

# „Resource Conserving Industrial Area Liesing“

Project presentation REAL CORP 2012 - SCHWECHAT

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# Project Basic Data

Name: **Ressource Conserving Industrial Area Liesing  
„Ressourcenschonendes Betriebsgebiet Liesing“**

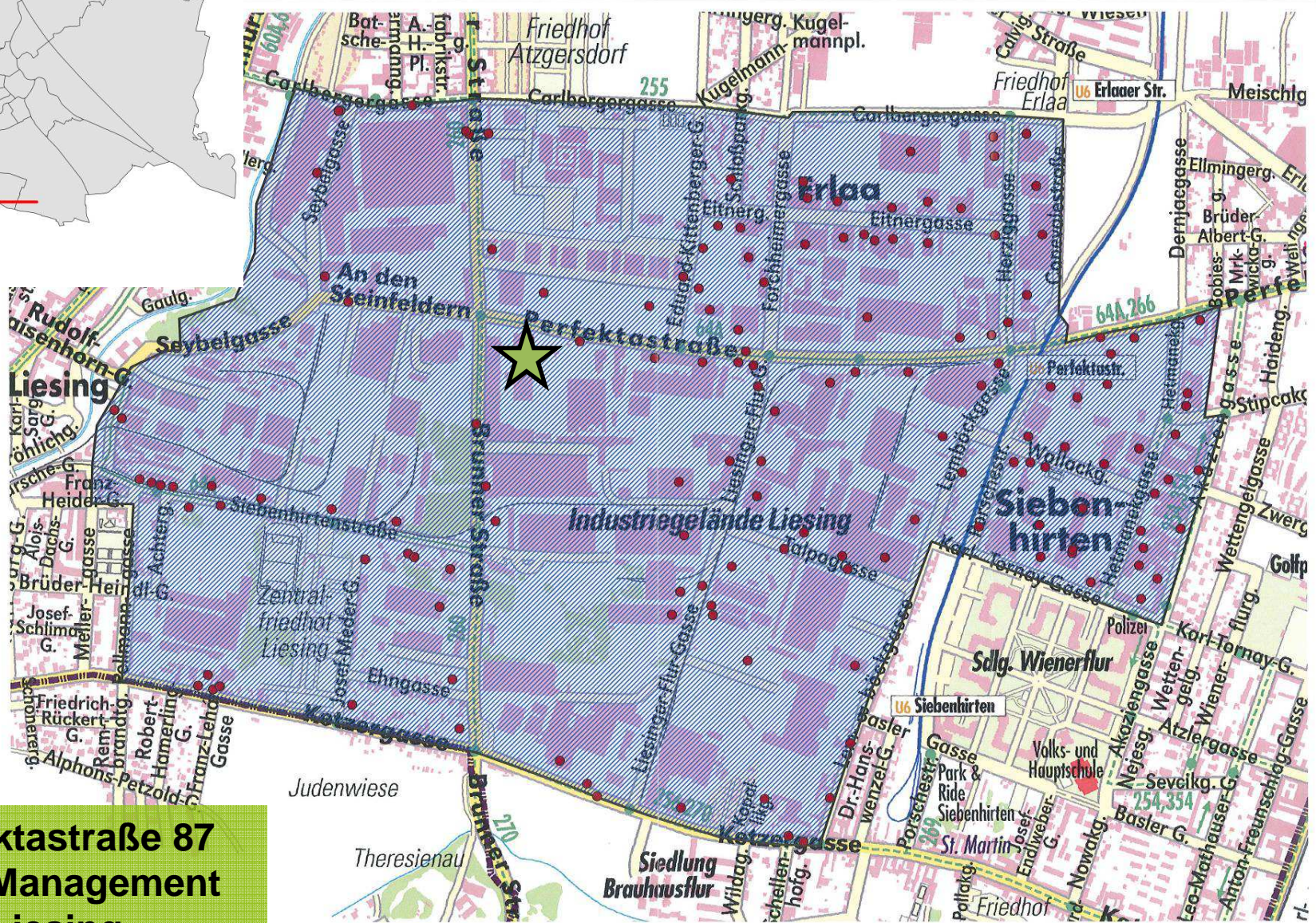
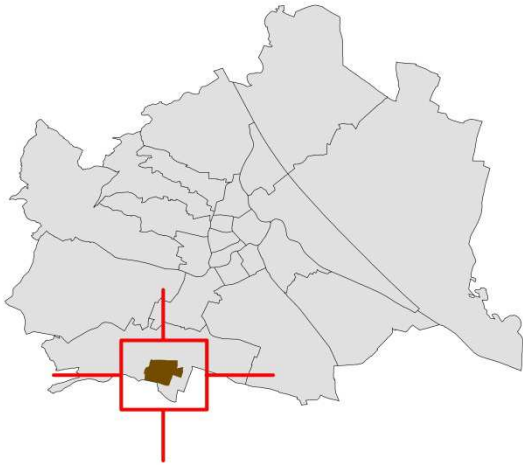
Duration: **10/2010 - 12/2013**

Project Partners: **Vienna Chamber of Commerce  
Vienna Business Agency  
City of Vienna - Municipal department 21B**

Cost: **€1.6 m**  
50% co-financed by the European Regional  
Development Fund (ERDF) = Europäischen Fonds für regionale  
Entwicklung (EFRE)



# Industrial Area Liesing



 **Perfektastraße 87  
Area-Management  
Liesing**



# Industrial Area Liesing: Facts

Size of the area: approx. 240ha

Single-member business:	189
Micro businesses:	174
Small companies:	130
Medium-sized companies:	52
<u>Large companies:</u>	<u>18</u>
<b>total:</b>	<b>563</b>

**Sectors:** banking systems, construction services, energy suppliers, production, research & development, hotel and restaurant industry, trade, handicraft, industrial production, information and communication technology, marketing, other services and craft, engineering offices, logistics and transport, manufacture

# Industrial Area Liesing: Facts

- Undeveloped area: **74,6 ha** available (approx. 35 % of the net area)
- Land for **industry and companies only**
- Location for companies with **high emission levels**
- **Residential area** only at the borders of the area
- Number of employees : **11 984** (2001)
- High number of residential building activities nearby => **good workforce potential**
- Excellent **connection to transport network**: U6 (underground), railway and local trains, other public transports (busses), bike paths
- **Direct connection to the road network**: motorway  
(A2, A21, A23, S1 -> A4 - Airport)

# Impressions - new buildings and building activities



# Impressions - waste land and vacancy





# Impressions - old building stock



## Project goals (1 of 2)

- Positioning of the area as an resource conservation zone
- Accelerate ways of conserving resources via subsistence strategies and methods of operation
- Establish an area management
- Long-term safeguarding of the area as a location for industry, especially ones with high level emissions and special needs (space, transport, ...)
- Keep and create new jobs

## Project goals (2 of 2)

- Create attractive pedestrian paths and space for recreation
- Encourage cooperation of owners, contractors, science and research
- Stimulation of real estate market within the area
- Involvement of resident companies in decisions concerning the area
- Open minds for the area in the neighbourhood



# Responsibilities of the area management

- On site contact
- Information regarding subsidies
- Procurement
- Communication and discussion platform
- Events in and about the area
- Information about the project status and the project itself
- Regularly update of the homepage: [www.ig-liesing.at](http://www.ig-liesing.at)
- Exchange of ideas and knowledge
- Publish a monthly newsletter

# Measures to fulfil project aims

- SWOT-analysis
- Expertise in public spaces
- Expertise in traffic solutions
- Masterplan = Action plan
- Exchange of information regarding possibilities and subsidies, events, meetings and discussions via homepage and newsletter.
- Communication and discussion platform
- Events in and about the area
- Encouraging participation on existing environment programs (e.g. Öko-Business-Plan)
- Ecological study about resource conserving potential within the area

# Brand development

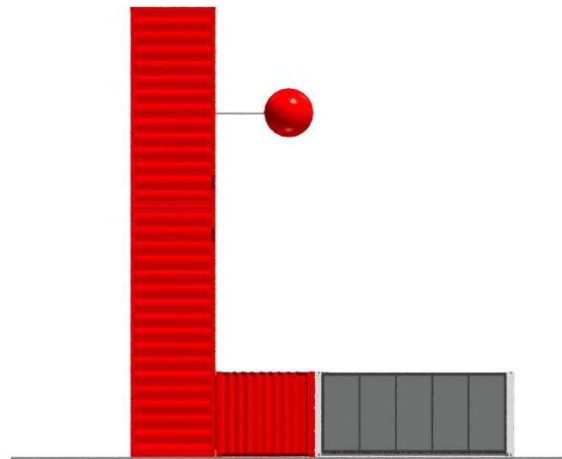
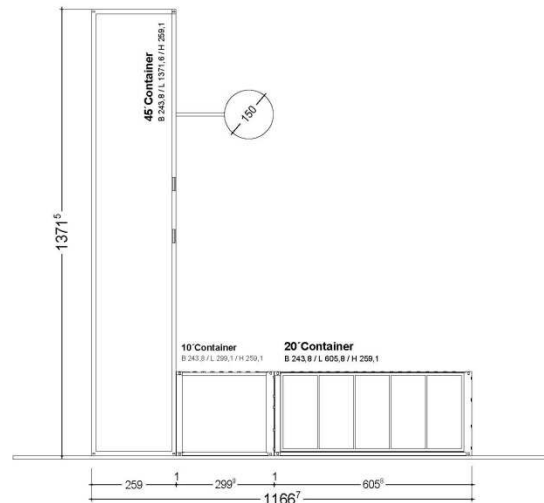
- Brand book
- Landmark
- Guidance system
- Introduction to residents before official publication
- Press conference - introduction to the market



# Branding and landmark



Standpunkt  
**Liesing**



[www.ig-liesing.at](http://www.ig-liesing.at)

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**Weiter kommen.**

Quartiersmanagement  
Industriegebiet Liesing

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