

## A digital boost for Vienna

### **City Councillor Peter Hanke presents the largest promotional campaign for Viennese companies, 'Vienna Online'**

April 22, 2020 Vienna (OTS) - "Even before the coronavirus crisis, Vienna was at the forefront of digitalisation. The crisis has shown us that small businesses in particular need greater digital representation. This is why we are investing 15 million euros in the digital boost," explains Peter Hanke, City Councillor for Finance, Economy, Digitalisation and International Affairs. "With a total of 15 million euros, the 'Vienna Online' programme is the largest promotional campaign for small and medium-sized businesses that Vienna has ever started."

Companies will receive up to €10,000 in funding to start or expand their online presence. The funding rate is 75%. This means that if a company invests €10,000 in an online presence, €7,500 will be funded.

Vienna Online concentrates on an area that has become especially significant since the coronavirus crisis: online shopping is more important than ever. There is no way around digitalisation if you don't want to surrender your market to online giants from abroad. The funding programme supports small Viennese companies in establishing and expanding their online presence. In future, consumers will not have to do without local products and services 'Made in Vienna'. Instead, they will have the opportunity in every situation to buy their favourite products online.

Hans Arsenovic, Business Spokesperson for the Vienna Green Party, Board Member of the Vienna Business Agency and Vice President of the Vienna Chamber of Commerce: "The federal government has made 38 billion euros available to quickly provide entrepreneurs with support. This creates a good foundation and, not least, will help 70,000 single-person and micro-businesses get through these difficult times. It was important to us in Vienna to provide support to all those who are not entitled to federal funding for various reasons or who need additional funding for sustainable projects. Vienna Online is a stimulus fund that provides concrete solutions. Small companies will benefit from the establishment or expansion of online shops even after the coronavirus crisis, enabling them to remain competitive."

In the picture: six Viennese businesses present their digital page in short clips  
In six short video clips from six Viennese entrepreneurs the Vienna Online campaign shows you how to get your business ready to operate online. In the do-it-yourself style social media clips, the entrepreneurs speak authentically and honestly about the challenges of the coronavirus crisis and how they overcame them online.

“Of course, the coronavirus crisis meant we had to stop our business operations, so we decided to put our energy into our web shop. Once that was up and running, we were busy all the time,” says Oliver Tick, junior boss at Blumenwerkstatt Rath florists.

Theresa Imre, founder of digital farmers' market markta.at, already relied exclusively on online commerce before the crisis. The coronavirus brought a new challenge for the entrepreneur: “We saw a twenty-fold increase in order volume. But now we can show what we've spent so much time building up,” says the motivated Viennese entrepreneur. Johannes Kößler, owner of Seeseiten bookshop in Vienna-Donaustadt, has also become an ardent fan of online commerce since the crisis: “With an online shop, you generate new business areas and open up a whole new world of book commerce.”

#### Buy locally (online) to support jobs and business

The campaign was launched by the Vienna Business Agency, which also manages Vienna Online funding. “We know that it's vital to help companies in Vienna now and not to keep them waiting. So the order of the day is: implement quickly, process quickly, help quickly. With this funding we're also investing in the future of the region, because it supports local Viennese products in the struggle with global competition,” says Gerhard Hirczi, Managing Director of the Vienna Business Agency. The ‘Vienna Online – My Other Site’ campaign was launched by Viennese creative agency Mosers Büro. These clips are intended to encourage Viennese companies seeking to conquer the digital world while also informing the population about local opportunities for Viennese entrepreneurs. “We're getting Viennese businesses in shape for e-commerce. To help them hold their own in competition with the online giants, there's one thing we must all do: buy our excellent domestic products. This is how we can contribute to boosting Vienna's economy and securing jobs here in Vienna,” says City Councillor Peter Hanke.

#### Additional support packages: the crisis as an opportunity for innovation and creative potential in the city

In addition to Vienna Online, other funding measures are available via the Vienna Business Agency. The ‘innovate4vienna’ promotional campaign is aimed at developing new products and implementing ideas on how companies and institutions can function despite the restrictions imposed by Covid-19. For example, new types of protective equipment, hygiene measures and testing capacities. Up to 200,000 euros are available here for each project. The ‘Creatives for Vienna’ ideas competition draws on the potential of Vienna's creative industries and also aims to assist creative people quickly and effectively during the crisis. We are looking for ideas related to life in the city after the crisis – up to €5000 are available for the most effective and creative ideas.

All information: [www.wirtschaftsagentur.at](http://www.wirtschaftsagentur.at)

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