



Realising the transformative potential of enterprise policy: An appraisal of the Austrian policy mix

How does the Austrian Federal Government's enterprise policy mix affect the net-zero performance of firms?

Step 1: Delineating the policy mix

Governance level: Federal Government

Geography: Austria

Timeframe: March 2023 – February 2024

Thematic scope: all policies targeting enterprises that affect their net-zero performance

Step 3: Data collection

Interviews with 17 civil servants and policy experts

Database of 379+ policy instruments Codings: instrument type, purpose, scope, governmental body, year of implementation, target groups

Literature review



Synthesis of 17 existing frameworks

10 approaches how policy can bring about transformative change towards climateneutrality

- Reorienting towards a climate-neutral economy 1)
- 2) Ensuring a socially inclusive and just transition
- Shifting to transformative governance arrangements 3)
- Creating favourable market environments 4)
- Investing in infrastructures for climate-neutrality 5)
- Building competitive environmental goods and services industries 6)
- Stimulating eco-entrepreneurship 7)
- Fostering the adoption of low-carbon alternatives 8)
- 9) Creating spaces for experimentation and collaboration
- 10) Supporting businesses in reducing their carbon footprints

Assessment criteria: comprehensiveness, consistency, coherence, stability

Step 4: Analysis (validation stage)

Figure: Quantitative analysis of how enterprise policies seek to engender transformative change



Preliminary findings

- > Austrian enterprise policy is highly fragmented and lacks mechanisms for cross-governmental coordination
- > A sectoral logic (mobility, energy) predominates in policy design for different target groups: little differentiation in terms of strategic orientations, business sectors, climate footprint, organisational form
- Policies for just transition processes and ecoentrepreneurship are strongly underrepresented
- Few policies for integrated approaches to climate-neutrality in firms
- No coherent framing across policies: SDGs, Green Deal, ESG – explicit focus on climate-

About the project:

TranS4MEr: transformative SME policy for broad-based decarbonisation" (2022-2025)

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What next?

Identification of target groups: large-scale questionnaire survey and cluster analysis

Stakeholder and expert workshops: developing policy mixes for each target group

