

# Green Tech in Austria

Where innovation moves mountains



# The Biotope

## The Best Location for Green Tech

Numerous initiatives and research centres comprise a stable network (selected examples):

### Research landscape

- > AEE – Institute for Sustainable Technologies (AEE INTEC)
- > Austrian Academy of Sciences (AAS)
- > Austrian Institute for Ecology (ÖÖI)
- > Austrian Institute of Technology (AIT)
- > Austrian Society for Environment and Technology (ÖGUT)
- > Bioenergy and Sustainable Technologies
- > Climate Lab
- > Green Energy Lab
- > Hydrogen Initiative Flagship Region
- > Austria Power & Gas (WIVA P&G)
- > Institute of Science and Technology Austria (ISTA)
- > Joanneum Research
- > Large Engines Competence Center
- > New Energy for Industry (NEFI)

### Clusters

- Construction**
  - > Green Building Cluster of Lower Austria
  - > GRÜNSTATTGRAU
  - > RENOWAVE.AT
- Energy and environmental technology**
  - > Cleantech-Cluster of Business Upper Austria
  - > Cluster Renewable Energies Tirol
  - > Greentech Valley
  - > Environmental Concepts Exchange Association
- Water**
  - > Austrian Water
  - > Hydrogen Partnership Austria (HyPA)
  - > Platform for Green Transformation & Bioeconomy
  - > Technopol Tulln

### Funding

- > Business funding, Climate and Transformation Offensive (aws)
- > Climate and energy fund
- > Kommunalkredit Public Consulting
- (KPC): Environmental funding for companies
- > OeMAG
- > Regional funding (provincial agencies)
- > Research funding (Austrian Research Promotion Agency - FFG)

### Educational landscape

- Universities of applied sciences**
  - > FH Joanneum – University of Applied Sciences (Energy, Mobility and Environmental Management, Energy Technologies)
  - > University of Applied Sciences Upper Austria (Bio- and Environmental Technology, Energy Informatics, Sustainable Energy Systems, Energy Engineering)
  - > Salzburg University of Applied Sciences (Green Building – Design & Engineering)
  - > University of Applied Sciences Technikum Wien – Renewable Energies, Ecotoxicology and Environmental Management
- Universities**
  - > Graz University of Technology (Environmental Systems Sciences – Natural Science – Technology)
  - > Vienna University of Technology (Environmental Engineering)
  - > University of Natural Resources and Life Sciences (Food Science and Biotechnology, Environment and Bio-Resources Management, Environmental Engineering, Cultural Technology and Water Management)
  - > University of Innsbruck (Civil Engineering and Construction Management)
- Technical colleges**
  - > Higher Technical Education Institute (HTL) Vienna West: technology, environment, digitalization
  - > HTL Vienna 1100: plant technology, environmental and process engineering
  - > TGM Institute of Technology: College for Renewable Energy, Environment and Sustainability
  - > HTL Weiz – Mechanical Engineering and Environmental Engineering
  - > HTBLuVA Salzburg: Energy Technology and Environmental Engineering

# Greening as an Economic Factor

## Green Tech in Austria at a Glance

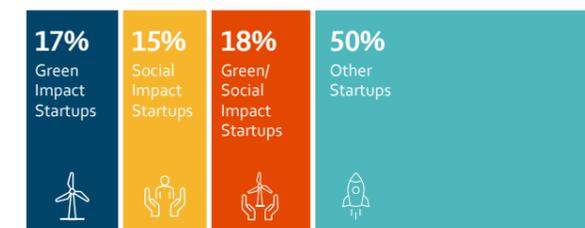
Austria's green tech sector has a long tradition and is home to market-leading green tech pioneers – from waste management and recycling to industrial production and the circular economy. Austria is ranked third in the Eco-Innovation Index of the European Commission and thus belongs to the group of "Eco-Innovation Leaders". Austria is also rated fifth out of a total of 166 OECD member countries with respect to its performance in achieving the Sustainable Development Goals (SDGs).



Austria provides fertile ground for green tech companies and startups thanks to several environmental clusters. Green Tech Valley stands for bundled innovative strength in the biomass, solar power, hydropower and recycling sectors. This special area in the south of Austria features more than 600 innovative green technologies. The Austrian manufacturing sector produces environmental goods and environmental technologies on a large scale, boasting a strong international orientation and a high export rate.

### Green startups with a social impact

Every second startup in Austria pursues overriding environmental and/or social objectives. About one-third of them can be designated as green startups.



Source: Austrian Startup Monitor 2022

### Focus on sustainable innovation

The Climate and Transformation Offensive aims at supporting Austrian industrial companies to implement climate-neutral production processes. A funding budget of about € 5.7 billion is available up to 2030 to promote a more sustainable and digital economy.

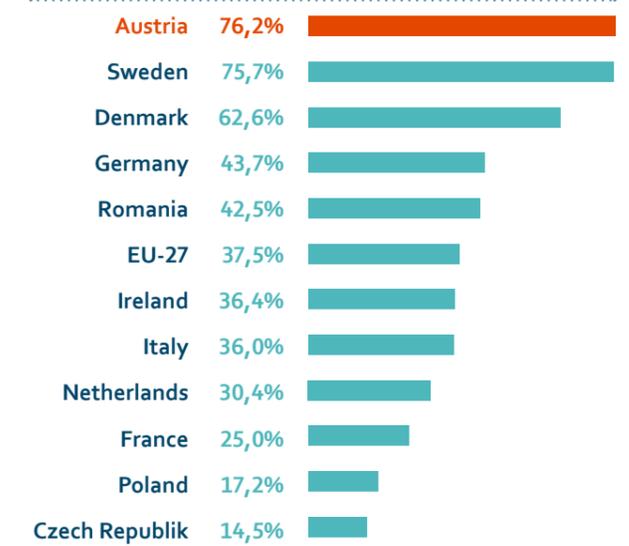


Source: Austrian Economic Chambers, 2019

### Green energy champion

Austria is already the green energy champion in Europe. The declared goal is to generate 100% of its electricity needs from renewable energy sources by 2030.

### Share of renewable energies in gross electricity generation



Sources: Eurostat, Austrian Energy, 04/2023

## Why Austria?

Austria is an ideal test market, offers good networking opportunities and boasts longstanding expertise in the field of green technology.

Based on its long tradition, the Alpine Republic has a wide-reaching competence in environmental technologies and using renewable energies. Austria is perfectly suited to serve as a test market. The country's geographical location makes it the ideal business interface between the Eastern European and German-speaking markets. Due to its size, it offers very good networking opportunities within its borders. The good collaboration between established and young companies, strong clusters and the related numerous opportunities for cooperation provide an ideal breeding ground for companies of all sizes. For example, the Climate Lab brings partners from different sectors, fields and industries together to innovatively work on developing climate solutions.

## The Talents

Qualified, motivated, loyal and highly productive skilled workers make Austria a coveted business and research location. The high quality of life is very attractive for international talents and skilled workers. Austria is a country of education, far ahead in all European rankings and unmatched when it comes to its fusing classroom teaching and practical experience. Austria is rated third globally for its vocational training, as regularly evidenced by the outstanding results achieved at WorldSkills Competitions. The advantage of apprenticeship training: young people work in companies from the very beginning. Many of the more than 3,600 courses of study are devoted to environmental technologies. It is also possible to attain degrees at technical colleges and within the context of numerous apprenticeship occupations. More than 390,000 students from across the globe are currently completing their training in Austria. It is easy for international students and talents to communicate here. In fact, Austria is rated first in the English Proficiency – TOEFL Index, and one-quarter of all Austrians grow up bilingual.

22	public universities
16	private universities
21	universities of applied sciences
390,000	students from all over the world
108,085	apprentices

Source: Statistics Austria, 2022; Austrian Federal Economic Chamber, 2023



*// The exciting thing is that there are an increasing number of companies in Austria committing themselves to promoting sustainability. goUrban is only one example, but there are also many other companies contributing innovations. Strong funding programmes support this and various institutions serve as contact points for firms. There are specific funding programmes for mobility, which is why Austria offers a good business environment for us. //*

Daniel Jauernik  
Chief Business Development Officer for the DACH Region of  
GreenMo Austria

### Did you know this?

Brazil generates green electricity from eucalyptus tree waste materials, and the Styrian company ANDRITZ AG makes a major contribution to this thanks to its biomass processing and storage facilities.

### The proof

ANDRITZ AG is supplying the technology for the first Brazilian thermal power plant using tree stumps and roots. 700,000 inhabitants in Eldorado, Brazil will benefit from this.

# Research Funding

**Target-oriented, state funding programmes are major drivers of the successful eco-innovations “Made in Austria.”**

300 global green tech pioneers and technology leaders are on the move just in Green Tech Valley alone, located in the south of the country. One reason for this is the broad spectrum of funding initiatives in Austria.

Every company, regardless of its size, sector and corporate structure, can take advantage of the 14% research premium (tax credit) for both in-house and contract research and development. About € 1 billion was dispersed in the year 2022. Moreover, the Austrian Research Promotion Agency (FFG) offers attractive, direct research funding. Thanks to these support possibilities, Austria is ranked 3rd in Europe or direct and indirect research funding.

Above and beyond this, the Climate and Energy Fund develops funding programmes focusing on energy and electric mobility. Funding for operational environmental protection measures is also made available by Kommalkredit Public Consulting. KPC is seen as the specialist in this field, with an extensive offering of non-repayable grants, e.g., for energy efficiency measures.

General business development funding via the federal government’s promotional bank aw’s in production and environmental protection, featuring a mix of grants, soft loans and guarantees to fund projects, rounds off the package of funding measures.

Austria is making massive investments in green research and development to achieve its highly ambitious targets. Based on the Renewable Energy Expansion Act (EAG), Austria is creating the legal and organisational framework to convert its energy supply to 100% renewable energy sources by 2030. Each year an additional € 1 billion in market premiums and investment grants will be disbursed, securing a stable, long-term investment climate for companies.

The Green Energy Lab is part of the Austrian “Flagship Region Energy” innovation drive of the Climate and Energy Fund. This initiative encompassing the core regions of Vienna, Lower Austria, Burgenland and Styria comprises a test market of about five million consumers. It represents Austria’s largest “innovation laboratory” for a sustainable energy future.

More than 280 participating partners from the research and business communities and the public sector are developing solutions, from the prototype to marketability, in collaboration with provincial energy suppliers. New developments can be immediately tested on a large scale.

Plans call for more than € 250 million to be invested by 2025 in innovative projects within the context of the Green Energy Lab.

# Success Stories

## VOLTERIO

The Graz-based startup VOLTERIO is developing an intelligent robot to charge electric vehicles in cooperation with Continental.

## voestalpine

Construction of an electric arc furnace in Donawitz will enable production of 850,000 tonnes of CO<sub>2</sub>-reduced steel annually.

## EET (Efficient Energy Technology)

Thanks to EET’s balcony photovoltaic system SolMate with electricity storage, flats can be supplied with renewable electricity, even in case of a power failure.

## ABA simply gets it done.

**Do you want to turn your business idea into reality in Austria?**

**We will support you throughout the start-up process – step for step.**

## Did you know this?

The number one player on the solar power comes from Austria.

## The proof

With more than 30 years of experience, GREENoneTEC is the world’s largest thermal flat-plate collector manufacturer, with an annual production capacity with more than 1.6 million m<sup>2</sup> of panels.

**“ Bosch offers the technology enabling the use of hydrogen in different sectors. In this regard, Austria has positioned itself as an important location where we are working on several projects for global application. For example, in Linz Bosch is developing stacks, the core component of electrolyzers. In these facilities, water is converted into so-called green hydrogen and oxygen with the help of electricity, ideally from renewable sources such as wind or photovoltaic power.”**

Helmut Weinwurm, CEO of Robert Bosch AG and Representative of the Bosch Group in Austria.



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