process.
results.
utilisation.

WE STILL HAVE A LOT IN MIND.
STRATEGY LOWER AUSTRIA

WE STILL HAVE A LOT IN MIND.
“Further ahead, if it concerns the country and its future. Closer, if it concerns humans and their concerns.” With this slogan we work on the successful model Lower Austria. The WIN strategy of Lower Austria represents a substantial contribution for future development. In 2002 I commissioned well founded, and above all, practical strategies and implementation measures to compile for the future of the province.

Apart from the expert opinions and the state authorities above all the consistent consideration of the desires, experiences and opinions of all compatriots was important to me. I thank all those, who cooperated this far and this engaged.

WIN does not only stand for „wir in Niederösterreich“, but also for „gewinnen“. I am firmly convinced that the proven cooperation of specialists, politics, administration and citizens of our regions, will win over all residents and thus the entire province.

Five columns were important to me, in order to develop Strategy Lower Austria:
• A provincial development project defining the basics
• Clear strategies for each Lower Austrian main region
• Emphasis of the specialized divisions for important sector topics
• Integration of the ideas/suggestions from small regions and municipalities
• Listening to the experiences and desires of Lower Austrians

The available brochure gives a compact overview of the multiplicity of activities and concrete results. A manual for the next years with clear emphasis. Politics and administration prove reliable partners for all, who live in our country, make a living, work or spend leisure time.

Likewise it shows our neighbours and partners in and around Austria, what we intend to do. Our economical initial position is excellently bundled with a high quality of life, confirmed by all surveys and data. I promise you today that this WIN process will keep running. We will continue the collective way of planning in the future „from below“ and „from above“. I invite you to further work with us for a sustained regional development to continue the Lower Austrian track record.

Dr. Erwin Pröll
Governor Dr. Erwin Pröll
Ladies and Gentlemen!

As leader of the group regional development, environment and transport and responsible for the development of the Strategy Lower Austria I thank all citizens, experts, municipal and interest group representatives very much for the constructive cooperation. Without your help it would not have been possible to organize the work so realistically. In the broad citizen participation 10,000 participants brought in their ideas and opinions in 380 meetings, as well as twice, more than 50,000 people by means of questionnaires. After training more than 70 honorary „WIN ambassadors“ placed themselves in the service of the WIN process. In regional conferences, a variety of publications, an Internet portal and at four future days the current work was communicated in order to initiate further impulses.

On the following pages you will find no „final report“, but a summary reached so far, a milestone, which is orientation for all participants. If citizen participation is taken seriously, it is not done by a single action. If we want to arrange the future, we must determine the goals and ways again and again and adapt the measures.

The state authorities are with great commitment at your and the politic’s command, technical know-how and heart both with the development and during the implementation of the WIN strategy.

Univ. Prof. Dr. Friedrich ZIBUSCHKA
Gruppe Raumordnung, Umwelt und Verkehr
# Contents

1. **Cause. Process. Work.**
   - Cause and Challenges 9
   - The WIN Process - 5 Years Provincial Development 10
   - The Work Base - the Provincial Development Concept 12

2. **Strategies at a Glance**
   - Improve Accessibility 16
   - Specify Development Axes 18
   - Specify Guidance Functions 19
   - Transnational Cooperation in the Centrope Area 21

3. **Results According to Main Regions**
   - Main Region Waldviertel 24
   - Main Region Weinviertel 28
   - Main Region Central Lower Austria 32
   - Main Region Industrieviertel 36
   - Main Region Mostviertel 40

4. **Location Development in Lower Austria**
   - Specific Examples 46
   - Clear Structures 47

5. **Specific Utilization**
   - Future for All - it Continues 50
   - WIN Strategy Lower Austria 2020 - the View into the Future 51

6. **Summary** 53
cause.  
process.  
work.

Cause and Challenges

Politics and society not only in Lower Austria are confronted with different challenges. Apart from geopolitical changes there are demographic, economic and social trends, which affect life and location. Lower Austria with its 414 km long external border to the neighboring Czech Republic and Slovakia as well as the closeness to Hungary was for many decades extremely affected by the division of Europe. Suddenly, with the fall of the „iron curtain“, the country moved again into the center of Central Europe with Austria joining the European Union and in consequence that of the neighboring countries of a geopolitical peripheral location.

These changed basic conditions led, after the borders were also overcome in the heads, to enormous dynamics in the economic development. Many Lower Austrian enterprises used and still use the chance for globalization. The growth of the province is excellent and the occupation reaches record values. However, such changes can disconcert and require clear perspectives for the future in order to be able to optimally use the further development challenges. There are however not only the effects of the globalization, which for the citizens is a real-life experience. The change from an industrial to a service and knowledge-based society is full under way. Negative growth processes in the rural areas and growth in the central areas create new functional regions with additional requirements to infrastructure. This affects the regional planning just as much as the demographic changes (e.g. shift of the age pyramid), to which all European states must react. It is above all the speed of the change, which absorbs politics, the economy and not least each individual.

Especially Lower Austria with its scenic, economic and structural variety is enormously challenged. This variability was always the strength of the province. It is necessary to recognize international development and respond to this variety with planning and development. It takes different models, on the one hand for the rural areas and on the other hand for the central areas with its centerlines. Not “lumping all together“, develop the strengths of the regions jointly. This ambitious target could be fulfilled with a mixture of „top down“ and „bottom up“ process. Thus developed a sustainable provincial solution, which is also implemented. The broader the world grows, in which we move as a province, the more important becomes the environment, in which we personally live. The stronger we develop in the province, the more successful we will be as a province in the international competition. The WIN process is born.
The WIN Process - 5 Years Provincial Development

Desiging the Future Together
We in Lower Austria design our country together with the citizens. That is our successful strategy. And thus it was called: „Strategy Lower Austria“. Population and economy expect orientation as well as planning and decision reliability in such fast changing times. In addition it requires clear future role models for the country as a whole, its regions and also for the different topics. In front of this background the province Lower Austria initiated the project „WIN“ in 2002. „WIN“ stands equally for „wir in Niederösterreich“ and for „gewinnen“. It is a strategic model process, which tries to recognize the challenges, problems, risks and potentials of the province in time.

The Provincial Development Concept
The „Lower Austrian Provincial Development Concept“ is the starting point of the province-wide strategy. It was compiled in the course of a three-year working group across the departments and finalized in September 2004 by the Lower Austrian provincial government. The document formulates, on the basis of the most substantial challenges, the most important goals, principles and fundamental strategies for the provincial development in form of an integral model. The concept is the principle document, the central coordination, controlling and information instrument of the province Lower Austria and remains spatially as well as thematically comparatively general. Regional and sectoral concretion of its central objectives - creation of equivalent living conditions, competitive regions and sustainable regional development - took place in two subsequent concepts.

Perspectives for the Main Regions
The “Perspectives for the Main Regions” represent a further central component. Based on a comprehensive regional analysis for the five main regions (waldviertel, weinviertel, industrieviertel, Central lower Austria, Mostviertel) external experts and regional representatives consolidated the principles of the provincial development concept.

The main attention was on region-specific concretion of the goals and measures by spatial models. The results affect thus the respective region and their population. The regional participation accommodated these circumstances.

Sectoral Perspectives
Especially set up inter-departmental research groups of the province conducted a topical precision of the provincial development concept for various topics (e.g. housing, transportation, economy, tourism, waste and water management). These form an important building block during coordination between the specialized divisions concerned with space-relevant questions.

Cooperation and Participation Process
The quality of each (planning) process depends finally on its acceptance. Therefore from the outset in the framework of the „WIN Strategy“ high value was attached to a broad cooperation and participation process. While for example with
the development of the „Sectoral Perspectives“ by establishing working groups. The basic idea of cooperation stood in the center on technical level, in other fields citizens were given the opportunity to take part in the process. The Lower Austrian provincial academy accomplished one of the largest participation actions in Austria in the beginning of the overall project and again in 2007 by means of future questionnaires. Far more than 50,000 responses could be evaluated in each case. Further approximately 10,000 citizens participated in the creation of the „Regional Perspectives“ actively in 380 meetings in 74 small regions and introduced their ideas, desires and visions. Additionally since 2003 discussion contributions can be made to the Strategy Lower Austria on the homepage www.strategie-lower Austria.at.

Successful Way Into the Future
In 2006 the Lower Austria Future Day could look back on an extremely successful way. At the same time information was given about the continuation the „WIN - Strategy Lower Austria“. This strategy should deliver further orientation and action framework for trend-setting projects in Lower Austria. The process is to work still stronger in the future in the regions, while specific projects are implemented locally. Exact information about the scheduled steps as well as for past development you can find at http://www.strategie-lower Austria.at.

At the Future Day in November 2007 Governor Dr. Erwin Pröll presented a summary of the previous work. This concise brochure is available in German, English, Czech, Slovak and Hungarian for all interested parties.

Since the beginning of the work the most important milestones, prints and deadlines are available on the Internet.

WIN Coaches & WIN ambassadors
During several workshops in 2004 the 26 WIN coaches of the Lower Austrian regional management and the village and urban redevelopment as well as 70 honorary WIN ambassadors for the participation process were trained.

Work in the Small Regions
2004 the small regions and municipalities were invited to take part in the creation of the WIN Strategy Lower Austria. The WIN ambassadors handed over the compiled ideas and suggestions in 74 brochures to Governor Dr. Pröll in the same year on Future Day.

Lower Austrian Future Day
About the WIN process and further steps together with the Governor was annually reported.

www.strategie-noe.at
The Work Base - the Provincial Development Concept

Provincial development is always embedded in higher-ranking political, social and economic development. It develops not as an end in itself, but must recognize and anticipate future developments, and must react politically planning.

The current Provincial Development Concept 2004 forms the technical basis for the „WIN Strategy Lower Austria“, which is structured in five key aspects and amended by basic principles for target achievement and implementation.

The first key aspect with regard to the contents places some of these fundamental and foreseeable trends of the social as well as spatial development in the center and outlines their effects on the province. Among other topics you find such items as the economic and market changes or the new location competition, the social change and the aging of the society like the different population dynamics (center/periphery). Spatial mismatches and the development of new functional regions shape the overall picture.

The second key aspect includes the representation of the general model of area planning and land management. Guidance is taken from the European and the Austrian Regional Development Concept. The three general objectives of the Lower Austrian Provincial Development Concept are:

• Equal living conditions for all social groups in all regions
• Competitive regions & development of the regional potentials
• Sustainable, environmentally compatible and careful management of natural resources

Goals, like social coherence and social justice, sustainable regional development and competitive regions, are comprehensive as well as balanced and apply also to the Lower Austrian area planning.

In the framework of the key objectives principles of regional structures, area types and area-planning structural elements are moving into the center. The province is one of the large, populous and politically most important provinces of Austria. The position of Lower Austria internationally and within Austria changed noticeably due to the geopolitical developments. Since the fall of the iron curtain the country gains additional importance.

It moves from a European peripheral location into the center with all the emerging challenges.

The principles of spatial development include
• Strengthening of the strengths
• Utilization of existing (endogenous) potentials
• Promotion of the decentralized concentration
• Strengthening of the structurally weak regions

Which development perspectives appear to be favorable for densely populated areas, which ones for the rural areas? Which long-term visions exist for the border areas, which role do center and the central axis play for the provincial development? The classification of area types orients itself at specific socio-economic or settlement-structural characteristics, without conducting concrete regionalizations.
The fourth key objective deals with 19 sectoral topics. Here is demonstrated, with what kind of challenges area-important policies are confronted and which development targets are aimed for. This compilation makes the provincial development concept also for those interesting, who want to know, which fundamental development targets for example the public energy industry, the waste management of the province, the transportation or the industrial policy pursues. This compilation covers different policies and makes clear that, independently of the topic, some overall principles, such as sustainability, economic efficiency, equal opportunities and a balanced regional development.

The fifth and last key objective includes strategic statements about the implementation and the proceedings. The principles are named for the implementation strategy and the way to realization is pointed out. The province is undisputedly the first address and thus action addressee. Altogether, as with the implementation instruments a broad range of contact persons exists. From regional administrative bodies, e.g. municipalities, to optional or arranged associations, institutions, which stand in close relationship to Lower Austria, to lobby groups, educational facilities and the ever more important NGOs as well as engaged citizens and associations. They all are acting partners in the implementation of the Lower Austrian provincial development.

At www.strategie-Lower Austria.at you find the complete Provincial Development Concept within the „documents“.

### Lower Austrian data

<table>
<thead>
<tr>
<th>Category</th>
<th>Value</th>
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<tr>
<td>Land register surface in km²</td>
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<tr>
<td>State border in km</td>
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<td>Sea level - highest point</td>
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<td>Administrative districts</td>
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<td>Statutar cities</td>
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<td>Municipalities</td>
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<td>Villages</td>
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<td>Resident population in 2007</td>
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<td>Secondary residence 2006</td>
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<td>Population prognosis for 2021</td>
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<td>Economic growth 2006 in %</td>
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<td>Gross regional product/resident in EUR</td>
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<td>Portion of the Austrian GDP in %</td>
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<td>Active business locations 2006</td>
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<td>Business start-ups 2006</td>
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<td>Unemployment rate July 2007 in %</td>
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<td>Unemployment rate 2006 in %</td>
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<tr>
<td>Overnight stays 2006</td>
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Sources: Province Lower Austria, AMS, Statistik Austria, ecoplus, WKNÖ
Further data: www.noei.gv.at/Land-Zukunft/Zahlen-Fakten.html
strategies at a glance
2 Strategies at a Glance

The Lower Austrian main regions represent, also in future, the important development cells. Lower Austria is very decentralized and has grass-root structures. This is clearly shown by the division into

- 5 main regions, 7 EU regions (NUTS III)
- 21 districts and over 70 small regions
- 573 municipalities with 4,315 villages

This proximity and comprehensibility of the small units is a strong point. However, the matching capability of the units is to be examined. Particularly with development processes different spatial and economic situations are to be considered.

The main regions Waldviertel, Weinviertel, Industrieviertel, Central Lower Austria and Mostviertel are the development cells for the future. They orient themselves at the goals of the competitive ability and sustainability - competitiveness in the international and inter-regional comparison and sustainable in the development considering the resources of the region. A regional umbrella association of each region makes a regional manager available for information, mobilization and coordination activities. Regional development associations and the regional management form the project-oriented interface between the province of Lower Austria and the municipalities.

Among the trump cards of Lower Austria rank apart from the flexible job market with qualified employees, also an uncomplicated access to know-how and economic services, a creative and innovation-friendly „climate“ as well as a slim and efficient administration. Locations can also campaign with „security“, „healthy environment“ and „attractive scenery“ as well as „efficient transportation solutions“. The formulated strategies and the appropriate road maps can be summarized into three key aspects:

- Improve accessibility
- Promote development axes and centers
- Specify guidance functions

Quick Overview
The inserted strategy maps give a quick overview of the planned infrastructure measures as basis for the future accessibility and quality of location. Likewise the future functional key aspect in the regions as well as the development axes and objectives to be strengthened are represented.
Improve Accessibility

The eastern region of Austria (Vienna, Lower Austria and Burgenland) takes a central position in Central Europe with regard to geopolitics and transportation. Thus Lower Austria is the interface of relevant transport routes, for which in future substantial traffic increase is diagnosed. These are

- the east-west Danube axis from South East Europe (Black Sea) via Hungary, Slovakia and Austria to Western Europe
- the North-South axis from Warsaw/Prague to Northern Italy

Before the background of a gradual development of the overall transportation network and with consideration of the regional, supraregional and transnational requirements of the traffic development, the following upgrades are aimed for:

(insert updated diagram: „Strategy map transport infrastructure road and rail“)

Thus a fundamental improvement of the accessibility in northern and eastern directions into the markets of the Czech Republic, Poland, Slovakia and Hungary are obtained. Substantial measures for reaching these goals are:

- Rail: Development of the Marchegg branch Vienna – Marchegg – Bratislava; development of the Pottendorf branch; branch Airport Vienna Götzendorf;
- For road infrastructure the following projects are implemented:
  Northern Motorway (A5), Northeast Motorway (A6), Marchfeld Motorway (S8), Weinviertel Motorway (S3)

In order to improve the accessibility of the Western European markets, capacity bottlenecks of the carriers of the Danube axis are eliminated. Additional substantial measures are the 4-track development of the Western Railroad and the 6-lane construction of the Western Motorway.
The regional and supraregional accessibility is improved within the rail infrastructure by the development of the municipal railway S2 Vienna - Wolkersdorf - Mistelbach - Laa a.d.Thaya, the development of the branch Wiener Neustadt - Mattersburg - Sopron is planned. For the roads the 8-lane construction of the Southern Motorway (A2), the upgrade of Traisental Motorway (S34), Kremser Road (B37), Böhmerwald Road (B38), Zwettler Road (B36) and an upgrade of Waldviertler Road (B2) as well as Horner Road (B4) are planned as local bypasses.

For the junction-related infrastructure the traffic junction of the Vienna region is upgraded according to capacity:

- In traffic the unbundling of transit traffic is to be achieved by target and source traffic. Substantial measures are the new construction and upgrade of the Viennese Outer Ring Motorway (S1), Danube Motorway (A22), Stockerauer Motorway (S5), Kremser Motorway (S33) as well as the Danube bridge Traismauer, so that in summary a motorway ring road around Vienna is created.

- For rail transport it will come to an unbundling of goods and passenger transport. Important milestones are also the new construction Vienna - St. Pölten, the goods train bypass St. Pölten, the Lainzer tunnel and the station Vienna (South East Station).

The mentioned high-ranking infrastructure measures are in planning or already under construction. The entire network will be available in no later than 10 years.
Specify Development Axes

Development axes are those areas along the high-ranking transportation infrastructure, which already underwent a dynamic development in the recent past and for which in future the continuation of these dynamics is predicted and aspired. It is a goal to further develop these axes multi-functionally. Development axes are predominantly located in the catchment area of motorways and expressways as well as other high-ranking traffic routes (e.g., Southern axis from Mödling to Ternitz, Eastern axis from Schwechat to Bruck a. d. Leitha, Western axis Melk – Amstetten, future Northern Motorway, Marchfeld Motorway, Lower Austrian central region).

In addition, also regions such as the areas Horn, Waidhofen/Th, Gmünd, Zwettl, Tulln and Ennsdorf/Haag are identified as key development aspects. Connecting axes are high-ranking or supraregionally important connections with high transport-related importance.
Specify Guidance Functions

For Lower Austria to develop in an orderly, coordinated and at the same time innovative as well as sustainable way, the individual regions were assigned with different guidance functions. These reflect the emphasis of the spatial development in the area and serve as orientation framework. In many subspaces also two or more guidance functions may emerge due to suitability.

The guidance function „economic development“ marks areas with high favored locations and good development potential for the individual economic sectors. Besides traditional industrial areas like the Southern Axis (from Mödling to Ternitz) these are among others the northern edge of Vienna (from Korneuburg to Gänserndorf), the Lower Austrian central area with the provincial capital St. Pölten, Krems a.d. Donau and Tulln or the Wester Axis from Melk/Loosdorf to Amstetten. In addition, also areas such as Bruck/Leitha, Poysdorf - Mistelbach or Gmünd - Waidhofen/Th - Zwettl profit from the expansion of the European Union.

The guidance function „touristic development“ indicates those areas, in which due to location, natural variety and the touristic-cultural imprint further development in tourism promises success.

This applies particularly to the world cultural heritage region Wachau (with the topics culture - wine), the close-up range of Vienna, the Danube Valley (with the emphasis bicycle, environmental and wine tourism), the Weinviertler Kellergassen, the Kamptal as well as large parts of the Waldviertel and the Alpine South of the province with Ötscher and Semmering area.
In the guidance function „natural area development“ larger connected areas are represented, with a legally specified, natural reserve protection and where development with special reference to these natural reserve qualities are to take place. Among these are the showcases of the province, such as the National Park Thayatal/Podyjí, the Biosphere Park Wienerwald, the Marchauen and the National Park Donau-Auen as well as wider ranges of the Danube Valley (e.g. Wachau) and all 23 domestic Nature Parks.

The guidance function „rural development/agriculture and forestry“ refers to those areas, in which measures for the preservation of the high quality of life (e.g. living, services, etc.) as well as agriculture and forestry-related economic sectors are of paramount importance for further development. This includes agricultural main production areas like the Marchfeld, the Wiener Becken or the Alpine Foothills. The use of wood and biomass for the setting up of regional value creation chains plays a large role in the Alpine Foothills and in the Waldviertel as well as in the Alpine South. Weinviertel, Kamptal, Wachau, the Hot Spring Region and the Arbesthaler Hills stand for the utilization of viticulture.

A cooperation across national borders is inevitable for Lower Austria and boosts the competitiveness for a province in the heart of Europe. The National Parks Thayatal/Podyjí and Donau-Auen as well as the Marchauen are examples of successful nature reserve cooperation, which are to be continued. In the economic field along the Eastern and the future Northern Motorway development challenges with the new EU countries are provided. Even cooperation with Vienna, Upper Austria (Enns, Steyr) and Burgenland is of special importance. The touristic development in the age of globalization is only conceivable within the network and is necessary for rural development cooperation.
Transnational Cooperation in the Centrope Area

The abolition of the „iron curtain“ and the expansion of the European Union opens new opportunities for a deepened integration and cooperation in the border quadrangle between the Czech Republic, Slovakia, Hungary and Austria. Through cooperation an attractive, common sphere and market results. For Lower Austria very positive effects from the developments of the recent past can already be seen.

Long-Term And Professional Cooperation

The transnational cooperation of the four countries strengthens the regions in the heart of Europe. With “Lower Austrian Houses“ in the neighboring countries, the globalization program for small and medium-sized enterprises and many transnational activities, Lower Austria underscores the meaning of cooperation with its neighbouring states, which represent an important factor for the international positioning and the economic development of the province Lower Austria.

Initiative CENTROPE

Approximately six and a half million people work and live in CENTROPE, the Central European Region. A brand name for a region with a large variety of culture, nature and knowledge. It is self-evident to undertake all efforts in order to make this area a prospering European region, in which the existing strengths are bundled for a dynamic development.

Therefore the political decision makers from 16 partner regions and cities in the four neighbouring countries agreed in 2003 to initiate and support the creation of the Central European Region - CENTROPE. From 2008 to 2011 common cooperation management and a variety of implementation projects in CENTROPE will strengthen cooperation.

The transnational cooperation concentrates on the four topics
• Economy, research & innovation
• Planning, infrastructure, environment
• Employment, qualification, job market
• Culture, tourism, leisure, sports

By strengthening the Centrope region as a whole, Lower Austria expects important impulses for the entire province.

Besides Centrope there is a variety of activities. The EUREGIOs, the offers of ecoplus - international, the projects in the framework of Interreg, the offers of the chamber of commerce are further examples for the strengthening of international and interregional cooperation.

Governors and mayors in Kittsee signing the agreement for CENTROPE Europe Central Region
www.centrope.info
pgo.centropemap.org
results according to main regions
3 Results According to Main Regions

Introduction
Lower Austria is divided into five main regions. The main regions Waldviertel, Weinviertel, Industrieviertel and Mostviertel are historically grown areas with a strong regional consciousness. Central Lower Austria developed as an additional area only during recent years. The impulse was St. Pölten becoming the provincial capital.

Carried by the region, financed by the province and supported by the European Union, the regional management tries to develop the special strengths of the different main regions. Particularly strong emphasis is on the „endogenous potentials“. That means to try not only to maintain the uniqueness of the Lower Austrian regions, but also to utilize them for the wellbeing of the population in successful economic and regional development projects.

With this the main regions fill the institutional gap in the planning process, which existed between the individual municipalities and the province. With the creation of the Regional Development Concepts an instrument is given to them, in order to achieve the following goals:

• Increase of the regional creation of value
• Improvement of the quality of life
• Development of economically attractive locations
• Promotion of innovative projects
• Increase of the international competitiveness

These are topics of public service, which for all inhabitants are of great interest. How and where will we work, what about health care, how is the local supply? How will the transportation facilities look in future, what kind of accommodation is on offer, what education possibilities are there, what day care facilities? What can I expect when getting old?

The „WIN Strategy Lower Austria“ gives answers on the level of the main regions and summarizes the future development key aspects in the two concise topics „Location and Accessibility“ and „Life in the Region“.
Main Region WALDVIERTEL

Profile
The main region Waldviertel lies in the northwestern area of Lower Austria and includes the districts Gmünd, Horn, Waidhofen/Thaya, Zwettl and the court district Gföhl as well as parts of the district Krems County.

The Waldviertel lies in some distance to the metropolises Vienna, Linz and Budweis and is characterised by a special independence. Cultural exchange with the three cities and economic impulses contribute to the dynamic advancement. The strengthening of the city cluster Waldviertel, that is just as important through the cooperation of the principal cities, which will arrange high-ranking supply tasks - also for the border regions and spaces between - even better. With tourism a boom can be stimulated, presenting the natural conditions with their Nordic clarity still stronger.

Strengths and Opportunities

Population and Settlement Development
By surrounding nature, low price of land and attractive townscapes the Waldviertel offers a high and differentiated residential and recreational value with 58% continuous residential area. Opportunities for increased settlement arise as a result of the utilization of the basic fabric of local centres. Impulses result from infrastructure improvement, high-quality urbanization and the strengthening of the principal places. Also energy-saving designs play an important role.

Economy and Employment
The proximity to Budweis, the markets of Gmünd - Schrems, Waidhofen/Th, Horn and Zwettl as well as the high adjustment and development capabilities of the small and medium enterprises are considered a great plus factor. Furthermore, the region is characterised by the high share of agriculture, traditional textile & glass industry, precision mechanics and particularly by guidance enterprises of the electrical and communications industries. Regional key aspects in developing supply and marketing the high location and development potential can be utilized.

Transportation
The existing national highway network and the link-up to the Danube port of Krems as well as the permanent development measures argue for the location Waldviertel. This also applies to the development of public transport within the region and towards centers and neighboring countries.

Social Infrastructure
General hospitals and medical institutions are available. Thanks to sufficient prevention and the concepts with the main focus on health care and provision for old age the region can look „healthy“ into the future. The primary care network of the family and supply security likewise rank among the great strengths.
Supply and Waste Disposal Infrastructure
Own energy resources such as the high potential of biomass and waterpower and the promotion of waste management measures strengthen the region. Opportunities arise as a result of optimized biomass utilization, self-composting, local waste disposal facilities, reduction of the energy consumption and the creation of retention areas.

Nature and Environment
The main region Waldviertel offers natural attractions due to its varied topography. Landscape and nature have an enormous potential and offer retreats for animals and plant life. Scenery-oriented tourism, local recreation and the utilization of renewable energy sources, sustainable and ecological land management and the protected nature reserves rank among the development opportunities.

Tourism and Local Recreation, Culture
The Waldviertel can bank on scenery quality and nature reserves, which are already known by the brand “Waldviertel”. There are cycling, hiking and bridle paths, topic roads, a variety of culture and cultural events, local destinations, recreation and seminar tourism as well as health and youth tourism. Further success is achieved by professional networking of the offers, region-related focus on development & marketing as well as guidance projects.

Agriculture and Forestry
Regional brands, the resource wood, landscape conservation and ecological services, established marketing opportunities and specialized training create jobs and subsistence opportunities. The great variety of agricultural products, special cultures and new jobs in agriculture through direct marketing, bio agriculture, refinement of biogenous raw materials and acquisition combinations are promising.

EU Expansion / Integration
Here the region is characterised by regional key aspects in the rural area and in the centers as well as by a high potential work force. The transnational division of labor, increased market and transnational tourism, tourism cooperation and especially the dismantling of „borders in the head“ offer opportunities to design everyday social interaction.

A View Ahead - Into the Future of the Waldviertel
„Sufficient distance from the large cities, but near enough, to utilize them“, this slogan of the Strategy Waldviertel expresses that the region exhibits a long tradition of self-sufficiency. Self-confidence compared with the central areas with a quality of life, which attracts many people. With the improved accessibility ever more people utilize the advantages of this economic, residential and recreational area.

Infrastructure improvement and better choices in public transport shorten the ride time
implemented e.g.:
Wieselbus:
• Ride time saving to St. Pölten
  - from Gmünd: approx. 1 hour
  - from Zwettl: approx. 2 hours
Railway connections:
• Gmünd - Vienna (F J station)
  - increase of express trains from 7 to 10 daily
Road connections:
• Gmünd/Zwettl - St. Pölten
  Through improvement S 33 Krems - St. Pölten and B 37/B 38 ride time saving of approx. 40 minutes
• Gmünd/Zwettl - Vienna
  Through improvement S 5 Stockerau - Tulln - Krems and B 37/B 38 ride saving of approx. 50 minutes
• Waidhofen/Thaya - Vienna
  Through improvement Stockerau - Ziersdorf - Horn B 2/B 4 ride time saving of approx. 25 minutes
planned e.g.
Railway connections:
• By connecting the F J Railway to the Western Railway in the Tullnerfeld trains can be directed directly to the West Station and to the future Main Station. Ride time saving for rides to the western and southern parts of Vienna approx. 30 minutes.
Road connections:
• Further improvement Stockerau - Horn - Schrems/Waidhofen/Thaya, B 2/B 4 ride time saving of approx. 15 minutes, through by-pass Maissau and fast lanes.
• Improvement Zwettl - Vitis, B 36/B 38, by-passes, ride time saving of approx. 15 minutes in the directions of St. Pölten and Vienna
Location & Accessibility shape the economy and work in the region. With the infrastructure upgrades the travel time to the central areas improves by up to 30 minutes.

The economic situation is further enhanced by targeted active location marketing. An example is the cooperation of 19 municipalities in the marketing of industrial areas in project „Standort: Aktiv“.

The valuable raw materials of the region secure a sustainable agriculture, downstream industries and thus the rural area

Life in the Region
The safeguarding of education and the additional offer of training within the area give a chance to young people to remain in the region.

Continuous and area-wide investment is given to health and nursing facilities. This offers safety in all phases of life.

With the impulse projects in tourism and its unique culture landscape the Waldviertel is a place for regenerating, healing and wellbeing. Ever more visitors also discover these advantages.

From the Theory to the WIN Practice
At the specific examples of the project the result is visible and „understandable“. Already in the past the province Lower Austria initiated master projects and supported regional projects. Examples are:
**Waldviertel: Examples of Projects**

<table>
<thead>
<tr>
<th>Project</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Provincial Exhibition 2009 and accompanying projects</td>
<td>&quot;In the heart of Europe&quot; is the work title of the transnational provincial exhibition 2009, which will give important impulses and bring many visitors to the region Waidhofen/Th and Horn. The preparations are already under way.</td>
</tr>
<tr>
<td>Sole-Felsenbad Gmünd</td>
<td>Bathing like in the sea. Since the opening in December 2006 already more than 200,000 visitors from all parts of the country used the attractive leisure facility.</td>
</tr>
<tr>
<td>Sunny place - trial living in the Waldviertel</td>
<td>The first stage of improvement with most modern passive houses was realized. Thus the Waldviertel is a representative region with &quot;Building the Future&quot;.</td>
</tr>
<tr>
<td>Health tourism of master projects in Kurzentrum Traunstein and health center Ottenschlag</td>
<td>The construction of the two wellness projects progresses briskly. In Traunstein and in Ottenschlag health centers are constructed. Both projects are provincially promoted and 170 new jobs are created.</td>
</tr>
<tr>
<td>Selective housing subsidy for migration municipalities in the Waldviertel</td>
<td>Already in the previous year the provincial government decided on the selective deployment of housing funds to counteract migration in rural communities.</td>
</tr>
<tr>
<td>Standort:Aktiv Marketing of the economic location Waldviertel</td>
<td>With the mutual marketing of their trade areas 19 Waldviertel municipalities along the main transportation axes develop new ways of location development. Visible for all and rewarded with success. <a href="http://www.standort:aktiv.at">www.standort:aktiv.at</a></td>
</tr>
<tr>
<td>Marketing initiative Castles – Monasteries - Palaces</td>
<td>The mutual cultural heritage across provincial borders is one of the characteristics of the region. 2.5 million visitors are annually attracted by these cultural treasures. Now there are new folders, maps and signs as well as a trilingual Internet portal.</td>
</tr>
<tr>
<td>Road improvement Krems - Gföhl - Zwettl by-pass Maissau, by-pass Zwettl</td>
<td>On the two important axes into the Waldviertel further improvements are implemented as planned. This shortens the ride time into the centers and improves accessibility.</td>
</tr>
<tr>
<td>Safeness-Center Allensteig</td>
<td>Upgrade of the military training area Allensteig to an international safeness-center. A key-incentive for the whole Waldviertel.</td>
</tr>
<tr>
<td>Climatic alliance key region Waldviertel</td>
<td>With many interlinked activities the environmental consciousness is sharpened. For example, 15 municipalities in the district Waidhofen/Th. set themselves ambitious climatic goals. A step towards an energy-self-sufficient region.</td>
</tr>
<tr>
<td>Landesklinikum Waldviertel and establishment of the Neuro-Rehazentrum Allensteig</td>
<td>With the investment in the hospitals of the district cities the excellent medical offer is safeguarded for many years. With the new center in Allensteig a complete neurological supply of the Waldviertel is achieved.</td>
</tr>
<tr>
<td>College training courses in Gmünd, Waidhofen/Th, Krems</td>
<td>The decentralized training opportunities are extended and young people are offered the opportunity, not having to commute from the region.</td>
</tr>
<tr>
<td>Improvement of the old age homes and nursing homes: Example Waidhofen/Th, Raabs/Th, Litschau</td>
<td>Most modern homes are available. With the opportunity of brief move-in the response is flexible according to the needs of the population.</td>
</tr>
<tr>
<td>Underwater realm Schrems</td>
<td>The new attraction offers an exciting insight into the typical flora and fauna of the region. The park gives visitors a better understanding of the region.</td>
</tr>
<tr>
<td>Loisium and hotel Langenlois</td>
<td>The Mekka of wine tourism registers more than 75,000 visitors annually, who enjoy the connection between modern architecture and excellent wine.</td>
</tr>
</tbody>
</table>
Main Region WEINVIERTEL

Profile
The main region Weinviertel lies in northeastern Lower Austria and is formed by the districts Gänserndorf, Hollabrunn, Mistelbach, Korneuburg and the municipality Gerasdorf (Vienna county).

Strengths and Opportunities

Population and Settlement Development
The population increases slightly. The region has an above average portion of continuous residential area (82%) with high living and recreational value and attractive village and townscapes. The proximity to Vienna, Brünn and Bratislava as well as the favorable topography of the region has positive effects. An even stronger settlement is supported by improvement of infrastructure, high-quality settlement development, multi-functionality and active land management. Energy-saving designs and traffic avoidance are likewise important topics.

Economy and Employment
The Weinviertel has high-quality resources with regard to fossil fuels. Agricultural products are refined by the traditional food processing industry. Adaptable and promising enterprises, low priced land and an efficiently designed education system cause the unemployment figures to be below average. The high location and development potential are further to be developed by region-based key aspects in the development and marketing of choices, by cooperation networks, „frequency bringers“, commuters instead of migration as well as „soft“ location factors and key developments.

Transportation
The existing national highway network, the planned A5 Northern Motorway and the Viennese Outer Ring S1 as well as the S8 Marchfeld Motorway as part of a comprehensive development program effectively improve the accessibility and change the local conditions. This includes the planned construction of the Marchegg branch of the Eastern Railway. In addition, strategies for the avoidance and shift of traffic are of great importance for the region.

Social Infrastructure
There are general hospitals and the Health and Rehabilitation Center Bad Pirawarth. In future this main region can successfully position itself through integrated public health planning, sufficient prevention alternatives and educational and training opportunities. To the strengths of the Weinviertel also belong the primary care network (family) and good uninterrupted services.

Supply and Waste Disposal Infrastructure
The good organizational structures, the promotion of waste disposal measures on municipal level and the oil and gas reserves in the Marchfeld distinguish the region. Retention areas, biomass potential, wind power, self-composting and the efforts for lowering energy consumption are also considerable.
Nature and Environment
The Weinviertel offers sufficient retreats for animals and plant life, recovery and balancing areas for the city regions, high scenic attractiveness and spacious views through a high portion of open landscape. A further strengthening of nature takes place via eco tourism, local recreation function and the increasing utilization of renewable energy sources. Strategic environmental concepts, sustainable and ecological land management are likewise included.

Tourism and Local Recreation, Culture
Tourists are attracted by offers of excursions (local recreation function for Vienna). This includes the National Parks Thayatal and Donauauen, the nature reserves Leiser Berge and March - Thaya - Auen, the Laa ot springs, the viticulture with its cellar lanes and Heurigen, the bicycle, hiking and bridle paths, the scenic routes and the divers culture landscape in the Weinviertel. Professional networking of the choices, region-based emphasis on development and marketing of the offers can achieve a further stimulation of tourism. Master projects increase the regional creation of value and additional income opportunities.

Agriculture and Forestry
The wine-growing area, the „grainary“, market gardening and the favorable climate for agricultural products define the regional brand. Landscape conservation, ecological achievements, established marketing opportunities as well as specialized training result in working and subsistence opportunities. The development of touristic potentials, direct marketing, bio agriculture, biogenous raw materials and the large variety of agricultural products create an additional boom and employment. Employment combinations in the agricultural sector secure income sources.

EU Expansion / Integration
The Weinviertel consistently banks since years on transnational development strategies (EUREGIO). Dynamic population development as well as natural and work force potentials are utilized together. For the realization of the cost advantages by transnational division of labor and for market expansion networks cooperation is needed. This applies also to development of inter-regional tourism. This functional integration strengthens the rural area and the centers.

A View Ahead - Into the Future of the Weinviertel
It is the goal to combine the qualities of the rural regions of the Weinviertel with the opportunities of the cities Vienna, Brno, Bratislava, Znojmo, of combining BDeclav and Malacky and consciously strengthening the functional regions between these urban centres. The development and positioning of the cities is purposefully utilized for the Weinviertel. The development of a technology-based agro clusters creates a connection between economy and education in the region and creates new impulses for agriculture and employment. High-quality foodstuffs as well as the quality offensive for wine in combination with landscape preservation and agro tourism hold great development opportunities. With the open borders the Weinviertel is an attractive day trip destination. The fields of wellness and culture just as the ever more important wine tourism profit from the direct proximity of the three large cities.
Business Location & Accessibility

The Weinviertel has the potential for comprehensive economic development due to good infrastructural development and accessibility. This includes:

- The development of inter-municipal locations along international development axes (Vienna - Brno, Vienna - Korneuburg - Hollabrunn - Znojmo, Vienna - Marchegg - Bratislava)
- The impulse function of the economic locations Mistelbach, Hollabrunn, Marchegg, Wolkersdorf, Korneuburg, Stockerau, Gänserndorf
- The cooperation strategies with Southern Moravian Brezlav or Mikulov and the economic zone in the area of Malacky - Euro Valley
- The Ecoplus industrial parks in Poysdorf, Wolkersdorf, Marchegg, the industrial zone Strasshof and the impulse facilities RIZ Hollabrunn, Mistelbach, Gänserndorf and Strasshof

Life in the Region

With the transnational cultural heritage, palaces and castles, health and wellness choices, nature and national parks the region offers a large diversity. Cooperation in the Centrope region (castles, wine route, bicycles) adds to it. The residential and living space is strengthened by the vibrancy of the impulse projects Bad Pirawarth and Laa a.d.Th, the investment into the preservation of the green axes, economic and ecological stability by area-wide management of this important area (wine, onions, potatoes) and by the pioneering activities in wind and bio power. The well-distributed educational choice for health, wellness, wine, food, bio energy and technology attracts young people.

From the Theory to the WIN Practice

At the specific examples of the project the result of strategies and concepts is visible and „understandable“. Some already implemented master projects are to show this:
<table>
<thead>
<tr>
<th>Project Description</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Weinviertel: Examples of Projects</strong></td>
<td></td>
</tr>
<tr>
<td>Improvements Landesklinikum Weinviertel</td>
<td>With the general hospital Mistelbach, the medical center Gänserndorf and the training centre for health professionals optimal health care and nearly 1,500 jobs are secured.</td>
</tr>
<tr>
<td><strong>Improvement</strong></td>
<td>With the decision for the construction and/or improvement of important traffic axes not only accessibility increases, also clearly better location conditions for many municipalities of the Weinviertel are created.</td>
</tr>
<tr>
<td>S2 suburban railway Wolkersdorf Mistelbach Laa/Th</td>
<td>The Government of Lower Austria arranges for the pre-financing of the S8 Marchfeld railway in order that the construction can start already in 2011 instead of 2015.</td>
</tr>
<tr>
<td>Eastern Railway Stadlau - Marchegg A5 Northern Motorway S1 Outer Ring Vienna, traversing Lobau S8 Marchfelds Motorway</td>
<td>With the decision for the construction and/or improvement of important traffic axes not only accessibility increases, also clearly better location conditions for many municipalities of the Weinviertel are created.</td>
</tr>
<tr>
<td><strong>Location cooperation along the traffic axles S3 and A5</strong></td>
<td>Along the most important traffic axes municipalities work together on the optimal development and marketing of their housing and industrial areas.</td>
</tr>
<tr>
<td><strong>Hot spring and hotel Laa/Th</strong></td>
<td>Hot spring Laa since 5 years represents an innovative leisure, relaxation and recreation oasis as a touristic guidance enterprise of the region. A success story for the whole Weinviertel.</td>
</tr>
<tr>
<td><strong>Health and rehabilitation center Bad Pirawarth</strong></td>
<td>The health resort well-known until the turn of the century could tie in its old tradition. With the highest medical standards and a comfortable hotel the creation of value for the entire region is achieved.</td>
</tr>
<tr>
<td><strong>Golf course Poysdorf</strong></td>
<td>In 2006 the golf course Veltlinerland Poysdorf was awarded the best new golf course in Austria. It seems, the Weinviertel landscape has been created for playing golf.</td>
</tr>
<tr>
<td><strong>District vinotheque - Best of Weinviertel</strong></td>
<td>Only one example how guests are attracted by quality products of the region and how many residents find jobs directly and indirectly.</td>
</tr>
<tr>
<td><strong>Business park example Wolkersdorf</strong></td>
<td>The business park currently develops particularly dynamic, as the area borders directly on the Northern Motorway A 5 and the suburban railway S2 under construction.</td>
</tr>
<tr>
<td><strong>Amethyst center Maissau</strong></td>
<td>With one of the most important amethyst deposits in the world, the unique mine is marketed successfully since 2005 and brings national and international visitors to the region.</td>
</tr>
<tr>
<td><strong>Sprachkompetenzzentrum Deutsch Wagram</strong></td>
<td>Thousands of children learn Czech, Slovak or Hungarian in Lower Austria in the course of the provincial language offensive. The goal is to overcome language barriers within the united Europe. The center is also the hub for language courses for the business community.</td>
</tr>
<tr>
<td><strong>Marchfeld protection dam</strong></td>
<td>Although a technical building, it has a high ecological value. An example for human influence on nature being able to increase the diversity of species.</td>
</tr>
<tr>
<td><strong>Revitalization Schloss Hof</strong></td>
<td>Once here the Habsburg Dynasty celebrated their most glamorous parties, today a unique baroque world of experience for visitors from all over the world unfolds.</td>
</tr>
<tr>
<td><strong>Eco park Lassee</strong></td>
<td>Municipalities and regional initiatives are supported with the implementation of sustained management by the planned center for local, ecological circular economy.</td>
</tr>
<tr>
<td><strong>The automotives cluster supports existing enterprises</strong></td>
<td>A goal of the cluster is the cooperation of industry, system suppliers, component suppliers, research and development. The cluster not only concentrates on automotives suppliers of the region, but also on the future of the traffic routes and/or guidesystems.</td>
</tr>
<tr>
<td><strong>The EUREGIO forces cooperation with the neighboring regions of Slovakia and the Czech Republic</strong></td>
<td>The EUREGIO Weinviertel-Südmähren-Western Slovakia is occupied since 10 years with cross-border topics and economic and social tasks. How much potential lies in neighborly cooperation is shown in many projects and partnerships.</td>
</tr>
</tbody>
</table>
Main Region
Central Lower Austria

Profile
The main region Central Lower Austria extends from the Wachau to the Viennese outskirts and borders in the south on the provincial border to Steiermark. It consists of the provincial capital St. Pölten, the Statutarstadt Krems a.d. Donau, the districts St. Pölten (county), Tulln and Lilienfeld, parts of the district Krems (county) and Vienna county as well as three municipalities in district Melk.

Strengths and Opportunities

Population and Settlement Development
With exception of St. Pölten city Central Lower Austria increases in population in all districts. Particularly high increases are in the districts Tulln, Vienna county and St. Pölten country. A very high level of education and the good accessibility of several high-ranking service locations work as a „settlement engine“.

Economy and Employment
The economic performance in the main region develops positively in all size of companies. Some industries (foremost the service sector) as well as the number of employed persons grow above average. The unemployment rate is low in comparison. Through higher industrial variety and sufficient industrial areas around St. Pölten the economic dynamics can still be increased.

Transportation
Mainly the regions within the range of the Western axis and in the metropolis Vienna are well developed in terms of transportation both for public transport and individual traffic. Further improvements of the transportation infrastructure are intended.

Social Infrastructure
The main region Central Lower Austria has good educational opportunities and sufficient medical supply. Through the concentration of educational facilities in St. Pölten and Krems, complemented by the offers in Tulln and Klosterneuburg, the main region is established as a knowledge location.

Supply and Waste Disposal Infrastructure
Central Lower Austria center has a sufficient power supply. The supply of natural gas is given in large parts of the main region. Also numerous district heating plants were established. More than two thirds of all households are supplied by water organisations or municipal plants. Beyond this, the groundwater reserves are more than sufficient.

Nature and Environment
The UNESCO world heritage site Wachau is one of the most important and most beautiful protected nature areas of the region, large bird sanctuaries along the Danube Valley of Krems a. d. Donau to Vienna, Vienna Woods, and a part of the Öt-
Schers in the South as well as a small Natura 2000-area at the Pielach. Generally the region has a high recreational value due to its diverse landscape. Vienna Woods is in strong demand as a settlement area. In order to protect the area of too much urban sprawl, it requires prudent planning.

Tourism and Local Recreation, Culture
St. Pölten, the capital of Lower Austria and cities such as Krems, Tulln or Melk, as well as the monasteries offer high-quality cultural experience. In the Wachau and in the Vienna Woods there are many outstanding tourism enterprises with a high portion of high-quality accommodation. Tourism in connection with enjoyment/bio/health offer additional profiling opportunities.

Agriculture and Forestry
The main region has comparatively large farms with partly high percentage of forestry. Therefore the portion of full employment farms is above average. The district Lilienfeld has a far above average portion of bio farmers. The opportunity of agricultural sideline income offers an important economical basis for many people in the main region.

EU Expansion / Integration
Although there is no direct border to the neighboring countries, particularly enterprises have great interest in border-crossing activities. With the execution of some inter-regional projects already valuable experience with the EU expansion countries could be gained. Worth mentioning is also the annual European forum Wachau.

A View Ahead - Into the Future of Central Lower Austria
Central Lower Austria is an attractive economic location for research, development, modern production and services and offers with its spatial layout, its infrastructure as well as its education, research and cultural facilities internationally competitive conditions for economic development. Cross-linking and bundling the facilities in the region large creates city-like qualities with optimal environmental conditions and lower costs at the same time. The spatial development creates good access to the jobs in the centers (polycentric development).
**Business Location & Accessibility**

The centers with different local importance, beginning with the provincial capital St. Pölten to district cities with supraregional (Krems) and regional importance (Melk, Tulln, Lilienfeld) secure the polycentrical development. By functional adjustments and municipal cooperation their radiation for the whole region is utilized. The bundling of economic development at high-ranking locations is part of this. Through optimization of transportation facilities Lilienfeld - St. Pölten - Krems - Tulln and the connection of the southern parts (foothills of the Alps) with the area St. Pölten - Krems as well as through the extension of the VOR Traffic Network Eastern Region (public transport) and the advancement of the Technopol the location is strengthened and extended to the whole region.

**Life in the Region**

The conservation of traditional settlement structures and the avoidance of further urban sprawl in the rural areas secure the life quality. In addition, with the valuable landscape capital Alpine Foothills, Vienna Woods and Wachau and that divers cultural heritage a quality of life comes into the equation that succeeds to create a regional identity in the still young region Central Lower Austria. The adjustment of high-quality training in the „city triangle“ St. Pölten - Krems - Tulln safeguards the interests of the youth in the area and creates potential for business activities. With the commitment to safe drinking water, flood protection, day care facilities for children and schools in the rural areas and the establishment of key projects for renewable energy, public services are safeguarded. Area-wide sustainable land management as well as the diversification of agricultural production and services strengthens the „hinterland of the centers“.

**From the Theory to the WIN Practice**

With infrastructure investment and the creation of optimal basic conditions the region Central Lower Austria will participate and partake actively in the development of the „new“ EU-27 by its situation in the geographic center. In addition, the development of high-ranking carriers in east west direction as guarantor for economic dynamics of the region is part of this. With the investment in the Western Motorway, the Western Railway, the Rhine-Main-Danube Canal (Rotterdam - Black Sea) and the accessibility of the airport Schwechat, the international connection is long-term secured.

The quality of life is not forgotten, as the many measures in the public services sector show. Here also applies that with the specific project examples the results of the WIN Strategy become visible and „understandable“. Specific projects are:
### Central Lower Austria: Examples of Projects

<table>
<thead>
<tr>
<th>Category</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Investment in the Landeskliniken St. Pölten and Tulln</td>
<td>Until 2013 more than 250 million Euro are invested in the national clinical center St. Pölten, the largest provincial hospital, for modernization and construction. The national clinical center Donauregion Tulln is a primary healthcare center and will have, after completion of the annex in October, more than 400 beds available.</td>
</tr>
<tr>
<td>Road improvements e.g.: A1 Western Motorway 3-lane expansion S33 Danube bridge Traismauer S34 Traisental Motorway B334 by-pass Wilhelmsburg</td>
<td>The improvements strengthen important main traffic axes and stress the central importance of the economic location of Central Lower Austria through optimal connection to the international transportation network.</td>
</tr>
<tr>
<td>Cycle track network example: Traisen-Tristing-Gölsental</td>
<td>The cycle tracks make it possible to experience the valleys unhurriedly in all their facets. They offer a successful combination of culture, nature and cuisine for cycling enthusiasts.</td>
</tr>
<tr>
<td>Technology center Tulln</td>
<td>The top-modern technology center Tulln (TZT) offers researchers and enterprises a range of agricultural and environmental biotechnology on approx. 1,500 m² lab and 1,000 m² office space.</td>
</tr>
<tr>
<td>Bio ethanol plant Pischelsdorf</td>
<td>Annually up to 240,000 cubic meters bio ethanol are to be produced, which are then added to gasoline. This pollution free fuel represents an important measure to prevent air pollution.</td>
</tr>
<tr>
<td>New AHS Neulengbach</td>
<td>With the new lower grade AHS the location is further revalued and the municipality and the Vienna Woods Region increases its attractiveness as residential area at the gates of Vienna.</td>
</tr>
<tr>
<td>Flood protection example Melk</td>
<td>Due to its location Melk and its katastral villages are regularly affected by flooding. Therefore, starting from 2010 a flood protection dam of 1km in length will protect cultivated areas.</td>
</tr>
<tr>
<td>Conservation and modernization Mariazellerbahn</td>
<td>The Mariazellerbahn from St. Pölten through the Pielachtal crosses on its way to Mariazell 71 viaducts and bridges and runs through 21 tunnels. This already in 1911 electrified railroad has a high value for the population along the route, apart from its historical importance as local public transport, and is a recognized tourism railway for the region.</td>
</tr>
<tr>
<td>Town centre stimulation</td>
<td>Krems, Neulengbach and Tulln participated from the beginning in the action „City and Town Centre Stimulation in Lower Austria“. The strengthening of the trade in the city and town centres as well as selective housing subsidies for the city and town centre stimulation safeguard an attractive city center.</td>
</tr>
<tr>
<td>Regional innovation centers</td>
<td>Impulse facilities such as the RIZ in Krems offer consultation for young entrepreneurs and persons who would like to found a company. They offer important and valuable assistance for the step into entrepreneurship.</td>
</tr>
<tr>
<td>Danube port Krems</td>
<td>The continuous improvement of the Danube port keeps the economy going. The Danube port in Krems achieved in 2006 with approx. 1.7 million tons cargo from more than 800 ships a record result. Ever more enterprises settle in the proximity of the port.</td>
</tr>
<tr>
<td>Feeder system high speed train at the location regional station Tullnerfeld</td>
<td>The HL railway construction Vienna - St. Pölten progresses briskly and makes the region Tullnerfeld particularly attractive. The improved accessibility, the central location and the proximity to Vienna increase the quality of location of the region both for living and the economy.</td>
</tr>
<tr>
<td>Provincial horticultural show Tulln</td>
<td>The national horticultural show in Tulln becomes a special attraction for its well-known horticultural enterprises. With many highlights the exhibition is no „annual“ but blooming every year anew.</td>
</tr>
<tr>
<td>UNESCO world cultural heritage Wachau</td>
<td>As one of the oldest culture landscapes of Austria, the Wachau, was named a UNESCO world heritage site. Thus a culture landscape was appreciated, in which people since thousands of years live in harmony with nature and merged with nature in a charming way.</td>
</tr>
<tr>
<td>Unique university axis Krems - Tulln - Klosterneuburg</td>
<td>With unique offers such as the elite university in Klosterneuburg, the Danube university in Krems and the college in Tulln, the region becomes an international education and research location with a multiplicity on qualified jobs and training offers for the youth.</td>
</tr>
</tbody>
</table>
Main Region
INDUSTRIEVIERTEL

Profile
For this main region the central location in the southern corridor with relative proximity to Vienna is characteristic. The region covers the districts Baden, Bruck an der Leitha, Mödling, Neunkirchen, Wr. Neustadt (city) and Wr. Neustadt (county) as well as parts of Vienna county.

Strengths and Opportunities

Population and Settlement Development
The main region is characterised by population increases along the main traffic axes and by an above average education level of the population. In the districts Baden and Wr. Neustadt city the portion of the young population grows above average. The eastern part of the main region forms the compact settlement structure.

Economy and Employment
With its versatile industrial structure with a strong focus on the tertiary sector the Industrieviertel is the strongest economic region in Lower Austria. Above average companies, high trade volumes as well as an above average increase of employed persons are symptomatic for this main region. With investment and economic development promotion new settlements are supported by real estate property acquisition or other measures. The districts Bruck/Leitha, Mödling and Schwechat have an unemployment rate below average.

Transportation
A trump card of the region is the high-ranking infrastructure with all carriers and the proximity to international multi-mode nodes (Vienna, Schwechat). Here is a good to very good accessibility and the operating quality in public transport is excellent.

Social Infrastructure
The Industrieviertel has a tight education network with regionally important centers. In addition, the population profits from the proximity to the educational facilities of Vienna, the sufficient supplies of hospitals and the above average supply of old age homes.

Supply and Waste Disposal Infrastructure
The Industrieviertel has a sufficient power supply. Also the supply of natural gas is sufficient in large parts of the Industrieviertel. Large coherent water protection areas ensure the protection and control of drinking water.

Nature and Environment
Industry and nature are united in a region. In the Industrieviertel exist important protected areas. Along the Danube between Vienna and the border to Slovakia extends a corridor, the National Park Donauauen. The set-up of the 105,000-hec-
tar large biosphere park Vienna Woods according to international criteria of the UNESCO by the provinces Lower Austria and Vienna secures the valuable nature area. Hohe Wand, Scheeberg/Rax and extensive areas between Neunkirchen and Wr. Neustadt, further in northern direction and along the Leitha River are likewise protected. Not to mention the UNESCO world cultural heritage „Semmeringbahn and surrounding landscape“.

Tourism, Local Recreation, Culture
The southern part of the region, with its mainly alpine character, is the most important tourism region of Lower Austria. Numerous ski lifts and cableways unlock the mountainous world of the alpine regions Rax-Schneebergland, Wechselgebiet and other important mountain hiking and winter sports areas. The region Auland-Carnuntum as part of the tourism destination Donautal offers particularly nature-interested visitors an attractive destination with the National Park Donauauen, but also for archaeological fans and wine lovers. Through the proximity of Vienna and Bratislava, the scenic beauty and cultural tradition, the rapid accessibility and the supraregional major infrastructure facilities such as thermal baths and ski lifts, the area can look back on a long tradition of summer enjoyment, day trip and health tourism.

Agriculture and Forestry
Agricultural production concentrates east and west of the North-South development axis between Vienna and Wr. Neustadt. Here very favorable production conditions can be found. The development of quality brands, the development of innovative products and biomass utilization are in full swing. As the Industrieviertel lies in a climatic and topographic transition zone, different forest associations can be found. The size structure of the agricultural and forestry enterprises clearly shows regional differences. During the past years the trend to ecological management has strengthened.

EU Expansion/Integration
With the expansion of the European Union new opportunities for the region in the border quadrangle Austria - Czech Republic - Slovakia - Hungary have emerged. Numerous projects are already started. The intensification of transnational trade and the new location advantage for enterprises show positive overall economic effects.

A View Ahead - Into the Future of the Industrieviertel
The Industrieviertel is the prominent economic location for industry, service, trade and research & development in Lower Austria and thus an important „motor“ for the development of the province. This main region is also involved in the transnational economic development in Slovakia and Hungary and in the establishment of a common European region (CENTROPE). The transport infrastructure offers both internationally competitive conditions for economic development, and attractive transport for the working and resident population. The Industrieviertel commits itself to extensive preventive measures concerning the existing green belt as a basis for the quality of life for residents as well as for tourism in the rural area.
Business Location & Accessibility

The safeguarding of the region has priority as politico-economic engine for Lower Austria. In addition, the advancement of the Technopol Wiener Neustadt, the safeguarding of the economic future through infrastructure upgrade, municipal cooperation and the networking of regional enterprises, further the concerted control of shopping and specialized market centers in coordination with Vienna and Burgenland as well as the cooperation with the neighboring countries, which takes place in the framework of the CENTROPE project (European central region). Transnational projects are also initiated and supported by the regional management and the regional development association. The improvement of the connections within the region, in particular in public transport (extension and adjustment in VOR), is oriented at the changed demand of the resident population.

Life in the Region

The strengthening of the centers also strengthens the rural areas. Moderate settlement densification with the preservation of green areas and the compact settlement structure in the Eastern Viennese Basin and in the Arbesthaler Hügelland and moderate settling of the Vienna Woods safeguards the housing location. Also important are the preservation of traditional settlement structures and the avoidance of further urban sprawl in the rural areas in the south. Trans-municipal options safeguard the basic supply in the rural area (schools, water supply, etc.). The preservation of the scenic capital and flood protection increase the quality of life just like the planned development and the quality increase of the touristic infrastructure as well as the diversity of cultural choices. With the production of high-quality foodstuffs and feeds, modern employment combinations (tourism, biomass, direct marketing) and the safeguarding of agricultural areas in high-density areas sustainable agriculture and forestry are possible. This forms the basis for the quality of life in the dynamic area.

From the Theory to the WIN Practice

The strengthening of the guidance enterprises by concerted support and the realization of new master projects with radiation for the whole region, such as MedAustron, complement the infrastructure expansions optimally and strengthen the international development of the Industrieviertels. The two high-ranking transportation axes, the East-West axis: road, rail, Danube and the North-South axis: road, rail as well as Austria’s largest airport Vienna Schwechat are further strengthened through international connection with Bratislava and Budapest.

Specific project examples show the usefulness of a Strategy for Lower Austria visible and “understandable“ for the people.
## Industrieviertel: Examples of Projects

<p>| | |</p>
<table>
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<tbody>
<tr>
<td><strong>Landesklinikum Thermenregion</strong></td>
<td>New construction investment in the locations Baden and Mödling take place until 2017. Clinical specialist departments with all necessary technology, central and supply installations provide first-class health. Besides, the hospitals represent an important economic factor.</td>
</tr>
<tr>
<td><strong>Flood protection example in the catchment area of the Schwechat and Triesting Rivers</strong></td>
<td>With the investment in preventive measures along the rivers dangerous flood situations are eased; settlement and living quality are increased.</td>
</tr>
<tr>
<td><strong>Anti-corruption academy Laxenburg</strong></td>
<td>As the international Center of Excellence and Competence in questions of corruption for participants from all over the world a contact point is provided in future. By means of research and training a comprehensive approach is pursued, in order to meet the depth of the phenomenon „corruption“.</td>
</tr>
<tr>
<td><strong>Police academy</strong></td>
<td>The college location Wiener Neustadt receives a further college training course and can develop its importance as an education location and increase the general security.</td>
</tr>
<tr>
<td><strong>Archaeology park Carnuntum and cultural center Hainburg</strong></td>
<td>The Roman Danube metropolis awakes to new life. Investment is made in the archaeology park Carnuntum. The culture factory Hainburg as an inspiring place right on the banks of the Danube becomes a meeting place for inspiring exchange of ideas, a stage for artistic productions and a scene for pleasurable moments. In this way not only the valuable cultural heritage is conserved, but also an important impulse for tourism and leisure is set, offering ever more jobs.</td>
</tr>
<tr>
<td><strong>Investment in ski and hiking tourism (Semmering &amp; Wechselgebiet)</strong></td>
<td>Ski as well as hiking tourism belongs to the self-image of this region. With investments in the necessary infrastructure the destination is continually developed. The rising number of international visitors underscores the importance of this choice.</td>
</tr>
<tr>
<td><strong>Settlement of new guidance enterprises</strong></td>
<td>Die Realisierung des österreichischen Krebsforschungszentrums für Ionentherapie ist eines der bedeutksamsten Projekte Niederösterreichs. Damit wird das Industrieviertel seiner Rolle als Motor für die nö. Wirtschaft und als Technologiestandort gerecht.</td>
</tr>
<tr>
<td><strong>Hot springs and hotel projects</strong></td>
<td>With projects and/or plannings such as in Erlach, Payerbach, Reichenau the advancement of health and recreational tourism is specifically targeted.</td>
</tr>
<tr>
<td><strong>Impulse by Provincial Exhibition in 2011</strong></td>
<td>With the opportunity to initiate important impulses for the regional tourism development, the opportunity of sustainably positioning a region within the Industrieviertel arises.</td>
</tr>
<tr>
<td><strong>Improvement Schneebergbahn (Salamander) and chair lift Puchberg</strong></td>
<td>At Schneeberg, known far beyond the provincial borders, investment in a modern infrastructure sets important impulses for tourism and leisure choices and the associated jobs.</td>
</tr>
<tr>
<td><strong>Energy-self-sufficient region Bruck/Leitha and Bucklige Welt</strong></td>
<td>Through an efficient mix of biomass, bio gas, water and wind energy as well as solar and photovoltaics the regions will succeed to cover 100 percent of its energy consumption from own CO2-neutral resources. Measures to reduce the energy consumption and increase the efficiency support the target of the Lower Austrian pioneer regions.</td>
</tr>
<tr>
<td><strong>Regional innovation centers</strong></td>
<td>The impulse facilities in Wr. Neustadt, Berndorf, Ternitz and in Bucklige Welt offer consultation for young entrepreneurs and persons who would like to found a company. They offer important and valuable assistance for the step into entrepreneurship.</td>
</tr>
<tr>
<td><strong>Railway improvement Götzendorfer Spange</strong></td>
<td>In this way also the national and international connection of Schwechat Airport is substantially improved.</td>
</tr>
<tr>
<td><strong>2-track improvement Pottendorf branch to Wampersdorf</strong></td>
<td>The relief of the Southern Railway and shorter intervals in the regional traffic lead to an improvement of choices also for travelers and commuters.</td>
</tr>
<tr>
<td><strong>Road improvement e.g.: S1 completion of the southern by-pass of Vienna</strong></td>
<td>With the two high-ranking road sections Vienna is connected to Bratislava by means of an end-to-end motorway and the southern Viennese hinterland is freed of transit traffic.</td>
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Main region MOSTVIERTEL

Profile
The main region Mostviertel covers the political districts Amstetten, Melk (with the exception of three municipalities) and Schelibbs as well as the Statutarstadt Waidhofen an der Ybbs. The municipalities Emmersdorf, Schönbühel-Aggsbach and Melk of the main region Central Lower Austria were incorporated due to their functional integration.

Strengths and Opportunities

Population and Settlement Development
The increasing population strives for functioning village and town centres and in this way provides for high quality of life. Consciousness of the importance of inter-municipal cooperation is present. The emphasis of the settlement development is on the corridor Danube axis - Western Motorway/Western Railway.

Economy and Employment
The mainly highly motivated and well-educated employees work in a stable mix of small and medium-size enterprises with a high portion in metal production and processing. The closeness to Austrian central areas is another advantage of the location for commuters and results in a low unemployment rate. Also for the economic development the emphasis is on the corridor Danube axis - Western Motorway/Western Railway.

Transportation
The individual regional parts exhibit substantial differences in their accessibility: The East-West axis has a high-ranking transportation infrastructure like only few economic areas in Austria. In the area of the Danube Valley it comes to a bundling of three traffic routes of international importance in a tight space: Western Motorway, Western Railway (high speed track), Rhine Main Danube Canal (connection from Rotterdam to the Black Sea). These three international carriers are sometimes less than 3 km apart. An alternative choice of transport as well as shipping by other means is favored. The western part of the region lies in close range to Central Upper Austria, which ranks among the high-ranking industrial areas of Central Europe.

Social Infrastructure
The Mostviertel has a long agricultural and forestry tradition, coupled with a very solid identity and a functioning peasantry. A rich club life, good basic and local supply as well as the multilayered cultural choices of the district cities provide outstanding living and habitat. In addition, there are very good education and health choices.

Supply and Waste Disposal Infrastructure
The region has a high energy potential at biomass and waterpower. The infrastructure is excellent and regionally available renewable energy sources are strengthened with regard to a large extent of domestic creation of value. Three waste management associations provide area-wide disposal services.

Nature and Environment
The intact environment and delightful landscape is maintained and offers high housing and living quality. The topography is diversified and contains large protected areas and a partially untouched landscape. The region has best conditions for „eco tourism“ and special potential as a „fruit basket for Austria“. An important number of rivers like the Enns, Ybbs, Kleine Erlauf, etc. as well as the Danube shape the landscape.

Tourism and Local Recreation, Culture
A comprehensive choice of places of interest, the importance as a ski region and the various culinary/gastronomic choices have helped the „Mostviertel“ to a superregional brand name. The region lies very favorably and well accessible between the metropoles Vienna and Linz. „Vacation on the farm“ offers additional sources of income for agricultural enterprises. The Iron Route and the Moststraße have a high potential for transnational development and marketing.

Agriculture and Forestry
Due to topographic conditions the agricultural main production areas Alpine Foothills, Kalkalpengebiet-Ötscherland as well as the partial region Southern Waldviertel can be differentiated with respect to the Mostviertel. Agriculture has a high significance in the region. It supplies high product qualities (milk, cattle) and makes an important contribution to landscape conservation. As one of the cattle-richest regions in Lower Austria the Mostviertel features great authority in this area. Good market opportunities consist for organic-biological products and the strengthened power generation from biomass.

EU Expansion/Integration
Due to the spatial situation of the main region Mostviertel no direct border exists with the new European Union countries. However, as a result of the extended European Union changes and opportunities for the Mostviertel arise. Apart from the international integration of some companies the utilization is also with the rising number of guests from neighboring countries.

A View Forward - Into the Future of the Mostviertel
The Mostviertel reflects the diversity of Lower Austria. Geographically - from plains to alpine regions, demographically - from metropolises to thinly settled rural regions and economically - from strong industrial and trade locations to agricultural areas. The goal is to strengthen the Mostviertel in its diversity and particularity. This main region is called „Origin of Austria“. In the year 996 Austria was mentioned for the first time in a document as „Ostarrichi“. The Mostviertel is due to its situation between the central areas of Upper and Lower Austria the gateway of Lower Austria to the West. Through its qualities of location the region develops into a stable and innovative key region. Agriculture & forestry and industry & trade form the foundation for a sustainable development. In addition, there is a high-quality touristic choice. By internal priority in the region, the diversity of the Mostviertel is safeguarded. Due to different partial regional types the region is particularly suitable for the development of advanced technologies.

Infrastructure construction shortens the ride time
implemented e.g.:
Railway connections
• Waidhofen/Ybbs - St. Pölten
  Increase of connections from 13 on 21 daily
• Amstetten - Vienna West
  Doubling of connecting/day

Road connections
• 3-lane improvement of Western Motorway
  brings ride time results in and more safety
planned e.g.
Railway connections
• New Western Railway, 4-track extension
  Wels - Vienna brings triple chances:
  1. Relocation of trucks to the railway, approx. 3500/day
  2. 25 minutes ride time saving
  3. Shorter intervals for regional traffic on the old Western Railway

Road connections
• Scheibbs - St. Pölten
  Ride time saving through construction of by-pass Wieselburg of approx. 10 min
• Waidhofen/Ybbs - St. Pölten
  Ride time saving through partial improvement B 121 and City tunnel Waidhofen/Ybbs of approx. 10 minutes
• B 122 by-pass Seitenstetten
  Ride time saving
Economy and Accessibility

High-ranking carriers cross the region in East-West direction and are a guarantor for the economic dynamics and the development of the entire Mostviertel. Transverse axes ensure the connection of the southern parts to the central axis. This axis structure forms the backbone of the entire region and is constantly improved. Apart from the location marketing for the settlement of new enterprises, the activity to maintain the existing businesses is a core task. Coordinated and cooperative proceedings, including the safeguarding and attractiveness of public transport and the utilization of the potentials of water and air transportation create location quality.

Life in the Region

A regionally differentiated settlement development with different requirements and foreseeing land management and development planning form the basis for the quality of the housing locations. The preservation of village and town centres with modern trade and services creates regional identity, just as the care of the organic fruit orchards and alp and mountain pasture industry. Tradition and regional culture form an important basis for the leisure industry. For planning and implementation of all measures the high quality of life is to be safeguarded. The goal is sustainable development and high social cooperation as well as the safeguarding of natural resources of nature and environment and has the highest priority. This includes in particular local recreation opportunities, preservation of the natural habitat, optimal symbiosis of life and work as well as the respect of elders.

From the Theory to the WIN Practice

In order to strengthen the Mostviertel in its diversity and particularity, a one-dimensional strategy is not good enough; it needs development perspectives within several areas. An important topic is the optimization of accessibility. Here belong the 6-lane construction of the Western Motorway, the development of the Western Railway to a high-speed track and the extension of the Danube ports Enns and Krems. With this also the two airports Vienna Schwechat and Linz move nearer to the region. In addition, the concerted strengthening of the location triangles St. Pölten Melk Lilienfeld and Amstetten Waidhofen/Ybbs Scheibbs in the area of industry and trade, technology and research development.

Specific project examples for the utilization of a Strategy for Lower Austria become visible and „understandable“ for the people.
## Mostviertel: Examples of Projects

<table>
<thead>
<tr>
<th>Project Type</th>
<th>Description</th>
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<tbody>
<tr>
<td>Landesklinikum Mostviertel</td>
<td>The province Lower Austria continually invests in the modification and construction of the national clinical center Mostviertel, in order to ensure an optimal care of the patients. Modifications speed up processes and thus shorten the patient’s length of stay.</td>
</tr>
</tbody>
</table>
| Road improvements                   | **A1 3-lane improvement**  
**B25 by-pass Wieselburg**  
**B31 Citytunnel tunnel Waidhofen /Ybbs**  
**B122 by-pass Seitenstetten**  
The improved accessibility also improves the quality of location along the traffic axes. The region can expand the economic attractiveness still further. |
| Regional innovation centers         | The impulse facilities in Amstetten, Waidhofen/Ybbs and Melk offer consultation for young entrepreneurs and persons who would like to found a company. They offer important and valuable assistance for the step into entrepreneurship. |
| College and fair grounds Wieselburg  | College and fair grounds have a special significance for the Mostviertel. Therefore, to increase the attractiveness of the exhibition location Wieselburg and safeguarding the college for future years, investments and adaptation measures worth millions are intended. |
| Energy-self-sufficient region example: heating stations | The self-sufficiency of regions with renewable energy means the strengthening of the regional economy by avoiding the run-off of purchasing power. |
| Cycle track network in the Mostviertel | With its complex cycle track network through attractive beautiful and diversified landscapes the Mostviertel scores both with families and ambitious cyclists. |
| Provincial Exhibition 2007 Waidhofen/Ybbs and St. Peter/Au | With the provincial exhibition „Fire and Earth“ the Mostviertel succeeded as a public showcase and a Mekka for visitors. |
| Danube port Ennsdorf                | The docklands with the two business parks Ennsdorf and Enns and the largest coherent industrial construction area on the upper reaches of the Danube is an important economic location. |
| MostBirn Haus Ardagger              | The new world of experience around the Mostbirne, the Mostviertel and the Mostviertler Moststraße. Here visitors go on an entertaining journey through the life of the pear and the impressive culture landscape. |
| Ski area Lackenhof                  | As the highest elevation of the Mostviertels the Ötscher towers above the Alpine Foothills. The attractive skiing area offers everything for young and old that makes skiing so attractive. |
| Local centre stimulation example Waidhofen/Ybbs | Waidhofen is one of the pilot cities of the Lower Austrian town centre stimulation. With much commitment a new momentum was brought to the inner city and empty shops are filled again. |
| Railway connection Business park Kematen | The business park Kematen gets a railway connection with a connection to the Western Railway. With this project the business park becomes still more attractive for new business settlements. |
| Flood prognosis system Erlauf       | With the flood prognosis system in case of emergency the response time for task forces and for the concerned population is clearly improved. |
| Most Route and Iron Route           | More than 300 different kinds of pear thrive in the mild climate south of the Danube and transform the country during spring in a fluffily white sea of blossoms with the pear tree blossoming. The cultural park Eisenstraße Lower Austria offers interesting information with regard to the art of metall processing, besides here regional traditions and memories of the social and working lives of earlier times are conveyed. |
| Osterrichi memorial                 | The extended Österrichi memorial in Neuhofen an der Ybbs retains the knowledge around the document of Emperor Otto III., dated 1st November 996, which gave Austria its name. |
location development in lower austria
4 Location Development in Lower Austria

Economic Area and Habitat
The national and international competition between geographic locations becomes increasingly more challenging. Municipalities, regions and provinces compete over residents, enterprises and investment. A clear political goal is the increase of the competitive power of Lower Austria. Important location factors are constantly observed, adapted, invested and readjusted. However, the people are always at the center. Striving for the highest possible quality of life and sustained development in Lower Austria is not displaced by short-term competition actionism.

In the area of exciting contrast between competition and cooperation the regionally different location conditions are developed together across administrative and sectoral borders. Success of previous years confirms this road map. It is not the view back, but the clear and comprehensible representation of the location for the coming years, which is important for decisions concerning the location. Here the WIN Strategy Lower Austria gives an answer.

The more specific the planning, the more usefully for the personal and business decisions. In which region, in which municipality is invested, operated and resided and actively participated, depends on clear statements about the future options for the area. Thus, besides the countrywide strategy and clarity about measures also „breaking down” to smaller, manageable, functional connected areas is important, even if these sometimes cross traditional administrative units.
Specific Examples

Based on the development axes and guidance functions defined in the provincial development concept, planning was also deepened in smaller scale. WHAT DO WE WANT? WHAT IS TO HAPPEN? were the questions at the beginning of the mutual strategy work between the province Lower Austria and the municipalities of the regions. This guaranteed that specific priorities and projects followed after the conceptional work.

Example Tullnerfeld

Based on this example region the perspectives for the development of a partial region of Central Lower Austria are briefly described. Specific answers to the question, how the Tullnerfeld in the future is „set up“ and prepared for competition.

Improve Accessibility

With its position on the Vienna Outer Ring completely new perspectives arise for the region. The villages are relieved or circumnavigated, which not only improves the accessibility, but also the quality of life. Examples are the bypasses Tulln, Pischelsdorf, Königstetten.

With the „New Western Railway“ the Viennese West Station is accessible in 15 min and the future Viennese Central Station in 23 minutes. Even to airport Schwechat it is only 40 minutes. This improvement in public transport additionally increases the quality as a residential location.

The settlement pressure on Vienna leads to new residential projects and job creation measures. Specifically the regional industrial areas Michelhausen - Judenau, Zwentendorf - Pischelsdorf, Sitzenberg - Reidling are further developed.

As Education location the region is distinguished with the college location Tulln, the university for agriculture in Tulln and the elite university in Klosterneuburg. Relaxation and leisure is provided with cycle tracks, the nature area along the Danube, the cultural choices on the Danube stage or the impressing horticultural show.

The conclusion: The Tullnerfeld offers in future

• attractive residential areas
• outstanding accessibility
• new jobs - employment
• good educational opportunities
• high recreational value

The Tullnerfeld - the future region

For location enquiring people it is clearly described how the future of the region looks and whether the regional offers correspond to the own decision criteria.
Clear Structures

Clear Structures Support the Diversity of the Province
Especially in a diverse province such as Lower Austria with its strong central areas, its different rural areas, its former border areas and the new situation in the center of Europe it is important, not to „lump developments together“. The different strengths and opportunities also result in adjustable organization and support structures.

In the work on the WIN Strategy Lower Austria not only the main regions were considered, but also the development in small regions. The work was done not from the top down, but together with the municipalities and the regions.

Regional Management Lower Austria
In the five main regions the Lower Austrian municipalities, cities, enterprises, associations, initiatives and small regions can find the support of the regional management. Regional managers and their staff are therefore important „junctions“ in the development of the WIN Strategy Lower Austria. Besides the technical work on main region level they support the activities of more than 70 small regions in Lower Austria.

Apart from the regional management the province offers competent liaison points for many main topics, and supports different organizations and services in the municipalities and regions. Examples are: Small region support, village and urban redevelopment, economic agency ecoplus, regional innovation centers, leader management, tourism destinations, environmental consultation, building consultation and much more.

An overview arranged by topics can be found at www.strategie-noe.at. Here interested persons easily find the way to suitable information and specific on-site support.
specific utilization
5 Specific Utilization

The strategic work is no end in itself. The involvement in the specific future of the living and marketing area Lower Austria is aimed to point out clear future and development scenarios and also communicating them.

The WIN Strategy Lower Austria gives answers to important questions, which absorb the citizens - whether old or young - in personal decisions.

The WIN Strategy Lower Austria offers assistance with location decisions, no matter if for the future life center or the best place for the own enterprise.

The WIN Strategy Lower Austria was and is compiled for everyone. For the entrepreneur wanting to expand the enterprise, but finds no opportunities in the location; for the new entrepreneur looking for his range for the optimal market; for investors and project managers wanting to invest in future regions; and also for municipal representatives and experts needing basics for the evaluation of projects.

For all of them we worked and do work on the WIN Strategy Lower Austria. With clear aims and transparent, constantly updated and accessible information about the location Lower Austria and the regions for all interested persons a high planning security is enabled. In addition these requirements safeguard quick authority decisions, which again represent an important success factor in the competition of the locations. Citizen-friendly administration on provincial and municipal level with modern services becomes reality. In addition, optimal cooperation across administrative boundaries and departments, a togetherness of politics, administration, experts, economy and citizens. Thus the provincial policy as the sponsor of the WIN Strategy Lower Austria is a reliable contact for the citizens.
Future for All - it Continues

The Opinions of Citizens
Already in 2001/02 more than 52,000 Lower Austrians helped with the „Future for All“ action and completed and returned the future questionnaires. This was not only a new road, which the province Lower Austria took; it was the largest citizen participation action of all Austrian provinces. And many not only marked answers, but also expressed specific suggestions and ideas or desires. These opinions and desires were also the basis for the provincial development concept and the programs based on it. All important topics and all regions were taken into account. Many resulting projects and programs are already realized or in the process of implementation.

If taking citizen participation seriously, a single action is not enough. For managing the future successfully, the goals and ways must be determined over and over again. Therefore in the spring of 2007 the participation action „Future for All“ was started for a second time by the Lower Austrian provincial academy. „Listening is one of the most important characteristics of a successful government. The participation of our compatriots is the most important condition for our success in the future“, wrote Governor Dr. Erwin Proell in the preface to the second participation form and requested the people to contribute further directly and personally to the course of the province. Because, so the Governor: „I am convinced: Only if the question about the future can be answered by all citizens, politics can convincingly manage the future for all. Future is, how we create it together.“

This invitation showed effect. Public opinion analysts are astonished at the high participation. An extensive participation form went to each Lower Austrian household. 56,119 Lower Austrians - more than in 2001/02 - used this written form of participation by means of future questionnaire as a chance for cooperation.

The answers show, what makes Lower Austria the homeland, what priorities are important for the people in the province, an abundance of requests and suggestions for the future. Please find more at http://www.zukunft.noe-iak.at.

Results from the future questionnaire 2007:

Desired development focuses for Lower Austria (rated „very important“):
- Qualification and talent promotion
- Economic location and jobs
- Health services
- Support for children & young people
- Environment and nature
- Security in Lower Austria
- Social welfare and assistance
- Quality of life for the older generation
- Modernization: Innovations, technology, science
- Mobility and transportation
- Wellbeing, community, culture
- Agriculture and forestry
- Village and urban redevelopment
- Cooperation with Vienna
- Cooperation with European partners and regions

The suggestions and desires frequently specified:
- Training positions and work for young people after school
- More choices, flexibility and talent promotion in schools
- Support small enterprises and enterprise founders
- More specialist doctors in the region
- Preserve own culture of daily life
WIN Strategy Lower Austria 2020 - the View into the Future

What happens now with this abundance on information from citizens? The opinions, suggestions and also criticisms of respondents further form the basis for future priorities and the continuation in the framework of the provincial development concept. Based on this, continually specific programs are developed. For all important topics. For each region in Lower Austria.

Who so consistently implements and develops a strategy, does not need to start every few years from zero. The goals are well known and transparent. Naturally, time does not stop and changes at an ever-faster speed affect the planning and development of Lower Austria. Therefore, we have to ever faster react to current developments, without losing track of the greater goals.

Also sponsoring opportunities in the framework of the current EU program-planning period 2007-2013 are an important instrument for the realization of the WIN Strategy Lower Austria.

The intensified trend for cooperation for problem solution, no matter whether within the local or economic ranges, helps with the work very much. Designing the future together stays the motto in Lower Austria.

The WIN process continues

The work on the WIN Strategy Lower Austria has not ended yet; it is a „rolling“ process. “The strategy is always readjusted and adapted to new challenges“ sponsor of the Strategy Lower Austria, Governor Dr. Erwin Pröll.

Together with the ambassadors of the region and many representatives of the involved municipalities and the province, regional management as well as with experts the work is continued. The fine-tuning with the politically responsible persons takes place continually. At the annual Future Day it is reported, balanced and new projects and key aspects presented.

The WIN Process
An offer to ALL who would like to actively participate.

More information and the current updates for the WIN Strategy Lower Austria can be found on the project homepage on the Internet www.strategie-noe.at.
summary
6 Summary

The province Lower Austria was shaped by unique events during the recent past. The fall of the iron curtain, Austria’s membership in the European Union, the participation in the Euro-Zone and the extension of the European Union by the neighboring countries were and are enormous challenges for the development of the province.

Governor Dr. Erwin Pröll asked the provincial administration in 2002 to compile a comprehensive strategy for the future of Lower Austria in cooperation with experts, representatives of the municipalities and regions and with the participation of the citizens. „Strategy Lower Austria“ describes clear goals, key aspects and specific projects and offers guideline assistance to provincial politics, residents and the economy. Thus the WIN process was started.

WIN stands for “wir in Niederösterreich” and for “gewinnen”. To continue working on the successful model Lower Austria is the slogan. A variety of activities on different levels was set, puzzle blocks, which were carefully linked to a strategy. However, changes and trends are further observed and the Strategy Lower Austria is adapted accordingly and further developed. Therefore, the WIN process and the work on the strategy Lower Austria never ends. The past can be analyzed, the future needs configuration. This brochure is an interim report and overview.

The columns of Strategy Lower Austria:

• The provincial development concept
• The strategies for the five main regions
• The technical basics for important sectors
• The WIN participation process

The Provincial Development Concept
Provided department-wide by the provincial government and in cooperation with external experts, the provincial development concept formulates an integrative model for the substantial challenges, principles and strategies on regional level. Concluded in September 2004 by the Lower Austrian provincial government, it represents the central policy document. The three general objectives are: equal living conditions for all social groups and in all regions, competitive regions and the development of regional potentials, as well as the sustainable, environmentally compatible and careful use of natural resources.

Perspectives for the Main Regions
On the level of the five main regions forest Waldviertel, Weinviertel, Central Lower Austria, Industrieviertel and Mostviertel the regional managers together with experts and regional representatives specified the goals of the provincial development concept. The planning teams compiled implementation strategies based on comprehensive regional analyses and lodged them with specific measures.

Sectoral Perspectives
Besides focusing the regional development concept on regional level, working groups compiled inter-departmental basics for important topics. Valuable technical components for the decision-making processes and project evaluations.
Top Down – Bottom Up

The quality and the success of planning depend strongly on the fact, whether successfully considering and bundling the knowledge and the interests of experts, politics, administration and the regional representatives and citizens concerned. For the provincial development such participation process represents a complex and great challenge as well as corresponding expenditure. The regional planning, environment and traffic group in the administration of the Lower Austrian provincial government coordinated the WIN process. By means of outcome from the future questionnaires, presentations in the districts, integration of more than 70 small regions and an Internet platform, the participation process was ensured in cooperation with many organizations such as regional management, village and urban redevelopment, the national academy and with the help of many voluntary WIN ambassadors.

More than 100,000 Lower Austrians returned the future questionnaires. More than 10,000 citizens introduced ideas and opinions in 380 meetings and the work was further constantly commented and complemented by many people via the Internet platform. A successful example and a unique citizen participation model.

This strategy enables residents, location-enquiring persons and planners to get an idea of future developments. Strategy maps for all main regions are available on the Internet and are constantly extended. Specific planning for the economic and living locations positions the regions clearly within the (inter)national competition. For Lower Austria applies that in location competition always the people come first, high quality of life comes before short-term competition actionism.

Together with service facilities, such as the regional management and many others, local liaison points are available for the Strategy Lower Austria besides the regional administration. These clear structures create optimal consultation and support conditions.

It is the view into the future, which gives security for decisions. In this way politics and administration position themselves as reliable partners by due to clear and transparent key development, fast administrative decisions and the implementation of the described measures. The established model of participation-oriented cooperation will be continued. During the annual Future Day the work progress and new key aspects and projects are reported.

These strategies are not made for the desks of some few. They are communicated to give orientation, they are communicated to become reality. Besides the Internet platform www.strategie-noe.at this brochure informs about the current status. The transnational cooperation in the European Central Region is an important factor for the international positioning of the province. With the Czech, Slovak, Hungarian and English editions the brochure facilitates mutual planning processes and supports international investors and location-enquiring persons.

With a few quotations from the future questionnaire the brochure will end. This is to emphasize the importance of the participation process and is at the same time a motivation for the future work.
Future for all - desires and opinions of the citizens

At the end some quotations from the 56,000 feedbacks of the citizen participation action 2007, as a suggestion for the future work.

**Economy and Employment:**
... Is most important that young people get work after school, otherwise they slip to the offside and the start into life fails.
... Only good training and an optimum support of personal talents of our youth will guarantee a good economy.
... To qualify means, to seek out the strengths and support the children. If at school we always confront them with their weaknesses they will not like education.
... In all regions of the province the small and medium-sized enterprises should be cared about and supported and relieved. They bring and maintain employment in the region.
... Especially advise and support young entrepreneurs.
... Ensure equal chances for shops in the local centres and on the greenfields.
... Support and circulate the products of the local economy, in order to reduce the journeys.

**Health Care and Social Welfare**
... Health care is to remain accessible affordable for all.
... Freedom of establishment and free-market economy for physicians. This will make full waiting rooms something of the past.
... When raising children, one has disadvantages in career, income and pension. Please support these benefits, so that the disadvantages are balanced.
... Recognize the care services performed by families and take into account with the pension.
... Extend old age homes and assisted living.
... Support own initiative, in order to remain healthy.

**Community Life, Culture and National Identity**
... Promote associations in the best possible way.
... Integrate youth stronger into the community and ask them to cooperate.
... Strengthen social cooperation and neighborly help.
... More cultural choices in the municipalities.
... Retain the own everyday culture and the familiarity of our ways of life.

**Others**
... More security, particularly with the Border Police.
... Less bureaucracy and more economical administration.
... Extend public transport and develop it more flexible.
... Short intervals with smaller vehicles would be important in the regions.
... Develop environmental technologies for power production and understand it as an economic motor.