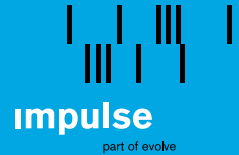


austria wirtschaftsservice

aws

erp-fonds



# impulse

— an overview



bmwfi

Bundesministerium für  
Wirtschaft, Familie und Jugend

— We all profit from the ideas, products, and solutions provided by the creative industries. They are the answers to the challenges and requirements of our knowledge society.

— *impulse* makes the public conscious of this. With need-oriented support and their awareness and training programmes, they accompany entrepreneurially minded players from the creative economy along the road to success.

## — impulse support

*impulse support* stands for the monetary funding within the framework of *impulse* and addresses innovative projects that in terms of content can be placed under the following categories:

**Design | Architecture | Multimedia/Games | Fashion | the Music Industry  
Audio-Visual and Film Production | the Media and Publishing Sectors | Graphics  
the Advertising Sector | the Art Market**

*impulse XS*, *impulse XL* and *impulse LEAD* provide non-repayable grants for the development and realization of innovative projects in the field of creative industries. This means that the contribution of creative industries defines the innovation degree or makes a decisive contribution to the innovation degree of the project.

	impulse XS	impulse XL	impulse LEAD
<b>Submitters</b>	Ultra-small firms (already existent/being founded) in all branches, natural persons	SMEs (already existent/in being founded) in all branches	Collaboration of several applicants with participation of SME's
<b>Project Content</b>	Innovative entrepreneurial projects within the context of the creative economy	Innovative entrepreneurial projects within the context of the creative economy	Forward-looking projects that can serve as models, which aim at networking/professionalising/making the creative economy visible
<b>Project Phases</b>	Activities involving experimental development – exclusively those measures necessary to assess the feasibility in terms of content and economics	Activities involving experimental development – all the development steps and, where relevant, the first application and/or transition to the market, as well	Activities involving experimental development – all the development steps and, where relevant, the first application and/or transition to the market, as well
<b>Grants</b>	70 % of the project costs max. EUR 45,000	50 % of the project costs max. EUR 200,000	80 % of the project costs max. EUR 300,000
<b>Project Duration</b>	1 year	3 years	1–3 years

Submission of projects to *impulse XS*, *impulse XL*, and *impulse LEAD* is ongoing and only possible online. [www.impulse-awsg.at](http://www.impulse-awsg.at)

In addition, the austria wirtschaftsservice (aws) in its function as a special bank for the business-related economic development in the federal state offers further funding instruments with great relevance for the creative economy, which, for example, support new entrepreneurs, provide micro-loans for small businesses, and foster innovation in SMEs and dynamism in business. Furthermore, the aws is a professional partner for matters involving market and technology research (tecnnet) and in the sphere of investor-seeking (i2 – the stock exchange for Business Angels). [www.awsg.at](http://www.awsg.at)

## — impulse training

With its special training programme, *impulse* offers founders and new entrepreneurs in the creative industries the crucial know-how for a career in business. The *we-workshops for entrepreneurs* address all of those who wish to be active in business and take place on two consecutive weekends. Experts and those who know the sector well impart basic knowledge, starting from a business plan and going on to finances and sales and legal matters. On the second weekend, experienced (international) entrepreneurs from the areas of fashion, music, design, multimedia, and architecture talk about their business experience and offer tips on developing one's own business ideas.

The workshop series is offered in Vienna and also in the provinces on a regular basis. [www.we-workshops.at](http://www.we-workshops.at)

**New:** *impulse Lectures* on topics like design & legislation, e-commerce, career entry for designer and many more.

[www.impulse-awsg.at](http://www.impulse-awsg.at)

## — impulse awareness

With its concerted efforts to raise awareness, impulse contributes towards raising public consciousness of the value and potential of creative work and also strengthening its economic significance. Besides special steps taken, this also happens through their support of a variety of projects and initiatives falling under the domain of the creative economy.

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### ***impulse supports***

designforum<sup>WIEN</sup> | werkraum bregenzwald | AMAN  
Kreatives Handwerk Tirol, Salzburg, Oberösterreich

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### ***impulse's partners are***

Vienna Design Week | Vienna Start up Week | Design- und Erfindermesse Innsbruck  
MQ Vienna Fashion Week | Spot on Wien – Flashing Austrian Design and Music in Tokio  
360° Design Austria | Staatspreis Design | Ars Electronica Festival - Create your World  
Austrian Mobile Music Day | Surprising Ingenuity – Austrian Design in Milano  
Austrian Fashion Net | How to be successful with design | Modepalast  
Designlandschaft Tirol – Design und Produkt | 9 festival for Fashion & photography

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*impulse* | austria wirtschaftsservice

Ungargasse 37

1030 Vienna

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T +43 1 50175-472

F +43 1 50175-950

E [impulse@awsg.at](mailto:impulse@awsg.at)

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[www.impulse-awsg.at](http://www.impulse-awsg.at)

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**bmw|fi**

Bundesministerium für  
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*impulse* is a part of *evolve*, the initiative of the Federal Ministry of Economy, Family and Youth of the Republic of Austria for the promotion of innovation in the creative economy. The austria wirtschaftsservice (*aws*) is responsible for the implementation of *impulse*.