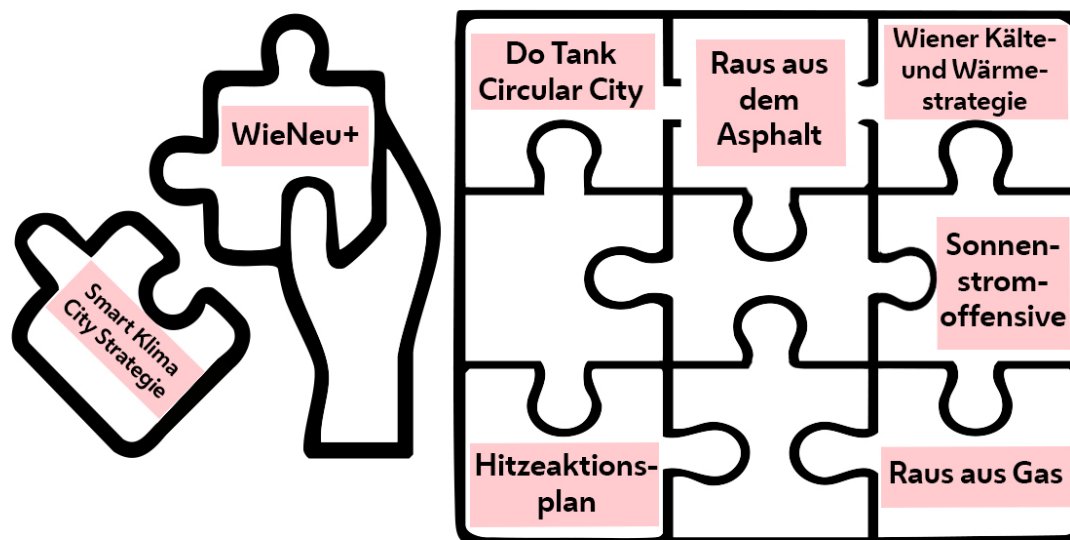


How does WieNeu+ work?



Management of existing building stock

WieNeu+ focuses on improving and upgrading the existing built fabric of the neighbourhood, using a range of different instruments to initiate roll-out projects.

The accumulative processes of transformation in our programme areas call for far-sighted management of the existing building stock based on a strategic combination of refurbishment, climate change mitigation and adaptation, and property owner engagement.

The decisive element here is systematic analysis of the built fabric, energy supply and ownership structures, to allow targeted identification and utilisation of potentials for refurbishment and climate-proofing measures.

The emphasis is on activating property owners to implement energy retrofitting and climate adaptation projects in their buildings.

Numerous research projects also use properties within the programme area as living labs to develop and pilot new and innovative solutions.

WieNeu+ - ganzheitlicher Ansatz an Stadterneuerung

➔ Klima- und zukunftsfit im Grätzl

➔ Umsetzung gemeinsam mit Privaten, Wirtschaft, Forschung, Vereinen etc.

Soziale Nachbarschaft



Wissens- und Innovationsmanagement



Gebäude und Energie



Grätzlentwicklung



Figure 9: WieNeu+ – an integrated approach to urban renewal © City of Vienna/WieNeu+

Coordination/network-building within the neighbourhood

The quality of urban renewal projects essentially depends on the interplay between a large number of stakeholders. WieNeu+ functions as a local platform, bringing different interests together under a single umbrella, initiating cooperation and flagging up synergies within the neighbourhood.

Targeted networking activities build solid partnerships that facilitate and accelerate processes, from the original idea right through to implementation. These networking activities have several different formats, including e.g. regular partners' meetings, neighbourhood workshops and local walks.



Figure 10: WieNeu+ launch in the Grätzl 20+2 programme area with (l. to r.) Marianne Bügelmayer-Blaschek (AIT), Otto Eckl (Head of MA 25), Hannes Derfler (former CMDC 20), Kathrin Gaál (Deputy Mayor & ECC), Selma Arapović (MVPP/VCC), Alexander Nikolai (CMDC 2), Stephan Hartmann (WieNeu+), Andrea Mann (GB*), Werner Auer (wohnfonds_wien), March 2023 © City of Vienna/Martin Votava

"People often tell us that WieNeu+ is a great platform for networking. Networking sparks creative ideas, and on the other hand it also builds trust between the participants and gives them a better understanding of one another's needs. That's really important to the success of our projects, and indeed of urban renewal in general." (Ruth Fartacek, WieNeu+, Stadt Wien – Municipal Dept. for Technical Urban Renewal)

Consultations & events



Figure 11: Local Urban Renewal Office (GB) stand at the Alliertenviertel street party © City of Vienna/Bojan Schnabl

Public consultations are organised in the neighbourhood, along with outreach events on specific topics — e.g. the "Phasing Out Gas" programme, refurbishment activities or greening projects — to engage property owners and provide them with practice-based information. The **Hauskunft** advice centre and **wohnfonds_wien** (Vienna Fund for Housing Construction and Urban Renewal) with their teams of experts also provide support for refurbishment and renovation projects in the neighbourhood. A further focus is on providing assistance with applications for funding and subsidies.

"Our monthly WieNeu+ newsletter and the programme website provide local residents, programme partners and the media with a constant supply of useful, up-to-date information. We also hold regular events in the programme areas to give interested individuals a low-threshold opportunity to make personal contact with WieNeu+, ask questions, and provide us with input and feedback on the topic of urban renewal."

(Judith Rosenkranz-Lichtner, WieNeu+ Communications Officer)

Participatory processes



Figure 12: An ideas workshop fosters innovative ideas through networking, as seen here in the Wallensteinviertel neighbourhood. © Local Urban Renewal Office (GB)*

Sustainable urban renewal only succeeds if it is done in dialogue with the people who live in the respective neighbourhoods. That's why WieNeu+ uses a wide range of participatory formats to actively engage local residents, showcase their ideas and promote community action. In many cases, these also act as a low-threshold platform for bringing local people on board and keeping them informed about WieNeu+ topics and issues. This approach delivers interesting projects that are not only innovative in terms of the built fabric but also have a social and cultural impact that strengthens people's identification with their living environment.

Public participation is also encouraged through ideas workshops, future workshops and other participatory formats. The **Local Urban Renewal Office (GB*)** is the key communication platform and on-site contact point for local residents.

"For us, urban renewal means pitching in and working together to regenerate what is already in place and create vibrant neighbourhoods."

(Susanne Lins, Head of the Local Urban Renewal Office (GB) for the 1st, 2nd and 20th districts)*



Figure 13: Guided neighbourhood walks are popular events, like this one in the Alliiertenviertel neighbourhood with speaker Helene Scheller (holding pennant) and Stephan Hartmann in the foreground. © City of Vienna/Markus Wache



Figure 14: Children model their ideas for the city — here at the annual Vienna Housing Day event in Rudolf-Bednar-Park. © City of Vienna/Jennifer Puchner

International networking and exchange



Figure 15: URBIS conference, Brno (CZ), May 2024 © URBIS Conference

WieNeu+ is also an international flagship programme of the City of Vienna. Numerous innovations developed and implemented in practice under the auspices of WieNeu+ are prime examples of sustainable and socially just urban renewal that enrich the European discourse. Visits by professionals and experts from all over the world offer the opportunity for in-depth face-to-face exchange to showcase the Viennese approach to an international audience.

"Our discussions with international groups of experts and students from all over the world frequently confirm that Vienna's efforts to safeguard sustainable development, high quality of life and affordable housing as part of its urban renewal programme are the right approach. By the same token, they also allow us to learn about international best practice and embed it in our own work."

(Bojan Schnabl, WieNeu+ – Strategic Projects, Housing Research and International Relations, MA 50/MA 25)



Figure 16: Face-to-face meetings with international partners are also crucially important: Helene Scheller with international colleagues at the URBIS Conference in Brno, 2024. © URBIS Conference

WieNeu+ funding channels



Figure 17: Outreach event informing people in the Alliiertenviertel neighbourhood about the decarbonisation bonus © City of Vienna/Bojan Schnabl

WieNeu+ provides targeted funding to facilitate the development and roll-out of new and innovative solutions.

"Grätzförderung" funding makes buildings fit for the future!

"Grätzförderung" is an innovation funding scheme for technical projects. The focus here is on topics such as energy consumption, the transition to renewables, reducing consumption of resources (circularity), and greening and climate adaptation measures.

Find out more here: <https://wieneuplus.wien.gv.at/graetzfoerderung> (German)

"Grätzmarie", the WieNeu+ ideas fund

"Grätzmarie" is an ideas fund for local residents ("Marie" is the Viennese slang term for money). It provides funding for a wide range of projects and initiatives that help to make local neighbourhoods climate- and future-proof — from greening projects to recycling workshops and street parties.

Find out more here: <https://wieneuplus.wien.gv.at/graetzmarie> (German)

"Grätzinitiative 20+2"

"Grätzinitiative 20+2", a cooperation between WieNeu+ and the Vienna Business Agency, was set up especially for the programme area. The initiative provides support for small local businesses wishing to optimise and future-proof their operations in a climate-friendly manner, the aim being to boost the local economy and revitalise the neighbourhood.

Find out more here: <https://wieneuplus.wien.gv.at/graetzinitiative-20plus2> (German)

National and European funding

WieNeu+ makes use of these additional funding options to cooperate with external partners in developing new solutions for the city. The primary objective here is to strengthen strategic partnerships and tap into additional financial resources for the City of Vienna and its project partners.

With this in mind, WieNeu+ plays a key role in supporting partners who are interested in submitting applications for funding. This extends from identifying suitable funding programmes and support with project development, right through to assisting with submission and handling of the funding application. As a result, the programme is able to access significant amounts of funding that enable projects to be implemented in practice.

For this purpose, WieNeu+ regularly evaluates funding calls issued at national and European level — e.g. by the Austrian Research Promotion Agency (FFG), the Austrian Climate and Energy Fund and the European Commission (Horizon Europe, LIFE) — and works in close cooperation with the respective project consortia to prepare project submissions.

"As in earlier projects, WieNeu+ provides a framework for applied research. In many cases, these research projects not only allowed us to tap into additional funding for Vienna, but also enabled the development of new partnerships and innovative, scalable solutions that were rolled out for practical application later on."

Helene Scheller, WieNeu+ Deputy Programme Manager, City of Vienna – Municipal Department for Technical Urban Renewal)