



The city for life

Smart City Wien Agency

TINA Vienna GmbH

A company of Wien Holding

Liechtensteinstrasse 12/10

1090 Vienna

Austria

Tel.: +43 1 4000 84260

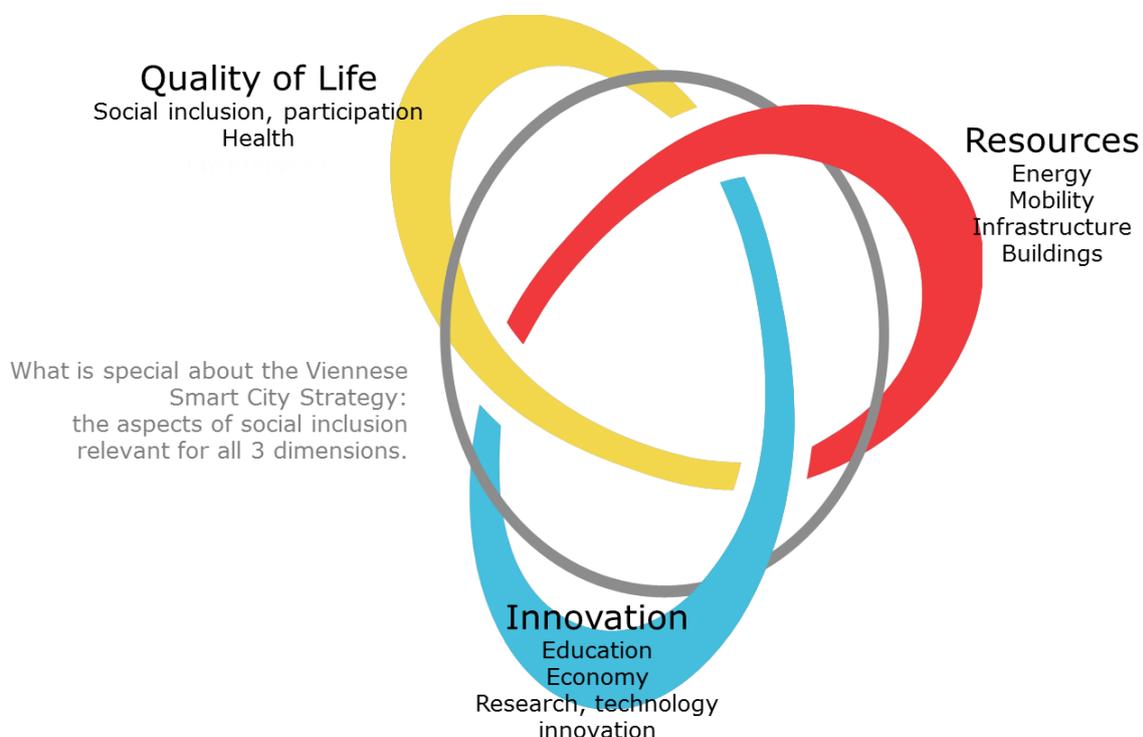
smartcitywien@tinavienna.at

Smart City Wien – Mission Statement

Smart City Wien is a long-term initiative by the city of Vienna that looks at a cross-section of the city, covering all areas of life, work and leisure activities in equal measure, and includes everything from infrastructure, energy and mobility to all aspects of urban development.

Smart City Wien defines the development of a city that assigns priority to, and interlinks, the issues of energy, mobility, buildings and infrastructure. In this, the following premises apply:

- **radical resource preservation**
- **development and productive use of innovations/new technologies**
- **high and socially balanced quality of life**



Smart City Wien comprises first and foremost the aim of **resource preservation**. Development and modification processes in the sector of energy, mobility, infrastructure and building management are to dramatically reduce CO2 emissions by 2050. For this purpose, it is essential to make much more efficient use of the required input energy.

The further increase of the **quality of life** is a second objective that is given as much importance as sparing resource use: in environmental protection or healthcare, Vienna can build on already very high standards. The relevant political decisions were and are significantly derived from the principle of social inclusion. The creation of affordable and attractive housing, the provision of low-cost and resource-conserving mobility and the financing of services of general interest are only a few examples of the implementation of this principle in reality.

To reduce resource use as planned while maintaining or even improving the quality of living, **innovation** is the third major approach pursued by Vienna. As a smart city, Vienna boasts a dynamic economy, boosts information and communication technologies, assigns very high priority to education and, last but not least, defines itself as a first-rate research hub.

Smart City Wien Framework Strategy

The big Smart City Wien Initiative was launched in 2011 under the aegis of Vienna's Mayor Michael Häupl. Based on a broad stakeholder process and many approaches derived from different areas of action of the Vienna City Administration, the development of the present strategy began in 2013. All Executive Policy Groups as well as numerous experts have contributed to this document. At the same time, there was an intense exchange of experience with other European cities that likewise aspire to meet smart city goals. The legally binding strategy was adopted by the Vienna City Council in 2014.



Vienna's mayor Michael Häupl and vice-mayor Maria Vassilakou present the Smart City Wien strategy

Vienna's Smart City strategy is characterised by both an internal effect to render existing plans even more ambitious and to inspire new ideas. At the same time, its external effect is to create an international frame of reference for what is happening here and to generate publicity for Vienna's aims.

The time horizon of the framework strategy extends to 2050, since the necessary and often fundamental changes in the fields of energy, mobility or construction cannot happen overnight. The thematic arc stretches from the future of Vienna as a hub of research and business to the preservation of all-important social achievements. Concrete methods of application must still be developed in many areas – but the direction is clear: Vienna wants to reduce its resource consumption notably. At the same time, the city intends to continue offering all citizens maximum quality of living, safety and security.

What are the main objectives of the Smart City Wien initiative?

- Per-capita greenhouse gas emissions in Vienna drop by at least 35% by 2030 and by 80% by 2050 (compared to 1990).
- In 2050, Vienna is an innovation leader due to top-end research, a strong economy and education.
- Vienna maintains its quality of life at the current superlative level and continues to focus a social inclusion in its policy design: as a result, Vienna in 2050 is the city with the highest quality of life and life satisfaction in Europe.

It is the key goal of Smart City Wien for 2050 to offer optimum quality of life for all citizens - combined with the highest possible resource preservation. This can be achieved through comprehensive innovations.

What has happened since the framework strategy was adopted by the City Council in 2014?

After the Smart City Wien Initiative was adopted by the Vienna City Council in 2014, the work with and the implementation of several operating processes has begun. The main goal was - and is - to ensure that all ambitious goals of the framework strategy are translated into action and are being implemented in several main strategies of the City of Vienna. Two years later – in 2016 – strategies like the [“City development plan 2025”](#), [“The city’s mobility concept”](#), [“Innovative Vienna 2020”](#), [“Strategy for Green and Open Space in Vienna”](#) and the [“Digital Agenda Vienna”](#) all affiliate to the main goals of the Smart City Wien framework strategy while focusing on different aspects of the framework strategy.

In order to ensure the quality and the implementation of each one of the 57 goals of the framework strategy, the need to start a monitoring process was identified. The research project [SMART MONITOR](#) elaborates the principles of the design of a monitoring concept. The gathered results of this research project are going to promote the creation of a Smart City Wien Monitoring tool.

However, the most important aspects of the implementation of the Smart City Wien Initiative are its [projects](#). Many of them, guided by the goals of the Smart City Wien framework strategy, aim to break the meta goals down to a concrete level to ensure that the citizens of Vienna can benefit from them. For example, the Smart City Wien projects [“Smarter Together”](#) and [“Aspern Mobil”](#) ensure a high quality of life for the citizens of Vienna and guarantee that the City of Vienna reaches its climate goals by reducing green gas emissions and saving energy through a well-structured mobility concept.

During the implementation process the Smart City Wien Initiative fosters cooperation and collaboration with established Viennese companies, which focus on supporting the City of Vienna in reaching its ambitious goals. The [Aspern Smart City Research](#) is a cooperative partnership established to develop some of the technical solutions that are required for the future energy environment and especially in a new real-life urban district with active customers.

It is very important to inform the citizens of Vienna about the projects and actions of the Smart City Wien Initiative. The information exchange – especially on Social Media – is irremissible for a positive implementation of the Smart City Wien Initiative. Daily activities on [Facebook](#), [Twitter](#), [Instagram](#) and the [Smart City Wien Website](#) give an insight to several projects of the Smart City Wien Initiative.

Online communication is supported by several events. Examples are the “[Smart City Forum](#)” and the event series “[Sustainable in Vienna: The Smart City](#)” organized in cooperation with the Wiener Volkshochschulen. These events offer all interested stakeholder the possibility to participate and to discuss different topics related to the Smart City Wien Initiative.

Vienna’s strategies in detail

As mentioned above there are several strategies linked to Vienna’s Smart City initiative, which focus on one specific topic or one range of topics:

STEP 2025 (Urban Development Plan 2025)

The new STEP 2025 urban development plan is an instrument for providing forward-looking answers to the questions of our time. It was developed as part of a broad, intensive dialogue process among policymakers and administrators, the scientific and business communities, residents and special interest groups. STEP 2025 was developed under the leadership of Municipal Department 18 in an intensive dialogue process with numerous experts.

The Urban Development Plan 2025 aims to provide a broad discussion on the future development of Vienna on its way to becoming a city with two million inhabitants. The topics from the discussion process should become part of the STEP 2025.

There are two thematic concepts linked to Vienna’s development plan:

- The **Vienna Urban Mobility Plan** reflects the consistent implementation of a vision of the city enshrined in the Urban Development Plan STEP 2025: mobility in Vienna should be fair, healthy, compact, eco-friendly, robust and efficient. “Together on the move” is the buzzword. In the years to come, Vienna transport policy will be uncompromisingly geared to fostering eco-mobility. Expressed in modal split indicators, the target of STEP 2025 is “80:20”, which means that the citizens of Vienna are to use public transport, cycle or walk to cover 80% of the trips they need to make, whilst the share of car transport should decrease from the present 28% to 20%. Walking and cycling are modes of active mobility, which means that they are conducive to health. Eco-mobility is considered an integrated system in this concept - with optimised interfaces between modes of transport and additional services of city-compatible mobility (e.g. mobility cards, bike sharing and car sharing systems).
- The STEP 2025 thematic concept “**Green and Open Spaces**” was developed based on the principles of STEP 2025 and goes into more subject-specific depth. Integral elements of the concept are 12 types of open spaces, standards of supply with green and open spaces and the linear definition of a network of open spaces for the whole city. “Local green plans” can be the basis for land allotment procedures, compensation measures and agreements on urban development.

Innovatives Wien 2020 (Innovative Vienna 2020)

Innovative Vienna 2020 is a strategy for innovation in the broadest sense of the term. Innovation comprises any and all new approaches in thinking and acting, with due consideration of the context in terms of time, topic and social setting.

- A novelty will become an innovation only once it has become **effective** by providing us with new products, services or processes and once these products, services or processes are being **used and accepted** by society or by their intended target group.
- Innovations within the meaning of this innovation strategy impact economic practice, social interaction, public welfare, education as well as art and culture.
- The following comes within the definition of innovation:
 - Products, services or processes that are based on new technological developments and can be sold at a profit, thus
 - contributing to strengthening the business location or
 - being funded or procured by the public sector;
 - Improvements, simplifications or better target-group orientation of public administration services;
 - Social innovations the benefit of which lies in their being socially relevant and not merely commercially exploitable;
 - Systemic innovations that help cope with social challenges (such as contributions towards the green energy turnaround, new infrastructures);
 - Artistic and cultural innovations which provide a key impetus to both society and the city as a knowledge and information location.
- The **innovation ecosystem** that allows for innovation within the meaning of Innovative Vienna 2020 comprises a broad range of stakeholders. Science, business and politics, along with the education system, public and private investors, the public administration as well as users and citizens, all have a role to play in this context.
- **All potentials** present in the innovation system should be specifically promoted and leveraged. All people – regardless of gender, education, social status and origin – should participate in innovations.
- The **environment** where **innovation** thrives is characterised by a broad basis of well-educated actors. Planting the seed of innovation at a young age and deliberately leveraging existing diversity will help promote the potential for innovation in Vienna.
- Research and development is being practiced as an inter- and transdisciplinary process in Vienna. On a par with excellent scientific research, it is in particular the **liberal arts and social and cultural studies** that provide **opportunities to help shape socially accepted, socially integrated and sustainable innovations**.
- Emphasising the need for innovations being used and accepted makes it evident that **innovation processes should place a stronger focus on including the demand side**, i.e. the users of and the people affected by innovations, with public-interest innovations as well as with all other kinds.

Innovations need to be questioned time and again as to their purpose and usefulness. The fact that this debate is taking place shows that the City of Vienna follows a responsible approach towards innovation.

Digitale Agenda Wien (Digital Agenda Vienna)

“Digital Agenda Vienna” contributes to achieving the goals set out in the Smart City framework by ensuring optimal use of new technologies. Technology-driven innovation is being linked with socially-driven innovation in an effort to focus on what people really need. Digital Agenda Vienna is the City’s strategic response to the strong trend towards digitisation in all major areas of life. Its goal is to implement a variety of innovative ICT projects within the City Administration, but also in cooperative ventures with private business and the federal government.

The main focus of the Digital Agenda Vienna has been the various users that live within its (the) city. Their concerns, needs and interests have been the guiding principles for setting priorities, implementing projects and designing new services. That is why the involvement of users is an essential component in all related processes. Digital Agenda Vienna’s current proposal has also been a result of this focus. It was not conceived behind closed doors but elaborated with the participation of hundreds of interested people. That is why any further development of the Digital Agenda Vienna will also be carried out in a transparent and open manner.

The Digital Agenda Vienna is consistent with the “Viennese principles” that have emerged in the course of this discussion process. This refers to the nine guiding principles that the city uses to lead the development of new technological opportunities. In addition to transparency, openness, and participation, this also includes trust and security, inclusion and social sustainability, gender equality, citizens’ orientation, the strengthening of business locations, consolidation, innovation, as well as flexibility and learning. It is these principles that render Digital Strategy Vienna unique, and ensure that the opportunities and potential of digital development benefit all Viennese citizens.

Smart City Wien Agency

TINA Vienna – a company owned by the City of Vienna – has been working in the area of "Smart City Wien" since 2011 and was commissioned in 2012 to establish the Smart City Wien Agency, under a service contract with the City of Vienna.

The Smart City Wien Agency at TINA Vienna supports the efforts of the city to reach its goals and to ensure a successful transformation towards a smart city. This includes a specific focus on research and technology policy in the city, as well as the active involvement of its residents, local industry, research and Viennese businesses in the Smart City Vienna process. The Smart City Wien Agency communicates with city departments, stakeholders, companies and citizens alike. It also offers expertise and know-how in the fields of mobility and ICT.

The Smart City Wien Agency links the challenges of the future for the City of Vienna, provides a common context and offers all of the protagonists a shared platform. In short, Smart City Vienna is the hub that facilitates the discussions about the future of the City of Vienna.

For further Information please contact:

smartcitywien@tinavienna.at