

# Sustainable living in Vienna

**Organic, eco-friendly, fair-trade: many of the capital's shops and restaurants have their sights set firmly on sustainability, environmental awareness and a more local approach to doing business.**

## Shopping with a clear conscience

Fair-trade t-shirts, shampoos that have not been tested on animals and apples from organic growers: Vienna is home to myriad businesses that set store by shopping with a clear conscience. ebenBERG, a bijou concept store, exclusively sells organic clothing produced under fair conditions. Green Ground is all about eco-friendly and socially responsible fashion and accessories. The t-shirts lining the racks at GuterStoff are environmentally friendly, fair-trade and climate neutral – with custom prints available on request. At Rawfiction, the owners ensure that no plastics are used in their products – either in the finished articles or the packaging. And every care is taken to source organic fabrics from fair trade suppliers and ensure manufacturing stays in Vienna. At the Zerum flagship store, all of the fashion is sustainably produced under fair conditions in Austria. And Viennese fashion label Maronski designs fair-trade fashion made from certified organic fabrics. Viennese fashion label Margaret and Hermione tailors attractive poolside fashion from recycled fishing nets. Wiener Konfektion runs up quality bespoke pieces from old fabrics. Young Vienna underwear brand Miyagi sources its fabrics from textile industry cast-offs, and packages its multifunctional bodywear without recourse to plastic. Herr und Frau Klein has no end of sustainable toys for the next generation, as well as impossibly cute children's outfits. Dedicated followers of fashion will find colorful clothing made of organic cotton at pagabei. The Austrian designer Lena Hoschek's concept store Bunny Bogart sells baby fashion, toys and vintage pieces with a special focus on sustainable and certified natural materials, responsible sourcing, high-quality production and craftsmanship. In addition to international brands, wienerkind has its own fashion line for children aged four and over featuring designs by the artists from Urban Arts. The clothing is hand-printed in Austria on climate-neutral textiles using hypoallergenic fabric dyes. A huge selection of skin-friendly baby and children's clothing – all made in accordance with the strictest environmental and social standards – can be found in the Mode aus der Natur – Ingrid Frank store.

The Austrian capital is packed with options for people who want to use organic hair and skin products. Saint Charles Cosmothecary's stock in trade is natural cosmetics that live up to very high environmental and ethical criteria. The adjoining Saint Charles Hideaway is the place to experience beauty and full body treatments that embody its philosophy. stattGarten in the fourth district stocks a huge range of contemporary care products, perfumes and accessories that have a shared focus on sustainability. Located above the store, stattGarten Studio also offers beauty treatments. The 100% biodegradable natural soaps produced by Wiener Seife are free from artificial ingredients and chemical preservatives. As the name suggests, a wholesome and natural approach sets the tone at Naturkosmetik Josefstadt. Here, shoppers will find products from Vienna-based manufacturer Lederhaas, which transforms certified organic raw ingredients into high-quality natural cosmetics and fragrances. Also certified organic, 'Less is more' is another of the store's trusted brands. At Kussmund, shoppers are spoiled for choice when it comes to high-quality organic cosmetics and makeup products. Naturparfumerie Staudigl also stocks an impressive selection of natural cosmetics.

## War on waste

A number of zero-waste businesses including Lunzers Mass-Greisslerei, Die Warenhandlung, Lieber Ohne and Der Greissler have declared war on packaging waste. They sell their groceries – the

majority of which are local and organic – either free from packaging or in returnable deposit containers.

Vienna-based company Gabarage Upcycling Design gives seemingly worthless items a second crack at the whip. Decommissioned subway escalator steps are reimagined as cool bench seating, film cans are stacked on top of one another to create stools, and old electrical cables woven together make stylish bracelets.

The city council also has waste reduction firmly in its sights. In Vienna, there are separate containers for waste paper and cardboard, organic waste, glass, plastic bottles, beverage cartons and cans, as well as for non-recyclables. On top of that there are around 16,000 public trashcans at around 4,300 locations and approximately 3,000 dog poop bag dispensers throughout the city, as well as numerous collection points for chemical and other potentially hazardous waste. Vienna puts around 220,000 containers at its residents' disposal to dispose their diligently separated waste. For larger objects there are 15 municipal refuse sites, while numerous collection points are dotted around the city for people to drop off problematic materials such as motor oil and batteries. Items that could go to a good home are sold at knock-down prices by the 48er Tandler. This second-hand market is named after the municipal department number 48, which is responsible for refuse collection. All proceeds are donated to good causes.

## Sustainable pleasures

From supermarkets to boutique retailers, organic options can be found all over the Austrian capital. On Fridays and Saturdays there is a large organic farmers' market on Freyung, a historic square in the first district. And on the same days many organic growers and manufacturers set up their stalls at the popular Naschmarkt to sell their sustainable products. On Saturday mornings Karmelitermarkt in the second district offer vegetables, herbs, cheeses fish and meat with a seal of organic quality. Meanwhile, gourmet stand Kaas am Markt is the place for jams and preserves made from old varieties of fruits, artisanal bread featuring ancient grains, and another firm favorite among gourmets: Viennese escargots. Andreas Gugumuck started breeding vineyard snails on a luscious green herb meadow in the southern outskirts of Vienna in 2008, making for a particularly high-quality delicacy. Vienna also has more than its fair share of organic bakeries. Joseph – Brot vom Pheinsten is committed to 100 percent organic ingredients and a thoroughly artisanal approach to its craft: the bakery's sourdough classics, and specialties such as organic rye, honey, and lavender bread, as well as health snacks and mouthwatering pastries are available at various locations in Vienna. Organic bakery Gragger bakes its delicious bread in a large wood-fired oven at its city-center shop, and also sells its products at branches in the second, seventh and eighth districts. At Kornradl it is organic wholegrain flour all the way. Deliveries are made by bicycle. Wholegrain bakery Waldherr offers its special allergy-conscious breads at Naschmarkt and a branch in the first district. Quality organic baker Gradwohl also sells products for allergy sufferers at its nine Vienna locations. Its range is hand-made only, including its delicious cakes and pastries. At Öfferl, organic ingredients go without saying, as do artisanal methods. This stylish bakery in the first district offers insights into the breadmaker's art with an open baking area, and has a restaurant.

## Locally produced

Young business Hut & Stiel grows mushrooms with more than a little help from a product that would otherwise end up in landfill: the mushrooms thrive on the used coffee grounds collected from the capital's cafés. Each fresh harvest is delivered by cargo bike to the restaurants and delis in the city, or used to make pasta sauces, spreads and pestos.

One thing that comes as a big surprise in a major capital is the number of bee colonies that live on the city's rooftops. Up to 200 million bees can be found in Vienna during summer. And conditions in the city are perfect for these industrious insects: the blossoming flowers, shrubs, trees and meadows, balcony plants, green roofs and urban allotments provide a non-stop source of pollen thanks to their different flowering times. Temperatures also remain higher for longer in the city than in rural areas and pesticide use is extremely low. The Viennese bee population lives at some very high-profile

locations including on the roofs of the Vienna State Opera, the Secession, the Museum of Natural History, the Kunsthistorisches Museum Vienna, and City Hall. Several hotels also have their own hives, including Hotel Daniel, the Grand Hotel, the InterContinental, and the Boutiquehotel Stadthalle. The Bezirksmehlkerei honey store offers honey from all twenty-three of the city's districts, while the Weingut Wien Cobenzl wine estate sells honey from the meadows, vineyards and forests around the popular hilltop haven.

Organic trends are already well established in the capital's wine industry. The vineyards run by Weingut Wieninger are used to produce wine that lives up to the strictest organic and quality standards. Wieninger also follows a biodynamic philosophy at Weingut Hajszan Neumann. Grower Rainer Christ operates his own organic winery on the Bisamberg hill, known as the Petershof. The Wien Cobenzl estate has been under the stewardship of the City of Vienna for over a hundred years – following a period of transition phase, all of its wines will be certified organic from 2023 onwards. Vienna is also the only major capital with a significant winegrowing industry within the city limits. Each year some 2.4 million liters of wine are produced in the Vienna region. About a third of the capital's 650 hectares under vines is cultivated organically, or in the process of switching over to organic production methods.

## Organic orders

From trendy eateries to down-to-earth Heuriger wine taverns: a large number of the city's restaurants use organic produce and ethically raised meat, and go out of their way to source local, seasonal and fair-trade ingredients.

Menus laden with a good selection of organic options can now be found at many of the capital's restaurants, pubs, takeaways, coffeehouses, and ice cream parlors. The city's young, creative districts in particular, such as the second and seventh districts, and areas around traditional markets offer a diverse array of organic restaurants and cafés.

## Eco-friendly Vienna

Anyone on the lookout for environmentally hotels and restaurants in Vienna should keep their eye open for the Umweltzeichen Tourismus seal. This seal is awarded to accommodations and tourism operations that are energy efficient, cut waste, source produce responsibly and use eco-friendly cleaning products. Many of the capital's restaurants and other eateries cater to organic tastes, and a pioneering new project also shows that an environment-friendly approach can also apply to urban accommodations. Boutiquehotel Stadthalle generates as much energy as it consumes. The upgraded three-star hotel in the 15th district became Vienna's first urban hotel with a zero-energy balance when it opened in 2009. The hotel's electricity and warm water is supplied by groundwater pumps, a photovoltaic array, and solar panels.

## Addresses

*ebenBERG, Neubaugasse 4, 1070 Vienna, [www.facebook.com/ebenberg.wien](http://www.facebook.com/ebenberg.wien)*

*Green Ground, Porzellangasse 14-16, 1090 Vienna, [www.greenground.at](http://www.greenground.at)*

*GuterStoff, Glockengasse 9, 1020 Vienna, [guterstoff.com](http://guterstoff.com)*

*Rawfiction, [rawfiction.net](http://rawfiction.net)*

*Zerum, Kirchengasse 13, 1070 Vienna, [www.zerum.at](http://www.zerum.at)*

*Maronski, Neubaugasse 7, 1070 Vienna, [maronski.at](http://maronski.at)*

*Margaret and Hermione, [www.margarethermione.com](http://www.margarethermione.com)*

*Wiener Konfektion, Westbahnstrasse 4, 1070 Vienna, [www.wiener-konfektion.at](http://www.wiener-konfektion.at)*

*Miyagi, [www.studiomiyagi.co](http://www.studiomiyagi.co)*

*Herr und Frau Klein Kindermode, Kirchengasse 7, 1070 Vienna, [www.herrundfrau klein.com](http://www.herrundfrau klein.com)*

*pagabei, Josefstädterstrasse 20, 1080 Vienna, [www.pagabei.at](http://www.pagabei.at)*

*Wienerkind, <https://wienerkind.at>*

*Mode aus der Natur – Ingrid Frank, Barnabiten-gasse 3, 1060 Vienna, [www.modeausdernatur.at](http://www.modeausdernatur.at)*

*Saint Charles Cosmothecary, Herrengasse 6-8, 1010 Vienna, Gumpendorfer Strasse 33, 1060 Vienna, [saint-charles.eu](http://saint-charles.eu)*  
*stattGarten, Kettenbrückengasse 14, 1040 Vienna, [www.stattgarten.wien](http://www.stattgarten.wien)*  
*Wiener Seife, Herrengasse 6-8, 1010 Vienna, [wienerseife.at](http://wienerseife.at)*  
*Naturkosmetik Josefstadt, Josefstädterstrasse 52, 1080 Vienna, [www.naturkosmetikjosefstadt.at](http://www.naturkosmetikjosefstadt.at)*  
*Lederhaas Cosmetics, Organic Skincare, [www.lederhaas-cosmetics.com](http://www.lederhaas-cosmetics.com)*  
*Less is more, [www.lessismore.at](http://www.lessismore.at)*  
*Kussmund, Habsburgergasse 14, 1010 Vienna, [www.kussmund.wien](http://www.kussmund.wien)*  
*Staudigl Naturparfumerie, Wollzeile 4, 1010 Vienna, [www.staudigl.at](http://www.staudigl.at)*  
*Lunzer's Mass-Greisslerei, Heinestrasse 35, 1020 Vienna, [mass-greisslerei.at](http://mass-greisslerei.at)*  
*Die Warenhandlung, Marxergasse 13, 1030 Vienna, [www.warenhandlung.at](http://www.warenhandlung.at)*  
*Lieber Ohne, Otto-Bauer-Gasse 10, 1060 Vienna, [lieberohne.at](http://lieberohne.at)*  
*Der Greissler, Margaretenstrasse 44, 1040 Vienna, Albertgasse 19, 1080 Vienna, [www.der-greissler.at](http://www.der-greissler.at)*  
*Gabarage Upcycling Design, Schleifmühlgasse 6, 1040 Vienna, [www.gabarage.at](http://www.gabarage.at)*  
*48er-Tandler, Siebenbrunnenfeldgasse 3, 1050 Vienna, [48ertandler.wien.gv.at](http://48ertandler.wien.gv.at)*  
*Biobauernmarkt (Organic Farmers' Market), Freyung, 1010 Vienna, [www.biobauernmarkt-freyung.at](http://www.biobauernmarkt-freyung.at)*  
*Naschmarkt, Wienzeile, 1060 Vienna*  
*Karmelitermarkt, Im Werd, Krummbaumgasse, Leopoldsgasse, Haidgasse, 1020 Vienna*  
*Kaas am Markt, Karmelitermarkt, Stand 33-36, 1020 Vienna, [www.karmeliter.at](http://www.karmeliter.at)*  
*Wiener Schnecke, Rosiwalgasse 44, 1100 Vienna, [gugumuck.com](http://gugumuck.com)*  
*Slow Food Wien, [www.slowfood.wien](http://www.slowfood.wien)*  
*Joseph – Brot vom Pheinsten, Naglergasse 9, 1010 Vienna, [www.joseph.co.at](http://www.joseph.co.at)*  
*Gragger Holzofenbäckerei, Spiegelgasse 23, 1010 Vienna, [www.gragger.at](http://www.gragger.at)*  
*Kornradl, Lerchenfelderstrasse 13, 1070 Vienna, [www.kornradl.at](http://www.kornradl.at)*  
*Waldherr, Naschmarkt, 1040 Vienna, [www.vollkornbaeckerei-waldherr.at](http://www.vollkornbaeckerei-waldherr.at)*  
*Gradwohl, Naschmarkt 239, 1040 Vienna, [www.gradwohl.info](http://www.gradwohl.info)*  
*Bäckerei Öfferl, Wollzeile 31, 1010 Vienna, [www.oeffler.bio](http://www.oeffler.bio)*  
*Hut & Stiel, Neufahrtweg 14a, 1220 Vienna, [www.hutundstiel.at](http://www.hutundstiel.at)*  
*Wiener Bezirksimkerei, [www.wiener-bezirksimkerei.at](http://www.wiener-bezirksimkerei.at)*  
*Weingut Wien Cobenzl, Am Cobenzl 96, 1190 Vienna, [www.weingutcobenzl.at](http://www.weingutcobenzl.at)*  
*Weingut Wieninger, Stammersdorfer Strasse 31, 1210 Vienna, [www.wieninger.at](http://www.wieninger.at)*  
*Weingut & Heuriger Christ, Amtsstrasse 10-14, 1210 Vienna, [www.weingut-christ.at](http://www.weingut-christ.at)*  
*Wiener Wein, [www.wienerwein.at](http://www.wienerwein.at)*  
*Österreichisches Umweltzeichen (Austrian Ecolabel), [www.umweltzeichen.at](http://www.umweltzeichen.at)*  
*Boutiquehotel Stadthalle, Hackengasse 20, 1150 Vienna, [www.hotelstadthalle.at](http://www.hotelstadthalle.at)*

[www.vienna.info](http://www.vienna.info)

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