

Funding programme administered by the Vienna Business Agency

Creative Industries: Market Entry

Objectives

Creative accomplishments are a clearly visible element of any city and help to shape its identity. The development of creative products and services requires deep expertise and entails complex, multidisciplinary challenges. Making the value of this creativity apparent, and translating this value into revenue, involves additional expenditures in marketing and sales. Creative enterprises must also contend with increasingly stiff international competition as a result of globalisation and digitalisation.

With this in mind, this funding programme aims to support creative enterprises in introducing Viennese products and services to new markets. It aims to help enterprises overcome the financial, regulatory, organisational and cultural challenges associated with entering a new market. Furthermore, this funding programme helps to consolidate existing structures and increase the competitive capacity of the creative industries.

This funding programme shares the general aims (economic effects, focus on innovation and social benefits) of the “Framework Guidelines 24+ on Monetary Economic Promotion of the Vienna Business Agency” (“Framework Guidelines” or “FG”).

This programme also addresses the following focus topics listed in the preamble of the Framework Guidelines:

- Climate protection/environmental targets
Regardless of the intended outcomes, applicants must clearly and plausibly demonstrate how the topic of climate protection is incorporated in the planning and implementation of their project.
- Diversity
Regardless of the intended outcomes, applicants must clearly and plausibly demonstrate how the topic of diversity is incorporated in the implementation of their project.

Target group

This funding programme is aimed at existing enterprises in the creative industries. The creative industries are defined as comprising the following fields: architecture, design, the arts market, fashion, multimedia and games, publishing, the music industry and the film industry.

Eligible projects

This funding programme supports creative enterprises with their initial market entry, helping them to tap into new markets or target groups and to establish new sales channels.

Funding is available to support the positioning of existing products and services related to the creative industries. For a project to be eligible for funding, it must include a comprehensive market entry strategy and/or sales strategy. The project application should outline the planned activities in sales and communication channels, while the project as a whole should be part of a coherent, overarching entrepreneurial concept. Implementing this sales and marketing strategy must represent a significant challenge for the enterprise and differ from its previous expansion projects.

Any adaptations required to tailor the products and services to the specific market requirements are eligible for funding (e.g. adaptation to different standards, languages, etc.).

The project must be implemented to a significant extent by internal employees and may be supplemented by the procurement of external services to ensure a long-term knowledge build-up in the enterprise.

Key information about the funding programme

The following table provides an overview of key information about the funding programme. This funding programme is subject to the Framework Guidelines. The table below lists sections from the Framework Guidelines that describe specific conditions or restrictions, along with other aspects relevant to this funding programme.

<p>Legal framework (see FG Section 1)</p>	<p>The Framework Guidelines and this funding programme were noted at the sitting of the Vienna City Council of 18/10/2023 under eRecht reference 1171017-2023.</p> <p>The legal basis under EU law on state aid comprises: De Minimis Regulation</p>																								
<p>Funding eligibility conditions (see FG Section 2)</p>	<p>Eligible applicants: Existing small, medium-sized and large companies with an establishment in Vienna.</p> <table border="1" data-bbox="564 965 1441 1350"> <thead> <tr> <th></th> <th>Number of employees</th> <th></th> <th>Annual turnover</th> <th></th> <th>Balance sheet total</th> </tr> </thead> <tbody> <tr> <td>Small enterprise</td> <td>< 50</td> <td>and</td> <td>max. €10m</td> <td>or</td> <td>max. €10m</td> </tr> <tr> <td>Medium-sized enterprise</td> <td>< 250</td> <td>and</td> <td>max. €50m</td> <td>or</td> <td>max. €43m</td> </tr> <tr> <td>Large enterprise</td> <td>> 250</td> <td>and</td> <td>over €50m</td> <td>or</td> <td>over €43m</td> </tr> </tbody> </table>		Number of employees		Annual turnover		Balance sheet total	Small enterprise	< 50	and	max. €10m	or	max. €10m	Medium-sized enterprise	< 250	and	max. €50m	or	max. €43m	Large enterprise	> 250	and	over €50m	or	over €43m
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<p>Funding type (see FG Section 3)</p>	<p>Funding awarded in the context of the Framework Guidelines is provided in the form of non-repayable grants.</p>																								
<p>Project start, duration and extension; recognition period for expenses (see FG Subsection 4.2)</p>	<p>The maximum project duration is 2 years. The project must not have begun before the application is submitted.</p> <p>When submitting the application, applicants must state the planned end date for the project. If funding is approved, the project must begin as promptly as possible. The recognition period for expenses can begin, at the earliest, on the date of submission of the application and end, at the latest, upon expiration of the maximum project duration (subject to possible extensions). The maximum recognition period for expenses runs from the planned project start date as stated in the application, or the altered start date if reported to and approved by the Vienna Business Agency, to the end of the project period (subject to possible extensions).</p>																								

	<p>The Vienna Business Agency can only approve extensions to the maximum project duration in the following cases:</p> <ul style="list-style-type: none"> ● If the procurement of items to be included in the enterprise's fixed assets may be significantly delayed for objectively legitimate reasons (e.g. missing permits, unforeseen delays to delivery periods). ● If the person responsible for project management at a small enterprise (in accordance with the definition of an SME) restricts or discontinues their activities in order to meet their caregiving responsibilities. Evidence of this must be provided. Extensions of up to one year may be granted. Caregiving responsibilities include, in particular, caring for children or other close relatives.
<p>Eligible costs (see FG Subsection 5.2)</p> <p>Only costs incurred after the application is submitted and the project begins are eligible for funding.</p>	<p>In particular, this includes the following costs, which must be directly attributable to the project:</p> <p><u>Personnel</u> Eligible personnel costs include costs for</p> <ul style="list-style-type: none"> ● Employees ● Independent contractors ● Shareholders or owners of small enterprises <p>Hourly rates: See Annex 2 of the Framework Guidelines</p> <p><u>External services</u></p> <ul style="list-style-type: none"> ● Costs for third-party services ● Consultancy costs ● Training costs ● Sales and marketing costs (limited to market entry costs) <p><u>Travel</u> The only eligible travel costs are costs for</p> <ul style="list-style-type: none"> ● Travel using public transport (buses, trains, flights – except to countries that border Austria) in second class or economy class ● Hiring a rental car for the duration of max. one week per trip ● Overnight stays (limited to EUR 200 per person per day) <p><u>Tangible and intangible investments</u></p> <ul style="list-style-type: none"> ● Machinery, plant, instruments and equipment ● Software licences, property rights <p><u>Material expenses</u></p> <ul style="list-style-type: none"> ● Consumables
<p>Ineligible costs (see FG Subsection 5.3)</p>	<ul style="list-style-type: none"> ● Own work capitalised ● Ongoing business expenses ● Taxes, public fees and financing costs ● Procurement of land and buildings ● Invoices with net eligible costs below EUR 200 (excluding travel costs) ● Costs of developing new products, services or processes ● Costs of artistic productions (e.g. theatre, film and music productions) ● Costs of producing goods, incl. series production

	<ul style="list-style-type: none"> ● Advertising campaigns
Overhead rate (see FG Subsection 5.4)	Funded personnel costs are awarded with an overhead rate of 20%. The overhead rate covers all overhead costs (e.g. rent for general spaces, operating costs, maintenance, office materials, administration, accounting/controlling, payroll accounting, IT). These costs may not be listed as direct costs.
Assessment basis/ minimum assessment threshold (see FG Section 6)	The sum of all recognised project costs serves as the assessment basis for the funding. Minimum assessment threshold: EUR 5,000
Maximum funding rate (see FG Subsection 7.1)	50%
Maximum funding amount (see FG Subsection 7.2)	EUR 50,000
Bonus (see FG Subsection 7.3)	<p><u>Women's bonus</u></p> <p>The women's bonus is EUR 5,000. This bonus is awarded to projects demonstrably led by a suitably qualified woman (as evidenced by their CV) employed by the enterprise (or, for partnership-based applications, by the lead partner) or, alternatively, by a suitably qualified female managing shareholder. It is paid with the final payment, subject to fulfilment of the requirements.</p>
Funding application – General requirements (see FG Subsection 9.1.1)	<p>Funding applications can only be submitted via the Vienna Business Agency website. Applicants must complete the online forms accurately and in full.</p> <p>The following documents must be attached to each application:</p> <ul style="list-style-type: none"> ● Application confirmation ● De minimis declaration ● Most recent annual financial statement and/or cash-method accounting statement ● CV of the project manager
Type of assessment and selection process (see FG Subsection 9.2.3)	<p>The process operates on a competitive basis.</p> <p>The application questions and assessment criteria for this funding programme are available on the Vienna Business Agency website.</p>
Progress report (see FG Subsection 9.5.1)	A progress report must be submitted every six months.

Final report, incl. final account (see FG Subsection 9.5.3)	A detailed final report – including a final account listing actual project costs – must be submitted online immediately after the funded project ends, at the latest within 3 months of the end of the project.
Advance payments (see FG Subsection 9.6.1)	The payment schedule includes an advance payment of max. 50% of the approved funding amount.
Final payment (see FG Subsection 9.6.3)	<p>After the final report and final account have been submitted and examined, the funding will be recalculated on the basis of the costs actually incurred in the funded project and recognised as eligible.</p> <p>If the calculated funding a recipient is due falls below the maximum funding amount stated in the funding decision, the advance payment will be deducted from the calculated funding amount – not from the maximum funding amount.</p> <p>A positive balance will be transferred to the funding recipient; a negative balance must be repaid within 14 days of request. In the event of repayment delays, interest of 9% p.a. will be applied to the sum due.</p>
Period of validity (see FG Section 14)	<p>The application period runs from 01/01/2023 until 31/12/2026.</p> <p>Application deadlines are announced on the Vienna Business Agency website.</p>