

EU Danube Region Strategy

PA 8 LIGHTHOUSE

SUPPLY CHAINS & FINANCE



KMU.DIGITAL & GREEN

Austrian Federal Ministry for Economy, Energy and Tourism

Austrian Federal Economic Chamber

Basics

KMU.DIGITAL & GREEN



Name: KMU.DIGITAL & GREEN

Country: Austria

Scoring: 47/50

Project Coordinator:



Federal Ministry for Economy, Energy and Tourism



<https://www.kmudigital.at/>

Contact Person:



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Key Project Data:



Fourth round: 2024 – 2026

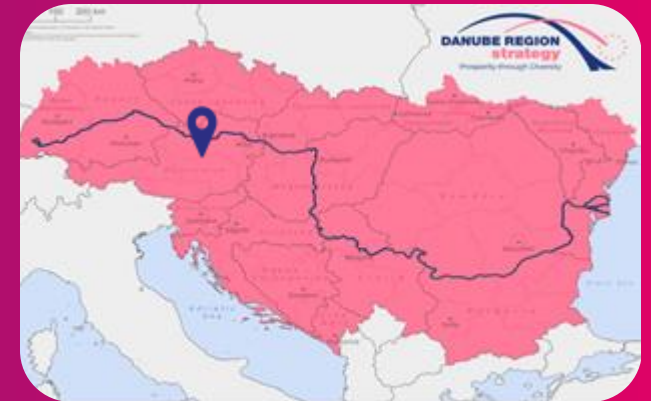


35.000.000 €

Partnership

Cooperation with the Austrian Federal Economic Chamber (WKÖ)

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& GREEN**



**Steinbeis
Europa Zentrum**
Enabling Innovators to Grow



Interreg Programme
Danube Region



Co-funded by
the European Union



REPUBLIC of CROATIA
Ministry of
Economy



Baden-Württemberg
Ministry of Economic Affairs,
Labour and Tourism

About the project

KMU.DIGITAL & GREEN is the **flagship funding programme** of the **Federal Ministry of Labour and Economic Affairs** (BMAW) in cooperation with the **Austrian Federal Economic Chamber** (WKÖ).

Since 2017, this initiative supports small and medium-sized enterprises (SMEs) in designing and implementing digitalization and green transformation projects and bringing them to market. Its mission is to **enhance the competitiveness** of SMEs and provide **important impetus for growth and employment in Austria as a business location**.

Due to the high number of applications, the programme has been relaunched in 2024 with the aim to **introduce SMEs to digitalization** as broadly as possible and to support them in their **digital and green transformation**.

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INNOVATION

The programme funds the **combination of green and digital transformation** efforts and separates between planning and implementation funding.



SUSTAINABILITY

The programme funds projects aiming at **both the digital and green transition**. It has a strong sustainability dimension and clearly focused on competitiveness in the future.



SCALABILITY & REPLICABILITY

Even though the program is not endlessly scalable because of rather small sums, it is still replicable – specifically as an example for tackling the twin transition for SMEs.



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Activities

The programme has a clear separation between two funding types/modules:

1. Consultancy funding:



The total funding for a combination of several consultancy tools in the SME sector KMU.DIGITAL & GREEN is a **maximum of 3,000 €** per company, funded and implemented via the Austrian Federal Economic Chamber, WKÖ.

2. Implementation funding:

The implementation of new investments in digitalization and sustainability projects is **subsidised with 30% of the eligible costs** and a **maximum of 6,000 €** per company, funded via Austria Wirtschaftsservice GmbH, AWS.

Results (funding implementation so far

Period

Since 2017

Number of consulting and implementation projects

32.500

Total amount of support

32,5M EUR

Period

2024-Mid 2025

Number of consulting and implementation projects

7.500

Total amount of support

7.8M EUR

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The programme has been evaluated in 2024. The evaluation team concludes that KMU.DIGITAL & GREEN is an **important, independent and well-received instrument** with a clear funding concept within Austria's support landscape.

The funding objective of providing **universally accessible support for the digital transformation of smaller enterprises with a low level of digital maturity** still holds **considerable relevance for the Austrian economy**. The combination of the two modules of **consulting and implementation offers ideal conceptual prerequisites**. Across all scales and sectors, SMEs are using the funding as an impetus to implement digitalisation projects. By **raising awareness and providing targeted support in strategic planning**, KMU.DIGITAL & GREEN helps to remove existing constraints and **enables SMEs a demand-driven adaptation to digitalisation**

Impact

- **Industrial Transformation:** Reduction of emissions, benefits for workers and their safety, more productivity options
- **Environmental Sustainability:** Double-thinking: Invest in two major fields of the future simultaneously
- **Economic Growth:** Enhancing the competitiveness of industrial enterprises, driving economic progress within the twin transition
- **Broad outreach:** By simplified proposals and broad programme design, a large number of SMEs are enabled to profit

Outlook

- Barrier to have funding programmes extended to the future in times of fiscal challenges
- Definitely running throughout 2026
- Positive experience with combining different funding targets – SMEs develop future-proof approaches
 - Replicability: By its simple structure and homogenous challenges throughout many countries of the Danube Region
 - Scalability: By its possible extension to Midcaps (in terms of eligibility) or for larger project regions (in terms of geographical scope)

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