

Supporting Digital Creativity



Vienna Business Agency

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EU Design Days 2018

November 14th, 2018

Representation of the European Region Tyrol-Trentino, Rue de Pascale 47,
1040 Brussels

Vienna Business Agency



seeks to support Vienna's economy offering

- Awards and funding
- Property and urban development
- Consulting, coaching and network services at no charge

Creative Industries Vienna

Facts & Figures

- 16,113 companies = 41% of all CI companies in Austria
- 63,341 workforce = 46 % of Austrian workforce
- 47,446 employees
- € 11.761m turnover revenue = 58 % of Austrian turnover revenue
- € 4.085m gross value added = 51 % of Austrian gross value added

- 17.7 % of all companies in Vienna operate in the CI
- 10.4 % of all Austrian companies operate in the CI

Instruments and formats

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- Start-up Services
- Idea competitions
- Awards
- Events
- Funding programs on a rolling basis
- Open calls

Start-up Services

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- Starting 2019: workshops that cater the needs of start-ups and young entrepreneurs in the creative industries
- Start-up Package Creatives



departure

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- Idea Competitions (7,000 Euros)
- Content award (10,000 Euros)
- Creators Lab
- Learning Journeys & Workshops
- Cooperations
- Publications & Research
- Events

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CONTENT VIENNA



| | | | |
|---|------------|---|--------------------------------|
| Wirtschaftsagentur Wien Ideenwettbewerb | | Jetzt einreichen! | KIN DER |
| | KIN DER | Bis 30.11.2017 | wirtschafts agentur wien |
| DESIGN ARCHITEKTUR NEUE MEDIEN | | VON HIER VON HIER VON HIER VON HIER steht alles ganz anders aus. | |

NEUE DESIGN-IDEEN ZUM STADTLIBEN AUS KINDERSICHT.

Funding

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Ongoing programs

- creative_pioneer
- creative_project
- creative_to market

Open calls:

- Vienna Calling, 2019

Evaluation criteria

- Project quality and implementation risks
- Degree of additionality
- Regional economic relevance
- Social relevance and diversity of the project
- Financial and human resources available to implement the project

Budget

3m Euros per year

Funding: Calls

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- Highlight topics of particular relevance within the creative industry in Vienna
- Provide incentives for integration into economically sustainable projects
- Anchor topics in the Viennese creative industry
- support the development of creative products, services and processes

Digital Realities



Call „Digital Realities“

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Focus on Augmented, Virtual and Mixed Reality

- **Who:** founders and established companies within CI
- **Criteria:** creative/artistic and entrepreneurial concept
- **Call Budget:** 1 Million Euro
- **Funding Facts:** max. 150.000 Euro; funding rate 60%; women's bonus 5.000 Euro

Call „Digital Realities“

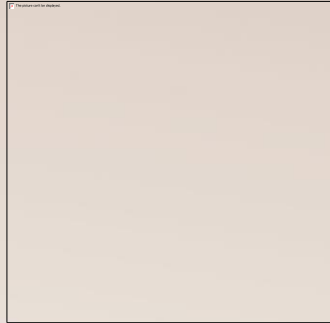
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Results:

- Applications: 56
- Fields of CI: multimedia, architecture and the art market
- Jury: international experts
- Projects funded: 11
- Total Funding: 1.056.705,- Euro

Call „Digital Realities“

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Contact



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