

creative_project Funding Program

Vienna Calling: Creatives

Open Call

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Ein Fonds der
Stadt Wien

1. Name of Open Call

Vienna Calling: Creatives

2. Legal Framework

This call — administered by the "*Vienna Business Agency. A service offered by the City of Vienna.*" (henceforth referred to as: "Vienna Business Agency") — is based on the City of Vienna funding guidelines "creative_project/18 - 22 guidelines" (pursuant to the Vienna municipal council decision of December 5, 2017, reference number 03715-2017/0001-GFW). These guidelines (henceforth referred to as such) are available for download at: www.wirtschaftsagentur.at. The *Vienna Calling: Creatives* open call will be administered within the framework of the creative_project program. The aid legislation foundation for this program is the *de minimis* regulation. The current version of the following aid regulatory framework will thus be applied: Commission Regulation (EU) no. 1407/2013 of 18 December 2013 on the application of Articles 107 and 108 of the Treaty on the Functioning of the European Union to *de minimis* aid; published in the Official Journal of the European Union on 24.12.2013 (in short: "*de minimis* reg.")

3. Objectives

3.1. General Objectives

The Vienna Business Agency is using the "Vienna Calling: Creatives," open call to garner the attention of national and international businesses working in the creative industries that seek to develop projects offering Vienna-based products, services, or processes within or in partnership with the Vienna creative industry scene. This initiative is part of the Vienna Business Agency's focus on international cooperation and business settlement in Vienna. The impulses set forth by this call for national and international creative industry businesses to develop and realize Vienna-based projects in cooperation with Vienna's creative industry scene will have immediate and sustainable value creation effects within Vienna's creative industries in the form of contracts, cooperation, knowledge transfer, and networking. A strong and internationally attractive creative industry scene can be instrumental in shaping a city's identity, a key element rendering it attractive, and subsequently contributing to its potential for growth and innovation.

3.2. Target Audience

Pursuant to pt 4.1.c., this call is targeted at established and emerging national and international businesses in the creative industries that wish to realize a project in Vienna.

3.3. Desired Effects (Immediate)

The open call "Vienna Calling: Creatives" supports businesses in the creative industries in the development of products, services, or processes within or in partnership with Vienna's creative industry scene. In addition to representing a structural improvement to Vienna's creative industries, the open call serves as a significant contribution to the city's reputation on the international stage by strengthening its image as a creative, innovative, and attractive destination.

3.4. Desired Effects (Long-Term)

This call for projects aims to strengthen Vienna's image as an internationally attractive and innovative location for the creative industries, and will have a positive effect on the city's potential for innovation, growth, and employment opportunities within the creative industry scene. In so doing it will likewise add value to the quality of life in Vienna.

4. Formal Criteria for the Open Call

4.1. Eligibility

Established national and international businesses and those in the founding stages are both eligible to apply.

Established businesses must meet the following criteria:

- a. They must have a Vienna business site by at latest the start of the project
- b. The majority of the project's value-adding activities must take place at the Vienna business site.
- c. The project/business must appertain to one of the following creative industry fields:
 - Architecture
 - Design
 - Fine art
 - Fashion
 - Multimedia (incl. gaming)
 - Publishing
 - Music
 - Film (incl. animation and visualization)

Within the framework of these guidelines, services that are explicitly aimed at persons involved in the creative industries are likewise included in this definition of a creative industry field.

There are no size restrictions for businesses that meet these application requirements.

Businesses in the founding stages must

- a. Have been founded within six months of receipt of a positive funding decision
- b. From that day on meet all requirements of an eligible established business

5. Eligibility Requirements

5.1. Eligible Projects

Funding is available to creative industry projects that seek to develop and distribute (via media channels) creative productions, services, and processes in the fields of architecture, design, fine art, fashion, multimedia (incl. gaming), publishing, music, and film (incl. animation and visualization).

The guidelines also encompass projects that seek to develop, produce, and distribute (via media channels) services that are explicitly aimed at persons involved in the creative industries.

Project proposals must include outstanding concepts and fundamentally differentiate themselves from projects that have already been realized by the submitting businesses and the individuals responsible therefore.

All projects must be embedded within a comprehensive business plan. Particular value will be attached to the ability to reproduce and standardize the proposed product or service.

5.2. Eligible Costs

All project-related costs such as project-related personnel costs that the business (or business partners in case of a joint application) may incur as internal or external personnel expenses¹ and/or project-related material costs or investment expenses are eligible. A detailed list of these can be found under pt. 6 of the creative_project / 18 – 22 guidelines.

All expenses must naturally stand in direct relation with the project.

5.3. Maximum Funding Rate

The maximum funding rate is 50% of all costs eligible for funding. In the case of partnership applications that comply with the regulation pursuant to pt. 5.6. Cooperation/Partnership Applications, the maximum funding rate may increase to 60%.

¹ *Personnel costs* are considered all expenses incurred by employees of the applying business that stand in direct relation to the submitted project. In the case of small businesses, the value of work carried out by business owners or partners actively developing the project can likewise be considered.

Costs for external services: see pt. 6 of the creative_project/18 – 22 guidelines.

5.4. Maximum Funding

The maximum amount of funding is € 150,000 per project.

5.5. Available Funds

The total amount available for this open call is € 1,000,000.

5.6. Cooperation/Partnership Applications

In the case of cooperative projects, the funding intensity may be increased to 60% of all costs eligible for funding. Cooperative projects must fulfill the following criteria: Contrary to contractual relationships, cooperative projects are guided not by the principal of service and return service, but rather by joint interests that are defined for each partner within the framework of a cooperation contract detailing each partner's rights and obligations. All partners of jointly executed projects thus bear the costs and assume the rights to the results thereof. Please note: In the case of a cooperation between at least two (independent) businesses, one partner must have had their corporate headquarters outside of Austria at the time of application.

6. Contracting Party

This open call is administered by the Vienna Business Agency, 1070, Mariahilfer Strasse 20. The funds available were provided by the City of Vienna.

7. Application Period

Applications for this call can be submitted from Tuesday, January 1, 2019, 12am until Sunday, July 30, 2019, 12am at <https://cockpit.wirtschaftsagentur.at>.

Applications can be completed in German or English and must be submitted online to the Vienna Business Agency within the period mentioned above. Application materials will be supplied upon successful registration at <https://cockpit.wirtschaftsagentur.at> from the time that this call is announced until the end of the application deadline. The original copy of the "Certificate of Application Authenticity" (located on the last page of the online form), which must be signed by an authorized member of your business, is due by the application deadline and should either be sent by registered mail (date of postage stamp) or hand delivered to the Vienna Business Agency, 1070 Vienna, Mariahilfer Strasse 20.

8. Evaluation

Applications must comply with the abovementioned objectives and requirements for submission. Applications will be evaluated according to evaluation criteria stated in the guidelines for creative_project/18 – 22, pt. 14 and according to a standardized evaluation system that can be found at www.wirtschaftsagentur.at. The evaluation will be made by an expert jury. Should there be doubts on behalf of an applicant regarding the impartiality of potential evaluators they have the option to exclude a maximum of two individuals or institutions by submitting the names and addresses of the same. The contents of the applications and the detailed evaluations will be accessible solely by the contracting party (i.e. Vienna Business Agency) and the jury members. The contracting party reserves the right to publish the names of applicants who receive a positive grant decision. The project title, a short project description, the grant amount, and the jury's statement may likewise be published.

9. Further Procedure

Following the completion of the evaluations of applications that have met the open call requirements, applications will be ranked according to quality and recommended by the Vienna Business Agency committee for funding in accordance with the stipulations of the budgetary framework. In accordance with EU regulations maximum aid intensities are hereby taken into consideration.

The municipal administration of the City of Vienna will award grants on the basis of these recommendations. The specified subsidies are all maximum amounts.

10. Funds

a) Cash subsidies

Cash subsidies will be awarded for the realization of the most highly regarded projects. The allocation of funds will follow the rank assigned to the evaluated applications. Subsidies will be provided in the following amount until the budget for those subsidies has been depleted.

The subsidy amount will be calculated according to project type and the eligibility of project costs as determined during the evaluation process and pursuant to the creative_project/18 – 22 guidelines.

b) Bonuses

In the case of a positive funding decision projects verifiably led by a qualified woman,² who is either an owner, managing partner, or employee of the applying business or eligible partner³, will receive a € 5,000 bonus.

² The eligible person must be an employee of the applying business or, in the case of a partnership applications, of an eligible partner pursuant to pt. 4 of the creative_project/18 – 22 guidelines.

³ Pursuant to pt. 4 of the creative_project/18 – 22 guidelines.

11. Further Information

Information about this open call as well as supporting documents (in particular the creative_project/18 – 22 guidelines and the evaluation system) can be found at www.wirtschaftsagentur.at. For additional information please contact Ute Stadlbauer by email stadlbauer@wirtschaftsagentur.at or telephone +43-1-4000-87108.