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Schwechat's Information Society Initiative

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eSchwechat.at Programme Management
2007-03-26

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Programme

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... is a five years Information Society programme for the Municipality of Schwechat, Austria (2005 – 2009).

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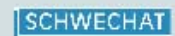


Location Schwechat



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Why eSchwechat.at? ⁽¹⁾

The Municipality of Schwechat...

... lying directly on the outskirts of Vienna is an **old industry and modern services town** (OMV, Borealis, Brau Union, HTM, Vienna International Airport, Austrian Airlines etc.) with **16.000 inhabitants**.

About **18.000 jobs** within the city borders make Schwechat to **one of Austria's top 3 richest municipalities**.

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Why eSchwechat.at? ⁽²⁾

Concerning these figures...

... Schwechat just could go on with business as usual.

But – next to industry and (airport) services – Schwechat has decided to become a **future oriented HighTech location within Information and Communication Technology (ICT).**

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Status Quo 2002 (When All Started...)

Schwechat plans to establish a **Fachhochschule (FH; University of Applied Sciences) for technology...**

Parallel Innovation Consultancy and STRABAG Project Development plan to establish a **technology center for ICT in or around Vienna...**

Decision to combine both projects and locate them in Schwechat...

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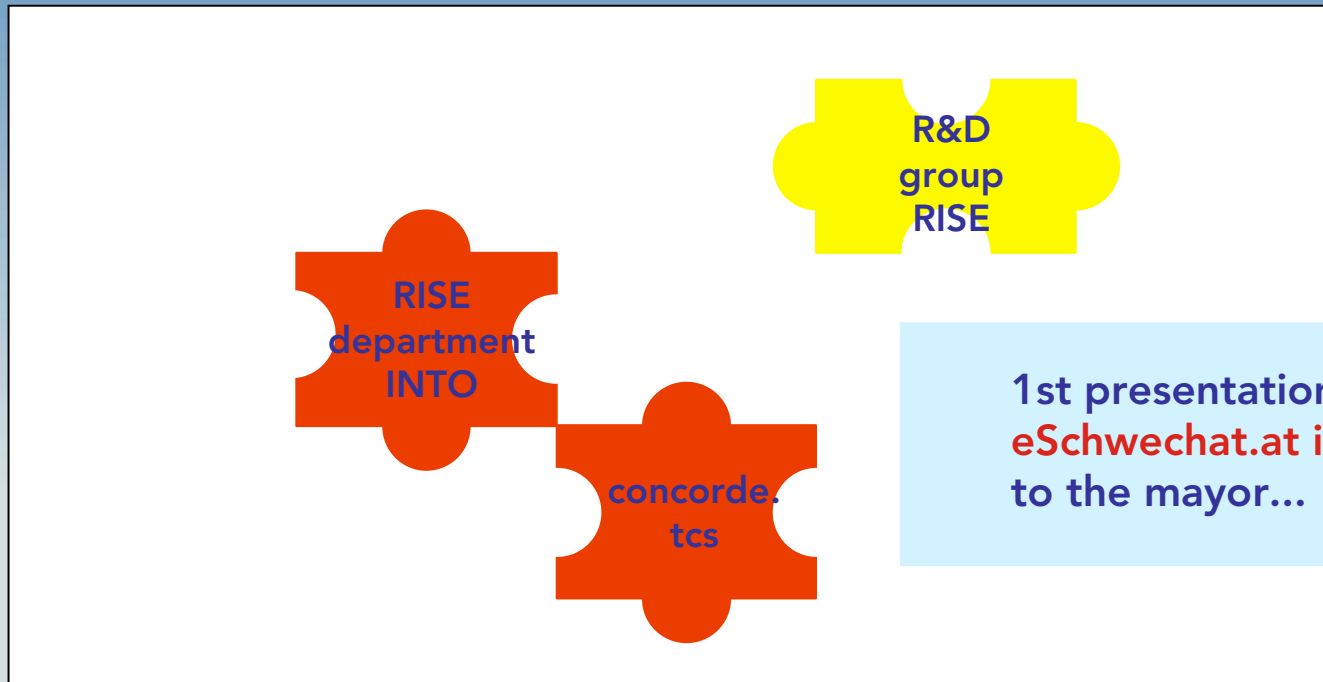
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Status Quo 2003 (Early Phase)



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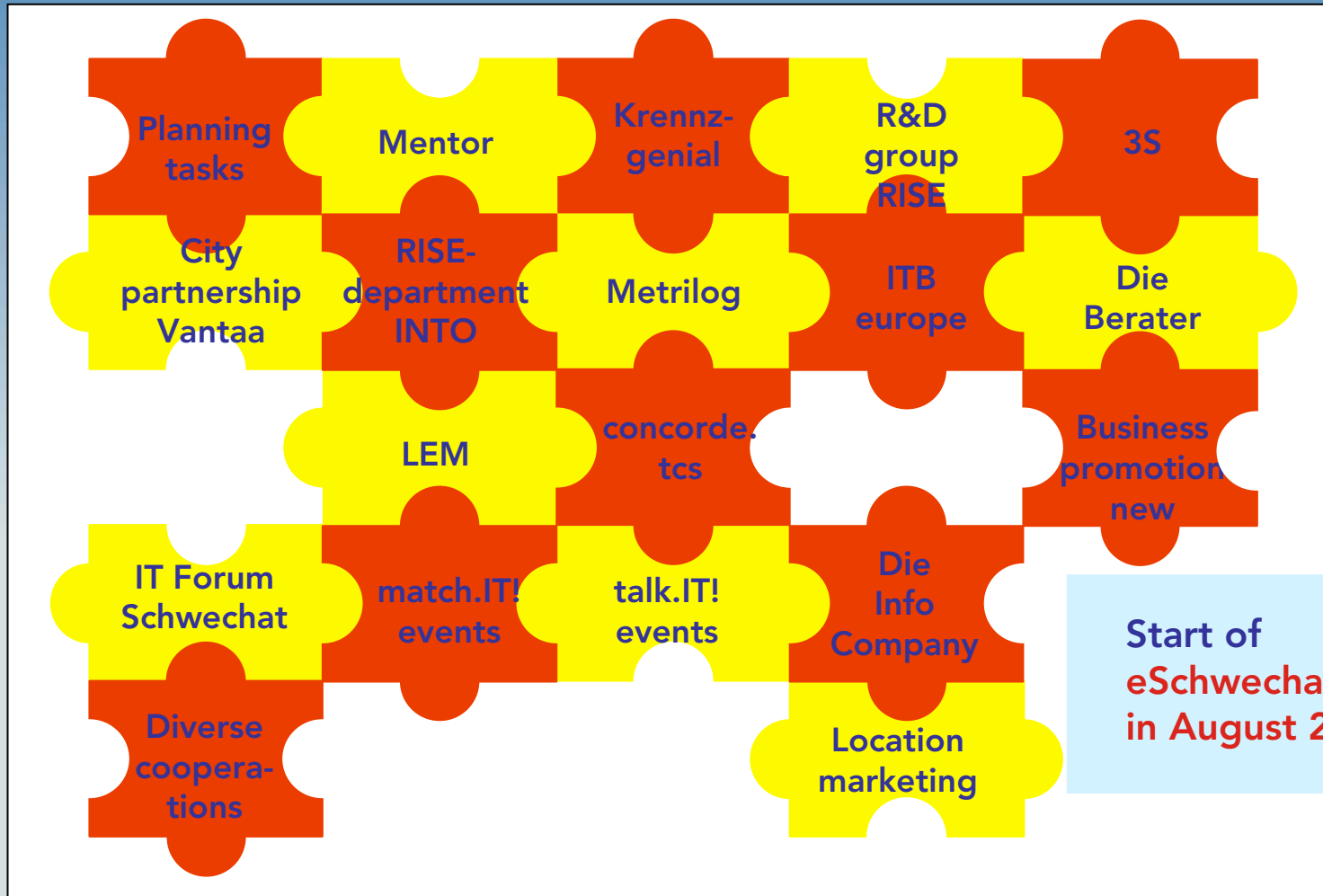
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2004 to mid of 2005 (Preparation)



Start of eSchwechat.at in August 2005...

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Aims of eSchwechat.at ⁽¹⁾

- Establishment of an **ICT location Schwechat** with an internationally known **Center of Excellence in eHealthcare/eHomecare/AAL and ePlanning technologies/IST**
- Establishment of a **Schwechat Information Society** (integration of ICT where ever useful): citizens, economy, administration etc.
- **Moving in** of ICT firms, **founding** new companies, **growth** of existing enterprises

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Aims of eSchwechat.at ⁽²⁾

- Creation of **new and well-paid jobs**
- Influx of **new citizens**
- **Improved education** of Schwechat's citizens: vocational training, schools, academic: under-graduate, post-graduate
- **Integration of disadvantaged people** (seniors, people with special needs etc.)
- **Democratisation of ICT**

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Method

- First: **Municipal investments...**
- Then: **First projects start...**
- One project stimulates the next...
- New projects **create new interest** (mass media, firms, citizens)...
- Companies **move in, are founded, will grow**
- Additional **municipal taxes...**
- Further **municipal investments...**
- Results in an **„upswing coil“!**

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Best Practises

- Ronneby 2003, SE (1993-2003)
- TelecomCity Karlskrona, SE (90s)
- eTampere, FI (2001-2005)
- Vantaa HiTech Programmes, FI (since 2004)
- eFinland, FI
- Canada Technology Triangle, CA

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Measures ⁽¹⁾

- **airNET Schwechat**
 - **Broadband WLAN cover** over whole Schwechat (started in 2006, re-designed now)
 - Cheap **Internet** and **improved communication** (citizens <-> municipality) **WLAN cover as enabler**
 - Generates **need for applications** and enables **new projects**
 - eHealthcare / eHomecare, eGovernment / eVoting / eAdministration / eTraffic / eLearning etc.

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Measures ⁽²⁾

- **Early Stage Investment Company**
 - **Aim: Founding of ICT start ups**
 - **Private company** with guarantees (Municipality)
 - **Starting fund volume: EUR 1 to 2 Mio.**
 - **Average investment / company:**
EUR 100.000.- to 250.000.-
 - **Combination with incubator** (housing, coaching, networking, first clients etc.)
 - **Planning tasks ready, guarantees awaited for beginning of 2008**

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Measures ⁽³⁾

- **CEIT Central European Institute of Technology ⁽¹⁾**
 - **Non-university** organisation (since April 2006)
 - **High-level R&D**
 - **High-level education & further training**
 - **PPP-Model**
 - **Most important measure** of eSchwechat.at to establish a Center of Excellence and to take part in international projects and consortia

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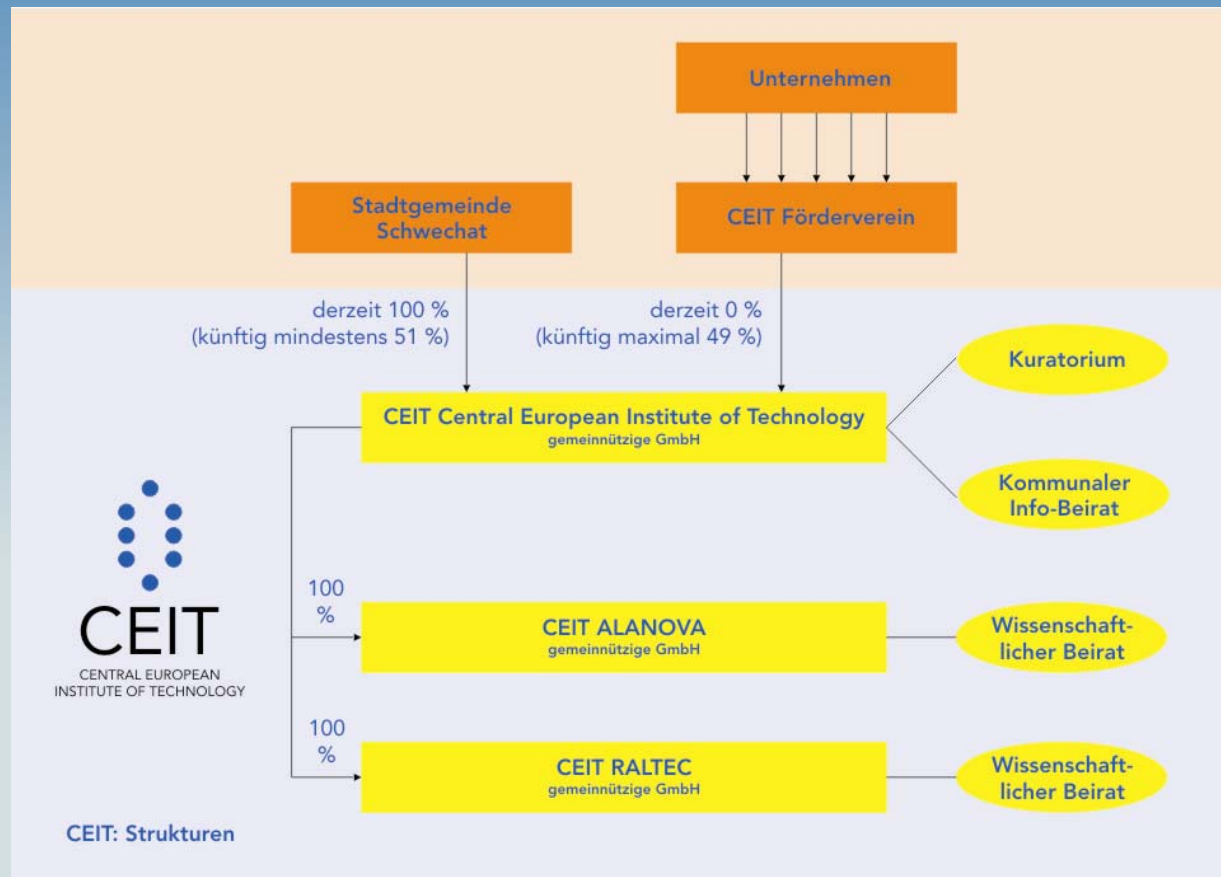


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Measures (4)

■ CEIT (2)



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Measures ⁽⁵⁾

- **CEIT ⁽³⁾**
 - **CEIT RALTEC:** ICT technologies for Ambient Assisted Living (AAL), eHealthcare and eHomecare
 - **CEIT ALANOVA:** ICT technologies for Urbanism, Transport, Environment and Information Society

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Measures ⁽⁶⁾

- **CEIT ⁽⁴⁾**
 - **CEIT Abend-HTL (Extra occupational technical highschool for ICT)**
 - Private school of Municipality of Schwechat
 - Parallel to job, evening classes
 - 8 semesters: matriculation examination

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Measures ⁽⁷⁾

- **CEIT ⁽³⁾**
 - **CEIT University of Cooperative Education**
 - Dual study: combination of university study + training on the job (2,5d job, min. 2d study)
 - Study courses for Business Informatics and Logistics (October 2007)
 - Study courses for Systems Engineering, Informatics and Business Administration (planned for October 2008)
 - 6 semesters: Bachelor degree

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Measures ⁽⁸⁾

- **CEIT ⁽⁵⁾**
 - **Vocational training**
 - Courses for IT and Management & Entrepreneurship (starting in October 2007)
 - Parallel to job
 - Course certificates

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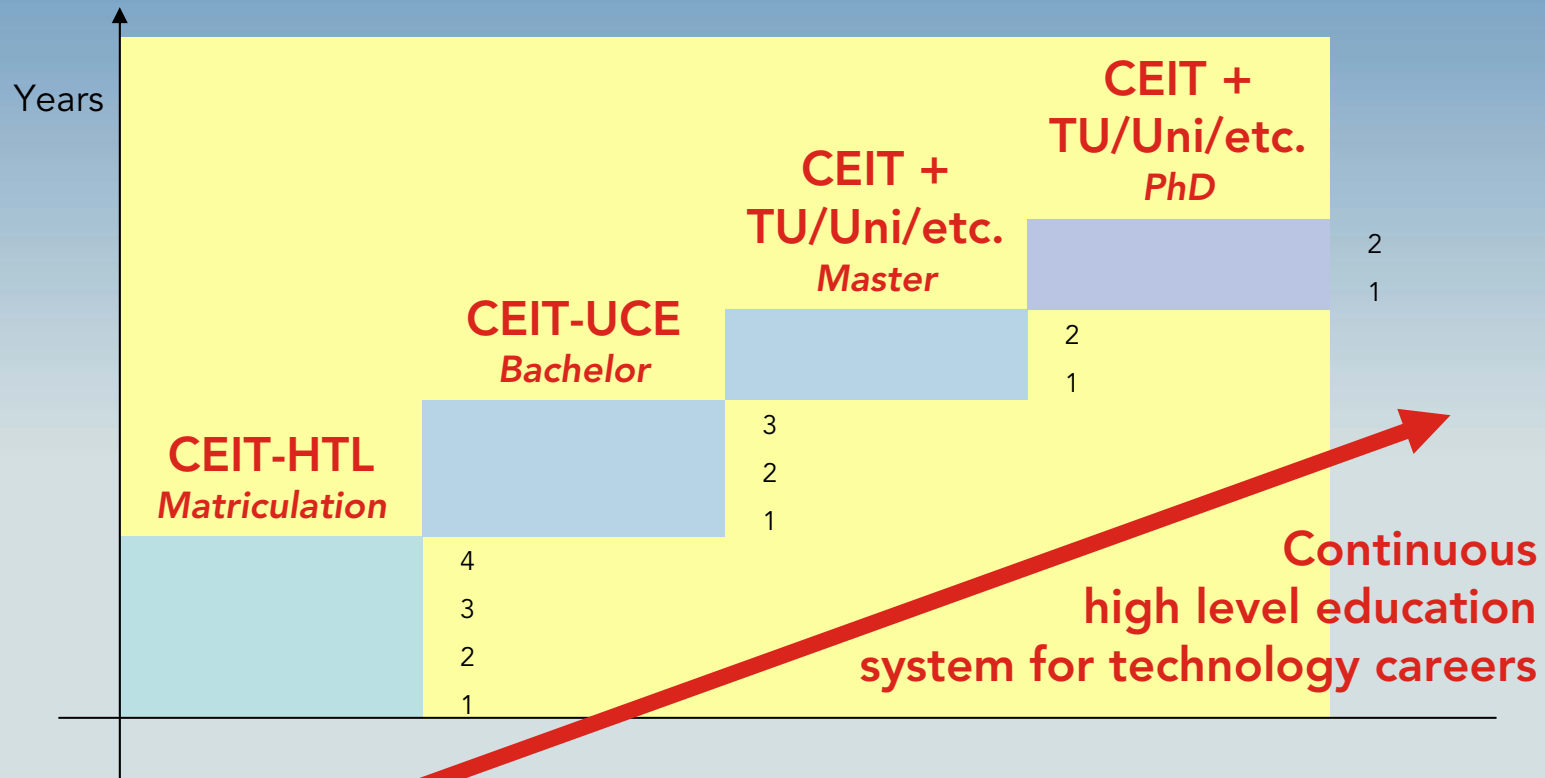


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Measures (9)

CEIT (7)



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Measures ⁽¹⁰⁾

- **Other Training and Education**
 - International (ICT) projects of **Schwechat's schools** (ongoing cooperation between Europa Secondary School Schwechat and Martinlaakso Secondary School Vantaa (FI))
 - Projects to inspire children (mainly girls) **to study technology** and go into technological careers
- **Twin City Partnerships**
 - for **common ICT developments** in cooperation with companies (Vantaa (FI) etc.)

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Measures ⁽¹¹⁾

- **match.IT! / talk.IT! / talk&match.IT**
 - **2004 – 2006:** event series **match.IT!** (international matchmaking) & **talk.IT!** (national information transfer): 7+4 events, participants from AT, CA, CZ, DE, FI, HU, RO, SI, SK)
 - **since 2007:** **talk&match.IT** (international information transfer and matchmaking): 3x p.a.
- **IT Forum Schwechat**
 - **Contact/lobbying/information transfer cercle** for ICT location Schwechat with important people of Austria's ICT branche and Schwechat's citizens: 3x p.a.

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Measures ⁽¹²⁾

■ LivingLab Schwechat

- Whole Schwechat as a **LivingLab** (testbed) for **new ICT developments** of Schwechat-based ICT firms and R&D institutions
- Starting project A: CEIT RALTEC + BEKO + Schwechat's residential home for the elderly: AAL
- Starting project B: CEIT RALTEC + CEIT ALANOVA + BEKO respectively Telekom Austria + Schwechat city administration: ID management, IP-TV
- Participation within **European Network of Living Labs**

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Measures ⁽¹³⁾

- **Programme Management, Steering Groups and Location Marketing**
 - Embodiment of the programme within the municipality
 - Marketing: internal and external

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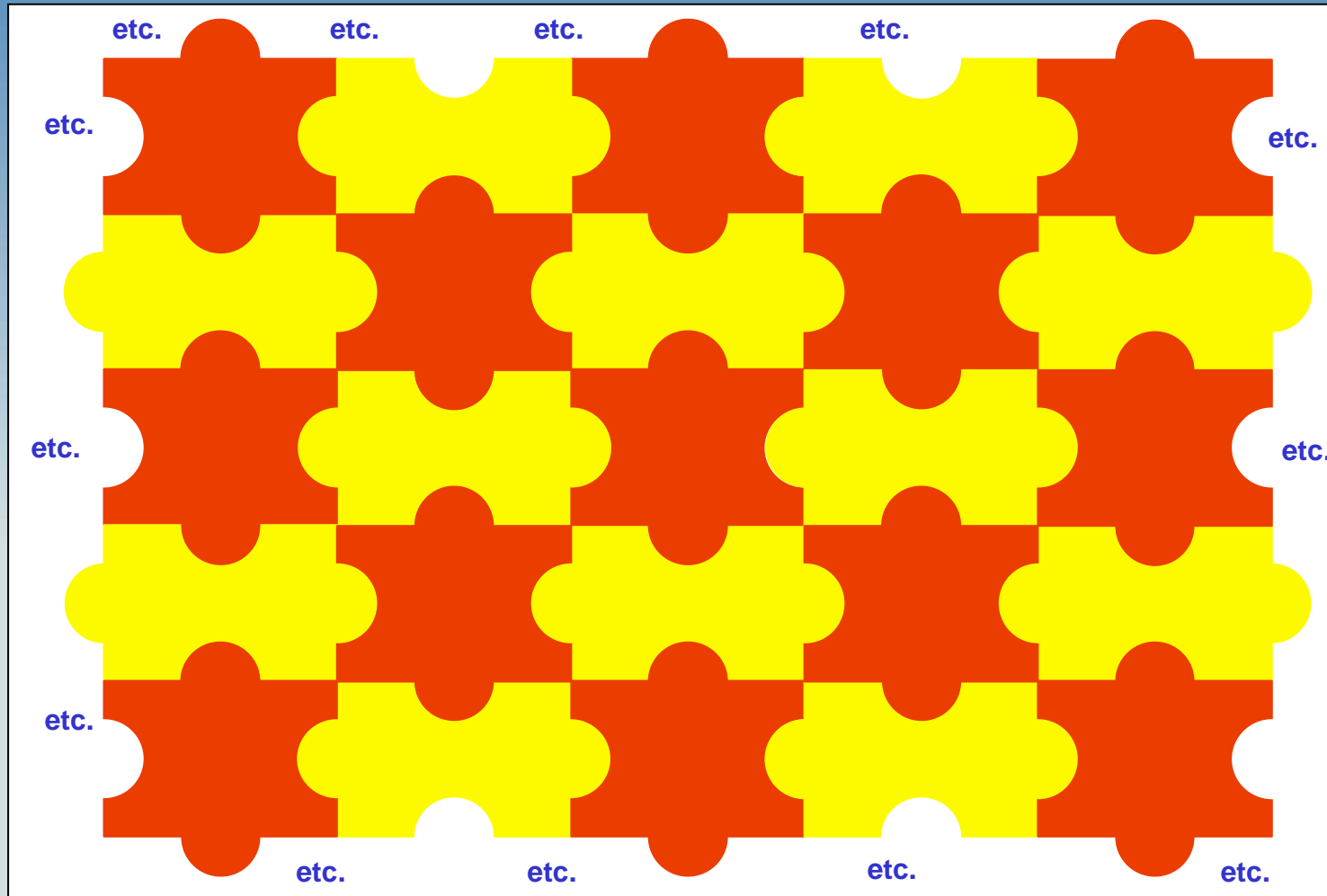
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The Future...



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Summary and Vision

Schwechat –

Austria's ICT location no 1 –
embedded into leading international
ICT communities!

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