

Subsidized Living in the City

A housing crisis, due to a lack of space and high rents, is an inevitable issue for a lot of modern cities, no matter the country. There is no shortage of people wanting to move to the city but there is less and less availability. Vienna has tried to combat these issues with “luxury affordable to everyone”. Residents of the Alt Erlaa building complex in Vienna’s 23rd district pay about 1,000€ per month for their apartments with greenery, lots of natural light, and an active community. The buildings are surrounded by walkways and playgrounds. The interior boasts various clubs for communal activities and there are two free pool areas for residents: one inside and one on the rooftop of every tower. Vienna has subsidized buildings like this one all over the city and has seen great success with them.

E-Sports

For a few years now, E-Sports have seen a rise in popularity alongside traditional sports but are still frowned upon by many people. This is despite the fact that they've been spilling over into the mainstream more and more. The drafts for specific E-Sports leagues don't differ much from the National Basketball Association drafts, and some colleges have long since opened their own sports programmes for them. Rising audience numbers mirror this gain in popularity, with most of the viewers watching from North America, China or South Korea. As with everything, there is also lots of money to be made. Brands routinely sponsor E-Sports events, making them valuable platforms for advertisers and players alike.

Charity Galas

Private, small-scale donations can be a great source of income for various charities, but there is often a lot more effort involved in garnering attention from big spenders. This is where charity galas come in. Branding opportunities to give money to charity as notable social events can improve attendance and encourage large-scale donations. Quite frequently there is also entertainment involved or an auction, so the participants get something in return. In organizing/ising these events, it's worth spending money to make money, since establishing personal connections with the charity means more donations than cold-calling or advertising in the traditional way.

The Eurotunnel

The idea of constructing a large rail tunnel to connect England and France was finally agreed upon in 1986 and subsequently put into action a year later. It wasn't government funded but rather privately financed by corporations and banks. The tunnel was officially opened in May 1994 and is used for both the transportation of goods and ordinary passenger traffic. This means tourists and locals going from mainland Europe to the United Kingdom can now choose between travelling by ferry across the Channel, or taking the train, or using their own vehicles, through the tunnel. With its length, the Eurotunnel is also one of the seven wonders of the modern world, together with structures like the Golden Gate Bridge and the Empire State Building.