

EUROPEAN CAMPUS HAINBURG

The work of European University Alliances translated into a place



University of
Applied Sciences
St. Pölten

E³UDRES²

Engaged and Entrepreneurial European University as
Driver for European Smart and Sustainable Regions



EULIST
EUROPEAN UNIVERSITY

Jiri Nantl

| Co-Lead, European Campus Hainburg, USTP

KA Real Estate GMBH

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European Campus Hainburg – Concept



- One shared campus: University of Applied Sciences St. Pölten (USTP) + TU Wien
- Green technologies and smart innovation, enabled by the AI Reality Lab
- A cross-border living lab in the Vienna–Bratislava–Brno region
- European connections through EULiST and E³UDRES²
- Currently under build-up phase – expected **to be operational in 2028**



E³UDRES²

Engaged and Entrepreneurial European University as
Driver for European Smart and Sustainable Regions

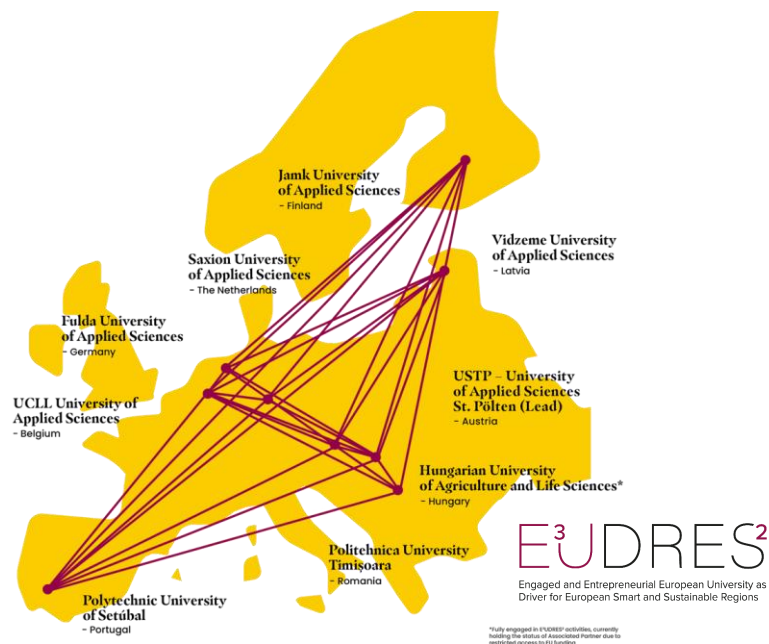
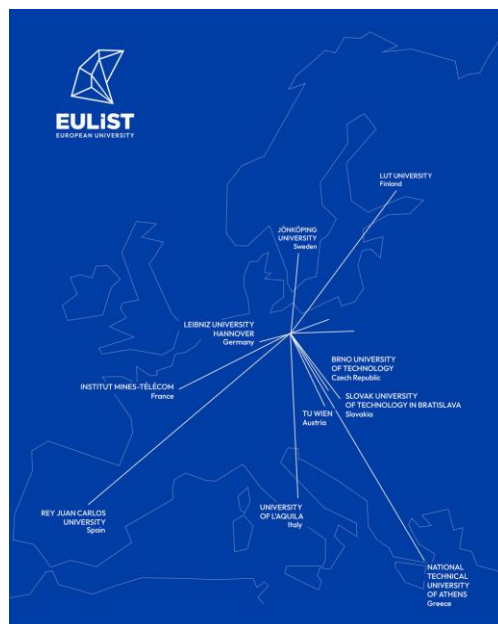


EULiST
EUROPEAN UNIVERSITY

EUROPEAN CAMPUS HAINBURG



European University Alliances working together



A pillar of regional development in a cross-border perspective, supporting living lab approach across the region in cooperation with public authorities, industry and academic partners

A European talent hub nurturing and strengthening the skills and mindset of entrepreneurial founders and leaders

Enables value creation, accelerates innovation, and actively shapes (European) democratic values in the digital age

European Campus Hainbug in a Nutshell

TU Wien

- Research programs focus

Green Technologies

Substance & Energy Valorisation

Green Chemistry Economics & Regulation

- **12 research groups** planned



USTP – University of Applied Sciences St Pölten

- AI reality lab as a core facility
- Applied Research (under hiring)

AI for Healthy and Sustainable Environments

Human-Centered Technology Transformation

- Study programs (under development)

Sustainable Technology Venture Engineering

Society & Digital Transformation

Urban and Regional Systems Innovation

~ **500 students** planned in BSc, MSc programs
(and a PhD study pathway in cooperation with TUW)



Why Lower Austria invests in Hainburg



“Hochschulpolitik ist Standortpolitik, Wirtschaftspolitik und Zukunftspolitik.”
(„Higher education policy is regional development policy, economic policy and policy for the future.”)

Governor Johanna Mikl-Leitner, 10 February 2026



Funding architecture: foundation + opportunity

BASELINE COMMITMENT

€100m

Lower Austrian infrastructure funding

+ ten-year operating funding arrangement (equal overall volume)

+ endowed TU Wien professorships

Stable institutional foundation

THEMATIC FUNDING

Horizon Europe • national R&I programmes • industrial research • technology transfer

CROSS-BORDER FUNDING

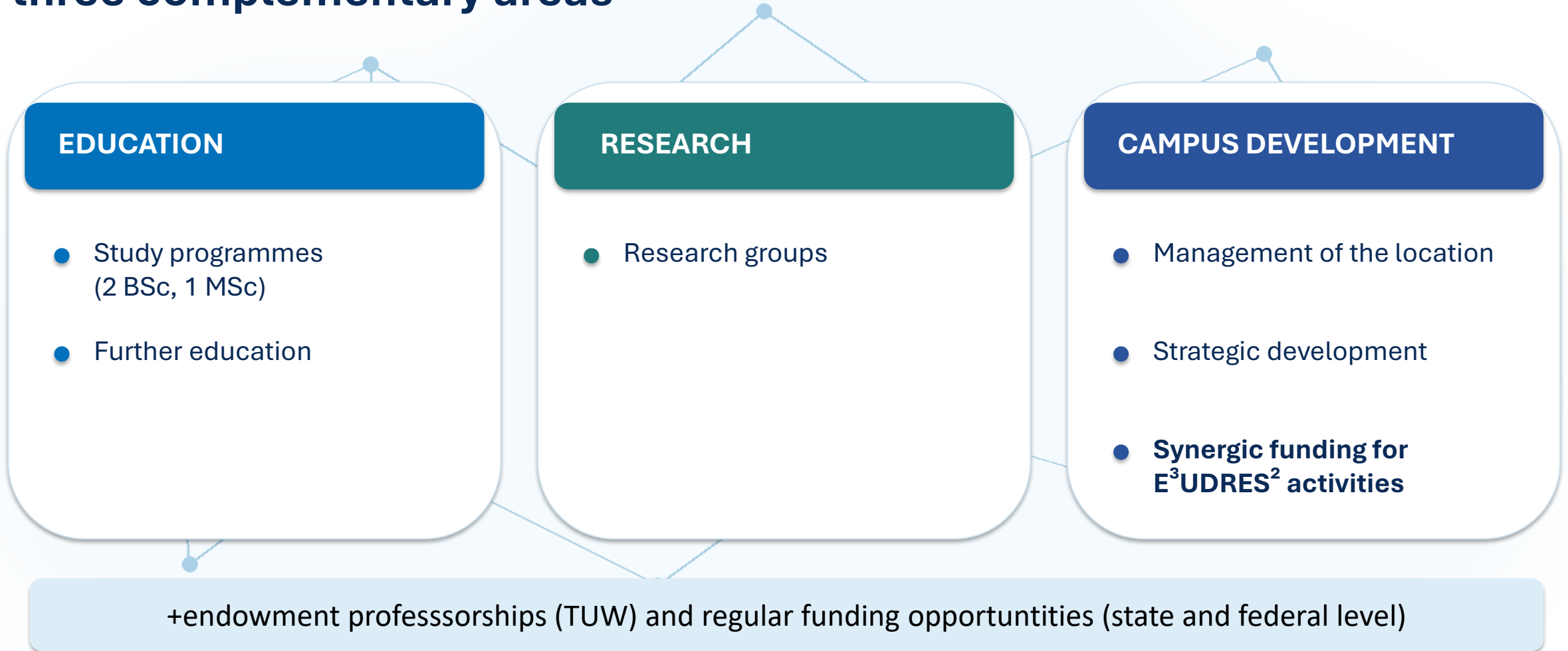
Interreg • Supporting **3 joint research groups between TUW and STU Bratislava**
• € 2m

PILOT JOINT INITIATIVE | CETTA – Central European Technology Transfer Alliance (a project)

Consortium USTP, TUW, STU, BUT, MATE, UPT: cross-border platform for technology transfer, IP, startup support and commercialisation.

Horizon Europe „From lab to market“ call (closed 22/9/2026)

Funding agreement (State of Lower Austria – USTP): three complementary areas



Sustainability is more than funding diversification

FINANCIAL

Long-term investment and predictable operating resources

Complementary project and partner income

Optimization of resource use

INSTITUTIONAL

Governance and accountability

Durable commitments by partners

Shared capacity without loss of institutional identity

STRATEGIC

Relevance to academic missions

Policy relevance/Value for the cross-border region

Ability to adapt to emerging challenges

The Hainburg strategy — and lessons from that



Sustainable European university integration requires shared institutional capacity, long-term commitments and a common strategic purpose—not simply successive projects.

European Campus Hainburg

A physical anchor for European university alliances



Integrating European university alliances into day-to-day reality of a campus

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