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Action plan of Burgenland

Regional policy action plan to implement energy efficiency measures targeting the SME sector

Regionalpolitischer Aktionsplan zur Umsetzung von Energieeffizienzmaßnahmen im Bereich KMU's

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1 Introduction

This action plan aims to support the core objective of the project SMEplus “increasing energy efficiency in SMEs” by defining a sustainable action for the region. The inspiration and further knowledge for the action was gained through the exchange of the eight project regions by comparing the regional policy instruments. Further, the action plan helps to develop the regional policy instruments and aims to increase the interest of SMEs and regional institutions in participating in the energy efficiency policy programme.

The Action plan is divided into three main chapter.

The first one gives an overview about the regional business structure and current climate strategies which are in context with the project SMEplus.

The second chapter shows the policy instruments and funding programs for the region of Burgenland.

The third chapter describes the action – which is the main part of this action plan.

Action:

Enhancing the existing energy efficiency measure database to increase monitoring effectiveness and energy efficiency in SMEs



2 Regional context

This chapter gives an overview of the current situation in Burgenland in the context of energy and climate protection measures. After a general overview of the business landscape, the political goals and climate strategies are showed.

2.1 SMEs in the region of Burgenland

Austria is a country that is very clearly dominated by small and medium-sized enterprises. Less than 1 % of all companies located here have more than 250 employees, which would classify them as large companies. This situation can also be seen very clearly in Burgenland. There are about 24,500 companies here, and 35 of them are large enterprises.

This means that around 99% of companies in Burgenland are defined as micro to medium-sized enterprises (Statistik Austria, 2021).

2.2 Political goals and strategies

2.2.1 EU and national level - GREEN DEAL and SDGs

Austria is, together with the other 26 EU members states, part of the **Green Deal** strategy. The aim is to achieve zero net greenhouse gas emissions by 2050. Austria is responsible for reducing triggered greenhouse gas emissions in these sectors by **16% by 2020** (compared to 2005). Until 2030, the European Union has already defined the next targets by means of the legislative acts of the European Parliament and the Council.

Therefore, the federal government has prepared an Austrian **climate and energy strategy (#mission2030)** to achieve the ambitious EU targets as well as the national targets. This strategy was accepted at the end of May 2018 and includes the target setting for Austria and the matching measures.

Further, the "**Agenda 2030**" is also very important for Austria. It includes the 17 global sustainability goals and 169 sub-goals for greater clarity. All 17 goals are equally valid for developed, developing and emerging countries to form a common frame of reference.

2.2.2 Strategies on regional level

Energy Concept 2020+, Energy Climate Strategy Burgenland 2050, Mobility Strategy

The political objectives and strategies at EU as well as national level (chapter 2.2.1) provide the framework for the regional strategies and development programs of the region. Burgenland has currently three main strategy plans, the **Energy Concept 2020+**, **Climate and Energy Strategy 2050** and **Mobility Strategy**. Those concepts are important instruments that pave the way for a climate-neutral, energy-efficient and resource-saving Burgenland.



The **Energy Concept 2020+** sets the direction for Burgenland until 2020+. The intended goals are:

- 2013: Autonomy with electric power
- 2020: 50 % plus of the total energy consumption is produced renewable in Burgenland
- 2050: Complete energy self-sufficiency is the goal

The **Climate and Energy Strategy 2050** aims the implementation of energy and climate measures in Burgenland to significantly reduce greenhouse gas emissions by 2050. (Burgenländische Klima- und Energiestrategie 2050, 2020)

Therefore, Burgenland has defined 4 main objectives within this strategy, which are interlinked and can be seen in the following figure:

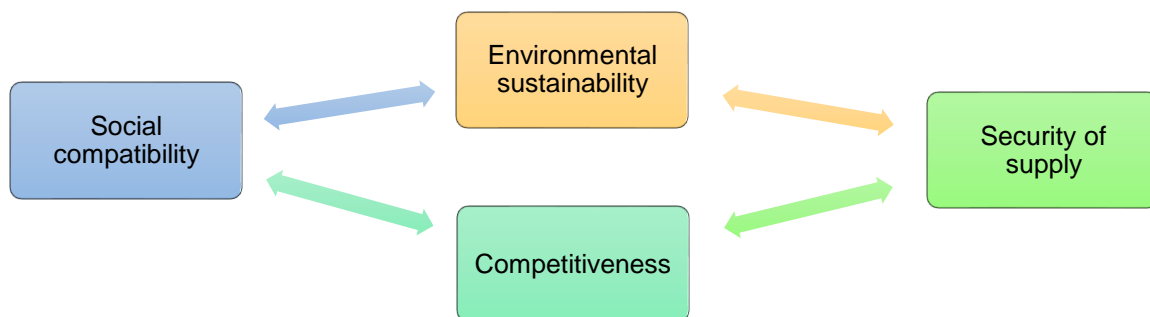


Figure 1: Main objectives of Burgenland (Burgenländische Klima- und Energiestrategie 2050, 2020)

This figure indicates that all objectives in Burgenland have a direct or indirect influence on the economic situation or the businesses. As for example “environmental sustainability” concerns sectors as mobility, building or energy, which are also sources of services for businesses.

The **Mobility Strategy** describes the next steps to foster reorganization of the public transport system in Burgenland. It describes the future mobility as well as funding possibilities.

To summarize, Burgenland's policy is strongly concerned with the issues of climate protection and energy. The existing strategies and concepts are very important to give a direction for the region.



3 Policy context

The following chapter provides a detailed overview of the ERDF Regional Program, further called in the national language “IWB/EFRE”, which is used as the basis for the Action Plan. After a general overview, the program will be further described.

3.1 General overview

In the 2014-2020 funding period, one of the European Regional Development Fund’s goals is investment for growth and jobs (IWB/EFRE). This goal applies to all European regions, which are classified into three categories: “more developed regions”, “transition regions” and “less developed regions”. The Austrian provinces are classified as “more developed regions” besides Burgenland, which has the status of a “transition region” in the period of 2014-2020. (EFRE, 2021a)

The main topics for IWB/EFRE funding in this period are research and innovation, the shift to a low-carbon economy, and competitiveness. The funding is intended to strengthen growth and employment in all of Austria’s regions. In particular, the IWB/EFRE programme provides funding to projects in the five areas listed below in the 2014-2020 period. These areas are also referred to as priority axes. Roughly 90 % of the funding goes to the first three of these priorities. (EFRE, 2021a)

- Priority 1: Strengthening/enhancing regional competitiveness through research, technological development and innovation
- Priority 2: Enhancing the regional competitiveness of SMEs
- Priority 3: Supporting the shift towards a low-carbon economy in all sectors**
- Priority 4: Sustainable urban development
- Priority 5: Integrated development of urban and surrounding areas and CLLD/LEADER

Special emphasis is placed on the shift to a low-carbon economy. Approximately EUR 110 million, i.e. at least 20 % of the available IWB/EFRE funding, are allocated for projects related to climate protection. (EFRE, 2021a)

The transitional region Burgenland performed very well within the economic catch-up process of the last 15-20 years and increased notably the employment rate, continuous employment creation and reduces disparities compared to the EU-15. These results were due to an overall good performance of Austria with a stable and continuous development. Unfortunately, this adjustment process in employment has not been followed by the same increase in productivity. Even in the area of foreign direct investment (FDI), only limited progress has been made. Since



only intermediate steps have been taken so far and the structures are not yet sufficiently consolidated, the transformation process needs to continue in the near future. (IWB/EFRE Austria, 2021)

According to this, it is considered to address not only the regional IWB/EFRE 2014-2020 program of Burgenland but also the IWB/ EFRE 2021-2027 which is under development at the moment.

Although research and innovation on energy efficiency and renewable energy topics have a high priority in Burgenland, and the University of Applied sciences is leading the way with a small number on companies, many SMEs need support in the implementation of energy efficiency measures.

The effort made so far within the project SMEplus - the shared experiences and good practices which we learned from the project partnership - add more than value to the general catch-up process of Burgenland, which will be strongly supported by the further development of our IWB/EFRE policy instrument.

3.2 Policy objective and relevant measures

Within five thematic priorities, 22 concrete measures are funded under the IWB/EFRE program in Austria.

The main measures within the **priority axe 3: “Supporting the shift towards a low-carbon economy in all sectors”** are the following: (EFRE, 2021b)

- M11: increasing operational investments in renewable energies and energy efficiency
- M12: Consultancy for companies in the field of renewable energies / energy efficiency
- M13: Local and regional strategies for energy efficiency and sustainable mobility
- M14: Smart City Styria: Investments in renewable energies and energy efficiency
- M15: RDI projects in CO₂-relevant fields

With regard to the priority axis and the measures contained therein, not every measure is funded in every federal state.

The regional policy instrument of Burgenland - IWB/EFRE 2014-2020 - funds the below mentioned measures: (EFRE Förderkompass; 2021)





Priority 1: Strengthening/enhancing regional competitiveness through research, technological development and innovation	M01: Research and technology infrastructure more
	M02: Inter-company R&D projects, collaborative projects and transfer competencies
	M03: Operational R&D projects and technology transfer projects
	M05: R&D and technology-oriented investments
Priority 2: Enhancing the regional competitiveness of SMEs	M09: Support for growth in companies
Priority 7 REACT-EU: Supporting crisis management related to the COVID-19 pandemic and its social consequences, and preparing for a green, digital and stable economic recovery.	
Priority 3: Supporting the shift towards a low-carbon economy in all sectors	M11: increasing operational investments in renewable energies and energy efficiency
	M13: Local and regional strategies for energy efficiency and sustainable mobility
	M15: RDI projects in CO2-relevant fields

IBW/EFRE 2014-2020 measures funded in Burgenland under **priority 3: Supporting the shift towards a low-carbon economy in all sectors** (EFRE, 2021b)

M11: increasing operational investments in renewable energies and energy efficiency (EFRE, 2021b)
CONTENT OF THE MEASURE
Financing is provided for investment projects in the field of the use and application of renewable energies in companies, investments for the economical use of resources and energy as well as investments for the replacement of fossil energy sources with simultaneous energy savings.
The investment subsidies offered by the corporate environmental subsidy include measures in companies to expand the use of renewable energies and to save energy, air conditioning



and cooling, thermal building renovation, new construction in low-energy construction and raw materials management.

As part of the 4th program amendment in 2021, the pilot project was expanded to include the new "Measure 11-REACT" in the new priority axis 7 REACT-EU. Thus, the pilot project will now be implemented across two priority axes.

OBJECTIVES AND DESIRED RESULTS

Contribution to the increase of energy efficiency and the share of renewable energy sources in companies in order to achieve the climate and energy targets of the European Strategy 2020.

Potential beneficiaries: *companies*

Funding amount in Euro 2014-2020 (national public + EFRE) 74.144.697 €

M13: Local and regional strategies for energy efficiency and sustainable mobility (EFRE, 2021b)

CONTENT OF THE MEASURE

Consulting services for institutions such as municipalities with regard to the use of renewable energies and the increase of energy efficiency in their sphere of influence will be developed and promoted. In addition to raising awareness of institutions in this area, the focus here is, among other things, on supporting the innovative refurbishment of buildings and facilities, energy-efficient and climate-friendly new construction and the application of innovative technologies. With the help of the EU funds, targeted focus points are thus made possible.

Support is provided for consulting activities, strategy development and demo projects to improve sustainable mobility, both in urban and rural areas. The object is the development and implementation of measures to improve the offer of public transport and its feeders. Measures are to be implemented, among other things, to switch to low-CO2 modes of transport or environmentally friendly/public transport systems.

OBJECTIVES AND DESIRED RESULTS

Contribution to CO2 reduction through the development of new local and regional strategies.

Potential beneficiaries:

Local authorities, intermediary consulting organizations, public and private executing agencies, companies, mixed project executing agencies

Funding amount in Euro 2014-2020 (national public + EFRE) 12.167.246 €



M15: RDI projects in CO2-relevant fields (EFRE, 2021b)

CONTENT OF THE MEASURE

New (technological) focal points and research competence fields are to be established along regional areas of strength in CO2-relevant research fields. The prerequisite is that these support the regional competence development in the longer term and at the same time have an exploitation perspective.

In addition, company R&D&I projects for the development or adoption of technologies in the field of renewable energies and energy technologies as well as energy-efficient solutions are financed. R&D&I projects in the fields of renewable energies, energy technologies and energy-efficient solutions with CO2 relevance are primarily funded. This can preferably also include the further development or implementation of R&D results from e.g. HORIZON 2020. Preferably, demonstration projects or projects with exemplary character are implemented here. Social science-oriented studies to investigate the market acceptance of new, innovative low-CO2 technologies among users can also be funded. In addition, it is being considered to complement integrated development concepts (e.g., within the framework of smart city initiatives) with operational measures

OBJECTIVES AND DESIRED RESULTS

Contribution to increase the number of R&D employees in the field of environmental protection.

Potential beneficiaries:

companies in the field of goods production, business-related services, research institutions and universities, joint ventures between research institutions, universities and companies or public bodies, e.g. municipalities.

Funding amount in Euro 2014-2020 (national public + EFRE): 12.037.776 €

THE AUSTRIAN EFRE PROGRAMM 2021-2027

By a decision of the ÖROK Deputy Commission in November 2018, the ÖROK Secretariat was entrusted with the programming of the Austrian IWB/EFRE program 2021-2027. Supported by experts from convelop and ÖIR, work has been underway since 2019 on an Austria-wide IWB/EFRE funding program with the goal of "Investing in Jobs and Growth & Transitioning to a Climate-Friendly Economy" in accordance with the partnership principle with the agencies responsible for the program at the federal and state levels, as well as with the involvement of stakeholders and NGOs. (EFRE, 2021c)



The new program will incorporate results from the accompanying evaluation of the 2014-2020 IWB/EFRE program. Simplification measures in program management, such as simplified cost options, will also be applied in the future. The political objectives (PZ) 1 "Smarter Europe", **PZ 2 "Greener Europe"** and PZ 5 "Europe closer to its citizens" are addressed. **Digitization and the circular economy are to be considered as cross-cutting issues in all priority axes.** (EFRE, 2021c)

The new fund for the transition to a climate-neutral economy "Just Transition Fund" (JTF) proposed by the European Commission in 2019, will be split in Austria in the IBW/EFRE programs and the ESF+ program. In the IWB/EFRE program, an additional priority axis for the JTF was included in the program structure of the EFRE & JTF program (Multi-Fonds-Approach). (EFRE, 2021c)

3.3 Allocated funding budget of Priority 3

As mentioned in the table below the allocated funding budget for the IBW/EFRE 2014-2020 programme is in total about 47. Mio Euro for the transition region Burgenland.

IWB/EFRE 2014 -2020	
Transition region	Total allocated funding budget
Burgenland	46. 997.000 €

This budget is distributed among the different priority axes. Within the timeframe (2014-2020) about 39 projects (operations) were approved under the priority axis 3: "supporting the shift towards a low-carbon economy" in all sectors which is the most appropriate for energy efficiency measures. The total eligible expenditure of these 39 projects amounts € 10,74 M, with a funding of 31,43 % which means a funding of about € 3,4 M within the priority axis 3.

IBW/EFRE 2014-2020 measures funded in Burgenland under priority 3: Supporting the shift towards a low-carbon economy in all sectors	
Total amount of funded operations	39
total eligible expenditure allocated to all operation	10.740.040,39 €
Total expenditure funded / union co-financing rate, as per priority axis 31,43 %	3.378.677,57 €
Ratio Priority 3 /total amount of Burgenland	0,072



3.4 Analysis of approved project in priority 3

By analysing the beneficiaries of the targeted regional programme IWB/EFRE 2014-2020 and its priority axis 3 and considering the priority topics of the projects it is obvious that municipalities have submitted a lot of project in the field of energy efficiency and received a considerable amount of funding.

An overview of the funded operations of priority 3 of the regional programme IWB/EFRE 2014-2020 of Burgenland is attached for evidence (Annex I). According to these data about 24 municipalities in Burgenland have set investments in energy saving measures and in measures related to renewable energy sources according to the guideline of the Province of Burgenland for the promotion of energy and environmental measures.

These efforts made by municipalities goes along with another operation of the priority 3, called the EUB program. The EUB program aims to support municipalities but also SMEs with consulting, development of energy concepts and serves as a basis research/analysis for additional investments in energy efficiency measures of municipalities and SMEs. Indeed, the participation of SMEs was rather small in the targeted regional program IWB/EFRE 2014-2020, about 5 companies invested in operational energy saving measures, 1 in efficient air-conditioning and cooling, 1 installed a photovoltaic plant, 4 invested in the thermal building refurbishment and 1 in industrial waste heat use. In addition to the project “EUB program”, the Research Burgenland got funds for 2 other energy projects within the IWB/EFRE 2014-2020, Priority 3.



4 Action plan - objectives, measures and expected impact

The following chapter shows the action for the region of Burgenland. But firstly, the determination is described. The action refers to the current **program IWB/EFRE 2014-2020**. Since this current program will end soon, the action also refers to the future program **IWB/EFRE 2021-2027**, which is currently being validated.

4.1 Determination

Action

In order to get an overview of the overall performance of implemented energy efficiency measures away from the internal, undisclosed management database of companies, it is necessary to review the effectiveness also on a supervisory level (including all areas where energy efficiency measures are implemented). At the moment the energy efficiency law in Austria targeting large companies, which are obliged to data management within the official monitoring platform.

Also funded measures of the regional IWB/EFRE programmes of Austria are monitored by an existing energy efficiency measures database, which is a different one which unfortunately provides limited data about the effectiveness of measures.

The scale and scope of the energy efficiency measure database will be developed by

Enhancing the existing energy efficiency measure database to increase monitoring effectiveness and energy efficiency in SMEs

During the past periods of SMEPlus several good practise examples where introduced. In particular the purpose of

- **“Energy efficiency networks” of Sweden** was inspiring.

The influence of the policy instrument with this Action is considered as significant. It is assumed, that it is from high interest for the IWB/EFRE program to get the right information about the effectiveness of the past (implemented) measures funded and to develop the IWB/EFRE program further on that basis and to define, eligible effective measures within the priority axis to push energy efficiency forward.



4.2 Action: Enhancing the existing energy efficiency measure database to increase monitoring effectiveness and energy efficiency in SMEs

4.2.1 The background

The region Burgenland coordinates together with the other provinces of Austria the implementation of energy efficiency measures nation wide. The support of SMEs and municipalities is the main objective of this program – “EUB – Energie- und Umweltberatung” (energy and environmental consulting). The program is funded by the regional IWB/EFRE 2014-2020 **priority 3: Supporting the shift towards a low-carbon economy in all sectors** and was very successful in the last years.

Within this program, the stakeholders implemented together an **energy efficiency database** to measure the implemented energy efficiency measures. However, this database was implemented during the last decades and needs to be updated to the latest needs of the regions.

As we have seen from our partner Sweden, **building a good energy efficiency network** is very important. In their example “Energy efficiency networks”, the Swedish partner describes the importance of a network and access to a database, which leads to a higher degree of improved energy efficiency and knowledge about energy management practices.

We can see this importance also in Austria. Therefore, the existing database will be modernized and help to better coordinate the measures nationwide.

4.2.2 Objective and activities

The main objectives of this action are to

- modernize the existing database and
- coordinate the measurements with all of the other federal states in Austria.

This should lead to a better energy efficiency network according to the best practise example of Sweden.





The further development of the measures database consists of three activities:

Implementation workplan:		
Enhancing the existing energy efficiency measure database to increase monitoring effectiveness and energy efficiency in SMEs		
Activity		Cost
1	<p>Firstly, the existing database is analyzed and all the federal states coordinate the requirements for the new database. → Evaluation phase</p> <ul style="list-style-type: none"> - Participation at coordination meetings - Bilateral agreement on individual needs between the federal states of Austria 	€ 3.000,00
2	<p>In the second step, the database is programmed. → Programming phase</p> <ul style="list-style-type: none"> - Programming of the new database (external IT company) 	€ 3.300,00 (regional share of € 100.000,00 programming costs) € 423,00/a (annual maintenance costs)
3	<p>Simultaneously with the second activity also the third activity takes place → Assessment phase</p> <ul style="list-style-type: none"> - Feedback rounds with program managers of the federal states <p>During the programming phase, an ongoing assessment of the development status is made. Therefore, feedback rounds are held to find out whether the requirements are implemented.</p>	€ 2.000,00 (accompanying staff costs for assessment activities)
4	<p>Finally, the database is established and adapted to the processes of the individual federal states to create a greater network. → Implementation phase</p> <ul style="list-style-type: none"> - Information and training of the new database for energy consultants <p>Activity to reach out to the users of the database (Gaining potential new users, mapping for regional users, networking)</p>	€ 10.000,00



4.2.3 Players/Partners involved and target group

On a regional level, key stakeholders are involved in the decision-making process. Such as Regionalmanagement Burgenland, Forschung Burgenland and, further, the Federal Province of Burgenland.

On a national level, the Federal Ministry as well as Kommunalkredit Public Consulting (KPC), a national funding agency, and stakeholders from all provinces are involved.

In addition, as users of the database, the energy consultants and SMEs are included in the action.

Involved actors	Activity involvement		
	1	2	3
Regional program management of Burgenland			
Regionalmanagement Burgenland GmbH			
Landesholding Burgenland			
Program managers of the provinces of Austria			
External IT development enterprise			
Ministry of environment			
Kommunal Public Consulting (KPC)			
Energy Consultants and SMEs			

4.2.4 Time frame

As explained in chapter 4.2.2, the development process consists of four activities. Based on this, the following time frame was created:

- 1) **Evaluation phase** → This step already started in 2018. However, the evaluation phase and analyzing the needs, as well as a cost forecast, has already taken one to two years. The result was a concept for the new database.
- 2) **Programming phase** → At the end of 2019, it was possible to commission the programming of the new database, which is expected to be finished at the beginning of 2022.
- 3) **Assessment phase** → Parallel to the programming phase, the program managers of the federal states are involved in assessment meetings with the programming company.
- 4) **Implementation phase** → The implementation phase of the new database will be simultaneously with the implementation phase of the project SMEplus. Currently, the implementation is planned beginning from January 2022. In this phase, the new database can be involved in the processes of the region and, based on the best practise example, the energy efficiency network can be further developed.



		Timeline of activities																			
Year		2018				2019				2020				2021				2022			
Quarter		1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4
Activity	1																				
	2																				
	3																				
	4																				

4.2.5 Expected costs and funding sources

For the development phase (activity 2) of the new database a total budget of € 100.000,00 is required. This amount is divided on a pro rata basis. The aliquot costs of every federal state are related to the amount of energy efficiency measurements implemented and number of enterprises involved. In Burgenland, the share will be financed through the above-mentioned IWB/EFRE 2014-2020 and IWB/EFRE 2021-2027. All other activities cause mainly staff costs, all together € 15.000,00.

Financing sources	Activity			
	1	2	3	4
IWB / EFRE 2014 - 2020				
IWB / EFRE 2021 - 2027				



4.2.6 Output and performance indicators

As described, the action is intended to be financed through the IWB/EFRE program and is thus expected to contribute to **M13 “Local and regional strategies for energy efficiency and sustainable mobility”**.

The main output indicator is the new developed database. Furthermore, the resulting network of the database is also an important output from this action.

Output: A new database for energy efficiency measures in Austria

Performance Indicators of the developed database		Number
1	Activity 1 – meeting protocols of evaluation	1
2	Activity 2 - Contract with external IT development enterprise	1
3	Activity 3 – Information meetings of programming of the new database for provincial program managers (Assessment phase)	4
4	Activity 4 – Information material (mail, trainings, etc.)	1

Expected mid-term performance indicators (in SMEplus Phase II and +5 years)		Number
5	new registered companies	5
6	new entered energy efficiency - measurements	5



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ANNEXES

Annex 1: Overview of funded measures in IWB/EFRE 2014-2020, Burgenland in Priority 3 – PDF FILE

