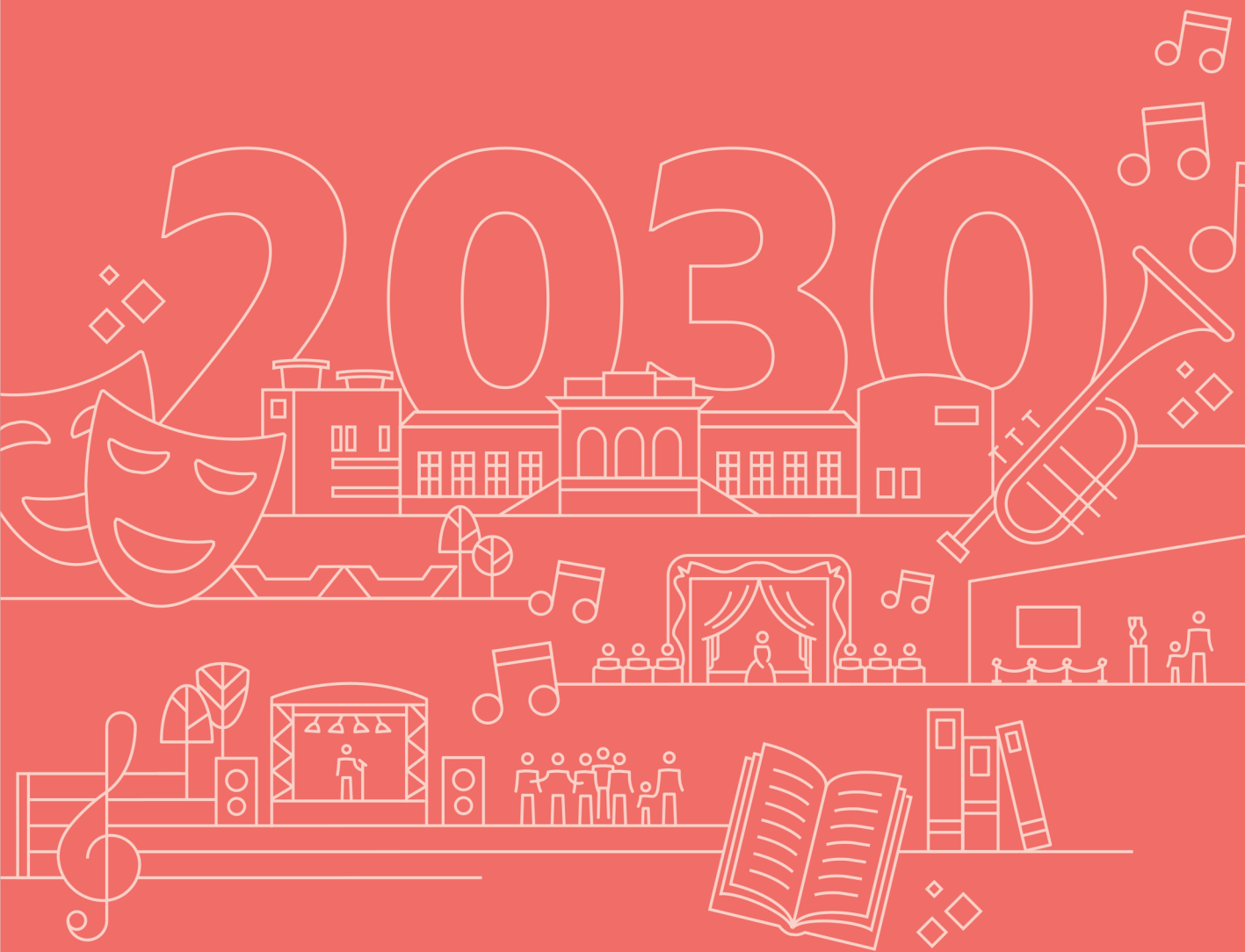


Vienna Culture Strategy



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When a city sets out to meet the challenges of our time with groundbreaking solutions, this needs to be done with thoughtful consideration. Which is why the development of Vienna's Culture Strategy 2030 first and foremost required time: time for analysing the present, for understanding developments, and for identifying specific characteristics of this particular city and the specific requirements of its citizens.

When we look at these aspects, it can only be done from a multiperspective point of view that takes in the many dimensions of a city. Only by using multiple perspectives and different methods of gaining insight will we be able to create a sustainable image of a dynamic, ever-changing and growing city in all its diversity and multifaceted dimensions. It takes the knowledge of many, particularly of those who make up the cultural field, to ensure that nothing is overlooked and that we do not jump to hasty conclusions which would have far-reaching consequences for cultural policy. We need to take the time to establish an intensive dialogue with everyone involved – the artists, the audience, policy-makers and administrators – with all who contribute to a vibrant and brimming cultural landscape.

The City of Vienna lives with and through its diverse cultural activities across all fields and genres. Culture is part of the DNA of this city and it cannot limit its role to mere preservation. If it wants to be alive and kicking, it needs to put itself into relation with its past and present in an attentive and critical way. And while being fully focused towards the future it must at the same time accompany the continuous growth of the city.

Enjoying and participating in cultural life should be available to all people in Vienna who open their senses to new impressions and experiences and help create old and new social spaces. Art and culture are essential for us as a society and for a free and democratic community. They persistently invite us to reflect on ourselves, encourage us to be visionary in our thinking, and to develop alternative positions and take alternative actions. What is it that contributes essentially to a democratic civil society? It is the spaces that open up to us and allow us to think about the concept of difference and about complex subjects, questions and challenges, to recognize the cracks in society, and to negotiate sometimes unpopular ideas and visionary concepts. Negotiating the questions of what makes us who we are, of where we stand, how we define ourselves as a

community of many individuals in all its diversity, and what kind of society we dream about for the future is at the centre of creative activity. Culture creates social spaces which should be accessible to all – here we reflect on issues of identity, both at the individual and the sociopolitical level. Empathic thinking and feelings arise from experiences. Because what allows us to break longstanding patterns of thinking and acting and enables us to develop empathy is the sensual experience and exploration of new ways of seeing and hearing in art. Another example of the great potential of art in all its forms of expression.

Since time immemorial products of art, architecture, literature, film, theatre, opera as well as music across its varied genres have been handed down from one generation of society to the next. Culture is no luxury good. It cannot be reduced to leisure time facilities or indirect returns, but it is vital for the survival of our society.

Against this background, cultural policy has an enormous responsibility towards the people who live in this city. Developing a Culture Strategy for Vienna means to enter into a dialogue with different stakeholders and ensure engagement and exchange with the public to set the course for the future. In a time of tremendous challenges and crises, we must adopt a social view, ecological awareness and innovative ideas to shape sustainable policies and reflect on exclusion mechanisms and future forms of inclusion.

Bearing that in mind, the decision for developing a Culture Strategy was also a decision to start a comprehensive process which understands policy-

making as a task for the whole of society. The fields of action which we have defined have illustrated the different areas cultural policy is already active in and have strengthened and simultaneously focused existing activities.

Inclusive and affordable culture, fair pay and social security, crisis-resilient culture, cultural infrastructure and new spaces, a modern culture of remembrance and commemoration, diversity and equal opportunities, ecological action and climate friendliness, the challenges of digitalisation – all these issues have been addressed in intensive discussions and workshops. With a view to 2030, we have also looked at steps and possible measures on our way which will be tackled by us all together.

I am grateful to all who have taken the time and have engaged in this process to help shape the future of Vienna as a cultural metropolis.

This Culture Strategy does not consider itself as a finished paper that will collect dust in our desk drawers, but as an ongoing report, as a condensed summary of a process which – because we take our policy of dialogue seriously – will be further continued in different formats.

We will also need them in the future – the views of the many.

Veronica Kaup-Hasler
Executive City Councillor for Cultural Affairs and Science

01. Developing Vienna's Culture Strategy 2030

Vienna is a cultural metropolis. This much quoted statement is more than just a phrase, it is based on provable facts. The population survey on quality of life in Vienna, which is carried out every five years, has clearly revealed that Vienna's citizens make intensive use of the city's cultural offer and are satisfied with it. This contributes significantly to the high quality of life in the city. In addition to Vienna's well-functioning public infrastructure, subsidised housing and high level of safety and security, the diverse cultural facilities available all over the city play an important role in building and maintaining social relations, making the metropolis a liveable place for all residents. This includes not just the Viennese, but also the large number of tourists who flock to the city because of its attractive cultural offer and boost the city's value creation. However, in the complex fabric of a big city, culture means much more than that: Culture creates spaces for joint experiences which are accessible to all, provide a meeting place for all kinds of groups and communities and strengthen social cohesion – it reinforces our social structure and makes it sustainable. In a society which becomes increasingly fragmented and gets lost in filter bubbles, culture can unite people, create identity, and foster a sense of togetherness and solidarity.

For culture to fulfil this role, Vienna needs to provide a cultural offer which people will accept and make use of. The process of the Culture Strategy 2030 was initiated to ensure this effort will also be continued in the future.

At the beginning of our considerations, we had to ask ourselves how to devise such a far-reaching strategy for a cultural metropolis that is home to about two million people like Vienna. The challenge was and is to take the city's present cultural diversity as well as its historically unique past and carry it into a future that does not restrict or prevent, but promotes and further develops art, culture and science in the City of Vienna.

It was essential from the outset that the development of a Culture Strategy must be a communicative process: starting with the team of the Executive City Councillor for Cultural Affairs, then reaching out to the city's artists and experts, and finally involving the city's residents – always led by the conviction that the only reasonable way to draft a strategy of such far-reaching nature is through a broad, democratic dialogue. The first goal was to develop a framework for the city's future cultural profile beyond 2025 and to define strategic fields of action for an innovative and sustainable cultural policy in Vienna.

It was also planned to establish a broad participation process that would involve artists, experts from arts and culture, urban planning and development, education and integration, and interested citizens.

At first, the onset of the COVID-19 pandemic seemed to jeopardise the basic principles of the project: exchange with others, closeness, dialogue. Instead of planning, there was uncertainty. But as uncontrollable as the situation might have seemed in the beginning, it had many, not only negative, aspects and had an enormous impact on the development of Vienna's Culture Strategy 2030.

Work flows changed, which gave us time for joint reflection and intensified cross-departmental cooperation within the City Administration. The pandemic called for creativity and innovation at all levels. It put its finger on the vulnerability of culture and on the challenges faced by a cultural metropolis like Vienna. On the one hand, the pandemic brought things to a standstill, but on the other hand, it has opened up new pathways, which are clearly reflected in the final version of Vienna's Culture Strategy 2030.



Thus, the available time was intensively used for internal preparations, so that at the end of 2021, when there was greater planning certainty again, a call for proposals was launched and after its conclusion an extended working group was established, which included the City's own project team and the strategy consulting agency EY-Parthenon. The development of Vienna's Culture Strategy was now subdivided into three phases:

The first phase focused on the identification and analysis of central challenges for Vienna's arts and cultural sectors. From August to October 2022, the working group members conducted interviews with selected experts from the different cultural scenes and from administration and politics, which informed the definition of the following eight fields of action for the City of Vienna's Culture Strategy up to 2030.

- Affordable culture and inclusive participation
- Diversity and equal opportunities
- Fair pay and social security
- Modern culture of remembrance and commemoration
- Crisis-resilient culture
- Cultural infrastructure and new spaces
- Climate friendliness in art and culture
- Digitalisation in art and culture

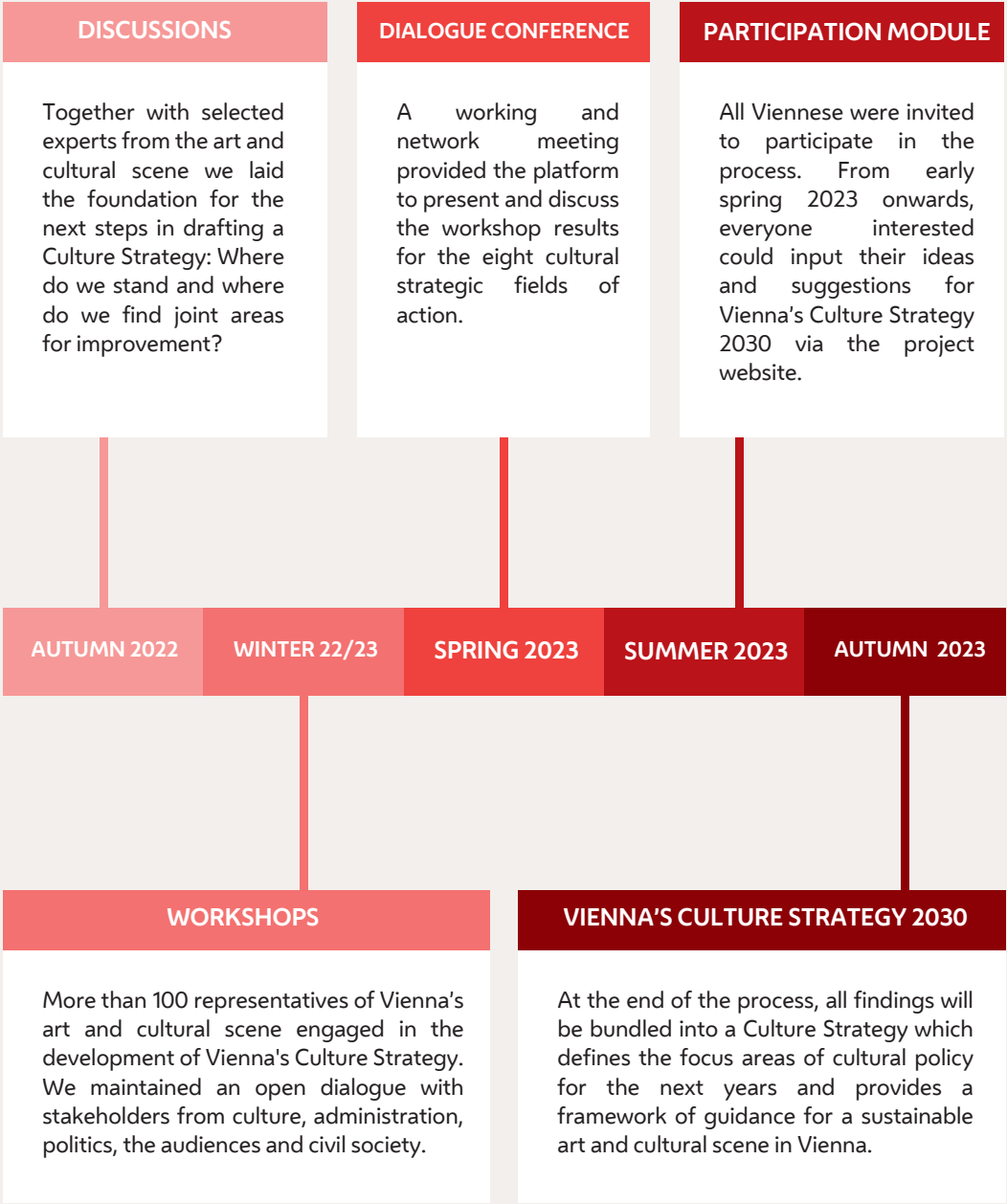
After analysing the central challenges, the eight fields of action for the City of Vienna's Culture Strategy were discussed in depth with experts from these areas in the second phase of the development process from November 2022 to spring 2023. A total of more than one hundred representatives from the sectors of culture, administration and politics participated in the different workshops.

The Dialogue Conference, which was held in April 2023 at Vienna's City Hall, marked the end of the first two project phases.

The third phase, which lasted from June to September 2023, was directed to Vienna's citizens and focused on their needs and concerns: Citizens were, on the one hand, able to input their own ideas and suggestions via an open platform and, on the other hand, the research institute SORA conducted a representative survey among Vienna's residents.

The results of the different phases are outlined in this publication. Moreover, we consider Vienna's Culture Strategy as an ongoing process which is not concluded with the documentation of its results. Its findings will be integrated into the City's cultural policy and the intensive exchange with the representatives of the cultural sector will be continued. Also, the repeatedly stated wish for networking opportunities between representatives of different scenes and genres will be accommodated through different formats.

THE PATHWAY TO VIENNA'S CULTURE STRATEGY 2030



02. Dialogue Conference at the Vienna City Hall

On 21 April 2023, Vienna's Executive City Councillor for Cultural Affairs Veronica Kaup-Hasler hosted a Dialogue Conference at Vienna's City Hall, which was attended by about 150 participants from the fields of arts and culture, politics and administration. The aim of the conference was to collect valuable input for developing Vienna's cultural agenda up to 2030 from a wider audience. A positive side effect was the promotion of networking among the participants. Social and ecological sustainability, which are considered as fundamental for all of the Culture Strategy's eight fields of action, were a special focus of the event, which was presented and moderated by Austrian journalist Corinna Milborn.

Given the urgency of addressing climate change and its relevance to the cultural sector, the conference was kicked off with a panel talk between Vienna's Executive City Councillor for Climate Jürgen Czernohorszky and the Executive City Councillor for Cultural Affairs Veronica Kaup-Hasler. The Executive City Councillor for Cultural Affairs emphasised the need to consider climate policy in all spheres and prioritise sustainable action. Jürgen Czernohorszky underlined culture's ability to provide visionary input that helps to shape a climate-friendly future and can reach a broad audience.

The Dialogue Conference built on the results which Executive City Councillor for Cultural Affairs, Veronica Kaup-Hasler, had compiled together with experts from culture, politics and administration at eight full-day workshops dedicated to the individual fields of action. At the conference, the invited experts were given the opportunity to refine and substantiate the goals and measures that had been previously elaborated and to bring in new suggestions. The eight fields of action were divided into several open spaces, where the relevant cultural policy issues were discussed and amended. Participants were able to move between the individual stations. After two hours of intensive discussion, the results of the working groups were summarised and presented to the whole audience.

In the early afternoon, lunch lectures contributed to the knowledge transfer on other relevant topics such as digitalisation, urban development and climate. The City had also organised information stalls, where participants could enquire about legal issues and available funding options.



Executive City Councillor for Climate Jürgen Czernohorszky:

"We will have to make use of this emancipatory and educative power, if we want to accomplish climate transition. Vienna's Climate Guide clearly states the important facilitative role of art and culture, which can help to create images of a 'new decarbonised' world."



Executive City Councillor for Cultural Affairs Veronica Kaup-Hasler:

"We have been able to engage key players from different cultural fields into a dialogue with each other and with politics. We will use this collective knowledge to define the focus areas of cultural policy for the next years. The Culture Strategy 2030 will support us in creating the foundations of a sustainable arts and cultural scene in Vienna, ranging from fair pay and a culture of remembrance and commemoration to diversity and digitalisation."

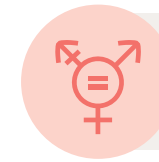
03. The action fields of Vienna's Culture Strategy 2030

Vienna's Culture Strategy 2030 is themed around eight fields of action, which will set the direction for the City's cultural policy in the next years: affordable culture and inclusive participation, diversity and equal opportunities, fair pay and social security, a modern culture of remembrance and commemoration,

crisis-resilient culture, cultural infrastructure and new spaces, climate friendliness in art and culture and digitalisation in art and culture. These fields of action provide the framework for the strategic goals and measures which the City of Vienna will pursue in the years to come to create a lively and fair cultural landscape.



1. AFFORDABLE CULTURE AND INCLUSIVE PARTICIPATION



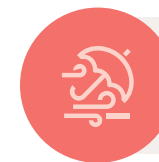
2. DIVERSITY AND EQUAL OPPORTUNITIES



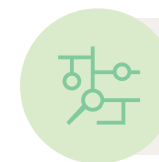
3. FAIR PAY AND SOCIAL SECURITY



4. MODERN CULTURE OF REMEMBRANCE AND COMMEMORATION



5. CRISIS-RESILIENT CULTURE



6. CULTURAL INFRASTRUCTURE AND NEW SPACES



7. CLIMATE FRIENDLINESS IN ART AND CULTURE



8. DIGITALISATION IN ART AND CULTURE

Affordable culture and inclusive participation





1. Affordable culture and inclusive participation

Culture for all Viennese

Affordable cultural offer · more local access to culture · revival of the “Gratis in Wien” free events programme · decentralised children’s theatre · expansion of local cultural hubs

Affordable culture and inclusive participation are at the heart of Vienna’s cultural policy. The City of Vienna works to ensure that all Viennese – regardless of their socioeconomic backgrounds – have access to culture, now and also in the future. Initiatives for affordable cultural events and free cultural activities in all districts will be strengthened and expanded. This will help to promote opportunities for all Viennese to participate in culture.

Where we stand:

With its broad offer of free or discounted cultural activities, Vienna is a world-wide pioneer in this field. Free events and experiences include access to the permanent exhibition at the Wien Museum, the Cultural Summer with its diverse open-air programme across the whole city, and the summer cinemas, which bring filmic master pieces directly into the city’s neighbourhoods. The Vienna Lectures offer low-threshold access to knowledge through lectures given by renowned scholars,

and the free book campaign “Eine Stadt. Ein Buch.” (“One city. One book.”) provides Viennese once a year with new reading material by giving away 100,000 books for free. In addition, initiatives like the Vienna Culture Pass, which helps Viennese with low income to access and experience culture, and the Culture Guides, who facilitate access to culture for employees, are funded by the City. Currently, all these initiatives are faced with the recently soaring cost of living, which create a barrier that prevents many socioeconomically disadvantaged Viennese from making use of Vienna’s diverse cultural offer. For this reason, it is important to further reinforce the measures for inclusive participation, as this is the only way to ensure that the diversity of Vienna’s citizens is also reflected in its cultural audiences. To accomplish this goal, it will be necessary to maintain existing initiatives and increase local access to culture and particularly to provide easily accessible information about free cultural facilities and activities available in the city.

What we want to accomplish:

Key objectives

- **Key objective 1:**

By 2030, Vienna’s affordable and free cultural offer will be further expanded in cooperation with Vienna’s cultural facilities, and well-structured information on this offer can be quickly and easily accessed by everyone.

- **Key objective 2:**

Local access to culture will be further developed to allow more people to participate in culture from their early years onwards.

- **Key objective 3:**

Cultural venues and activities will be established in all neighbourhoods across the city.

Selected measures

- **Measure 1:**

Reissue the digital and print version of the brochure “Gratis in Wien” (“Free things to do in Vienna”) in German and English and in Easy Read language.

- **Measure 2:**

Provide easily accessible cultural offers for children across the city.

- **Measure 3:**

Further develop the local cultural hub initiative.

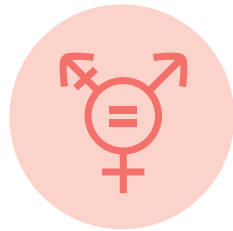
Best practice:

Wien Museum

The Wien Museum and its collection belong to the Viennese. In the course of the museum’s overall refurbishment, the City of Vienna has decided to realise a milestone in museum policy: free entry to the permanent collection of the re-opened Wien Museum in order to enable cultural participation for all Viennese. This objective is supported by the open architecture of the building, which also includes spacious consumption-free areas like the terrace and the community gallery. By offering free workshops and open studio events, the Wien Museum wants to enthuse children and young people of all ages for the history of their city and encourage them to do their own research, engage in discussions, ask questions and seek answers. Inclusive programmes for adults are also available for free. In this way, the Wien Museum becomes a unique hotspot, a social space, an inclusive place for all who live, work or just spend time in this city – regardless of their background, social status or education.



Diversity and equal opportunities



2. Diversity and equal opportunities

Promoting diversity and accessibility

Diversity in productions · transparent distribution of resources · improved visibility of different initiatives · launch of diversity advisory council · greater accessibility · anti-discrimination concept · funding programme

The City of Vienna is proud of its diverse cultural landscape. Equal opportunities in art and culture means that all artists are given the same opportunities to unlock their potentials, regardless of gender identity, social situation, age, religion, sexual orientation, cultural identity or disability. Equal opportunities also refer to the audiences, because all Viennese should be able to participate in the city's cultural life. Culture is a human right and vital to our survival. The removal of barriers, the promotion of diversity in front of, behind and on the cultural stage, but also raising awareness within cultural organisations play a major role in this context.

Where we stand:

Vienna is colourful. Vienna is diverse. – Vienna is the community of all people who call this city their home. Equally colourful and diverse is our city's culture. That is why it is hugely important to make diversity and equal opportunities an independent priority for all future developments in this city.

Attention for this issue has grown in the past years and many measures have already been implemented. For example, when the new management

teams of three of Vienna's medium-sized theatres – Schauspielhaus, Theater am Werk and Dschungel Wien – were appointed in 2022, the candidates chosen were those whose concepts also included a focus on diversity. The "kültür'gemmal!" initiative supports the artistic work of BIPOC and migrants through scholarships and fellowships in Viennese cultural institutions. Under its "Writers in Exile" programme, which is operated by the Austrian interest group of authors "IG Autorinnen Autoren", the City of Vienna provides politically persecuted writers with accommodation and living expenses to make sure that their artistic voices will continue to be heard.

Improving accessibility to culture is the aim of several initiatives, such as "Go for Culture" and "Cash for Culture", which offer cultural activities and experiences to young people and provide low-threshold access to art funding opportunities. During its overall refurbishment, the Wien Museum has cooperated with ÖZIV (Federal Association for People with Disabilities) to make the whole building as accessible and inclusive as possible. In addition, the museum collaborated with experts from the fields of



disability studies, LGBTQIA* history and gender studies to make sure that the new permanent exhibition tells varied and diverse stories. The sixth edition of the City of Vienna's SHIFT 2023/24 funding programme puts a focus on the key issues of migration, diversity, sustainability, outreach and the creation of new communication spaces and will be used among other things to realise projects such as "Muslim*Contemporary", "Stop Femi(ni)zide" and "Black Fairytale Actions".

Other goals and measures identified within this field of action are intended to help promote diversity in all its facets, with a focus on equal creative opportunities for all artists and the empowerment of marginalised groups in society. Institutions and initiatives which champion inclusion and equality will be strengthened. Our vision is a creative and dynamic atmosphere, where people of different backgrounds, gender identities, sexual orientations and skills are equally heard and represented.



What we want to accomplish:

Key objectives	Selected measures
• Key objective 1: In 2030, Vienna’s cultural landscape will reflect the city’s diversity in its cultural offer. Strategic cultural policy measures will ensure that marginalised groups in society and different communities which make up our city will be represented in Vienna’s cultural scene, will be engaged in cultural policy-making and will participate in the cultural discourse in 2030. • Key objective 2: A structured dialogue between institutions, artists, the audiences and policy-makers will serve to examine, question and largely dismantle social power structures in the cultural sector by 2030 to guarantee an equal and transparent distribution of resources. • Key objective 3: By further developing and improving funding structures, the visibility of the independent scene and smaller local initiatives in the field of diversity will be increased by 2030.	• Measure 1 Sustainably implement a diversity advisory council in the art and cultural sector. • Measure 2 Improve accessibility in all areas (construction measures, digital accessibility, etc.). • Measure 3: Develop a comprehensive anti-discrimination concept (“Diversity Code of Conduct”) for art and cultural organisations in cooperation with external experts. • Measure 4: Launch a funding call for “innovative mediation of culture” in digital and analogue form to increase the diversity of audiences. Develop a funding programme which puts a greater focus on small-scale and local initiatives whose work contributes to the diversity of the cultural landscape.

Best practice:

Vienna Cultural Summer

Initiated as a response to the limitations imposed on artists and Vienna's residents by the COVID-19 pandemic in 2020, the Vienna Cultural Summer has become a highlight event on Vienna's cultural calendar. During six weeks in summer, it provides Vienna's residents and guests with free cultural entertainment on open-air stages across the city. The programme also includes events in retirement homes, and children's festivals are an attractive offer for families. The stage programme – and that distinguishes the Cultural Summer from many other festivals – is not scheduled by a single official, but by a deliberately diverse artistic board that chooses from the proposals submitted under the open call.

This creates equality and makes sure that Vienna's diverse society is reflected in the Vienna Cultural Summer programme. The same applies to the audiences: In 2023, an audience response study confirmed the festival's strong integration into everyday life. Free entry to the events and being able to experience culture on their doorstep for many visitors were the most important reasons for participation. Many visitors stated that the Cultural Summer was their only cultural opportunity during the summer. Since 2023, various interactive formats have promoted social exchange and a shared experience of culture as part of the Cultural Summer Plus programme.



3. Fair pay and social security

Fair pay for creative work

Established standards for fees · deprecarisation of the cultural scene · adjustment of the social security and pension systems at federal level · form templates for funding applications · expansion of work grants for artists · further development of city-owned institutions · increased cooperation with the Federal Government

In addition to fair pay, the City of Vienna puts great emphasis on ensuring good working conditions for artists and providing them with spaces for work, experimentation and rehearsal. Excellent art needs appropriate conditions.

The field of fair pay comprises all aspects relating to income from creative work and to social security. On the one hand, this refers to fees and to the principle that artistic activity is work and must be paid for. On the other hand, it refers to fair distribution both within the sector and between different demographic groups; within the cultural institutions themselves and between all types of organisations – from large theatres to the independent scene.

Fair pay also includes in-kind funding, such as the support of infrastructure(s) and services which are an integral part of artistic work. Generally, all types of creative work should be covered by permanent social insurance models, which will have to be developed together with the Federal Government.

Where we stand:

After conducting empirical surveys and launching cultural policy initiatives at the federal and provincial levels, the question of how to improve precarious working conditions came into the focus of cultural policy-making. The COVID-19 pandemic and its consequences have put a spotlight on the vulnerability of artists and cultural workers. Building on numerous studies on income and living conditions and an intensive exchange with cultural interest groups, which culminated in a symposium in 2019, the City of Vienna has implemented several measures such as massively expanding work grants in the arts and cultural sector, increasing its acquisition budget for visual arts and including a link to fee guidelines in the information provided to applicants for funding. In addition, it has also established new infrastructure in Vienna's districts and/or new service facilities like the Vienna Club Commission, "Kreative Räume Wien" or the Vienna Film Commission, which service and support artistic work.

In 2022, the City of Vienna evaluated the instruments and improvements introduced since 2018 with a view to their impact on artists' income situation and found that the initiatives taken have noticeably improved the precarious situation of creative workers. Given this positive result, the City is set to continue along that path in the future.

However, the political scope of action with regard to social insurance systems and their suitability for the cultural sector is limited on city and provincial level.

Since 2018, the City of Vienna has actively taken a number of measures in the cultural sector, but it cannot influence federal matters like social legislation.

Despite numerous initiatives, the complexity of this field of action keeps it in a state of flux and keeps confronting everyone involved with new questions. The City of Vienna will continue its efforts and work on sustainable improvements together with artists and interest groups.





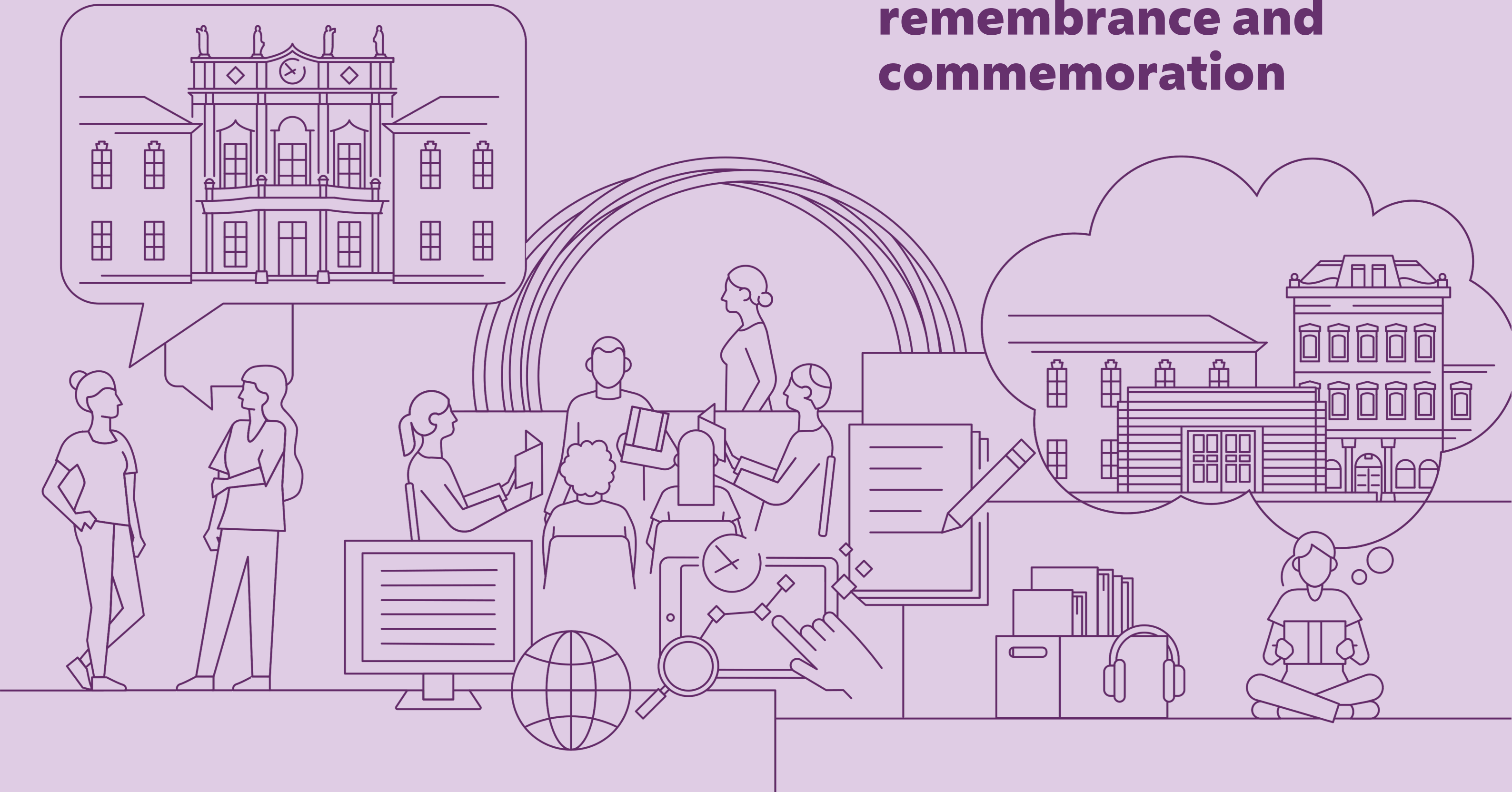
What we want to accomplish:

Key objectives	Selected measures
• Key objective 1: In 2030, standards for fees and remuneration will have been widely established and will enable fair pay for artists in the entire cultural sector. • Key objective 2: By 2030, the City of Vienna will have continued, expanded and further developed successful initiatives to support a deprecarisation of Vienna's cultural scene, including work grants for artists, allowing independent creative work under fair living and working conditions. • Key objective 3: As far as it lies within its power, the City of Vienna will advocate at federal level that federal legislation on social and pension insurance will be adapted to fit the cultural sector, in order to promote compatibility with changing and heterogeneous employment relationships and reduce precarity and old-age poverty resulting therefrom.	• Measure 1: Create calculation templates for funding applications in all creative fields. • Measure 2: Continue and expand work grants (for example in the fields of visual art and mediation of culture). • Measure 3: Further develop existing schemes and models in city-owned institutions and initiatives as best practices (e.g. exhibition fees at Kunsthalle Wien; remuneration model for the Cultural Summer events). • Measure 4: Increase cooperation with the Federal Government and other local and regional authorities.

Best practice:

Atelierhaus Wien on the Otto Wagner Grounds
Fair pay and social security involve more than just an appropriate remuneration for creative work. In addition to fair pay, the availability of spaces to work, experiment and rehearse in is equally important to creating a good work environment for artists. Therefore, the City of Vienna created a milestone in 2023, when it decided to renovate the listed historic pavilion 18 of the former Otto Wagner Hospital and turn it into a creative workspace. Comprising a total floor space of about 3.500 m², the four-storey building will house studios and workspaces as well as presentation spaces for artists from the fields of visual arts, literature, language arts, sound art and artistic research. Furthermore, the future ATELIERHAUS WIEN will include eight housing units for a new international artists-in-residence programme (AIR Vienna), which the City of Vienna plans to organise through an open call system. After completion of its overall renovation in 2027, the building will provide space for focused creative work and production as well as opportunities for networking, mediation and the presentation of contemporary art.

Modern culture of remembrance and commemoration





4. Modern culture of remembrance and commemoration

Preserving the memories for generations to come

Expanding interdisciplinary dialogue · broad offer of commemorative experiences · low-threshold and participatory offer · funding of interdisciplinary projects · grants for city history projects · dialogue formats on memorial culture

A culture of remembrance and commemoration informs our awareness of time and history and influences the way society and its individuals view themselves and the world. The great importance attached to a culture of remembrance and commemoration as part of the identity of the City of Vienna follows the conviction that by reflecting on the past we are able to understand the present and think about the future. The aim of all efforts is to preserve the memory of outstanding, but also dark moments in history and keep the dialogue open – now and for generations to come.

Where we stand:

Vienna is rich in places of remembrance, in public institutions and private civil society initiatives that dedicate their work and commitment to shaping the city's culture of remembrance and commemoration. However, remembrance is an ongoing

process and every generation asks new questions about history. Vienna has recognised society's pressing need to look at history in a differentiating manner and constantly re-evaluate what we are seeing.

Challenges faced by a modern, active and lively culture of commemoration include the loss of contemporary witnesses and hence of moral authorities in remembering National Socialism. These personal encounters as well as new forms of commemoration are important for firmly establishing a critical historical awareness in all parts of the population and across all generations. A differentiating culture of remembrance and commemoration requires dialogue and the engagement and representation of an increasingly diverse society and its previously hidden stories. Vienna will firmly continue its path towards stimulating social discussion by initiating processes

of reflection. This includes the engagement of the broad public, the expansion of academic cooperation, the exchange of expertise, and the development of new models for the contextualisation of controversial

places of commemoration. It also involves the improvement and/or new establishment of structures and the creation of synergies between different resources of knowledge and its mediation.



What we want to accomplish:

Key objectives

- Key objective 1:**
Vienna understands remembrance culture as a practice of constant negotiation. By 2030, it will therefore have made further efforts to critically examine the city's history through facilitating a structured, cooperative, transparent and open dialogue between representatives from the fields of culture, science, politics and members of the city's society. In addition, the contextualisation of historically burdened cultural objects will be accompanied by an academic discourse to find appropriate, individual solutions. Vienna's culture of remembrance and commemoration will also include transformative social processes and formats.
- Key objective 2:**
New approaches to the mediation of history will enable its transfer to the present and allow us to understand the relevance of the past. By 2030, there will be an even broader offer of commemorative experiences involving civil society initiatives and institutional places of commemoration that are connected with each other and make use of synergies.
- Key objective 3:**
In 2030, the history of Vienna's city society with its different communities will be told and made visible. Contemporary formats of remembrance integrated in their local environment will expand the offer of low-threshold and participatory opportunities to experience history.

Selected measures

- Measure 1:**
Expand funding opportunities for interdisciplinary history mediation projects and an interdisciplinary call for new approaches and formats.
- Measure 2:**
Establish fellowships, grants or residency programmes for city history: "The Memory of the City".
- Measure 3:**
Further develop dialogue formats on memorial culture in Vienna. Put a greater focus on discourse within the culture of remembrance and commemoration and include more transformative social processes and formats.



Best practice:

Arcus (Shadow of a Rainbow)

In June 2023, Vienna inaugurated a memorial that keeps alive the memory of National Socialist crimes committed against homosexual people and commemorates their victims in public space: "ARCUS (Shadow of a Rainbow)" by Sarah Ortmeyer and Karl Kolbitz. The memorial is a milestone of commemorative culture, as it shines a light on a group of National Socialist victims who have been ignored for decades and were only included in Austria's Victims' Welfare Act in 2005. Before the sculpture was installed in its permanent location in Resselpark, there have been numerous debates on this issue and different temporary memorials have been put up in Morzinplatz and Naschmarkt since 2006. The open call for the memorial sculpture was preceded by a comprehensive

reflection process that also engaged the communities concerned. It started in 2014 with a symposium entitled "Gedenken neu gedacht" ("Re-thinking remembrance") and was accompanied by the Anti-Discrimination Agency for Same-Sex and Transgender Lifestyles of the City of Vienna (WASSt). This preparatory dialogue was then followed by an open two-stage competition in 2021, which was organised jointly by KÖR Kunst im öffentlichen Raum Wien and WASSt. Owing to the cooperation and open dialogue between the City of Vienna, the queer community and experts from arts, commemorative culture and academia this long-lasting process of creation was brought to a worthy and satisfying conclusion.

Crisis-resilient culture





5. Crisis-resilient culture

Protect culture in extraordinary times

Financial protection · long-term funding · awareness in the society · budget adjustment · long-term contracts · international exchange

The City of Vienna's focus on crisis resilience aims at making Vienna's cultural scene more resilient to external forces and enabling it to productively inform social changes. Only a cultural sector which is economically healthy and reaches its audiences can develop innovation that radiates throughout the world. For this reason, the measures in this field include strengthening cooperation among cultural stakeholders, promoting the mediation of culture and innovative formats, and providing financial support and advice.

Where we stand:

During the COVID-19 pandemic, the City of Vienna has proven a reliable partner for artists and creatives and has implemented effective measures in response to the situation. The City has drawn many positive experiences from this and has developed and permanently put in place a number of successful solutions like for example the Vienna Cultural Summer or work grants which take account of the whole creative process. The pandemic showed how important it is to further improve structural resilience in the cultural sector and to be prepared

for existing and future challenges. The City of Vienna has recognised the significance of ensuring the sector's advancement also in times of crisis and of providing the necessary resources for this purpose.

The increase in Vienna's cultural budget by 51% from 2018 to 2024 clearly speaks to that agenda.

The goal of the City of Vienna is to continue to promote the resilience of Vienna's cultural scene to make sure that its artists and cultural institutions are protected sustainably and in the long term against unexpected events such as economic crises, resource scarcity or pandemics. In this way, they can go on to fulfil their important role within a changing society in the future. Demographic, technological or ecological developments also affect the cultural sector, for example by a change in consumer behaviour or completely new kinds of media coverage. The institutions are particularly called upon to respond to these challenges by making transformations at all levels. The City of Vienna will do its best to support them in their efforts.

What we want to accomplish:

Key objectives

- **Key objective 1:**

By 2030, Vienna's cultural institutions will have sufficient financial resources. The effects of social changes and future crises can only be absorbed by economically healthy institutions, cultural infrastructures and funding measures.

- **Key objective 2:**

In 2030, the funding system in the cultural sector will be based on multi-year funding contracts. This will facilitate long-term planning and simultaneously reduce production pressure for artists and creative businesses.

- **Key objective 3:**

In 2030, different incentive models and media coverage will help to address all parts of society as potential consumers of culture, and there will be public awareness of the importance of a financially secure cultural sector.

Selected measures

- **Measure 1:**

Adjust the City of Vienna's cultural budget to reflect future developments, also in the years to come. Promote the multi-year nature of funding contracts and decide on funding applications as quickly as possible.

- **Measure 2:**

The City of Vienna will enable an international network meeting to share local and international best-practice models of audience development.

- **Measure 3:**

Introduce an award for innovative mediation of culture.

Best practice:

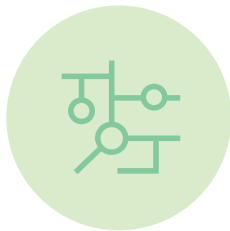
Vienna's large theatres

In the past years, two of Vienna's large theatres, the Theater in der Josefstadt and the Volkstheater Wien, in close cooperation with the City of Vienna and the Federal Government as funding providers, have successfully undergone a process that has made these two large cultural institutions more resilient and competitive in the German-speaking region. The positive development was based on a gradual, but significant increase in subsidies combined with the setting of performance targets and the provision of guidance. Threatened by rising debt and a subsequent oversupply of shows, the Theater in der Josefstadt has fundamentally revised its operational concept. The focus was put among other things on reducing quantity and increasing efficiency in the technical and operational field. Reducing the number of

performances, while maintaining a stable number of subscribers has relieved the burden on the theatre in all areas, has strengthened its own resources and has resulted in a positive balance sheet. The Volkstheater Wien has undergone even bigger changes, which led to its national and international re-positioning. A change in the Volkstheater Trust, the refurbishment of the theatre building, a clear-cut artistic profile, and a gradual significant increase in the subsidies from the City and the Federal Government have put the theatre on a sound financial basis that provides security for the future and enables it to grow at a scale that is commensurate with its size. Hence, both theatres have taken crucial steps to become more resilient, more efficient in their operations and thus healthier in the long run.

Cultural infrastructure and new spaces





6. Cultural infrastructure and new spaces

More and better spaces for art and culture

Development and expansion · integration in urban development · increased funding · establishment of sharing tools · regular stakeholder meetings · stocktaking of existing infrastructure

Cultural infrastructure provides the foundation for growing creative activity in a growing metropolis and for creating a cultural offer to audiences in all areas of the city. For this reason, the City of Vienna works to lastingly secure and expand spaces for art and culture. Offering a diverse and accessible infrastructure includes modernising existing cultural places and spaces, creating new venues and funding rehearsal rooms and studios.

Where we stand:

In 2018, the City of Vienna launched a campaign to increase cultural space, which helped create many new workspaces and rehearsal rooms across the city. In the 15th district, the contemporary and experimental music scene has been provided with affordable space and infrastructure at the Westbahn Studios, and in the 22nd and 3rd district, the City is funding rehearsal spaces for the growing dance and performance scene. Since 2021 up-and-coming young artists haven been offered free two-year access to so-called "START studios" in Vienna's 6th district, and Vienna's music theatre scene has received a

new venue for rehearsals and performances on Siegesplatz in the district of Donaustadt. The local cultural hubs with their different offerings provide access to cultural opportunities across Vienna and offer affordable creative workspace. At the ATELIERHAUS WIEN on the Otto Wagner Grounds, the City of Vienna will build studios and workspaces for about 100 artists on 3.500 m² by 2026.

Creative output in the City of Vienna is tremendously diverse and rich. In the future, networking between institutions, organisations, artists and Vienna's citizens will be supported and strengthened to become more efficient and ecologically sustainable in production and to intensify the dialogue with the city and its residents. In addition to establishing how much space is needed and taking stock of available spaces and their facilities, the focus must be on creating synergies through sharing pools and shared infrastructures, which will open up new opportunities and facilitate the transfer of knowledge and materials within Vienna's entire cultural landscape.

Vienna will continue the path taken in the past years and promote the development of cultural infrastructure in the whole city. In doing so, it will be

crucial to find appropriate ways to integrate Vienna's art and cultural scene in urban planning and the creation of new infrastructure.

What we want to accomplish:

Key objectives

- **Key objective 1:**
Develop and expand affordable creative and artist workspaces (rehearsal rooms, studios, etc.).
- **Key objective 2:**
Consider cultural infrastructures as an integral part of urban development when implementing future construction and development projects.
- **Key objective 3:**
Increasingly support affordable independent or collectively managed spaces which are multifunctional in use and may also serve as meeting places for artists and Vienna's residents.

Selected measures

- **Measure 1:**
By 2030, support and promote appropriate cooperation to create synergies with regard to the use of spaces.
- **Measure 2:**
Provide regular exchange opportunities in the form of a stakeholder meeting with representatives from politics, administration and culture.
- **Measure 3:**
Take stock of existing cultural infrastructure as a basis for future considerations.

Best practice:

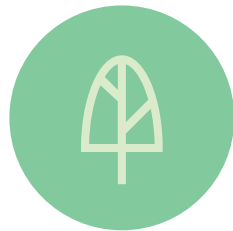
Local cultural hubs

In the context of its campaign to increase cultural space and cultural opportunities across Vienna, the City in 2019 came up with the idea to establish local cultural hubs all over the capital. The "F23" in the district of Liesing, the "Kulturhaus Brotfabrik" in Favoriten and the "SOHO Studios" in Ottakring were the first local cultural hubs that were opened in 2020. Soon they were followed by "Bears in the Park" in Favoriten and the "Atelierhof Schlingermarkt" and "1210 Wien" in Floridsdorf. The youngest local cultural hub is the "FLUCC" in the

district of Leopoldstadt. What they all have in common is their general focus: the work of local cultural hubs is based on participation and low-threshold access and is inclusive and intercultural in nature; together with Vienna's residents they create content, bring culture into the neighbourhoods and in this way contribute to an exciting and sustainable development of the whole district. Since local cultural hubs receive infrastructure funding from the City of Vienna, artists and cultural initiatives can access and use their facilities at affordable rates.

Climate friendliness in art and culture





7. Climate friendliness in art and culture

Climate-proof infrastructure for art and culture

Establishing sustainable awareness · incentives through funding · ecological adaptation of infrastructure · introducing sharing platforms · developing guidelines · quality criteria for call procedures

The climate crisis is the biggest challenge of our time. The City of Vienna works to become climate-neutral in all its operations. Climate change and sustainable action have also become burning issues in the cultural sector. It goes without doubt that cultural institutions can contribute to sustainable development and are already doing so. In this context, it will be particularly important to adapt existing infrastructure and resources to climate-related requirements.

Where we stand:

Culture, creative work and a climate-friendly cultural policy can contribute significantly to climate protection and sustainability. If we want to bring about visible changes, funding structures in the cultural sector need to be adapted to climate-related requirements.

Specific proposals for ecological action, targeted initiatives and measures, such as an ecologically sound cultural infrastructure and environment-friendly events, help to enhance sustainability in the cultural sector.

Viennese museums like the KunstHausWien stand out by their resource-efficient and environment-

friendly work. Another example being the Museumsquartier cultural complex, which impressively shows how visible and invisible processes can be carried out in compliance with ecological standards.

Green production across all genres is a major aspect of funding concepts with a view to reducing CO₂ emissions. Filmfonds Wien, for example, supports producers in their effort to achieve climate-neutral production through sustainable and ecological management and in doing so creates specific and essential conditions for green production in the film and TV industries.

In the future, renovation and revitalisation as basic principles of climate-efficient construction must be brought to the fore. The redevelopment of the Wien Museum on Karlsplatz offers a good example of how a post-war cultural building has been completely renovated and extended in compliance with climate-related requirements.

Culture as a driver of sustainable development contributes significantly to raising the awareness for ecological thinking and action.

What we want to accomplish:

Key objectives

- **Key objective 1:**

In 2030, ecological and sustainable awareness will be an integral part of Vienna's cultural institutions and, in the sense of resource efficiency, will be firmly established in the creative process.

- **Key objective 2:**

In 2030, ecological standards and financial incentives that encourage greening and green production will be reflected in the City's funding system.

- **Key objective 3:**

Based on the availability of comprehensive data on the greening of the cultural sector, the necessary investments in the ecological adaptation of cultural infrastructure will have been made by 2030.

Selected measures

- **Measure 1:**

Support the development of sharing platforms for a sustainable use of resources in the cultural sector.

- **Measure 2:**

Develop ecological guidelines and quality standards in the cultural sector in a dialogue that involves the different genres of creative and cultural work.

- **Measure 3:**

Introduce "sustainability concepts" as a quality criterion for public calls in the cultural sector.

Best practice:

Prater Museum

The new Prater Museum will be opened in March 2024. The new building designed by architect Michael Wallraff now has double the floor space of the former Museum on the History of the Vienna Prater, which for decades had been hidden away in a side wing of the Vienna Planetarium. Sustainable construction methods and the use of alternative regenerative energies were a priority for this construction project. As one of the first public wooden construction buildings in Vienna, the new Prater Museum has a signalling effect that goes far beyond the museum sector. In environmental terms it meets the highest standards: a heat pump for heating and cooling, use of outdoor air as the most

economic source of energy, a rooftop photovoltaic system for power generation, a heat recovery ventilation system, and reduction of primary energy consumption through regulation of humidity. Due to these features, the Prater Museum – alongside the completely renovated and extended Wien Museum – is a groundbreaking example of the next generation of ecologically sustainable museum buildings. Moreover, the new Prater Museum will also be sustainable in social terms, since it includes a consumption-free gathering area on the ground floor, whose glass façades create a transparent and inviting look.

[illegible]



8. Digitalisation in art and culture

Digital infrastructure for the whole society

Establishing the concept of "digital humanism" · free access via public structures · international symposium · creating accessible infrastructure · establishing a competence centre

Digitalisation has fundamentally changed people's lives in the past decades. This technological revolution has penetrated nearly every aspect of everyday life – from the way we communicate, work and learn to our social interactions and leisure activities to the way we create, perceive and consume culture. This field of action, therefore, focuses on overcoming the challenges of digital transformation. At the same time, we must recognise and strategically promote opportunities to remove unequal access to digital infrastructures in the sense of a "digital humanism".

Where we stand:

In Vienna digitalisation is about people. That is why technological developments are always promoted in accordance with the City's social responsibility and against the background that digital progress is to benefit all Viennese. Underlying this approach is the concept of "digital humanism", which has emerged in Vienna and has been met with international attention since the adoption of the Vienna Manifesto on Digital Humanism in 2019. In the field of culture, this concept has been used to place particular emphasis on accessibility. Digital innovation has created vast opportunities

to consume culture via smartphone, laptop, tablet or TV. This includes music, films, art collections or 3D tours through museums. Especially during the COVID-19 pandemic, digital formats provided access to cultural experiences. The use of digital platforms and tools helps to reach out to new target groups and further increase the visibility of the city's cultural diversity.

However, this also entails new challenges for artists and cultural workers. The ongoing further development of different AI applications puts theoretical questions regarding originality and concerns relating to copyrights at the centre of the public discourse about digitalisation in art and culture.

In the future, synergy effects through using joint infrastructure such as software as well as the teaching of digital skills will contribute to support digitalisation within the cultural landscape. If we want to make art and cultural productions available to future generations in a structured and curated format, we need a digital space which provides public infrastructures for publicly financed cultural heritage and makes sure that these digital artefacts can be found and used by ensuing generations.

What we want to accomplish:

Key objectives

- **Key objective 1:**

The City of Vienna will have a digital space for art and culture. Publicly financed productions will be made available via public structures to prevent the complete commercialisation of our joint digital cultural heritage.

- **Key objective 2:**

Interinstitutional exchange and networking will allow a targeted use of synergies in digitalisation issues.

- **Key objective 3:**

In 2030, digital humanism will be firmly established as the central intangible and tangible guiding theme for digitalisation issues in the cultural sector.

Selected measures:

- **Measure 1:**

Support the development of sharing platforms for a sustainable use of resources in the cultural sector.

- **Measure 2:**

Develop ecological guidelines and quality standards in the cultural sector in a dialogue that involves the different genres of creative and cultural work.

- **Measure 3:**

Introduce "sustainability concepts" as a quality criterion for public calls in the cultural sector.

Best practice:

Crowdsourcing.wien

The Wien Museum and the Vienna Library in the City Hall have launched the website crowdsourcing.wien as a joint platform for providing access to digitised documents from their archives and collections. The first documents made available there were pieces of correspondence dating from 1914–1934. The public was invited to transcribe the documents, and both the interest in and the quality of the volunteer work has been overwhelming. By now, more than 6800 letters and postcards have been transcribed, and another digitalisation project has been realised, which uses playbills, posters and leaflets to explore Vienna's theatre landscape in the 1930s. This form of democratisation of knowledge is becoming an increasingly important task of libraries and museums. The fact that only readable and comprehensible documents can be brought to life sparked the idea to ask the interested public for help in digitising the contents. Thanks to the crowdsourcing initiative everyone interested can now access the documents. Within the next years, the Vienna Library in the City Hall will retrieve a total of more than 200,000 letters, postcards and other pieces of correspondence from five centuries from their depots and will make these copyright-free objects available in digital format.

04. The perspective of Vienna's residents

From June to September 2023 a public participation process was carried out in Vienna to add the residents' perspective to the feedback from the different dialogue formats that had been directed to artists and representatives of art institutions. Vienna's citizens were invited to contribute their views on the fields of action as well as new ideas for the overall Culture Strategy

process via a survey tool made available on the website of the City of Vienna.

The survey was disseminated through the City's media, the social channels of the Executive City Councillor for Cultural Affairs and through interest groups in the cultural sector. It asked the following questions and collected the following data:

- **Demographic details:**
 - Gender
 - Age
 - Education
 - Postcode
- **Affinity towards culture:**
 - Full-time work in the cultural sector
 - Volunteer work in the cultural sector
 - Intensity of cultural participation
 - Genre preferences
- **General presentation and weighting of the fields of action**
(from very important to less important)
- Open question: Have we forgotten to include any other important field?
- Open question: Which specific ideas can I contribute to Vienna's Culture Strategy 2030?



The analysis of the responses provided the following results:

Participants

The about 1000 participants in the survey were mostly female (62%), 30–45 years old (46%), well educated (71% had a university degree or a university of applied sciences degree) and did not work (43%) or worked full-time (37%) in the cultural sector. Cultural interests mainly included visual arts (museums, galleries, exhibitions), performing arts (theatre, musical theatre, opera), cinema/film and music (concerts rock/pop/hip-hop).

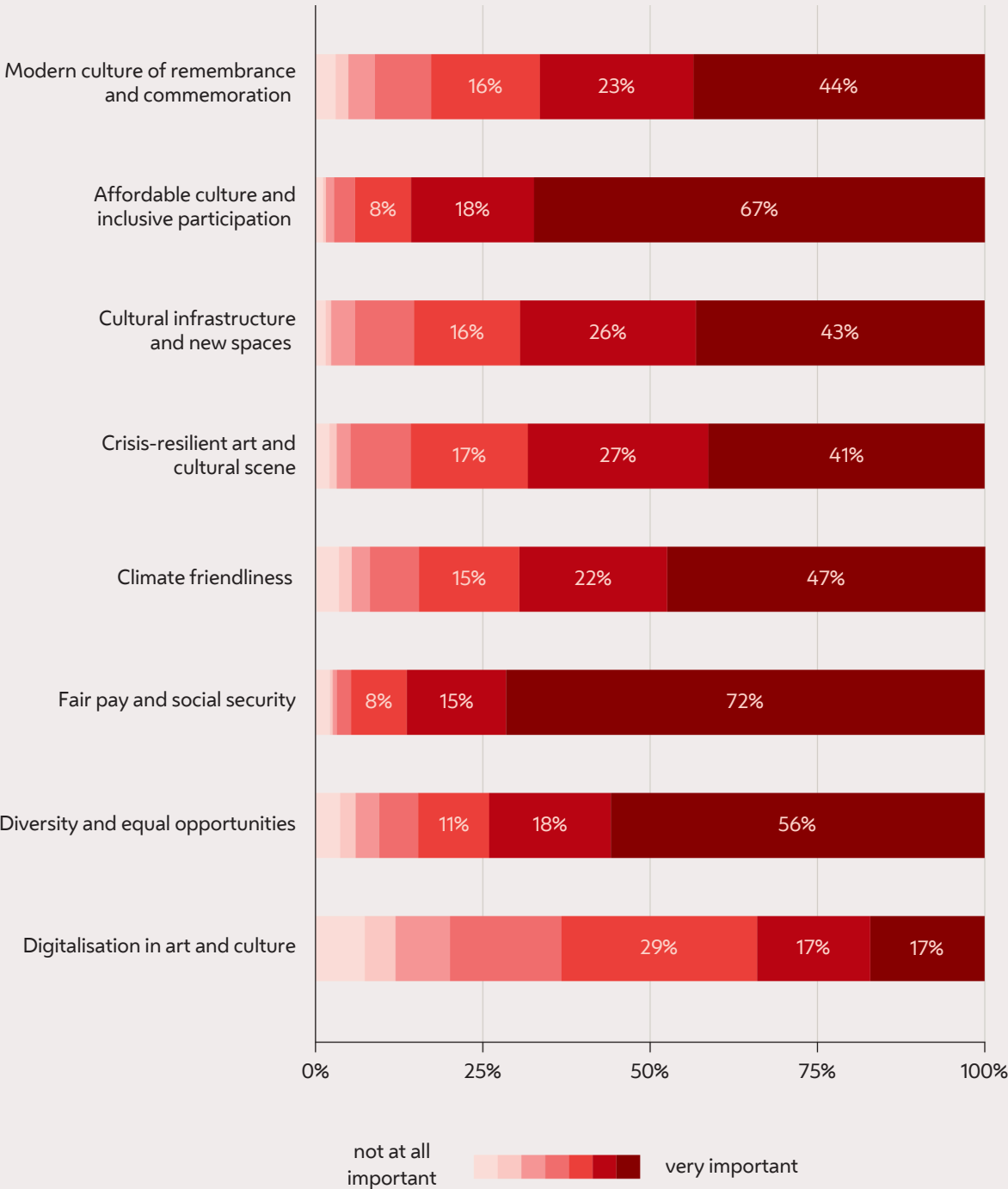
Additional cultural interests, which were primarily named by people working full-time in the cultural sector, included genres such as cabaret, concerts, jazz, music and circus.

Fair pay and affordable culture as most important fields of action

The question regarding the weighting of the eight fields of action that had been developed within the Culture Strategy process provided the following results: Respondents named fair pay and social security as well as affordable culture and inclusive participation as the most important themes of a Culture Strategy 2030. This demonstrates that free access to art and culture is at the centre of interest both on the production and audience side.

The outcome confirms the previous weighting of the City of Vienna's cultural-policy measures, which have addressed the same priorities since 2018: fair pay measures for artists to mitigate precarious employment, development and expansion of new formats like the Vienna Cultural Summer, strengthening of local, low-threshold initiatives such as the local cultural hubs and promotion of cultural mediation activities, for example through an interdisciplinary call for proposals entitled "Kulturkatapult", to mention but a few examples.

IMPORTANCE OF THE STRATEGIC THEMES



Open questions

The analysis of the two open questions provided interesting insights:

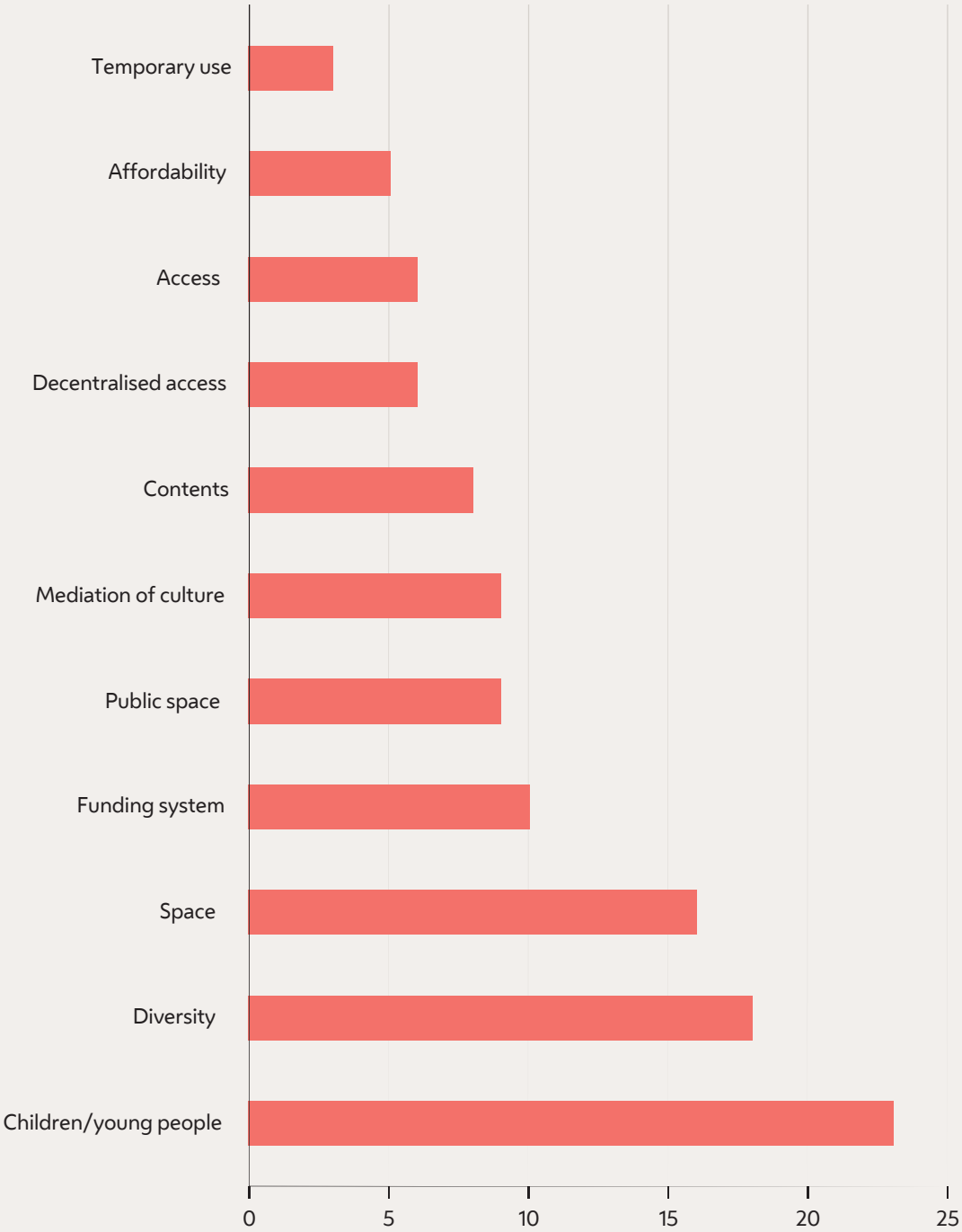
Additional field of action: “Have we forgotten to include any other important field?”

224 people have answered this question, whereby the demographic data corresponded largely with those of the overall survey: female, full-time work in the cultural sector, degree from a university or university of applied sciences, 30–35 or 45–60 years old. A purely quantitative analysis of the feedback revealed that “more” was the word that was used most frequently in the responses. The five most often named words that followed it were (by frequency of occurrence) “visibility”, “money”, “traditional”, “street art” and “school events”.

The analysis of responses showed a great weight being attached to increasing cultural offers for children and young people as an additional field of action. The second most mentioned priority were measures to reflect diversity more strongly at all levels and in relation to different groups of society – demands to increase the share of women, offers for people with different socioeconomic and educational backgrounds, stronger integration of people with migration backgrounds – on, in front of and behind the stage. Together with the wish for more offers of cultural mediation, which is ranked in the middle of priorities among respondents, this expresses the need for a broadening of the offer, but also for an engagement of different audiences.

The chart shows those categories of responses which have more than five mentions:

ADDITIONAL FIELD OF ACTION

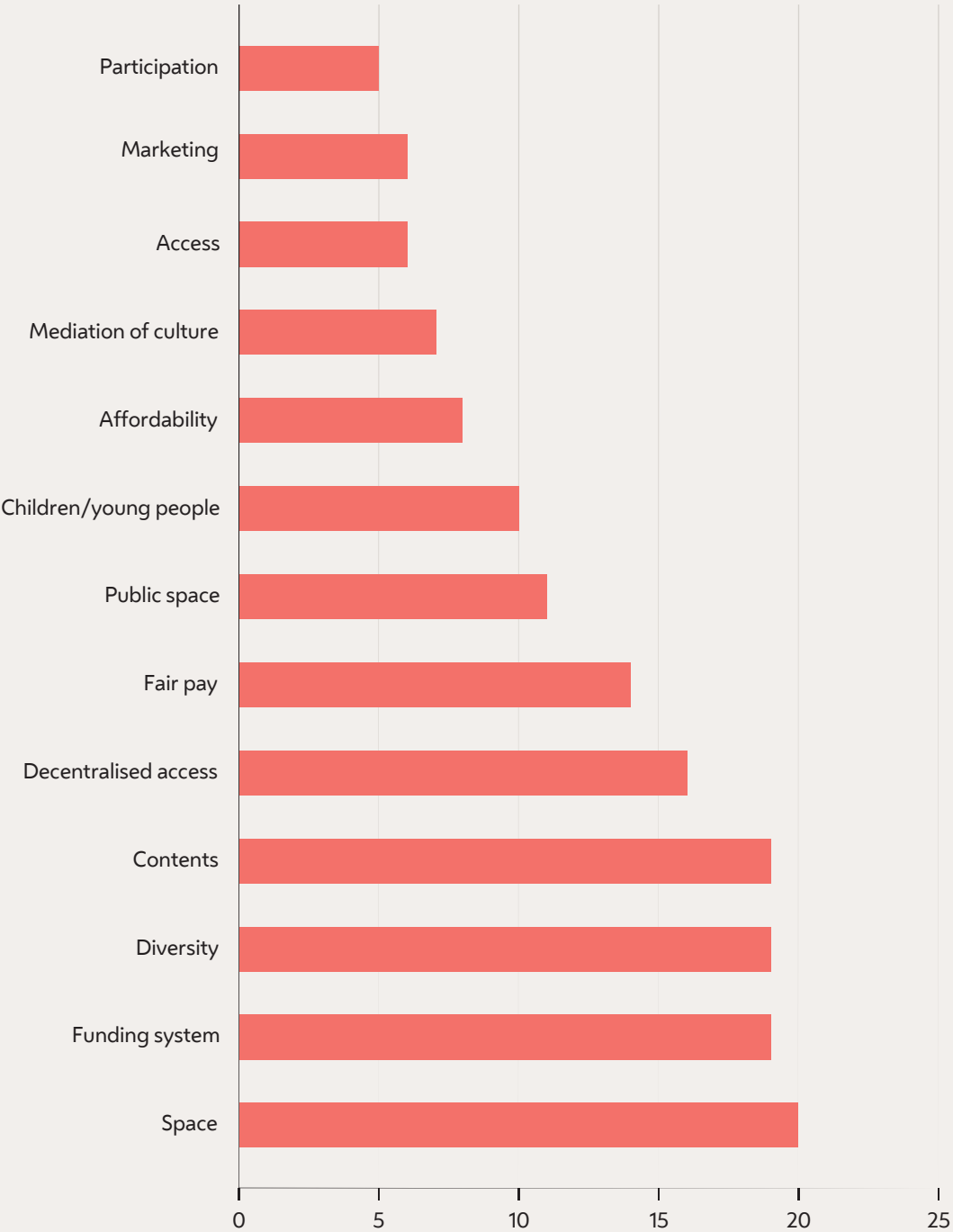


Optional question: Which specific ideas can I contribute to Vienna's Culture Strategy 2030?

When answering the second open question about specific ideas, many respondents mentioned the same things as in the previous question, which is why the analysis drew a similar, yet more pronounced picture. The categories of space and diversity were again frequently named, and specific ideas often included suggestions relating to the funding system, with many respondents wishing for an expansion of the funding spectrum to include specific genres or formats. As far as specific ideas about artistic contents are concerned, respondents primarily mentioned personal preferences – art forms they disliked or liked and which they feel have not been sufficiently supported so far.

The whole participation process showed the clear wish for increased cultural mediation, for accessibility and affordability of the cultural offer, but also for fair working conditions for artists and creatives and the reflection of the city's diversity in the cultural sector. The issue of spatial distribution plays a major role in this respect and the availability of cultural opportunities across all districts in the city is a general concern. Overall, the results of the participation process confirm the fields of action addressed within the Culture Strategy and the priorities that have been defined for cultural policy since 2018.

SPECIFIC IDEAS



¹⁾ Schönherr, Daniel; Oberhuber, Florian (2015): Kulturelle Beteiligung in Wien. SORA Research Report: Vienna.

²⁾ Schönherr, Daniel; Glaser, Harald (2023): Kulturelle Beteiligung in Österreich Besuch von Kulturveranstaltungen, Kultureinrichtungen und -stätten. Final Report. Sora: Wien.

Representative survey on the Culture Strategy 2030

In the third quarter of 2023, a representative survey on cultural consumption in Vienna was carried out to map the cultural participation of Vienna's residents as another basis for future cultural policy measures. Following an invited tendering process, the research institute SORA was appointed to conduct the survey. SORA was able to follow up on two previous surveys: a study on cultural participation in Vienna dating from 2015[1] and a comprehensive survey[2], which had been carried out Austria-wide on behalf of the Federal Ministry for Arts, Culture, the Civil Service and Sport in 2022/2023.

The present survey describes cultural consumption in Vienna against the background of demographic data

such as age, education, gender or income. Its presentation of the data by district groups is particularly relevant to cultural policy, since the accessibility of art and culture is the focus of all political efforts. Based on the frequency of cultural participation, the survey authors developed a typology that combines social and spatial factors and provides a differentiated result. The survey is complemented by the respondents' rating of the Culture Strategy's eight fields of action. The result shows that Vienna's residents consider these themes important – regardless of how often they participate in culture themselves. A brief outline of the survey results will be provided below, the full report is available at: <https://kulturstrategie2030.wien.gv.at/>

Executive Summary by Harald Glaser/David Baumegger (SORA)

Results of the representative survey on the City of Vienna's Culture Strategy 2030

The City of Vienna uses a participatory process to develop its future cultural policy strategy for the year 2030.

In this context, an exchange with experts and representatives from the art and cultural scenes taking the form of dialogue forums, workshops and discussions has so far served to formulate basic objectives and eight central fields of action:

- Diversity and equal opportunities
- Crisis-resilient art & culture
- Cultural infrastructure and new spaces
- Climate friendliness and sustainability
- Affordable culture and inclusive participation
- Fair pay and social security
- Modern culture of remembrance and commemoration
- Digitalisation in art and culture

In June 2023, SORA was tasked with conducting a representative survey of Vienna's residents asking them how they rated the importance of these fields of action. In addition, the survey also investigated citizens' cultural consumption in 2022/2023. From the beginning of August to the middle of September, 1,005 Viennese aged 15 and over were surveyed by telephone or online and could participate in German or English.

Strong correlation between cultural capital and cultural consumption

How much cultural capital people have depends on whether they come from families who are interested in art and culture, whether they have developed and increased their interest in art and

culture through cultural a education at school, and on how much importance they attach to the mediation of art and culture within the school system. 27% of Viennese are frequent consumers of culture with more than ten cultural experiences in the past 12 months. Higher cultural capital leads to more cultural consumption: 40% of Viennese with high cultural capital are frequent consumers of art and culture, while 24% of Viennese who have medium cultural capital frequently consume art and culture. In comparison, only 15% of people with low cultural capital frequently visit cultural events. Conversely, the share of those who have not visited any cultural event rises to 31% among people with low cultural capital.

Cultural consumption is also strongly related to education, neighbourhood and a good living income

While about one third (34%) of Vienna’s residents with university entrance qualifications frequently enjoy cultural events, this is true for only a fifth (21%) of Viennese without university entrance qualifications. About four in ten residents of the inner districts (districts 1-9), a quarter of the residents in the southern and in the north-western districts, respectively, and only a sixth of the respondents in districts 21 and 22 frequently visit cultural events and facilities. Furthermore, 30% of Vienna’s residents who can make ends meet easily or somewhat easily are frequent consumers of culture – while this is true for only 21% of Viennese who find it difficult or are unable to make ends meet.

Quality of offer is by far the most important factor for deciding on a visit – followed by prices, time and accessibility

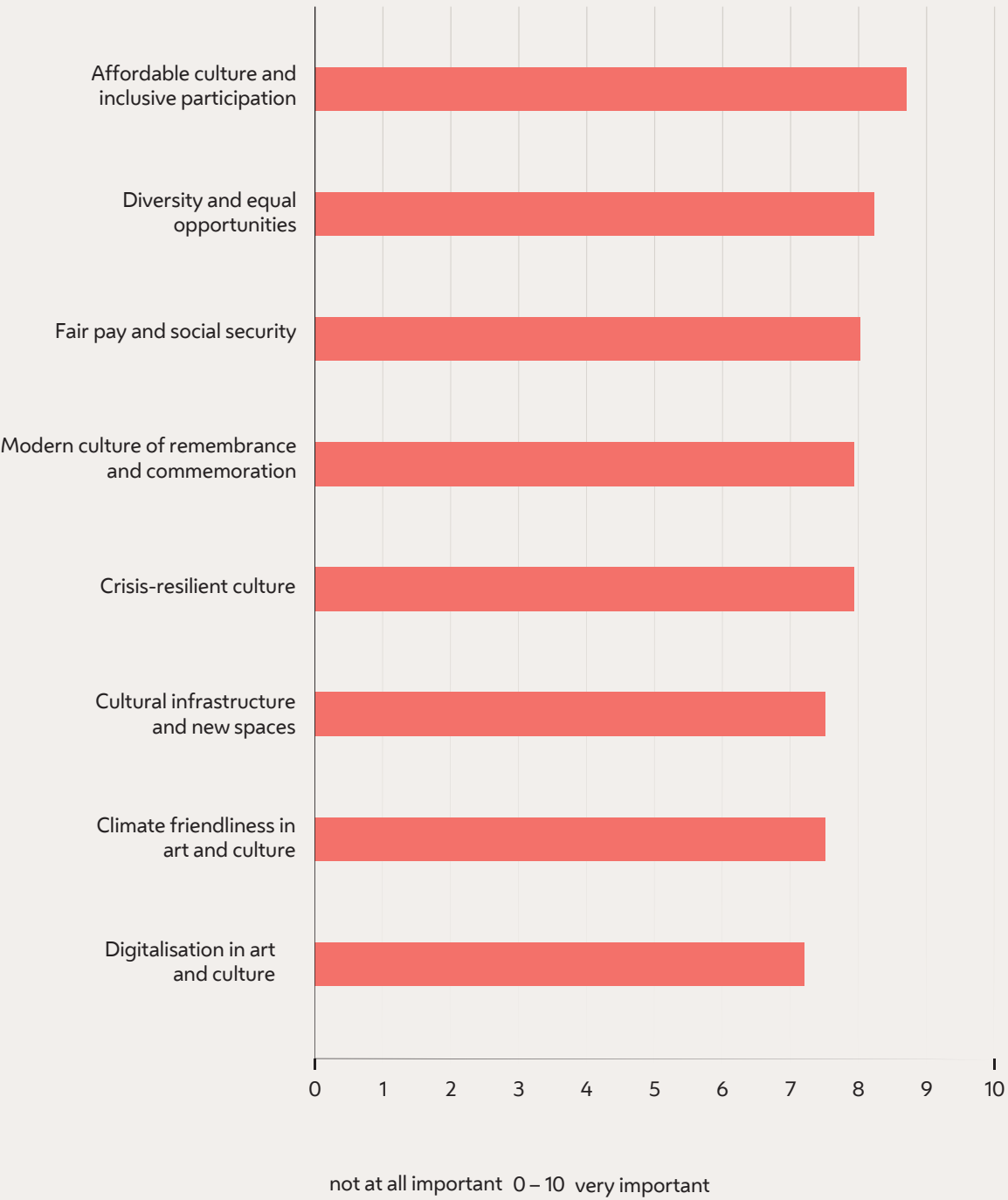
For about three quarters (76%) of Vienna’s residents an interesting offer is the deciding factor for choosing to visit particular art or cultural events. Especially frequent consumers of culture (86%) consider the specific offer an extremely important reason when deciding to visit cultural events or art spaces. By comparison, general conditions are of secondary importance to the question of whether and which cultural facilities are used by Viennese. Favourable prices (38%), sufficient time (34%) and good accessibility (31%) are further decisive

criteria to visit cultural events and/or art spaces. Moreover, the price argument is of above-average importance for Viennese with low and/or insufficient income (52%). Particularly for young people between 15 and 29, free entry is an important deciding factor whether or not to participate in an event.

All eight fields of action have been rated as important

On a scale from 0 to 10 – with 0 being least important and 10 being most important – all eight fields of action were rated as important by the majority of respondents. In this context, “Affordable culture and inclusive participation” was rated as most important among the eight fields of action, followed by “Diversity and equal opportunities”. The issues of “Fair pay and social security”, “A modern culture of remembrance and commemoration” and “Crisis-resilient art & culture” received equally high ratings. Next were “Cultural infrastructure” and “Climate friendliness”. “Digitalisation in art and culture” was rated as least important.

IMPORTANCE OF THE FIELDS OF ACTION



Top ratings for “Affordable culture and inclusive participation”, “Diversity and equal opportunities” and “Fair pay and social security

Affordable culture and cultural participation were particularly important for Viennese facing a difficult income situation, Viennese with migration backgrounds and Viennese who are between 50 and 64 years old. Diversity and equal opportunities were rated more important by Viennese with migration backgrounds and Viennese between 50 and 64 years old. Fair pay and social security were of greater importance to Viennese with university entrance qualifications and again Viennese between 50 and 64 years old.

Typologies of cultural consumption and cultural capital were the biggest influencing factors when rating the fields of action

Viennese with low cultural capital and non-consumers of culture significantly rated the eight fields of action less important, but not completely unimportant. They as well considered fair and sustainable conditions for Vienna's cultural sector and low-threshold offers as important aspects. In this context, affordable culture and inclusive participation was especially rated important by respondents whose income is hardly sufficient or insufficient for living.

05. Fair pay measures

Demands for fair pay for artists and cultural workers have been brought into the focus of all cultural-political discussions in the past years. In Vienna, the Fair Pay Symposium in April 2019 served to highlight the burning nature of this issue. The symposium was organised on the initiative of City Councillor Veronica Kaup-Hasler in cooperation with the interest groups IG Kultur Wien, Austrian Filmmakers Association, mica – music austria/Initiative der freien Musikszene Wien, IG Bildende Kunst, IG Autor*innen and IG Freie Theaterarbeit. The intensive exchange of knowledge at this event provided a foundation for the development of measures that take account of the specific characteristics of the individual genres.

Subsequently, in 2020, Vienna's progressive government included its commitment to fair pay in its government programme.

Simultaneously, Vienna's cultural budget has been steadily increased by a total of nearly 51% since 2018. While in 2018 the City's cultural budget amounted to 224 million euros, it has risen to 287 million euros in 2022. This trend was also continued after the evaluation, so that the budget for 2023 amounted to 270 million euros (311 million euros including contingency funds which were additionally made available to cushion the effects of the crises). The cultural budget for 2024 is estimated at 338 million euros.

In addition, the website of the City of Vienna's Municipal Department of Cultural Affairs contains a link to fee recommendations as well as sample contracts and other fair pay tools. This is intended to support applicants in making fair calculations. Since 2020, the Kuratorium für Tanz, Theater und Performance, which supports the City of Vienna in the provision of grants and subsidies and acts as its advisory board for funding recommendations, has also been considering minimum fee levels when deciding on applications for concrete funding opportunities.

In 2022, the City of Vienna appointed the institute Educult to conduct an evaluation to assess in detail the effectiveness of these varied activities. The evaluation investigated which fair pay measures the City of Vienna has implemented in the cultural sector since 2018 and how these measures were received by Vienna's artists. For this purpose, Educult analysed the City's cultural budgets from 2018 to 2021, conducted 23 qualitative interviews with interest groups, representatives from Viennese cultural institutions, advisory board members from all genres and representatives from cultural administration, and hosted three focus groups with artists from the fields of visual arts and new media, performing arts and music.

The evaluation results show that the vast majority of respondents acknowledges and appreciates the City Government's political focus on fair pay.

06. Outlook In 2030...

This focus is also reflected in the City's increased cultural budget, which consequently resulted in considerably higher funding levels: from 2018 to 2021, for example, the field of performing arts/independent scene witnessed an increase in funding by 23% and funding for literature projects rose by 63%. Generally, there was a tendency across all genres for individual artists and the independent scene to be the priority target group of fair pay measures.

Furthermore, advisory board members who make funding recommendations for the different genres are now paying more attention to fair pay when evaluating proposed projects and examine if the submitted calculations allow the collection of appropriate fees. Applicants from the performing arts are explicitly advised to submit their funding application together with a calculation sheet that was prepared with the help of a calculation tool developed by the IG Freie Theater interest group; this will be taken into consideration for deciding on the funding recommendation.

Increasing the cultural budget enabled more projects to receive higher funding from the City, which in turn provided these projects with the means to pay higher fees to the artists involved. The number of projects that were granted more funds under these conditions has increased from 2018 to 2022. This helped to reduce funding based on a "sprinkler principle" and support projects more adequately.

An important cultural-policy measure in relation to fair pay was the introduction of work grants amounting to 18,000 euros per year. In 2022, 84 of these grants were awarded to artists and creatives. As they provide financial security for a whole year, they contribute significantly to the deprecarisation of the grant holder's economic situation. At the same time, the grants signify a change in paradigm in cultural funding, since they directly support artists and work processes instead of their outcomes.

Additional indirect, non-monetary measures include the strengthening and/or establishment of service facilities, such as the Vienna Club Commission, Vienna Film Commission or Kreative Räume Wien. Along with the ongoing campaign to increase cultural space, they will help to improve working conditions for artists and creatives in Vienna.

This bundle of individual measures – consisting of a higher cultural budget and the resulting increase in individual funding opportunities, investment projects and improved infrastructure, and the establishment of service facilities to support artists – is a first essential step towards a deprecarisation of creative work. The evaluation of the measures taken from 2018 to 2021 has clearly shown noticeable improvements to this effect.

These positive results confirm the City of Vienna's current course and encourage the City to continue it together with the art and cultural scenes.

... affordable culture and inclusive participation will be at the heart of Vienna's cultural policy. All residents, regardless of their socioeconomic backgrounds, will have access to culture. Cultural events will be affordable and the offer of free cultural experiences will have been expanded, so that everyone can enjoy culture.

In 2030, Vienna's cultural landscape will be a diverse and inclusive "cultural stage", which reflects the diversity of the city's society. Different art forms, styles and perspectives will find their place here and will represent a broad spectrum of stories and experiences.

Artists and creatives will receive fair pay for their work. They will have social security protection to provide financial stability and enable sustainable work.

Commemorative culture will be considered of great importance in Vienna. The city will continue to remember its history and will actively address the dark chapters of its past. At the same time, it will integrate modern forms of remembrance culture to preserve collective memory and maintain the dialogue on historical events.

The cultural sector will have demonstrated its resilience and will have proven that it is able to react appropriately to challenges as well as

to maintain cultural activities in times of crisis and that it will provide financial security not only to cultural organisations and businesses, but also to artists and creatives.

Vienna's cultural infrastructure will be well developed both physically and digitally. In addition to renowned institutions, there will also be many smaller and alternative venues that offer space for experimental art and new formats.

The climate friendliness of the cultural scene will be another important aspect. The City of Vienna will increasingly focus on sustainability and environmentally-conscious action by promoting and supporting climate-friendly measures. Artists will be encouraged to use environment-friendly materials and resource-efficient techniques and to present their work in an environmentally compatible way.

Digitalisation will play an important role in this context, as it creates new opportunities for access, mediation, exchange and preservation.

In 2030, Vienna's whole cultural landscape will present itself as being lively, diverse and future-oriented. It will stand for creative freedom, social participation and a respectful treatment of the past. Vienna will continue to be an important cultural and creative hub, which attracts and inspires people from all over the world.

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