

The world's first global climate protection funding is attracting companies to Vienna

Hanke: Vienna is counting on targeted funding and bespoke advice – and scoring points globally

With globally oriented climate protection funding, the first of its kind in the world, the City of Vienna is also focusing on this pressing issue in its urban economic and location policy. The focus on founders, OPEs and startups will continue, supplemented by activities on future topics such as digitization and women in business. The advisory service offered by the Vienna Business Agency, which is popular with companies and has received top marks, is also due to be strengthened.

International Competition: €3 Million for Climate Protection

“Our new climate protection funding is going to be advertised globally, with €3 million in the funding pot. We are actively tackling the issue of climate protection and want to support companies in realizing flagship projects in Vienna – not just for our city, but for cities around the world,” emphasizes Peter Hanke, Vienna’s City Councilor for Economic Affairs.

The climate protection funding will begin in April, aiming to support domestic and international companies in Vienna wishing to develop solutions to combat the global climate crisis with a focus on the specific circumstances of urban spaces. The aim is to access climate protection know-how from around the world, and to attract international companies to Vienna through tangible projects. Viennese companies on the other hand, will have the opportunity to find international success, and to make new contacts through cooperation.

The funding pot is making €3 million available for research and development projects on climate protection, with up to €500,000 earmarked for each climate protection project. By focusing on this globally urgent topic, investments in Vienna can be stimulated and jobs created. The focus on sustainable climate protection will run through large parts of the funding offer and give priority to projects with this objective.

€68 Million in Subsidies to Boost the Viennese Economy

"In 2022 we will strengthen Viennese companies with a funding totaling €68 million, handled in tried and tested manner by the Vienna Business Agency," says Peter Hanke, City Councilor for Economic Affairs. The spectrum of funding in 2022 ranges from support for digitization projects of Viennese museums to a focus on promoting women in the management of creative industry projects. A survey by the Vienna Business Agency has shown that while women are generally well represented in the creative industries sector, there are still significantly more men than women in management or project management. This applies in particular to the multimedia, music and film sectors. The new funding aims to counteract this imbalance.

Tried-and-tested support in the city, such as the special funding for Viennese OPEs, plus business stimulation and the start-up grant will continue in 2022.

"The Vienna Business Agency always listens to the companies in the city," explains Gerhard Hirczi, Managing Director of the Vienna Business Agency. "Our people are in direct contact with the entrepreneurs and are therefore well aware of the current challenges they are facing". Based on this knowledge, the Vienna Business Agency is able to consciously set topics for funding programs and offer the widest possible range of support. "In this way, every company in Vienna can find the right funding for a new project, and Vienna as a business location can benefit in the long term," says Hirczi.

Survey Shows: Strong Demand for Qualitative Advice

This year, the Vienna Business Agency is strengthening personal advice. This decision stems from a survey conducted in 2021, demonstrating how popular and important personal consultations are for Viennese business owners. Those surveyed rated the free consultations by the Vienna Business Agency with highest possible mark of 1.5. In total, the experts at the Vienna Business Agency provided 4,323 consultations last year, meaning 12 companies were advised every single day. Additionally, a total of 2,410 participants took part in specific workshops for entrepreneurs.

"We're well aware: it's not only our funding, but also our free consultations that contribute to the success of numerous projects. In order to make Viennese companies crisis-proof and fit for the future, we will again give full power to consulting in 2022," emphasizes Gerhard Hirczi. On site, the mobile advisory team is of particular importance. They provide a point of personal contact person for every district in Vienna, offering quick and pragmatic assistance with entrepreneurial problems and providing information about subsidies, real estate and permits.

"Viennese companies evaluated the consulting team of the Vienna Business Agency and gave the team a grade of 1.5 (on a scale of 1 (Very Good) to 5 (Not Sufficient). Take the opportunity to find out more about the wide range of offers for Viennese companies the Vienna Business Agency holds for you and get advice," says Peter Hanke, City Councilor for Economic Affairs.

All information about the funding can be found at: viennabusinessagency.at

Vienna Business Agency grants for 2022 overview:

- Zero Emission Cities (Klimaschutz-Förderung)
- Culture & Technology
- Kreativwirtschafts-Förderung für Frauen
- [One Person Enterprises](#)
- [Startup Grant](#)
- [creative_pioneer](#)
- [creative_project](#)
- [creative_to_market](#)
- [R&D Communication](#)
- [R&D Collaboration Initiation](#)
- [Business Revival Now!](#)
- [Commercial Street Funding](#)
- [Innovate4Vienna](#)
- [Innovation](#)
- [Internationalisation Focus](#)
- [Internationalisation Trade Fair](#)
- [Local Supply Focus](#)
- [Local Supply and Digitization](#)
- [Material Assets – Innovative Investments](#)
- [Shared Facilities](#)
- [Location Initiative](#)
- [Subway construction immediate help](#)
- [Vienna Digital](#)
- [Vienna Hotel Industry](#)
- [Vienna Online next](#)
- [Vienna Media Initiative – Medienprojekt](#)
- [Vienna Media Initiative – Medienstart](#)

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