

REGIONAL MAPPING AUSTRIA

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Università Ca' Foscari Venezia

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COUNTRY AND SOURCE INFORMATION

Country/Region: AUSTRIA

Name Surname reference person:

Gisa Schosswohl

Gabriel Gruber

Eva Breuer

Georg Tremetzberger

Wolfgang Gumpelmaier-Mach

References about existing mappings:

Austrian Creative

Industries Report

Organization delivering data:

KAT - Kreativwirtschaft

AuYear: 2016 and 2018



MAIN QUANTITATIVE DATA COLLECTED

Economic value of the CCI Sector:

SEE <https://www.kreativwirtschaft.at/wp-content/uploads/2019/03/Zusammengefuegt-Datastory-Englisch.pdf>

N. of companies in core CCI Sector

42.284

Comparisons with other economic sectors

The economic performance is the measured proportion of the overall economy (GDP) and has risen from 3.5% to 3.8% in the creative industries in the last ten years. In this context, it is shown that the economic performance in the creative industries enterprises is almost as big as in tourism (4%), significantly higher than in structural and civil engineering (2.9%) and almost twice as high as in the trade and repair of motor vehicles (2.1 %)

Contributions by geographical areas

Burgenland 825 Carinthia 1,749 Lower Austria 5,893 Upper

Austria 4,649 Salzburg 2,805

Styria 4,395 Tyrol 3,315 Vorarlberg 1,501 Vienna 17,152

Professional categories involved

Design: €0.3 bil. Music industry: €0.4 bil. Radio and TV: €0.4 bil.

Film industry: €1.5 bil. Architecture: €1.7 bil.

Market for performing arts: €2.5 bil.

Books and publishing: €3.8 bil. Advertising: €4.5 bil.

Software and games: €6.7 bil

Skills and competences involved

KPIs such as employment growth, youth employment,

turnover growth, export growth, etc.

22 bil. turnover in the creative industries

Employees 108,759 Self-employed persons 44,241



CCI CLASSIFICATION AREA # 1

1 st AREA	
Activities of preservation and enhancement of historical and artistic heritage (museums, libraries, archives, monuments)	
Sector	Indicators
Nesta codification	

CCI CLASSIFICATION AREA # 2

2 st AREA	
Non-reproducible activities of cultural goods and services, defined as Performing arts and visual arts, synthesized with everything that revolves around the shows live (theater, concerts, etc.).	
Sector	Indicators
Nesta codification	



CCI CLASSIFICATION AREA # 3

3rd AREA

Activities related to the production of cultural goods and services according to a logic industrial repeatability, defined as cultural industries (cinema, radio - TV; video games and software; automation, publishing and printing; music);

Sector	Indicators
Film industry	4.075 companies 10.875 employees 1.5 Million turnover
Radio and TV	85 companies 1572 employees 411.000 turnover
Software and games	7553 companies 41.186 employees 6.75 Million turnover
Publishing and printing	3895 companies 22.939 employees 3.8 Million turnover
Music	1170 companies 3082 employees 358.000 turnover



CCI CLASSIFICATION AREA # 4

4 th AREA Creative industries related to the world of services (advertising, communication, architecture and design, crafts,)	
Sector	Indicators
Architecture	5890 companies 17.854 employees 1.7 Million turnover
Advertising/ Communication	9.608 companies 29.097 employees 4.5 Million turnover

CCI CLASSIFICATION AREA # 5

CCI Professions	N° or % of cultural and creative professionals in non core cultural
No data available	



STAKEHOLDERS

ORGANIZATION	KEY STAKEHOLDER	MAIN ACTIVITY/MISSION
City of linz	Doris Lang-Mayerhofer	Positioning The City As Cultural, Creative, Innovative City
Kreativwirtschaft austria	Gerin Trautenberg	<p>Kreativwirtschaft Austria Works In 3 Pillars:</p> <p>Awareness Raising And Positioning Of Cci</p> <p>Reports On Cci Performance, Statistics, Studies</p> <p>Lobbying</p> <p>Cooperation Inside And Outside The Cci</p> <p>Choch3</p>
Industry meets makers	Sandra Stromberger	Industry Meets Makers Is An Open Innovation Community Building Format That Aims To Initiate New Collaboration Models Between The Top Industry And The Creative, Young Maker Scene In Order To Make The Resulting Innovation And Business Potential Fruitful For Both Sides.
Chamber of Civil Engineers Architects and Engineers Upper Austria and Salzburg	Heinz Plöderl	<p>The innovative strength of the architects and engineering consultants (civil engineers) ensures the progressive development of our living space. Civil engineers contribute to the revival of the economy and to the further development of society through their high-quality technical services. In their work they assume responsibility towards the public. As freelancers, they define additional rules of professional conduct that go beyond the legal requirements in order to further enhance the quality of their services. Civil engineers act as "visionaries with responsibility". The chamber is also involved in</p>



		policy and strategy development for Upper Austria & Salzburg
Federal Economic Chamber	Angelika Sery Froschauer	The Austrian Federal Economic Chamber (de: Wirtschaftskammer Österreich or WKO) functions as the federal parent organization for the nine State Chambers and 110 trade associations for different industries within Austria's system of economy.
Austrian Promotional Bank	Christina Koch	aws is responsible for handling the federal government's business development activities.

QUALITATIVE DATA COLLECTED

3 or more key concepts or sentences defining cultural and creative industry sector:

CCI: profit-oriented enterprises dealing with the creation, production, and (media) distribution of creative and cultural goods and services

Creative uniqueness and economy (Dinge auf den Boden bringen)

Transformation of business models

3 or more categories used for classifying cultural and creative economic activities

ÖNACE Definition

architecture

architecture firms

Books & Publishing

Retail sale of books

Retail sale of newspapers and magazines in specialised stores

Retail sale of second-hand goods in specialised stores

Books & Publishing

58110 Publishing of books

58120 Publishing address books and directories

58130 Publishing of newspapers

58140 Publishing of periodicals

58190 Other publishing (excluding software)



63910 Correspondence and news agencies
74300 Translation and interpreting services
900301 Artistic and literary creation (e.g. writer, journalist)
design
32120 Manufacture of jewellery, gold and silversmiths' wares and related articles, except imitation jewellery
74100 Ateliers for textiles, jewellery, graphics, etc. Design
film industry
59110 Motion picture, video and television programme activities
59120 Post-processing and other film technology
59130 Motion picture distribution (except video libraries) 59140 Cinemas
77220 Video stores
74200 Photography and photographic laboratories
900101 Performing arts (e.g. film actor)
performing arts market
90010 Performing arts
90020 Performing arts service activities 90030 Artistic and literary activities
90040 Operation of cultural and entertainment facilities
85521 Dance schools
85529 Other cultural education
music business
32200 Manufacture of musical instruments
47591 Retail sale of musical instruments and supplies 47630 Retail sale of recorded music and visual media
59200 Recording studios; radio production; publishing of recorded music and musical literature
900101 Performing arts (e.g. musician, conductor, singer)
900201 Provision of services for the performing arts (e.g., concert management, art and culture)
designer)
900301 Artistic and literary work (e.g. composer)
900401 Operation of cultural and entertainment facilities (e.g. concert hall, opera house, etc.)
house)
Radio & TV
60100 Radio broadcasters 60200 Television broadcasters
Software & Games
58210 Publishing of computer games 58290 Publishing of other software
62010 Programming activities

Provision of consulting services in the field of information technology
publicity
73111 advertising design
73112 advertising distribution
73120 Marketing and mediation of advertising times and advertising spaces
Libraries, museums and botanical and zoological gardens²
91010 Libraries and archives
91020 museums
91030 Operation of historical sites and buildings and similar attractions
91040 Botanical and zoological gardens and nature parks

3 or more categories used for classifying creative driven industries

None

Most important/strategic and developed cultural areas in the region / nation

Designer (industrial design, product designer)

Fine arts

Main programmes or projects developed in the CCI sector at a regional national level:

Most important national or regional CCI support policies mentioned (project name, main activities, main partners, main investments,...)

National Level

National Creative Industries Strategy 2016: Austria recognised the innovation policy relevance of the creative industries at an early stage: In addition to its own support services for creative workers at regional or local level, the creative industries at federal level were integrated into the Austrian RTI strategy. This creative industries strategy was developed in a co-creation process lasting several months in spring 2016 under the leadership of the BMDW in cooperation with the creative industries Austria, the Austrian Federal Economic Chamber and Austria

AWS Call Creative Solutions: On behalf of the Federal Ministry for Digitization and Business Location, Austrian Promotional bank launched the tender round for the new funding program aws Creat(iv)e Solutions most recently. Small and medium-sized enterprises (SMEs) will be supported with a grant of up to 200,000 euros for the innovative solution of problems, up to 90 percent of the project costs can be financed by the grant. The prerequisite for this is that the problem is predominantly dealt with by at least one other company and that the content of the project can be allocated to a creative industry sector.

AWS Impulse Program: Grant for the development and implementation phase of innovative projects in the context of the creative industries

SKU Programme of the Province of Upper Austria to stimulate cooperation for the implementation of cooperative research and development projects and for the implementation of cooperative organisational projects at Upper Austrian enterprises (SKU)



Most important programs/project promoted by the institutions in CCI Sector, describe briefly:

Conceptual Joining

„Conceptual Joining – Wood Structures from Detail to Utopia ” is a project at the University of Applied Arts Vienna funded by the Austrian Science Fund (FWF).

The team consists of Architects, Designers, Carpenters and Engineers

In the course of industrialization timber construction changed considerably. The traditional crafted joints were widely replaced by metal connectors. The anisotropic structure of wood was considered a disadvantage and therefore various homogenized timber products were developed, largely eliminating characteristic qualities of wood. We regard it as the better strategy to make use of the material's natural properties thus capitalizing on nature instead of struggling against it.

Various traditional timber constructions such as Japanese joinery took advantage of wood's natural structure and behavior but today the time consuming and therefore expensive production makes them uneconomical. CAD/CAM and especially parametric modeling now offer a powerful way of re-interpreting traditional woodworking and open up new horizons for furniture and timber architecture.

By combining the qualities of traditional craftsmanship with the potential of cutting-edge computational techniques a variety of structural configurations and wood joining methods will be developed and tested. Apart from theoretical research our work will be based primarily on practical experimentation. Informed by an in depth understanding of material behavior and correlating joining principles we develop design systems, geometries and structures.

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3 or more goals expected in the project realization.

- open, equal, cross-disciplinary exchange
- new paths in the development of highly complex structures
- new tool- and mindset for all project partners
- further cooperations

3 or more goals reached

- all goals mentioned above



3 or more definition of their collaboration (positive/negative)

- agile
- in-depth exchange
- new skills developed among all project partners

3 or more cultural or creative processes identified in Advanced Manufacturing Industries

- the use of algrythms to generate structures
- new materials for load-bearing structures
- cross-thinking
- MVP and prototyping approach

Best practices

Designer Talent Boost
Industry Meets Makers
Conceptual Joining
MCI Multicoperate Innovation Challenge
Design Lovers

Challenges

Awareness of CCI
CREATIVE Innovation is perceived equivalent to technological innovation
PERCEPTION OF CCI
CAPACITIES OF CCI



Opportunities

Creative Innovation Is Part Of The Funding System
Creative Innovation Is Seen As The Driver For Transformation
Open Mindset To Cooperate