 23 – Economic Affairs, Labour and Statistics; City of Vienna, Municipal Department 7 – Cultural Affairs

Duration 05/2019–05/2024

Flagship project since 2019



Climate protection and
adaptation to climate change

NEW IN 2023

RENOWAVE.AT

Innovation Laboratory for Climate-neutral Renovation

RENOWAVE.AT is a point of contact for innovations in the field of building renovation. Initiators of demonstration buildings and neighbourhoods are supported in creating climate-neutral building stock and provided with laboratory infrastructure and experimental spaces to get the best ideas off the ground. RENOWAVE.AT is open to stakeholders and interested parties.

Status Implementation stage

Coordinated by RENOWAVE.AT e.G.

Duration 01/2022–12/2026

**Flagship
project since** 2023



Climate protection and
adaptation to climate change

Climate Lab

An inspiring room in the landmark tower of the Spittelau incineration plant designed by well-known artist Friedensreich Hundertwasser is the setting where representatives of established companies, start-ups, civil society, academia, and the public sector come together to discuss climate neutrality in a bid to expedite its achievement.

Status Implementation stage

Coordinated by Wien Energie GmbH,
Vienna's energy utility
company

Duration 01/2020–no end date
defined

**Flagship
project since** 2022



Climate protection and
adaptation to climate change

H2Real – Hydrogen Valley Vienna and Eastern Austria

The aim of this project is to develop a Hydrogen Valley in Eastern Austria that covers the entire hydrogen value chain (production, distribution/logistics, consumption). It involves coordinating and promoting the build-up of H2 production capacities and infrastructures in a bid to create a regional hydrogen economy.

Status Implementation stage

Coordinated by Wien Energie GmbH,
Vienna's energy utility
company

Duration 01/2023–12/2025

**Flagship
project since** 2022



Climate protection and
adaptation to climate change

Use of waste heat from a commercial data centre in municipal infrastructure

Wien Energie is setting up a heat pump system at Floridsdorf hospital to supply part of its operations with waste heat generated as a by-product of cooling Interxion's data centre, which is located in the vicinity. High-temperature waste heat will be fed into the hospital's heat distribution system.

Status Implementation stage

Coordinated by Wien Energie GmbH,
Vienna's energy utility
company

Duration 06/2021–06/2023

**Flagship
project since** 2022



Climate protection and
adaptation to climate change

Large-scale heat pumps at EBS (Vienna sewage treatment plant)

A new heat generation plant will employ large-scale heat pumps to feed waste heat from the sewage treated at Vienna's main sewage treatment plant (ebswien) into Vienna's district heating network.

Status Implementation stage

Coordinated by Wien Energie GmbH,
Vienna's energy utility
company

Duration 11/2019–06/2024

**Flagship
project since** 2022



Climate protection and
adaptation to climate change

Smart Grid Lab

COMPLETED

Climate-friendly e-mobility, PV systems, heat pumps, power storage, and intelligent buildings – these are all aspects that municipal utility company Wiener Netze has to safely and securely integrate into its overall infrastructure. The Smart Grid Lab, set up by Wiener Netze in collaboration with Siemens and the joint venture ASCR, will ensure a rapid transformation from traditional power systems to the smart grid.

Status Completed

Coordinated by Wiener Netze

Duration 09/2020–12/2023

**Flagship
project since** 2021



Climate protection and
adaptation to climate change

Vienna's solar power campaign

As Vienna aims to ramp up PV-based electricity production to 800 MWp by 2030, the volume of PV output produced each year until 2025 will exceed that of the last 15 years taken together. Acting as a role model, the City of Vienna will set up PV systems on all public buildings wherever technically feasible. Private surface areas will also be activated to achieve the planned increase in PV capacity.

Status Implementation stage

Coordinated by Department for Energy Planning (MA 20), Executive Group for Construction and Technology of the City of Vienna

Duration 04/2021–12/2031

Flagship project since 2021



Climate protection and
adaptation to climate change

Green Energy Lab

Innovation lab for sustainable energy solutions and part of the Energy Model Region (Vorzeigeregion Energie) innovation drive organised by the Climate and Energy Fund, the Green Energy Lab has more than 200 partners from research, business and the public sector working on customer-centric, scalable green energy solutions.

Status Implementation stage

Coordinated by Green Energy Lab

Duration 05/2018–12/2025

**Flagship
project since** 2020



Climate protection and
adaptation to climate change

Research location for the COMET Center Bio- energy and Sustainable Technologies (BEST)

BEST – Bioenergy and Sustainable Technologies GmbH is a K1 Competence Center under the COMET programme, bridging the gap between academic research and technology development by providing industry-driven applied R&D on bioenergy, sustainable bio-based economy and future-proof energy systems.

Status Implementation stage

Coordinated by BEST – Bioenergy and
Sustainable Technologies
GmbH

Duration 04/2019–03/2031

**Flagship
project since** 2019



Innovative municipal
administration

COMPLETED

BRISE-Vienna

Research and development project for smart public administration. Combining several different technologies and taking procedural sequences online, it is possible to make planning and building permit processes faster, more efficient, more transparent and sustainable.

Status Completed

Coordinated by City of Vienna

Duration 09/2019–02/2023

**Flagship
project since** 2021



Innovative municipal
administration

Innovation management within the municipal government

Innovation projects that involve several departments within the Vienna City Administration are systematically identified and provided with the necessary support. A jury selects the best projects, and funding is made available from a dedicated innovation budget.

Status Implementation stage

Coordinated by Department for Economic Affairs, Labour and Statistics (MA 23) of the City of Vienna – FTI Section

Duration 01/2023–12/2024

Flagship project since 2019



Innovative milieu

NEW IN 2023

Start-up Grant of the Vienna Business Agency

The VBA's start-up grant encourages and supports first-time entrepreneurs in implementing their early-stage start-up ideas. Innovative projects are assisted through funding, expert coaching and networking opportunities and thus contribute to the dynamic and sustainable development of Vienna as an innovation hub.

Status Implementation stage

Coordinated by Vienna Business Agency

Duration 11/2021–12/2026

Flagship project since 2023



Innovative milieu

INiTS AplusB Scale up 5.0

INiTS, Vienna's high-tech incubator, provides support for start-ups in the academic environment of Vienna-based research institutions by offering qualification, funding, and advice to new entrepreneurs striving to turn an idea into a business model. In the future, the main focus will be on start-ups that make a contribution towards the climate transition and/or start-ups in which women play a leading role.

Status Implementation stage

Coordinated by INiTS

Duration 10/2022–12/2027

Flagship project since 2022



Innovative milieu

thinkport VIENNA

Open mobility lab and urban logistics pioneer. Multiplier for new technologies, services, and processes with a view to current challenges in freight transport with the metropolitan area of Vienna as a starting point. Development, testing and implementation of relevant innovations.

Status Implementation stage

Coordinated by University of Natural Resources and Applied Life Sciences, Vienna, Institute of Production and Logistics & Port Vienna GmbH

Duration 06/2017–06/2025

Flagship project since 2022



Innovative milieu

Call for proposals Roadmaps Digital Humanism

Joint initiative by the Vienna Science and Technology Fund (WWTF) and the Vienna Business Agency aiming to assist research institutions and businesses in focussing on digital humanism. Businesses, academia and/or society at large work together to come up with strategies and roadmaps for digitalisation, ensuring awareness-raising, participation, data protection and security.

Status Implementation stage

Coordinated by WWTF (Vienna Science and Technology Fund)

Duration 04/2022 – 12/2023

Flagship project since 2022



Innovative milieu

ViennaUP – Start-up Festival

ViennaUP is one of Europe's biggest start-up festivals. Involving the entire community, it takes place in many of the city's districts and aims to position Vienna as an innovation hub at a global level. This fosters exchanges between national and international start-ups, businesses, investors and talents.

Status Implementation stage

Coordinated by Vienna Business Agency

Duration 06/2021–06/2026

**Flagship
project since** 2019



Digital Services Act 2020

The Digital Services Act and the Digital Markets Act proposed in December 2020 testify to the EU's need for comprehensive regulation of digital markets and services. Vienna's primary focus is on access to information (data) via platforms and on safeguarding the enforceability of local rules in the digital and data economy.

Status Completed

Coordinated by Department for Economic Affairs, Labour and Statistics (MA 23) of the City of Vienna

Duration 10/2019–12/2022

Flagship project since 2019



Location marketing

Positioning Vienna as an International Top Location (New Structures)

Development of new concepts and structures for the international location marketing of Vienna as a business, innovation, technology and science hub.

Status Implementation stage

Coordinated by Vienna Business Agency

Duration 03/2022–12/2026

**Flagship
project since** 2019

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