

All about WieNeu+



WieNeu+ in brief

Launched in 2021, WieNeu+ is a ten-year urban renewal programme of the City of Vienna that is being rolled out in selected urban neighbourhoods ("Grätzl").

For more than 50 years now, the City of Vienna has been pursuing an integrated urban renewal strategy aimed at regeneration of the existing urban structure. The objective is to enhance residents' quality of life and increase the attractiveness of local neighbourhoods.

WieNeu+ focuses on climate-friendly, future-proof measures that improve climate resilience and help foster positive social and economic development. These include refurbishment of buildings as well as the roll-out of innovative energy solutions and the creation of green oases and outdoor spaces. Special emphasis is also placed on measures to support the local economy and promote community interaction within the neighbourhood. With this in mind, local residents are systematically brought on board and involved in these processes of change. The neighbourhood is considered in its entirety, promoting as well as utilising synergies between the individual fields of activity.

The WieNeu+ programme was launched in the Innerfavoriten neighbourhood of Vienna's 10th district (Favoriten) in early 2021.¹ In January 2023 the second WieNeu+ programme area, Grätzl 20+2, was added, this time cutting across the two municipal districts of Brigittenau and

¹WieNeu+ was created as a follow-up to the EU project "Smarter Together – Gemeinsam g'scheiter" (2016–2021), which likewise implemented innovative energy solutions and refurbishment projects in combination with intensive involvement of local residents. The difference is that "Smarter Together" made use of EU funding, whereas WieNeu+ is run and funded by the City of Vienna. Cf. www.smartertogether.at.

Leopoldstadt. The preparatory phase for the third programme area in Hernals (17th municipal district) got under way back in mid-2025.

Innovative solutions are funded, implemented and scientifically monitored for the long-term use and benefit of the City of Vienna. The key fields of activity are:

- **Buildings & energy:** exemplary use of new technologies with a view to achieving net zero.
- **Community-building:** activating participation promotes needs-based development of future-proof solutions.
- **Neighbourhood development & public space:** continuous improvement of infrastructure enhances the quality of urban life.
- The cross-cutting **knowledge and innovation management** pillar ensures that the accumulated knowledge and the resulting innovations are carried forward by the municipal administration and the respective stakeholders.

Claim & mission statement

Claim

Climate- and future-proof solutions for urban neighbourhoods

Mission statement

WieNeu+ is an urban renewal programme of the City of Vienna that plays a pivotal role in making urban neighbourhoods climate- and future-proof. It works together with local residents and stakeholders to roll out innovative solutions in selected neighbourhoods, sustainably upgrading existing buildings, improving the living environment and fostering community life.

"Working together here in the neighbourhood, we're rolling out innovative projects for a future- and climate-proof tomorrow — with even better quality of life. We want to hear your ideas. Get involved! The City of Vienna is here to support you!" (Kathrin Gaál, Deputy Mayor and Executive City Councillor for Housing, Urban Renewal and Women's Issues)

Core goals and messages

The programme's goals are aligned towards the overarching goals and objectives of the City of Vienna, particularly those set out in the Smart Climate City Strategy. The City of Vienna aims to achieve net zero. In order to meet the city's climate goals, innovative, forward-looking approaches and solutions are required — especially within the existing built-up area.

Building upon the future

Looking to the future, we make a significant contribution to developing a sustainable, climate-neutral city.

- We implement measures to **decarbonise** the existing building stock.
- We realise projects showcasing **circular construction and refurbishment methods**.
- We implement measures to **enhance housing comfort** and **quality of life** in the neighbourhood.
- We roll out measures **in public and semi-public spaces** to help improve local **quality of life**.

Shaping communities

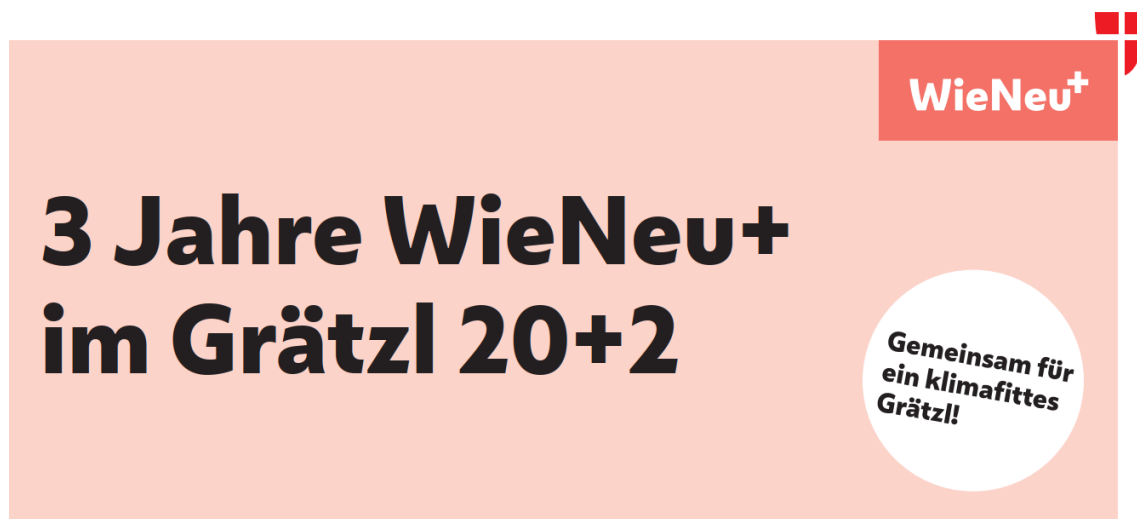
We shape neighbourhoods in partnership with the people who live there.

- We use newly-developed participatory formats to enable goal-oriented **public participation** involving different target groups.
- We create **vibrant, attractive ground-floor zones** that revitalise the neighbourhood and the public space.
- We foster **social inclusion and community interaction** based on solidarity within the neighbourhood.
- We implement measures combining **conservation of resources and social justice**.

Fostering innovation

We roll out innovative, replicable **beacon projects** that make a substantial contribution to achieving the City of Vienna's Smart Climate City goals.

- We facilitate **networking** of key players for the realisation of climate- and future-proof innovations in the built environment.
- We organise **knowledge transfer and innovation management between the project partners** as well as across the municipal departments and associated organisations. An accompanying monitoring framework ensures continuous ongoing evaluation and evolution of the WieNeu+ urban renewal programme.



Stadt Wien

Figure6: Three years of WieNeu+ in Grätzl 20+2 © City of Vienna/WieNeu+

- Three programme areas
- Two funding channels for local activities: "Grätzlförderung" (buildings) and "Grätzlmarie" (community projects)
- New subsidy scheme for local entrepreneurs: "Grätzlinitiative 20+2" and "Grätzlinitiative 20+2 – Call for Projects" in partnership with the Vienna Business Agency
- Number of projects funded:
 - 15 approved "Grätzlförderung" projects with a total funding volume of approx. €1 million
 - 42 approved "Grätzlmarie" projects with a total funding volume of approx. €140,000
- Approx. 220 events in the programme area
- Approx. 6,000 interested individuals reached within the programme area and beyond
- Funding to the tune of €1.6 million tapped for disbursement in Vienna
- Focus on "Phasing Out Gas": the Alliiertenviertel "climate pioneer neighbourhood" is the umbrella for the measures implemented by numerous local partners and residents
- Collaborative projects with 40 companies, 6 research facilities and a large number of civil society groups

"WieNeu+ is all about improving and upgrading existing buildings and neighbourhoods in Vienna. In doing so, we focus on direct engagement with local people and residents in an atmosphere of mutual respect. Building upon the idea of gentle urban renewal, we work together to develop this approach further."

(Stephan Hartmann, WieNeu+ Programme Manager, Deputy Head of Department, City of Vienna – Municipal Department for Technical Urban Renewal)

Zahlen und Fakten im Grätzl 20+2

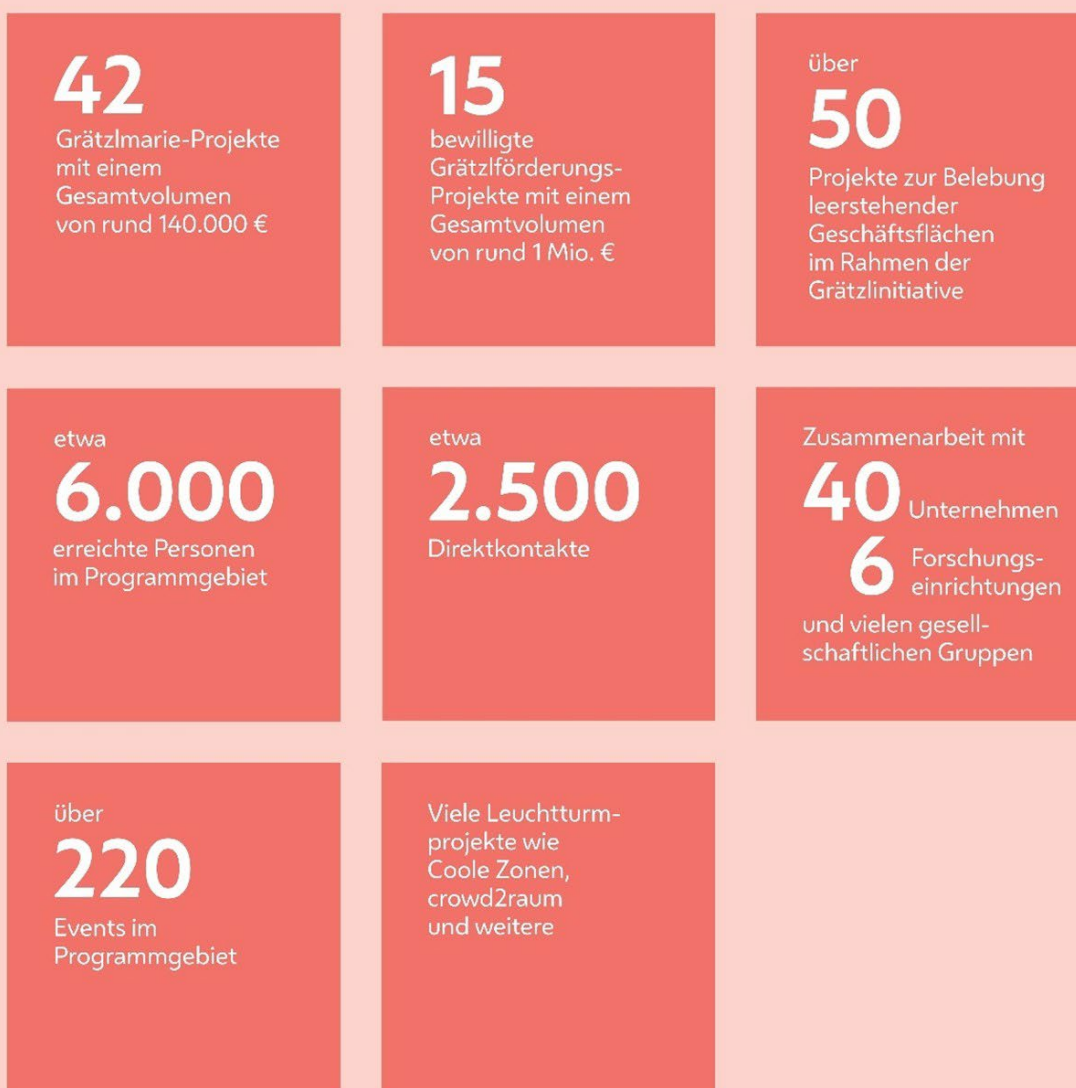


Figure 7: Grätzl 20+2 facts & figures © City of Vienna/WieNeu+

Leuchtturm- Projekte im Grätzl 20+2

Grätzlinitiative 20+2

in Kooperation
mit der Wirtschafts-
agentur Wien.
Über 40 geförderte
Projekte.

Grätzlinitiative 20+2 Call

in Kooperation
mit der Wirtschafts-
agentur Wien.
Über 60 Einreichungen,
3 erfolgreiche
Gründungen.

FFG-Projekt Stadtkern_PLUS

zur Belebung
leerstehender
Erdgeschoßzonen.

WieNeu+
Schwerpunkt
„Klimafitte Innenhöfe“
für Entsiegelungs-/Be-
grünungsmaßnahmen.
In Kooperation mit
Abteilung Umweltschutz
(MA 22).

FFG-Projekt
crowd2raum
zur Entwicklung und
Testung neuer
Ko-Finanzierungs-
modelle zur Belebung
leerstehender
Erdgeschoßzonen.

ÖÖK Klima-
pionierstadt
WieNeu+ im
Pioniergebiet
Alliiertenviertel.

RaumCoop
Kooperative für
leistbare, geteilte
Raumnutzung –
Projekt im Rahmen von
Stadtkern_PLUS.

Figure 8: Beacon projects in the Grätzl 20+2 neighbourhood © City of Vienna/WieNeu+