



Vienna and the EU Strategy for the Danube Region History, Plans, Projects

Fourteen countries with one goal:
To promote the further economic and
cultural growth of the region in the heart
of Europe through close collaboration.

Stadt  Wien

Contents, Imprint



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Imprint

Media proprietor and publisher:
City of Vienna, Municipal Department 53
Text, layout: Bohmann Verlag und Druck
Ges. m. b. H. & Co. KG, 1110 Vienna,
Leberstraße 122
Cover photos: picturedesk.com (2),
municipally owned company "Tourism
Services" (1), bratislava.sk (1), Pražská
informační služba (1), Magyar Turizmus
Zrt./Photographer: Lajos Kalmár (1),
Sorin TOMA (1), Helmut Zita (1), A.
Fevžer/Turizem Ljubljana (1)
Printing: Wograndl

January 2012



Michael Häupl,
Mayor of the City of Vienna

“For us, it comes down to the desire for well-functioning cities.”

The Danube region is currently home to roughly 115 million people living in 14 countries. While the 3,000-kilometre river served as a border for a long time, it is now solely a connecting element that runs through the heart of Europe and that has helped to bring the Danube region with its millions of inhabitants to the focus of the European Union.

The Strategy for the Danube Region adopted by the EU aims to secure, maintain and achieve social equality, prosperity, individual prospects for the future and peace in the region.

The expectations of the people living in various parts of the Danube region diverge depending on the problems they face as well as on the potential available to them. These expectations range from a noticeable impro-

vement in the standard of living and quality of life, better chances of finding a job and a stronger desire for security to a better way of coping with day-to-day life with the help of the administration and public authorities as well as the wish for clean water and well-regulated sewage and waste management. In the end, it simply comes down to the desire for well-functioning cities.

In other words, the EU Strategy for the Danube Region will only be successful once it leads to positive changes in people's everyday lives. This needs to be the focus of the projects proposed for the coming funding period.

Vienna, the City on the Water

Living with the Danube

Vienna's good strategic location on a major waterway became a source of prosperity over time, but the city's inhabitants lived at a respectful distance from the river for centuries. Now, the regulation of the river and forward-looking planning have brought the metropolis closer to the water.

The Danube in the 1950s.

The wide floodplain was later replaced by the New Danube and the 21-kilometre-long Danube Island.



“The Danube is the most exciting river in Europe. It connects people who speak eight different languages, spread out over ten countries, as well as their landscapes, natural resources and cultures in a fascinating way.” Hubert von Goisern, musician

THE DANUBE AS A LIFELINE

The Danube stretches 2,888 kilometres from its source to its mouth. As the lifeline running through the heart of Europe, it links up populations and cultures along its winding path from West to East. It connects the North Sea (Rotterdam) to the Black Sea via the Rhine-Main-Danube Canal, running through ten countries along the way (Germany, Austria, Slovakia, Hungary, Croatia, Serbia, Romania, Moldova, Bulgaria and Ukraine).

For hundreds of years, the Danube was

a wild river landscape spanning a width of five kilometres, unpredictable and formidable. Nevertheless, already in the Middle Ages it served as an important trade route, and Vienna was economically the most important port and cargo hub in Austria. The city's excellent strategic location fuelled its rapid rise, but Vienna's inhabitants constantly lived at a respectful distance from the Danube. It was not until the large-scale regulation of the river from Kahlenberg to Fischa-

tion in 1972–88, when the residents of Vienna also became deeply involved in the process for the first time as part of the large-scale “Opportunities for the Danube Region” competition.

Distinctive Skyline on the Water

Another sign of clever planning near the Danube was the construction of the A22 motorway over the river and of Danube City (Vienna DC) on the “Donauplatz”, or Danube Platform. A new urban quarter arose here in the 1990s. This office and residential area has the advantage of being close to Danube Park and Danube Island as well as being easy to reach. Two 200-metre high-rise buildings by the French star architect Dominique Perrault will take the spotlight in the Danube City skyline soon. The construction of the Freudenu power plant (1992–98) at the Port of Albern also gave the right riverbank a new look.

Greater Quality of Life

Life in the city is moving closer and closer to the water. Between Roßauer Lände and Franzensbrücke, the Danube Canal has blossomed into a vibrant leisure area. The transformation of the “Canale Grande” started in 1996 with summerstage, a cultural and gourmet hot spot. Vienna's inner-city coastline is now blessed with numerous popular hangouts, including Flex, Strandbar Herrmann, Adria Wien, Badeschiff Wien and Motto am Fluss. The Twin City Liner and excursion ships cast off from the Wien City terminal here as well. Star architects including Hans Hollein, Heinz Neumann and Jean Nouvel have turned the section of the riverbank on the Leopoldstadt side into an impressive skyline directly on the Danube waterfront. The surrounding metropolises have also moved a bit closer thanks to the fast ferry connection between Vienna, Bratislava and Budapest.

mend that the situation changed. The arms of the Danube were converted into the straight “Big Danube”, and seven bridges were built. On 30 May 1875, this new, 280-metre-wide channel was opened for ship traffic.

The regulation promised more security against flooding and a great deal of new construction land for the city. The man-made Danube landscapes now offer attractive leisure and recreation areas.

Danube Island is a prime example of this. It was created during the final Danube regula-



Aspern. This created an urban development axis between the Danube and Prater – along which there is now VIERTEL ZWEI, Vienna’s new exhibition centre and the Stadion Center, which is an important location for local shopping. The Vienna University of Economics and Business is still under construction here. In addition, Marina City, which contains premium offices, was built at the new Donaustadtbrücke, where the U2 crosses the Danube. The aim of all this urban development is to

Rivergate. This office complex at Handelskai in the Brigittenau district is a symbol of the waterfront.

Living, Working and Relaxation: The River Offers Top Quality of Life

Vienna is following the international trend and is moving ever closer to the water. Viertel Zwei, Rivergate and Marina Wien represent new urban centres, and they are helping to spur on the revitalisation of the right bank of the Danube.

The Waterfront Has Potential

More and more parts of Vienna are becoming extremely attractive locations with a perfect connection to the water. The obvious examples of this are Millennium City, Marina Wien, Rivergate and the residential complexes Wohnen am Fluss and Wohnhafen at Handelskai. They all help to liven up the right bank of the Danube, which was virtually inaccessible for around 100 years as a result of the barriers created by Handelskai and Bahndamm. For this reason, Vienna declared the waterfront a target area in 2005 and invited international participants to attend the Waterfront Development Symposium in 2007 in order to develop flagship projects. To create a stronger link between the city and the Danube, the plan is to promote the development of new direct access to the Danube, new landing places for ships and pro-

jects in the “hinterland” at the Vienna North railway station and near Prater.

Successful Revitalisation

Several outstanding architectural projects have already been completed here, including Bike City, Wohnen am Park and VIERTEL ZWEI. One factor driving the brisk pace of construction activity here was certainly the extension of the U2 metro line in the direction of

“VIENNA DC has the advantage of being located directly on the Danube, near the recreation areas of the Old Danube and Danube Island, and at the same time of being just a few minutes away from the city centre.”

Thomas Jakoubek, managing director, WED

further improve the quality of life on the waterfront.

Role Models in the East

Other cities on the Danube, such as Budapest, Bratislava and Belgrade, show just how exciting it is to live and work directly on the water. Although additional distinctive landmarks are not planned in Vienna, the aim is to turn the skyline – designed by international architects – into an unmistakable feature of the city. One example of this is Vienna’s Danube City (VIENNA DC) on the left bank of the Danube/New Danube.

URBAN DEVELOPMENT TARGET AREA

Vienna’s waterfront on the Danube Canal, the Danube and the New Danube has potential, as its development so far has shown. The Danube Canal features new architectural landmarks as well as beach bars and a pool ship – all of which express a modern urban lifestyle. The skyline on the left bank of the Danube also stretches all the way up to the waterfront. The right bank of the Danube and its hinterland still have some catching up to do and are therefore a major part of the “Danube region – Leopoldstadt – Prater” target area.

Economic Centre on the River with the Advantage of Expertise and Modern Technology

The Port of Vienna has grown consistently in recent years. It is virtually the only logistics centre in Austria that can offer such high standards in infrastructure, both in terms of quality and quantity.

Handling Twelve Million Metric Tons of Goods

At roughly 3.5 million square metres, the Port of Vienna is Austria's largest public port on the Danube and is already one of the most important logistics hubs on Europe's inland waterways. It is operated by the Wiener Hafен Group, which belongs to Wien Holding. The strengths of Vienna's port lie in its trimodality: in other words, its optimal direct connection to three modes of trans-

“In order to play a pioneering role in inland water transport in the future as well, we need to constantly expand the existing infrastructure.”

Rudolf Mutz, managing director, Port of Vienna

port – ship, rail and lorry. Due to its close proximity to Vienna International Airport, it will also be able to strengthen its role in air cargo transport. Besides Wiener Hafен Group, over 120 companies specialising in logistics, trade, construction materials and fuels have settled at the Port of Vienna. These companies offer roughly 5,000 jobs in total.

Massive Port Expansion

The companies that belong to Wiener Hafен Group, which is owned by Wien Holding, along with the transport and logistics companies located at the port handle a total of between 10 and 12 million metric tons of cargo. Since 2006, the Port of Vienna has been expanded on a massive scale, with new cranes, larger storage halls, new quay walls and the new container terminal in cooperation with Austrian Railways. Flood control has also improved. As part of the expansion programme, the Port of Vienna has also

vastly increased its storage space, making it Europe's largest storage hall for de-icing salt, for example. Over the past five years, roughly €150 million have been invested in the Port of Vienna, and another €95 million are slated for investment by 2015. The aim is to optimise the useable space at the Port of Vienna, create new space, increase security and attract new companies to the area.

Gaining New Land

One of the core projects is to reclaim land at the Port of Freudenuau, which will decrease the size of the inner harbour by 20 per cent. Facilities for handling goods via ship and rail will be constructed on the new land gained through the project. The first stage of the land reclamation project is already under way, and the plan is to extract 25,000 square metres of land from the water of the inner harbour.

LOGISTICS HUB

Roughly 2,000 kilometres from the Black Sea and around 1,500 kilometres from the North Sea, the Port of Vienna is developing into one of the most important European logistics hubs on the Danube. The economic centre with three cargo ports (Port of Freudenuau, Port of Albern, Lobau oil port) is operated by Wiener Hafен, GmbH & Co KG (Wien Holding Group). It also operates the passenger port near Reichsbrücke and Marina Wien.

High-performance hub for international trade and transport: the Port of Vienna.





Vienna's tourists and residents are equally impressed by the regular boat trips, boat excursions and themed boat rides offered by DDSG Blue Danube, which pass by Danube City.

Ship Ahoy: Enormous Growth in Passenger Boat Travel

With more and more passengers, a new landing place in the city centre and a new marina, passenger boat travel in Vienna is booming.

Success Story of Ship Transport

Boat trips on the Danube are gaining in popularity, as tourism director Norbert Kettner can confirm: "In terms of tourism, Vienna profits greatly from also being accessible by water. Each year, over 3,500 ships lay anchor at Vienna's passenger port, and up to 360,000 passengers alight annually, most of whom come to Vienna as tourists." The shipping centre near Reichsbrücke at Handelskai is the centre for passenger boat travel in Vienna, and it is where the offices of shipping companies, agencies and booking centres are located. Large Danube cruise liners and also excursion ships belonging to

DDSG Blue Danube – which is owned by Wien Holding – dock at the quay of the shipping centre. DDSG Blue Danube's fleet comprises six ships, which offer passenger cruises to the Wachau region and boat excursions in Vienna.

New Boat Station

A highly visible sign of the upswing in Danube boat travel is also the impressive city boat station on the Danube Canal in Vienna's city centre, which was completed in 2010. The city boat station has not only proven to be optimal for regular operations, but has also become a new culinary hot spot on the Danube Canal. Roughly 2,300 ships have already landed at the boat station this year. The Twin City Liner has been connecting the cities of Vienna and Bratislava via the Danube since 2006. At the end of September 2011, the 700,000th passenger stepped aboard a Twin City Liner. But the Twin

City Liner is more than just a ferry line. It is a symbol of the two capitals moving closer and closer together, and it is one of the best examples of good neighbourly relations in practice.

Modern Marina

Marina Wien, which also belongs to the Port of Vienna, is a modern yacht harbour located directly on the Danube. It has a total of 246 mooring

"The rise in ship transport is bringing visitors to Vienna, who also make a significant economic contribution to our city."

Norbert Kettner, Vienna tourism director

places for motorboats and yachts, and it offers outstanding marina infrastructure as well as a top restaurant. Since May 2011, Marina Wien has also offered a landing place where boats belonging to DDSG Blue Danube stop four times a day.

IMPRESSIVE FIGURES

DDSG Blue Danube Schifffahrt GmbH provides passenger boat travel on the Danube, with a total of six ships. Up to 360,000 passengers are transported annually. Over 700,000 passengers have been welcomed aboard the Twin City Liner since the two fast catamarans were introduced in 2006.



Working together (from left):
Otto Schwetz,
Michael Ludwig,
Dejan T. Vasovič,
Kurt Puchinger

Joining Forces to Improve the Development of the Danube Cities and Regions

Various organisations want to improve collaboration between the Danube regions and cities. The aim is to further develop the Danube region through joint projects. These include cultural, economic and social projects.

A Partnership for Joint Action: ARGE Donauländer

ARGE Donauländer (the Working Community of the Danube Regions) was launched with a focus on the following tasks in 1990: strengthening cultural contacts between all participants, promoting tourism beyond national borders, coordinating landscape conservation, and checking and improving water quality. Vienna and Lower Austria were among the founding regions of the working community. ARGE Donauländer now comprises all of the regions along the Danube: from the state of Baden-Württemberg in Germany to Romania. Since its founding, it has discussed, prepared and positively concluded many projects. These have included the further development of environmentally friendly public transportation services, the establishment of contacts between the chambers of congress in the

Danube region, a study of the ozone damage between Bavaria and Budapest, and a list of all of the historical and technological sights to see in the regions.

Currently a Key Issue: the Economic and Financial Crisis

ARGE Donauländer comprises various working groups. Vienna, for example, chairs the Traffic and Shipping working group, which is led by Otto Schwetz. He is active in numerous other organisations, including serving as the chairman of the Institute for the Danube Region and Central Europe and as chairman of Corridor VII – The Danube as a Waterway. “In my functions, I have been able to take advantage of synergies between the individual organisations and in this way conserve resources. That was also what the Conference of Heads of Government envisaged,”

said Otto Schwetz. The ARGE Donauländer Conference of Heads of Government meets once a year. At the meeting in the autumn of 2011 in Vienna, participants decided that overcoming the economic and financial crisis is currently the most pressing issue. They agreed to implement structural reform measures and to step up institutional capacity and cooperation. During Vienna's chairmanship of ARGE Donauländer, a special cultural project was also launched. The MS Stadt Wien is travelling upstream from Belgrade to Vienna as a "Literature Ship".

Council of the Danube Cities and Regions: More Consideration in the EU

The Council of the Danube Cities and Regions is focusing on a more intense collaboration between the Danube regions and cities. The organisation has been active since 2009 and it involves 14 countries, 8 of which are members of the EU. Representatives from the Danube cities and regions as well as the Danube offices are part of the council. The mayor of Ulm is the president, and Vienna's mayor, Michael Häupl, is a member of the executive committee. The organisation is trying to gain more consideration in the EU for the Danube cities and regions. In other words, it represents the region's interests within European institutions such as the European Parliament and the European Commission – including with regard to EU funding programmes.

The Council of the Danube Cities and Regions has also implemented several concrete projects. One of these is the development of a network to coordinate cultural festivals along the Danube. This allows artists to perform in other Danube countries and makes co-productions possible. Another project is the youth "Tolerance Camps", where 200 young people from various Danube countries spend six days together discussing, getting to know each other and celebrating. This year, the participants met up in the province of Vojvodina (Serbia). Young people are particularly important to the Council of the Danube Cities and Regions, which is why it is planning to establish a European Danube Youth

Association. In the future, the association's aim will be to organise an exchange, education and collaboration between young people in the Danube countries.

The members of the Council of the Danube Cities and Regions meet regularly. At the 5th European Conference of the Danube Cities and Regions in Belgrade in 2011, the main focus was the role of the network in the implementation of the EU Strategy for the Danube Region.

DonauHanse: A Driving Force Behind Collaboration Between Cities

The DonauHanse network is focused on the 24 cities along the Danube, which include Vienna, Nuremberg, Novi Sad, Odessa, Győr

Vienna, the city on the Danube, at night.



"The Danube region is our shared living space, environmental region, economic community and transport region – so let's solve our problems by working together!"

Otto Schwetz

and Bucharest. One example of DonauHanse's activities is the CUPA project (Co-operative Urban Planning Approaches), which involves workshops in which partner cities analyse urban development problems and work together to find solutions.

The workshops take place about twice a year, when the experts involved in the partnership get together for three days to share ideas. The CUPA kick-off event was held in Vienna four years ago.

ORGANISATIONS AT A GLANCE

ARGE Donauländer was founded in 1990. It has 40 members and two regions with observer status.
www.argedonau.at

The Council of the Danube Cities and Regions has existed since 2009 and has 14 member states.
www.codcr.com

DonauHanse aims to link up the cities along the Danube.
donauhanse.net

Vienna's Role

Vienna Stands Up for the Interests of Cities

With strategy and persistence, the Austrian capital was able to incorporate the interests of cities and regions.

“We were very optimistic and played an intense role in the consultation phase, and we introduced the topics that were important to us through various channels.”

Kurt Puchinger, Vienna's coordinator for the implementation of the EU Strategy for the Danube Region

Fourteen Countries with One Goal

“The Danube connects.” That is the core message and also the task of the joint EU Strategy for the Danube Region. And it is not an easy one if you consider that roughly 115 million people in 14 countries are affected by it. A new cooperation structure therefore needed to be established for collaboration between EU and non-EU countries and also between cities and regions. Cross-sector cooperation between various stakeholders through a variety of activities is essential.

Involved in the Discussion Process Even After the Consultation Phase

Vienna has taken on an important role within this new large-scale development concept. Already during the consultation process (which preceded the strategy document and the Action Plan and took one and a half years), the Austrian capital played a leading role in helping cities, municipalities and regions to become firmly embedded in the EU Strategy for the Danube Region. Kurt Puchinger, who was sceptical himself at first, confirms that this was no easy task: “At the beginning of the consultation process, it was unclear whether the European Commission would actually take the concerns of the regions into consideration,” said the Viennese coordinator for the implementation of the EU Strategy for the Danube Region. In light of the numerous stakeholders, the European Commission naturally gained its information primarily at the national level. “That’s why we in Vienna took the initiative to develop joint positions for the provinces. This allowed us to achieve great success in making our voices heard.” Vienna continued to be involved in the discussions

COLLABORATION

At the initiative of the Mayor of Vienna, Michael Häupl, two position papers were drafted together with the provinces, especially with Upper and Lower Austria and Burgenland, that were further developed into an Austrian contribution through discussions with the federal agencies. Particularly for Vienna, it was essential to involve cities and regions in the development of the Danube region, because the appropriate collaborations and networks for this have existed at this level for a long time.



Thanks to Vienna's efforts, cities are also firmly embedded in the Action Plan.

after the consultations – and it is still pursuing the goal of making cities a part of the EU Strategy for the Danube Region and integrating them into the Action Plan.

Cities Firmly Embedded in the Action Plan

The reason for this is that cities play a very important role particularly in the initial phase. They are aware of the problems resulting from population centres and have the structures and networks necessary to find solutions. According to Kurt Puchinger, “We always pursued this line of argument.” And this persistence paid off. “The Action Plan contains a section that explicitly emphasises the importance of cities for the Danube regions and also an explanation of the role of cities in the implementation. We can therefore say that Vienna’s intention was fully incorporated.” In addition, sharing experience in the development of a cross-border metropolitan region, such as the Centrope region around Vienna and Bratislava, was seen as a good reason to create a suitable cooperation project within the EU Strategy for the Danube Region.

Vienna's Declaration

Two Key Roles in the Implementation of the EU Strategy for the Danube Region

Under Vienna's leadership, the aim is to better coordinate cross-border and cross-sector collaborations and projects. This should improve the quality of life in the neighbouring countries and also in Vienna.

Long-Standing Networks Create a Stable Basis

Vienna has been working together with cities and regions – for example, in ARGE Donauländer and the Council of the Danube Cities and Regions – for many years. This has created a good basis for expanding collaboration through cooperation agreements with other cities, with the support of the Vienna liaison offices. The EU Strategy for the Danube Region represents another opportunity in this regard. Vienna is taking action in two ways: On one hand, as a coordinator for the transnational implementation of Priority Area 10 (“To step up institutional capacity and cooperation”), and on the other hand, by participating in cross-border, transnational projects.

Improving Administrative Structures Together with Slovenia

Priority Area 10, which Vienna has been dedicated to from the outset, comprises the exchange of expertise through cooperation at all administrative levels and for solving public administrative problems. Vienna is performing this task together with Slovenia. On Vienna's side, this transnational coordination function is integrated into the Chief Executive Office. The main tasks are the development of working structures, cooperation with relevant and interested stakeholders (for example with regard to the implementation of projects or the further development of the Action Plan), participation in the communication and publicising of results, and monitoring and reporting to the European Commission.

Additional aims include the further development of civil society, the intensification of city collaborations, cooperation in cross-

border regions, the optimisation of efforts and the utilisation of financial resources. Another area in which Vienna possesses a great deal of expertise is the exchange of experiences and cooperation in the field of urban technologies.

Vienna's Residents Benefit from Local Improvements

And how do Vienna and its residents benefit from all this? The answer is quite simple: The improvement in living conditions in the neighbouring countries brings an increase in job security. And it gives Vienna the chance to assume a more important role, for example, in research and culture as well as in tourism and exports.

NEW OPPORTUNITIES

For Vienna, these tasks represent the opportunity to further expand its role as an important stakeholder and to make a contribution to firmly embedding cities' perspectives in the Danube region strategy, but also in the EU Cohesion Policy after 2014. Viennese projects can also be positioned more successfully, especially those that aim to establish structures and framework conditions that facilitate sustainable and well-functioning cities throughout the Danube region. The “Declaration of Vienna's Role in the Implementation of the EU Strategy for the Danube Region” from 10 October 2011 supports this intention.



The exchange of expertise with the neighbouring countries also benefits Vienna's economy.



DEUTSCHLAND

Praha

ČESKÁ REPUBLIKA

Ostrava

Mannheim

Nürnberg

Plzen

Brno

Karlsruhe

Stuttgart

Freiburg
im Breisgau

Augsburg

München

Linz

Salzburg

Wien

Bratislava

ÖSTERREICH

Graz

Ljubljana

SLOVENIJA

Zagreb

Pecs

Rijeka

HRVATSKA

Osijek

Slavonski Brod

BOSNA I
HERCEGOVINA

Sarajevo

Split



ENSKO

YARORSZÁG

CRNA GORA

UKRAJINA

REPUBLICA MOLDOVA

ROMÂNIA

SRBIJA

BULGARIA

Kosice

Miskolc

Debrecen

Budapest

Oradea

Szeged

Arad

Timisoara

Novi Sad

Beograd

Ivano-Frankivsk

Chernivtsi

Cluj-Napoca

Tirgu Mures

Bacau

Iasi

Beltsy

Kishinev

Tiraspol

Odesa

Sibiu

Brasov

Galati

Braila

Ploiesti

Pitesti

Bucuresti

Constanta

Craiova

Ruse

Varna

Sofiya

Stara Zagora

Burgas

Plovdiv

Podgorica

What is the largest cemetery in Centrope?

Vienna's Central Cemetery has roughly 60,000 graves. Hamburg-Ohlsdorf is the only cemetery that is even larger, at 3.9 million square metres. There are around 1,000 graves of honour at Vienna's Central Cemetery: For example, Johann Strauss, Carl Ritter von Ghenga, the designer of the Semmering Railway, Chancellor Bruno Kreisky, Curd Jürgens, the architect Adolf Loos and Falco are all buried here.



The Church of St. Charles Borromeo at Vienna's Central Cemetery is one of the most important art nouveau churches.

Where is the oldest zoo in Europe?

Schönbrunn Zoo in Vienna is the oldest zoo still in existence in the world. The Austrian monarch Maria Theresa founded it in 1752 as a private zoo. The animals served as a symbol of wealth and power. There are currently around 500 species of animals living here – from the Siberian tiger to the hippo and panda baby. They attract over 2 million visitors each year. Schönbrunn was named Europe's best zoo in 2009 and 2010.

What is the city with the lowest elevation in Centrope?

The Hungarian city of Győr (known in German as Raab and in Slovak as Ráb). It is in western Pannonia, on the Little Hungarian Plain, at an elevation of 118 metres above sea level. This is where the Raab flows into a branch of the Danube. In comparison, Brno is located at an elevation of 192 metres, Vienna at 172 metres and Bratislava at 126 metres above sea level.

Which tourist attraction in Centrope attracts the most visitors?

Schönbrunn Palace – at least according to statistics. There were 2.6 million people who visited the palace in 2010, but this is only known because they paid admission. St. Stephen's Cathedral probably gets many more visitors. However, it is not possible to measure the number of visitors here because, as is well known, believers are allowed to visit the church for free.

What concert in Centrope is viewed by millions of people each year?

The traditional New Year's Concert of the Vienna Philharmonic is the most widely broadcast regular musical television event in the world. Roughly 40 million viewers in around 70 countries watch the concert on television each year. The first New Year's Concert took place in the Large Hall of the Musikverein on 31 December 1939. On this New Year's Eve, only works by the Strauss dynasty were

played. This was the Vienna Philharmonic's way of clearly demonstrating its loyalty to its homeland of Austria, which was part of the German Reich at the time. The first actual New Year's Concert was conducted by Clemens Krauss on 1 January 1941. The first live broadcast on Austrian television was in 1959. After this, the concert quickly came to be seen as the epitome of grand Viennese musical culture around the world.

Why is Centrope sometimes referred to as the new Detroit of Central Europe?

Within a radius of 300 kilometres around Vienna, roughly four million vehicles leave the production lines of major car manufacturers each year, including Volkswagen (Bratislava), Audi (Győr), Peugeot (Tmava) and Opel (Vienna).

What is the name of the super-fast ferry that connects Vienna and Bratislava?

The Twin City Liner. It travels four to five times a day between Vienna and Bratislava at speeds of up to 60 kilometres per hour. The trip takes around 75 minutes. The catamaran was developed specially in Norway for the low water level of the Danube Canal.



The Twin City Liner lands at Vienna's Urania and travels between Vienna and Bratislava.

What is the most famous running event in Centrope?

Many people find the Vienna City Marathon to be one of the most beautiful marathons in the world, perhaps because of the special routes it takes. It passes by numerous sights, including UNO City, Schönbrunn Palace, Prater, the opera house, Parliament, Ringstraße boulevard and Hofburg.

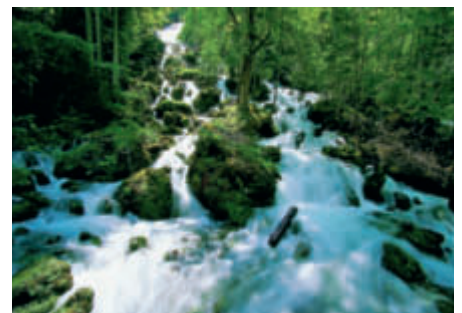
What is the largest Christmas market in Centrope?

Vienna's Christkindlmarkt between Burgtheater and City Hall – a world of romance and serenity. The delicious smell of hot punch, gingerbread, baked apples and roasted chestnuts will reawaken childhood memories. The large park in front of the festively decorated City Hall is like a scene straight out of a fairy tale, where golden leaves, glowing hearts, huge candies and shining stars grow on trees. Here an old-fashioned Viennese merry-go-round, a mini train and the animal Christmas market bring many people's childhood dreams to life.

Which Centrope metropolis gets its drinking water directly from the Alps?

Vienna. It is the only city with over a million inhabitants

that can offer the luxury of supplying the city with fresh mountain spring water. Vienna receives fresh water from the Styrian and Lower Austrian Alps via two mountain spring supply lines with a total length of 330 kilometres. This "blue gold" comes from Viennese water conservation areas in the Styrian-Lower Austrian Limestone Alps and takes about 36 hours to travel down a natural slope from the spring to Vienna. Roughly 370 million litres of water are consumed daily in Vienna. The city's network of water pipes has a length of over 3,000 kilometres. The city invests roughly €13 million in protecting the springs annually.



Up to nine million litres of water bubble up out of the Styrian Kläfferquelle spring each day.

What are the names of the foods protected by the EU in the Centrope region?

Marchfeldspargel (Marchfeld asparagus), Wachauer Marille (Wachauer apricot), Waldviertler Graumohn (grey poppy seed from the Waldviertel region), Mostviertler Birnmost (pear juice from the Mostviertel region), Czech Špekáček (sausage), Karlovarské oplatky (Carlsbad wafers), Slovenská bryndza (soft cheese made from sheep's milk), Trdelník from Skalica (cake), Szegedi szalámi (salami from the Hungarian Szeged).

Which football clubs from Centrope have been to the European Cup finals?

Slovan Bratislava (Czechoslovakia) and SK Rapid (Austria). In 1969, Slovan Bratislava won the European Cup Winners' Cup. They defeated FC Barcelona 3:2 in the final in Basel. In 1996, SK Rapid reached the European Cup final by winning against Petrolul Ploiesti, Sporting Lisbon, Dynamo Moscow and Feyenoord Rotterdam, but then lost 0:1 to Paris St. Germain.

What is the most internationally famous vineyard in Centrope?

Weinlaubenhof Kracher in Burgenland's Illmitz (Seewinkel) is famous around the world for its sweet wines (Trockenbeerenauslesen and Eiswein). Numerous awards are proof of that. For example, Kracher has been named Sweet Winemaker of the Year seven times. And it is the only wine estate in Austria to receive 100 points for its wines from the American wine critic Robert Parker.

You can find more information about Centrope at www.centrope.com

Aims and Strategy for the Danube Region

Tapping into Economic Potential while Protecting the Environment: Plans for the Danube Region until 2020

The goal of a long-term collaboration between 14 countries with a stake in the Danube – 8 of which are EU member states – is to promote the further economic and cultural growth of the region in the heart of Europe.



Tourism magnets on the Danube – such as Dürnstein – will become even more attractive thanks to environmental protection measures.

“I am convinced that the macro-regional approach can lead to outstanding results – as can already be seen in the Baltic region.”

Johannes Hahn,
EU Commissioner for Regional Policy

Promoting and Protecting the Danube Region

It is not just a shared history that connects the 14 countries and roughly 115 million inhabitants of the Danube region. The Danube is surrounded by one of the most culturally rich environments in Europe – three world religions coexist peacefully here. The economy is also remarkable: Roughly 11 per cent of the EU’s economic output is generated in this region. The Danube has the potential to serve as the EU’s gateway to its neighbours – the Black Sea region, the South Caucasus and Central Asia. This river running roughly 3,000 kilometres through the heart of Europe serves as a connecting element. Securing, maintaining and achieving social equality, prosper-

ity, a high level of education and peace are the region’s shared goals. Additional priorities include tourism and security. Austria, Germany, Hungary, the Czech Republic, Slovakia, Slovenia, Bulgaria, Romania, Croatia, Serbia, Bosnia and Herzegovina, Montenegro, the Republic of Moldova and Ukraine are participating in the EU Strategy for the Danube Region.

Coordination and Alignment Lead to a “Macro-Region”

The EU Commissioner for Regional Policy, Johannes Hahn, explained: “With the proposed strategy, we are addressing high-priority issues such as mobility, energy, environmental pollution, employment and security.” These topics are closely linked

with one another and must be coordinated efficiently. The interests of the entire region are the main focus, but consideration is also given to the diversity of the countries and regions. The EU is already providing funding for the region, and the goal now is to use these funds more efficiently. In this way, the macro-regional collaboration can help to solve local problems.

Specific Targets by 2013 and 2020

The EU Strategy for the Danube Region generally does not have a time limit. Nevertheless, specific pillars have been established that call for rapid implementation. One aim is to increase cargo transport on the Danube by 20 per cent by 2020. In addition, the nutrient levels in the Danube should be lowered enough to restore the ecosystem of the

“It is particularly important to create socially sustainable and affordable housing. Vienna serves as an example of that.”

Michael Ludwig, Vienna’s Executive City Councillor for Housing

Black Sea to how it was in 1960. Another environmental issue is the local fish stock: The goal is to have a viable population of fish, especially sturgeon, by 2020. In order to promote the knowledge society, all EU citizens within the region should have Internet access by 2013.

Vienna Contributes Expertise and Experience

Vienna is playing a leading role in the implementation of the EU Strategy for the Danube Region. According to the Mayor of Vienna, Michael Häupl, “Raising the quality of life in the cities and regions is a key task.” Together with Slovenia, Vienna is coordinating the Priority Area “To step up institutional capacity and cooperation”. This key area comprises tasks such as the exchange of expertise in administration and the further development of civil society. This also means giving all people access to social services, education and healthcare, making it possible for them to use public transport and offering



Rabenhof in Vienna’s third district is one of the largest subsidised residential buildings in Vienna. It was opened in 1927.

them affordable housing. According to Vienna’s Executive City Councillor for Housing, Michael Ludwig, “Creating socially sustainable and affordable housing is a high priority. Vienna’s success also serves as an example here. In the future, it will be essential to take an overall approach to housing that takes all aspects into consideration – tailored quality of living, the overall energy balance of buildings and last but not least, optimal conditions for living together in harmony.” According to Michael Häupl, “Vienna also contributes a great deal of experience when it comes to securing a high-quality, sufficient supply of water.” A transnational project aims to guarantee the security of water reserves in the future.

AIMS OF COLLABORATION

Fourteen countries – eight of which are in the EU – are working together to develop future strategies for the Danube region. Focuses include the economy, education, environmental protection, tourism and security. Vienna is lending strong support in particular for the positive development of social housing. Roughly 115 million people are benefiting from this international collaboration.

Core of the EU Strategy for the Danube Region

The main document outlining the implementation of the EU Strategy for the Danube Region is the Action Plan. It contains four pillars: connecting and strengthening the Danube region, protecting the environment and building prosperity. These should have a sustainable impact on the development of the Danube region.

Better use should be made of the Danube as an environmentally friendly waterway in the future.

The Plan Is Constantly Being Adapted

The EU Strategy for the Danube Region was approved by the European Council on 24 June 2011. The implementation of the Action Plan will require a high level of commitment from the countries. The coordinators from the Danube countries assigned by the European Commission should help to achieve this. The European Union is monitoring the

and the rest of the world – is extremely important. It will be essential to take greater advantage of the Danube's potential as a sustainable transport axis in the future. Improving navigability is an important aim, but environmental protection must also be taken into consideration. Infrastructure for cross-border road, rail and air traffic is also being expanded, with a focus on optimal connections for environmentally friendly mobility.

Another priority is the modernisation and expansion of power grids, and especially encouraging the use of renewable energies. It is also essential to foster cultural and tourism connections as well as contact between people. The Danube delta, for example, which is a World Heritage Site, offers a variety of recreational possibilities in the form of sustainable tourism. A joint concept aims to raise awareness of this area and turn it into a world-renowned destination.

Environmental Protection: Water Resources, Risk Management, Biodiversity

Environmental resources are used beyond borders and go beyond national interests. The unique flora and fauna of the region are under growing pressure as a result of human activities. Cooperation should help to ensure that good work in one place is not spoilt by disregard for nature somewhere else. The main focus is on restoring and ensuring the quality of waters, managing environmental risks – i.e. flood control and climate change – and preserving landscapes, biodiversity, and air and soil quality.

After all, the loss of natural habitats affects the overall quality of the environment. The fragmentation of ecosystems, the intensification of land usage and urban sprawl pose grave threats that need to be contained as much as possible.



“For Vienna, improving the living situation in the Danube region will bring an increase in job security and prominence.”

Kurt Puchinger, Director of Planning of the City of Vienna

entire process, and the aim is to encourage solidarity in the region. The way to achieve this is by creating good connections between cities and rural areas, better access to infrastructure and services, and comparable living conditions.

Connected through Mobility, Sustainable Energy and Tourism

A good connection – within the Danube region and also to other European regions

Building Prosperity in the Danube Region

All economic and social extremes can be found in the Danube region – from the poorest regions to the most competitive. The standard of living also ranges from the lowest to the highest. In order to achieve comparable living conditions and opportunities, a focus is being placed on knowledge management in the fields of research, education and information technologies. Priority is also being given to education and skills as well as research and innovation. Targeted support for research infrastructure, for example, promotes specialised skills and also deepens ties between knowledge producers, companies and policymakers. Developing regions should benefit from innovative regions in the upper reaches of the Danube through clusters and connections between centres of excellence – through which they will be integrated into education and research networks. In particular, the living conditions of population groups on the edge of society – for example, 80 per cent of Roma communities live in this region – will be improved in order to make a positive impact on the EU as a whole.

Strengthening the Region

The dramatic changes since 1989 have transformed society. The countries in the Danube region have joined the EU at various times, some have applied for membership and others are third countries. Each country has different resources, but they all face similar challenges. In order to develop effective measures in terms of security and combating serious and organised crime, it is important to coordinate at all levels. In areas such as the smuggling of goods, human trafficking and cross-border black markets, the rule of law needs to be strengthened. Sharing experiences in good administrative



practices and joint campaigns are also important for making the region more secure and more deeply integrated into the European Union.

The magic word here is governance – a key factor in the successful implementation of the EU Strategy for the Danube Region and in the role of cities, municipalities and regions. It is essential to step up institutional capacity and cooperation. The structures and capacities for decision-making processes in the private and public sectors need to be improved and supported by the macro-regional concept. The optimal use of resources is imperative in this.

The unique flora and fauna in all their biodiversity need to be protected as much as possible.

4 PILLARS, 11 PRIORITY AREAS

The four pillars of the Action Plan are: connecting and strengthening the Danube region, protecting the environment and building prosperity. The Priority Areas are: mobility and multimodality, sustainability and energy, culture and tourism, quality of waters, environmental risks, biodiversity, knowledge society, competitiveness, people and skills, institutional capacities, security and crime.

Current information about the EU Strategy for the Danube Region:

www.danube-region.eu
www.ec.europa.eu
www.donaunraumstrategie.at
www.oerok.gv.at
www.interact-eu.net

Cross-Border Projects Involving Vienna

Numerous EU projects are currently under way as part of the EU Strategy for the Danube Region. Vienna is strongly involved in a number of them. They all aim to increase competitiveness but also to maintain or improve prosperity and quality of life.



Luckily, cool, crystal-clear mountain spring water is readily available in Vienna.

Making Optimal Use of Synergies Resulting from Cooperation

The EU Strategy for the Danube Region comprises 11 Priority Areas in total. Due to the province of Vienna's intense commitment throughout the development process, Vienna and Slovenia have been assigned responsibility for Priority Area 10, "To step up institutional capacity and cooperation". This Priority Area includes the exchange of expertise through cooperation at all administrative levels and the solving of public administrative problems, the further development of civil society, the strengthening of city and regional networks through the transfer of knowledge in modern technologies and

strategies, and the intensification of cooperation between metropolises as well as collaboration in cross-border regions.

In addition, the City of Vienna would like to be involved in concrete projects in the various Priority Areas through interested agencies and affiliated companies.

From Transport to Education: Vienna Shows Strong Commitment to EU Projects

Improving mobility and developing multi-modal locations are of great interest to Vienna. One example of this is the EU project INWAPO, which the Port of Vienna is involved in and which aims to activate the untap-

International Women's Day is not the only time to think about equality.

ped potential of ship transport. Another is securing water quality and managing environmental risks: The EU project Climate Change and Impacts on Water Supply (CC-WaterS), in which Municipal Department 31 Vienna Waterworks is acting as the lead partner, is an example of this. The aim is to examine possible effects of climate change on the public supply of drinking water in the coming years and to create adequate measures to secure the supply. Another area of interest is educational collaborations in the Danube region, including the EU projects EdTWIN and ET-struct by the European Office of the Vienna School Board. EdTWIN aims to foster cultural and linguistic insight within the Danube region through school collaborations and to improve language skills. The aim of ET-struct is to link up the regional labour markets with training centres and educational institutions.

However, there are also cross-border regional collaborations such as the EU project CENTROPE CAPACITY, in which the City of Vienna also serves as the lead partner with additional partners from Austria, Hungary, Slovakia and the Czech Republic. The development of cooperation between metropolises and the exchange of environmental technologies and strategies between cities and regions are being promoted by the City of Vienna at the transnational level as well.



Transnational Women's Network of Cities Fosters Exchange

FemCities, the women's network of cities, is a platform for sharing good practice models and supporting the development of administrative structures that support women and equal rights. After all, cities play an important role when it comes to issues of women's policy and equal opportunities. Originally called Milena, FemCities is a women's network of cities initiated in 1997 by the City of Vienna. It was initially active in the four neighbouring countries of Austria, the Czech Republic, Slovakia and Hungary, but FemCities has since expanded its range of action to cover the entire EU and associated countries in Europe. Networking and the exchange of specialised knowledge mainly take place on the web site www.femcities.at and at international FemCities expert conferences. The project FemCities Danube Region is strengthening the exchange in the field of women's policy and equal opportunities in Central and Eastern Europe.

ADDITIONAL EU PROJECTS

SoNorA: The aim is to improve the extension of the traffic corridor to link up the Adriatic and Baltic regions (with Municipal Department 18 as a partner).

DANUBEPARKS: The aim is establish a transnational network of nature reserves along the Danube.

PUMAKO: The aim is to develop a standardised, cross-border education programme for city administrations.

Information, Locations and Tips for the Region of Vienna

From cargo transport to leisure areas: The Danube plays an important role in the lives of Vienna's residents. Here are a few important addresses.



Working Community of the Danube Regions

It aims to encourage cooperation between its members in order to develop the Danube region.

Contact: www.argedonau.at

DonauHanse

The project aims to create a network for solving problems with the greatest possible benefits for all cities and regions involved along the Danube.

Contact: www.donauhanse.net

Twin City Liner

Danube ferry connecting Vienna's city centre with the Slovak capital, Bratislava.

Contact: www.twincityliner.com

DDSG Blue Danube Schifffahrt GmbH

The DDSG is the leading company in inland water navigation in Western and Central Europe. It travels along the Danube, the Main and the Rhine.

Contact: www.ddsg-blue-danube.at

Port of Vienna

A competent logistics centre in the heart of Europe with three modes of transport – ship, rail and lorry.

Contact: www.hafen-wien.com



TINA VIENNA

Offers Viennese solutions in the areas of urban technologies and strategies, and is strongly involved in the Danube region.

Contact: www.tinavienna.at

Chief Executive Office – Executive Group for Europe and International Affairs

The City of Vienna's contact point for foreign institutions and international matters. Coordinates contacts with international organisations and NGOs in Vienna. Responsible for strategic planning and coordination of the City of Vienna's activities abroad.

Contact: www.wien.at/politik/international/



Urban Development Vienna

Cooperation between all responsible departments within the City of Vienna in the fields of architecture, land use, zoning, urban development, urban design, urban planning and district planning.

Contact: www.wien.at/stadtentwicklung

CompPress Vienna

The CompPress network is made up of 11 Vienna liaison offices in Europe. Its work focuses on linking up municipal sectors.

Contact: www.compresspr.at

European Matters

Municipal Department 27 ensures that Vienna is optimally positioned within Europe. It develops strategies, coordinates statements on EU projects and develops measures in the fields of EU funding, European policy and services of general interest.

Contact: www.wien.at/wirtschaft/eu-strategie

Wien international

Information about the foreign activities of the City of Vienna and current news about Vienna.

Contact: www.wieninternational.at



Donau-Auen National Park

This excursion destination near Vienna spanning more than 9,300 hectares is the last major wetlands environment remaining in Central Europe. The founding of Donau-Auen National Park in 1996 put this area under sustainable international protection.

Contact: www.donauauen.at

Danube Island

Leisure area with 43 kilometres of shoreline and numerous pubs as well as sporting activities. The highlight each summer is the legendary Danube Island Festival – the largest open-air festival in Europe.

Contact: www.donauinselfest.at

Danube Canal

The Danube Canal is the southernmost original arm of the Danube. The regulation of the Danube in the 1870s gave it a total length of 17.3 kilometres. Nowadays, it is an urban hot spot with ongoing projects to turn it into a popular leisure area.

Contact: www.wien.at/spaziergang/donaukanal

Vienna Central Railway Station

The new central railway station is the key transport and urban development project, and it is also an important hub in the transnational rail network.

Contact: www.hauptbahnhof-wien.at

Old Danube

Whether skating on natural ice in the winter or cooling down in the clear waters of the Danube in the summer: Any time of year is right for the Old Danube, an oasis of relaxation stretching nearly eight kilometres.

Contact: www.alte-donau.info

Marina Wien

Marina Wien is a yacht harbour directly on the Danube with a restaurant and a view of Vienna's skyline.

Contact: www.marina.at



