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VIENNA LOOKS
TO THE FUTURE

CITY OF VIENNA

**VIENNA LOOKS TO
THE FUTURE –
KNOWLEDGE MEANS CHANGE**

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VIENNA

– The economic centre at the heart of Europe

The European Union aims to become the world's most competitive and innovative economy. This so-called Lisbon objective is to be achieved by the year 2010. Europe's cities have an essential contribution to make towards this goal, being the driving force behind economic growth. Vienna plays a significant role in this process. Not only is it situated at the heart of Europe but, together with Bratislava, it is the centre of the "Central European Region" (CENTROPE).

CENTROPE

– In touch with the East and the West

CENTROPE is located at the conjunction of four countries: Austria, the Czech Republic, Hungary and Slovakia. This provides special advantages because of its proximity both to the economic centre of Europe to the West and, to the East, the European Regions with the highest growth rates.

Nowhere else in Europe are two national capitals only 60 km apart, as is the case with Vienna and Bratislava.



VIENNA has its mind set on the future

Vienna is both the national Capital and one of the nine federal provinces of Austria. As the Country' s major business location, the City concentrates on forward-looking initiatives including its new strategy for research, technology and innovation.

A TRADITIONAL metropolis of culture and knowledge

Vienna is not only a city of culture but also a metropolis of science and research. The City draws upon a long and rich tradition of creative thought, a spirit of scientific inquiry and entrepreneurial innovation. The recognised Vienna schools, for example, have won world-wide acclaim due to the achievements of the top scientists they have produced. These include:

- Vienna school of medicine (Ignaz Semmelweis and Nobel Prize winners Karl Landsteiner and Konrad Lorenz)
- Vienna school of psychoanalysis (Sigmund Freud, Alfred Adler and Viktor Frankl)
- Vienna school of national economics (Carl Menger and Nobel Prize winner Friedrich von Hayek)

A UNIVERSITY city since 1365

Vienna' s university is one of Europe' s oldest and the second largest in the German-speaking countries. Science and research hold a prominent position to this day: numerous universities, academies and colleges provide education for more than 130,000 students. Over a thousand research facilities, including more than 400 enterprises, serve to complete Vienna' s regional knowledge network.



SET FOR SUCCESS with research, technology and innovation

Vienna's researchers and innovative enterprises are consistently among the first to turn new scientific insights into smart technologies and products. Research, technology and innovation (RTI) have a great significance for the City's economic and employment policies. Vienna's successful RTI policies, together with its considerable human resource potential in science and research, are the key to even greater achievements in the future. The facts speak for themselves:

- At the EU level, Vienna is among the Top 6 regions in terms of scientific publications per inhabitant.
- Vienna's regional research rate is again in sixth place in all of Europe.
- In terms of the share of R&D personnel in the overall workforce, Vienna holds second place after Stockholm.
- Austria has become the first country in Europe to provide 100% coverage by e-government services (according to a study by the IT consultancy Cap Gemini), and Vienna has made a significant contribution to this achievement.

ONE OF THE TOP 10 economies in Europe

Vienna's economic resources and achievements place it among the top 10 regions in Europe. In recent decades, the City has not only successfully established itself as a banking centre and hub for Eastern Europe, but also experienced strong population growth. Forecasts put the population increase by 2035 at 21%. This would raise Vienna's number of inhabitants from 1,670,000 to around 2 million.

NEW OPPORTUNITIES due to Vienna's excellent RTI policies

Vienna has become an attractive RTI location in Europe. Since the early 1990s, the City, in its capacity as a federal province, has pursued active RTI policies and clearly expanded the range of regional research funding facilities. In the course of an unparalleled "technology initiative", Vienna has invested some EUR 400 million in technology projects since 1997. Now is the time to build on the achievements of previous years and to further enhance Vienna's position as a top RTI location in Europe, so as to consolidate the City's sustainable development. In the process, not only economic perspectives, but also social and cultural dimensions must be taken into account.

DEVELOPED BY the best: the RTI strategy

New technologies have an influence on many aspects of society. So as to be able to react to change in the best possible way, the City of Vienna launched the project "Vienna looks to the future", setting out an explicit RTI strategy. Experts from science, research and business spent a year drafting forward-looking strategies for Vienna as a centre of research, technology and innovation. Four dedicated working groups, aided by public events and on-line commenting, have developed a wealth of ideas. This interdisciplinary, inclusive process has identified specific targets and courses of action in five fields.



THE FIVE current fields of action of the RTI strategy

In the years ahead, the City of Vienna will focus its RTI policies on these five fields of action as follows:

• HUMAN RESOURCES – BRIGHT MINDS FOR VIENNA

The goal of activities in this field is to make better use of the City' s enormous human resource potential. Various activities will serve to improve the perspectives and framework for highly qualified young scientists. Special attention is to be paid to gender aspects and to the promotion of population groups that have been neglected so far, such as university graduates with a background of migration.

• KEY AREAS – PROFILE AND RELEVANCE

In the past few years, definite key areas of research and innovation have become established in Vienna, and these are to be further enhanced in the future. In addition, the development of a number of new avenues of research and innovation – as regards both content and location – is being promoted.

Vienna' s major fields of research and innovation

- Life sciences/medicine
- Information and communication technology (ICT)
- Creative industries/multimedia



- **RESEARCH AND THE CITY –
COMMUNICATION, LEARNING AND
THE PUBLIC**

The results of research, technology development and innovation lead to changes in society. By means of a new set of measures called “Vienna research in dialogue”, a critical and continuous exchange of knowledge about RTI with the citizens is to be promoted, so as to be in a better position to react to future opportunities and risks.

- **HOTHOUSE FOR RESEARCH AND
INNOVATION – FACILITATING NEW
DEVELOPMENTS**

For communities of researchers, local networks providing the necessary infrastructure are a breeding ground for inventive new developments. The “substrate of creativity” which is already a distinguishing feature of the RTI landscape in Vienna is to be further enhanced by providing the best possible framework. In addition to targeted location development policies, aspects such as core activities in business promotion will be coordinated with the federal authorities.

- **A EUROPEAN LOCATION OF
RESEARCH AND INNOVATION –
VIENNA AS A HUB OF
INTERNATIONAL NETWORKS**

Vienna’s position as an international network-based location of research and innovation will be further strengthened. In the process, priority will be given to its integration into the dynamically growing European region CENTROPE at the juncture of Austria, the Czech Republic, Hungary and Slovakia.



THE KICK-OFF PROJECTS: Vienna is off to a flying start

From among the numerous activities proposed, the City of Vienna has selected six so-called kick-off projects due to be implemented without delay.

- **PROMOTION OF “ JUNIOR GROUPS”**

Young scientists with great potential will have an opportunity to establish independent working groups aligned with the City’ s key areas of technology and research. This will enable them not only to work independently but also to acquire experience in team leadership early in their careers.

- **“ KEYNOTE PROGRAMME FOR THE HUMANITIES, SOCIAL AND CULTURAL SCIENCES” AS A NEW KEY AREA OF RESEARCH**

The humanities, social and cultural sciences, fields of research that enjoy a long tradition in Vienna, will be actively promoted. They will serve to complement the City’ s established key areas of research life sciences, information and communication technologies, creative industries.

- **EXPANSION OF THE “ RESEARCH AND THE CITY” CAMPAIGN**

Under the slogan “ Vienna research in dialogue” , this activity will serve to address essential contemporary and future issues in the fields of science, research and technology. Communication between the various special interest groups and organisations will be encouraged and strengthened.

- **REVISION OF BUSINESS PROMOTION PRINCIPLES – ZIT 08 PLUS**

The business promotion principles of the innovation and technology centre ZIT will be updated and revised in the course of the project “ ZIT 08 plus” . The focus will be on important cross-cutting issues of RTI policies, such as promoting innovation in the service sector, encouraging research cooperation and gender mainstreaming.

- **TOP LOCATIONS FOR CUTTING-EDGE RESEARCH**

Site development strategies in the RTI field are to be even better coordinated in terms of content and location so as to create custom-made solutions for researchers.

- **CENTROPE MOBILITY PROGRAMME**

Exchange programmes for students and scientists in Central Europe make a significant contribution to the closer integration of the CENTROPE region. The CENTROPE mobility programme addresses the need by means of numerous activities which facilitate stays in Vienna for these groups.

FURTHER INFORMATION

Information in German on the strategy process and the overall RTI strategy is available at www.wiendenktzukunft.at

This English folder is available at www.wiendenktzukunft.at

