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Spatial Information Supporting a Collaborative Landscape-Based Place Branding

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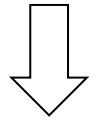
Agenda

focus of
the presentation:



GIS analyses

- brief overview
- landscape metrics

Quantitative landscape assessment

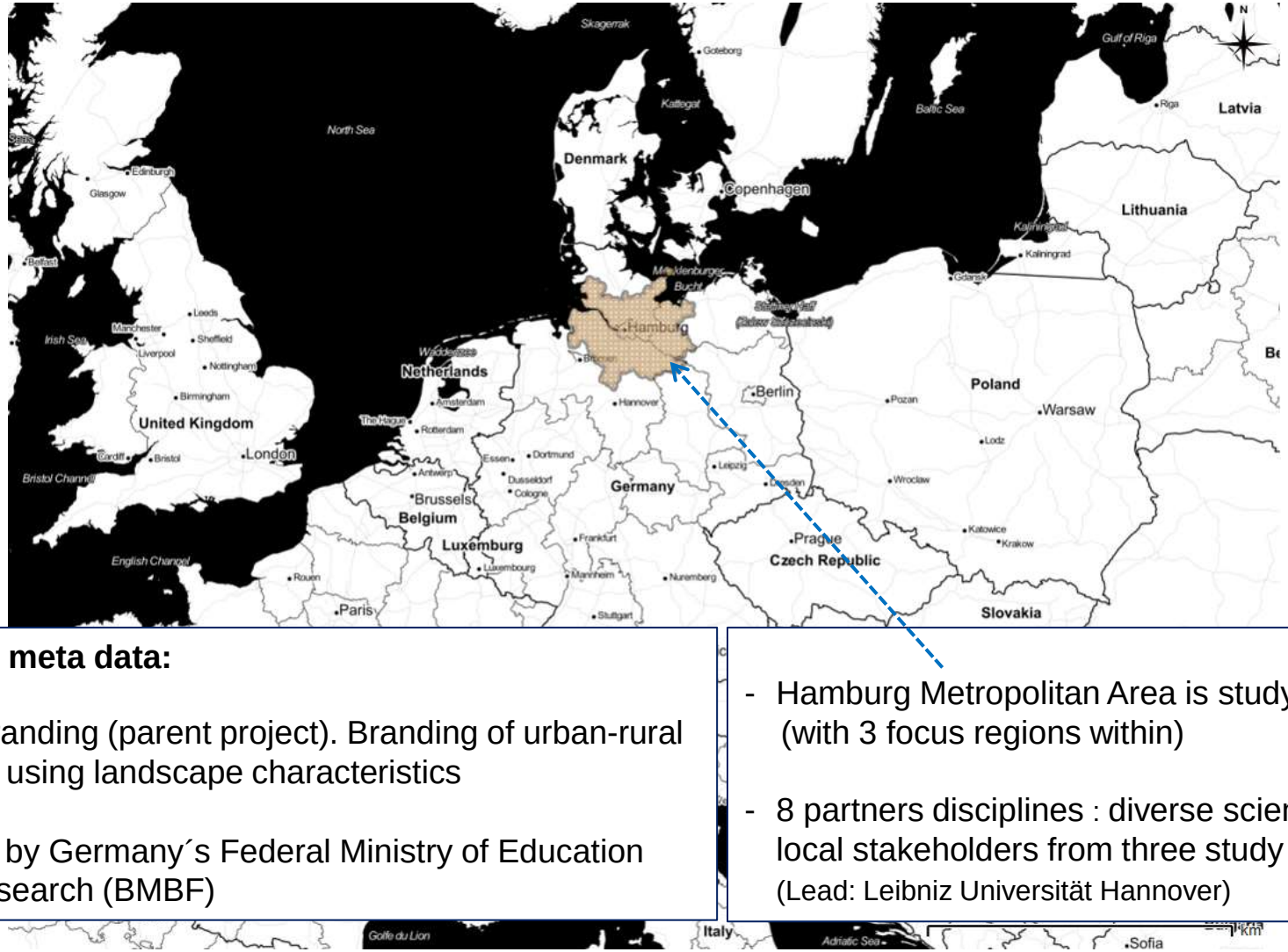
Participatory mapping

- method
- results

Qualitative landscape assessment

Mixed Methods

Project & Study Area



Project´s meta data:

- Regiobranding (parent project). Branding of urban-rural regions using landscape characteristics
- Funded by Germany´s Federal Ministry of Education and Research (BMBF)

- Hamburg Metropolitan Area is study area (with 3 focus regions within)
- 8 partners disciplines : diverse scientific and local stakeholders from three study regions (Lead: Leibniz Universität Hannover)

Background Map: Style: Stamen Design, data: © OpenStreetMap contributors

Aim & Methods

Regiobrandings aim:

Identify charactistics of the regional landscape and use them for sustainable place branding (creating a marketable image/ a unique selling proposition to the outside, and strengthening identity to the inside)

Our „sub-projects“ aim: generating information by mixed-method GIS approach (and informing stakeholders steering place building in the focus regions)

- GIS analyses (using data from public authorities)

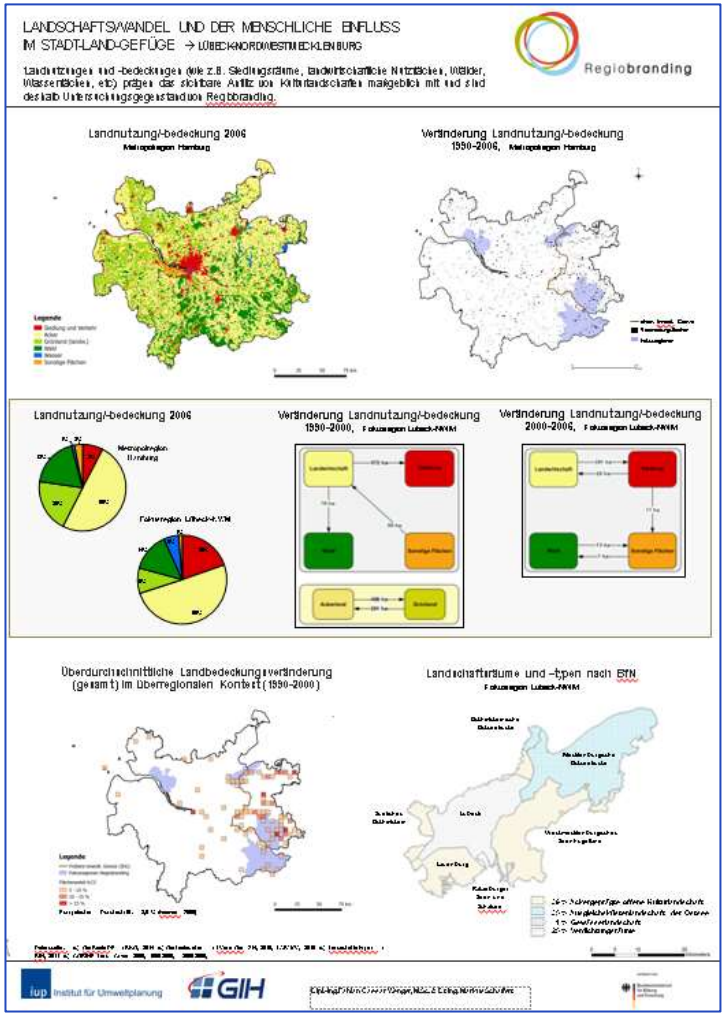
→ landscape elements that are frequent, large, dense, rare …

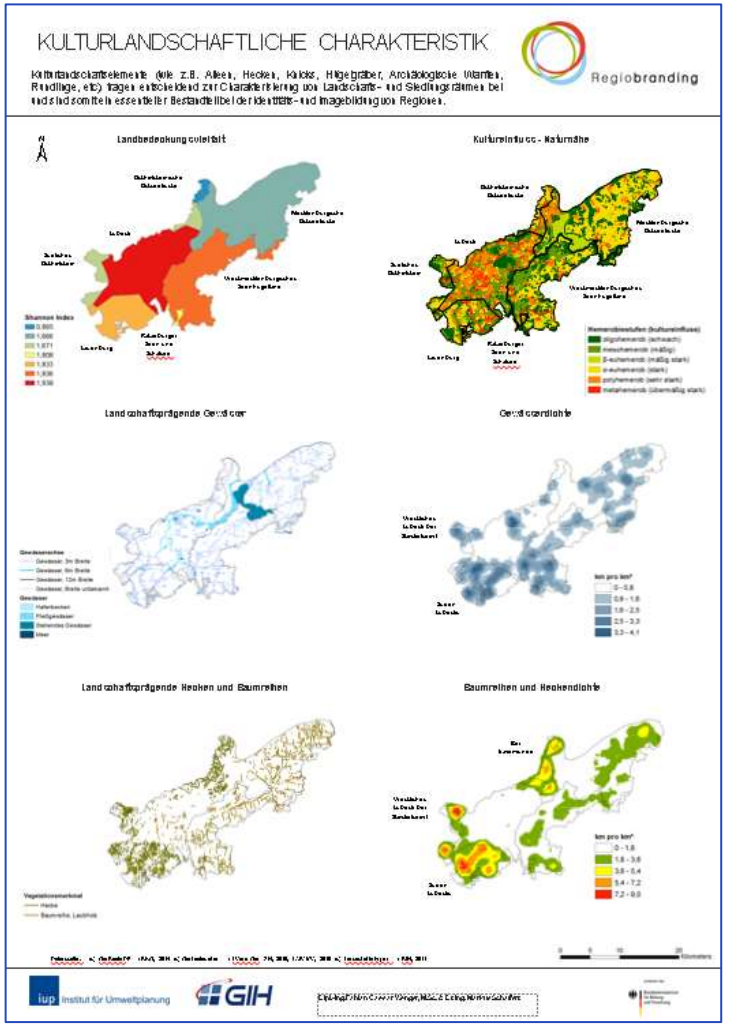
- Participatory mapping

→ Integrating local knowledge (what is special about the landscape from perspective of the locals?)

GIS analyses:

landscape metrics calculated on the base of mapping agency´s geo data*





*ATKIS Basis DLM (geodatenbasis.de, Bundesamt für Kartographie und Geodäsie), CORINE Land Cover (European Environment Agency)

→ „Outside view“

Schaffert/Wenger, F.C. (2016) – Poster Regiobranding (GIH, IUP – Leibniz Universität Hannover)

Participatory mapping - Introduction

→ „Inside view“

Foto: @ C. Blaumann,
Mensch und Region, Hannover

Participatory mapping - Workshops

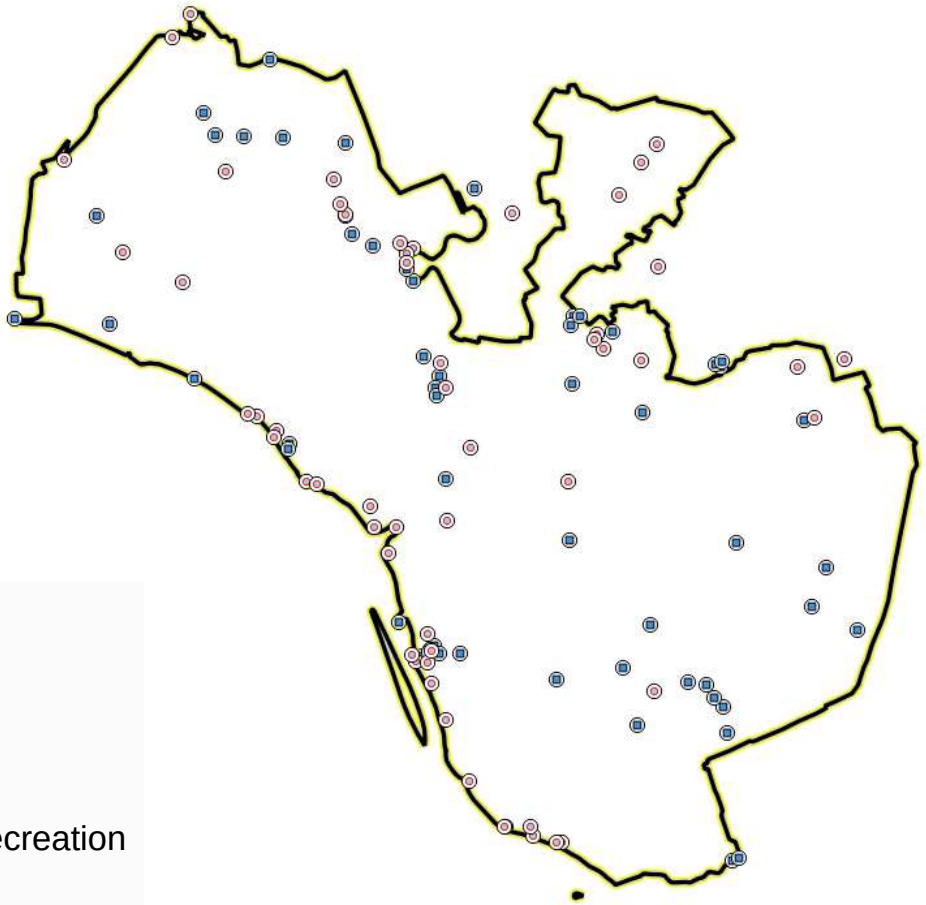
- Workshop Glückstadt (29 Participants):

Map characteristic elements of the landscape in your region	Kartieren Sie (spontan) kulturlandschaftliche Besonderheiten in Ihrer Region
To which areas do you go for recreation and which activity do you carry out?	Welche Gebiete suchen Sie persönlich für Ihre Erholung auf und welchen Aktivitäten gehen Sie dabei nach?

- Workshop Itzehoe (34 Participants):

Mark your favorite places and views on the available map of your region. Name and describe them briefly	Markieren Sie auf dem ausliegenden Kartenwerk Ihre persönlichen Lieblingsorte und -aussichten in der Region. Benennen oder beschreiben Sie diese kurz

Participatory mapping – Results



specific landscape elements

place of recreation

confirmation of GIS analyses

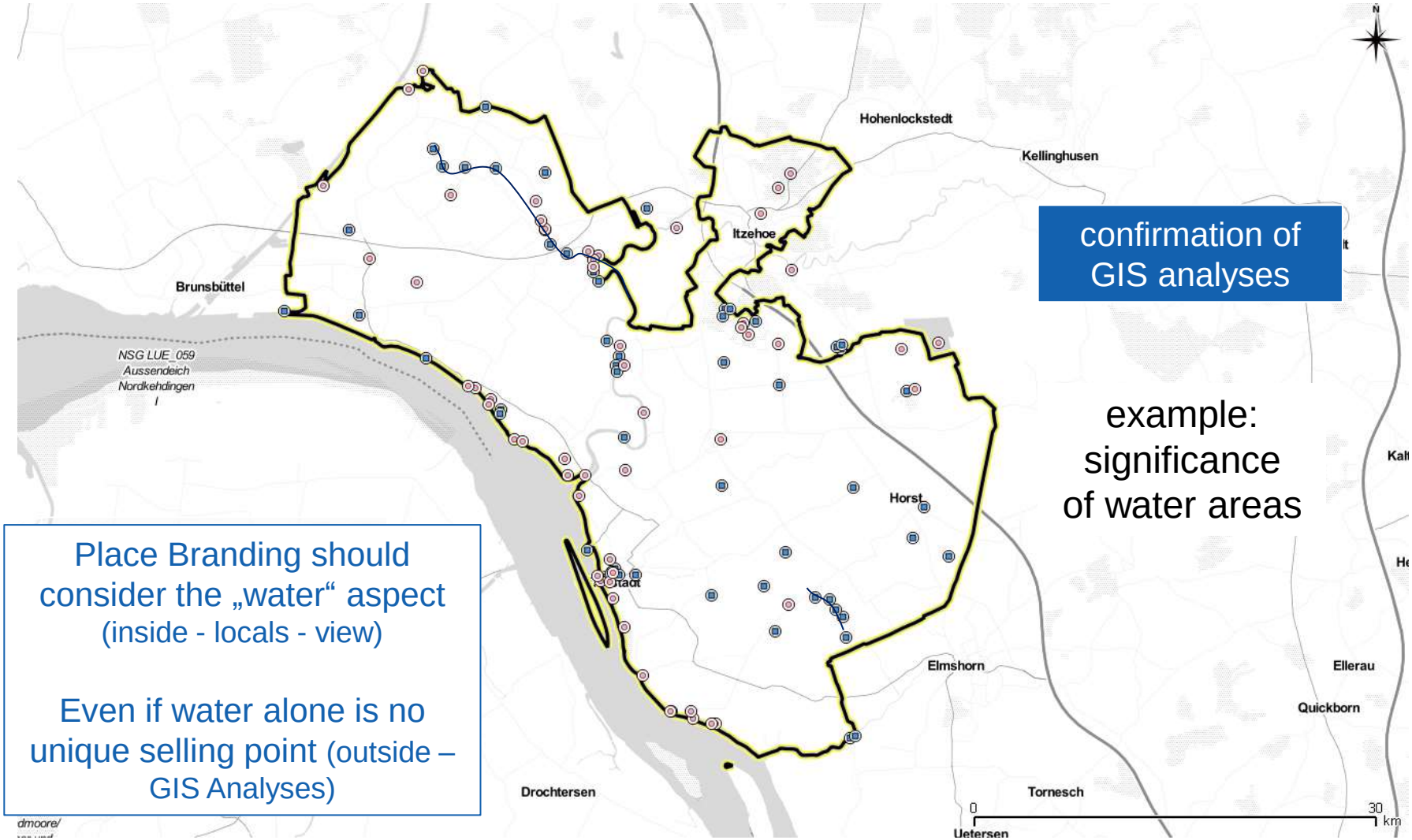
total:

55 specific landscape elements

56 places of recreation

0 30 km

Participatory mapping – Results



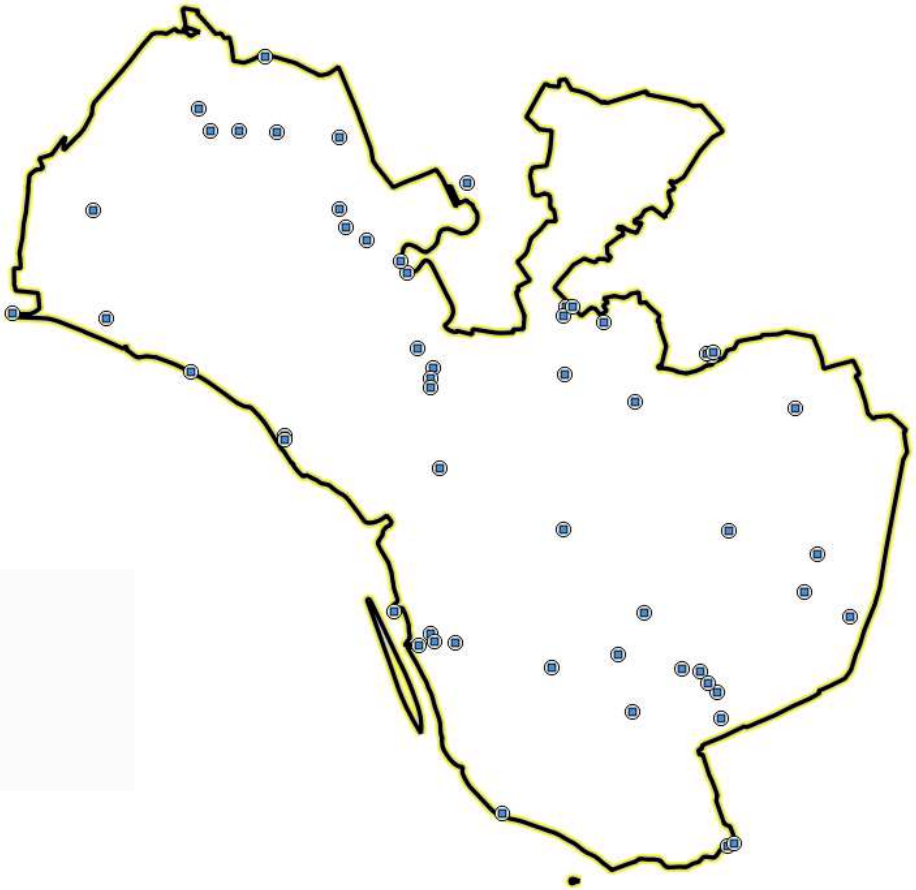
confirmation of GIS analyses

example: significance of water areas

Place Branding should consider the „water“ aspect (inside - locals - view)

Even if water alone is no unique selling point (outside – GIS Analyses)

Participatory mapping – Results



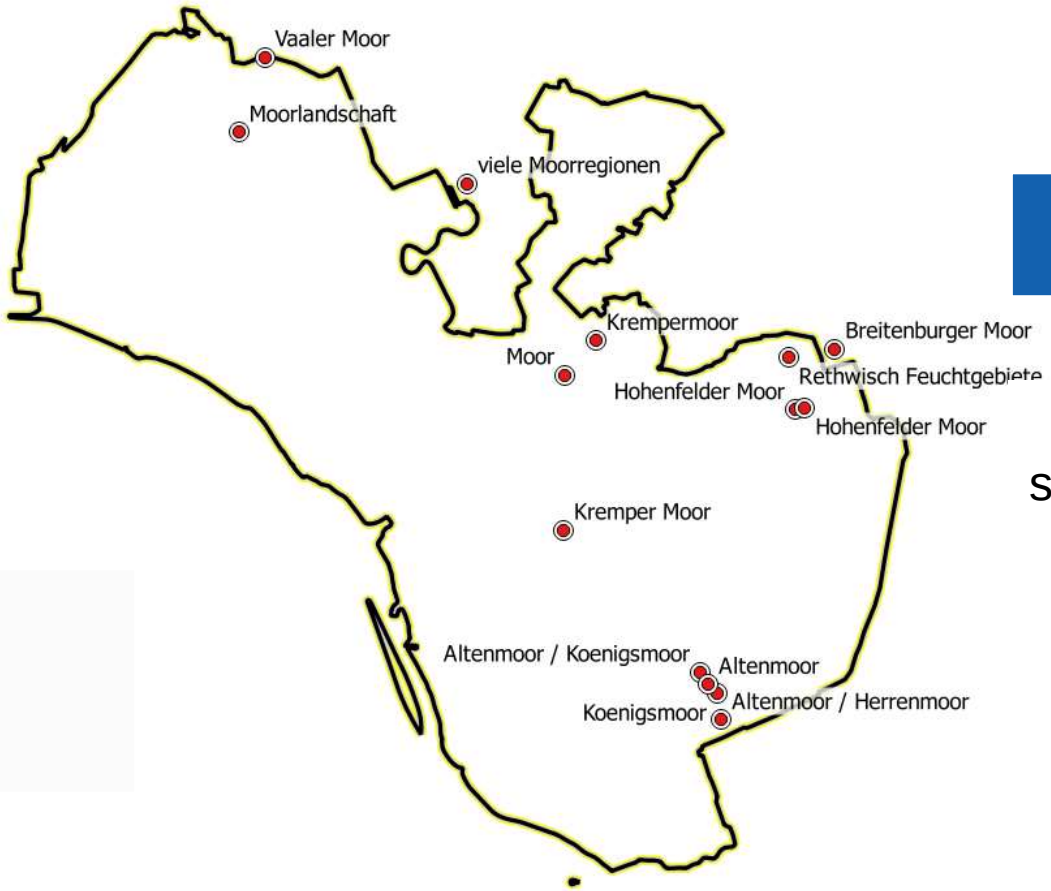
specific landscape elements

additional information

example: significance of moors

0 20 km

Participatory mapping – Results



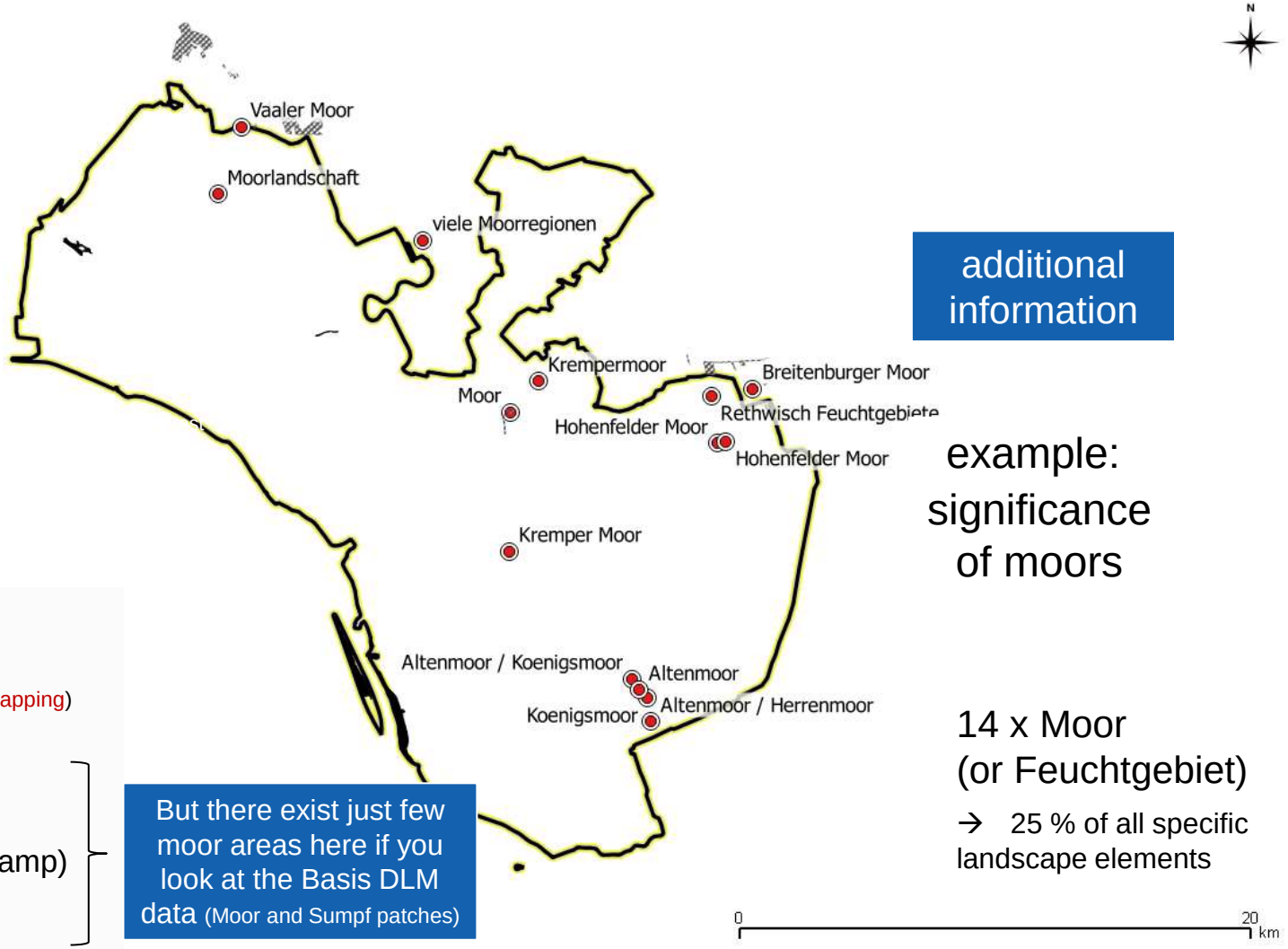
additional information

example: significance of moors

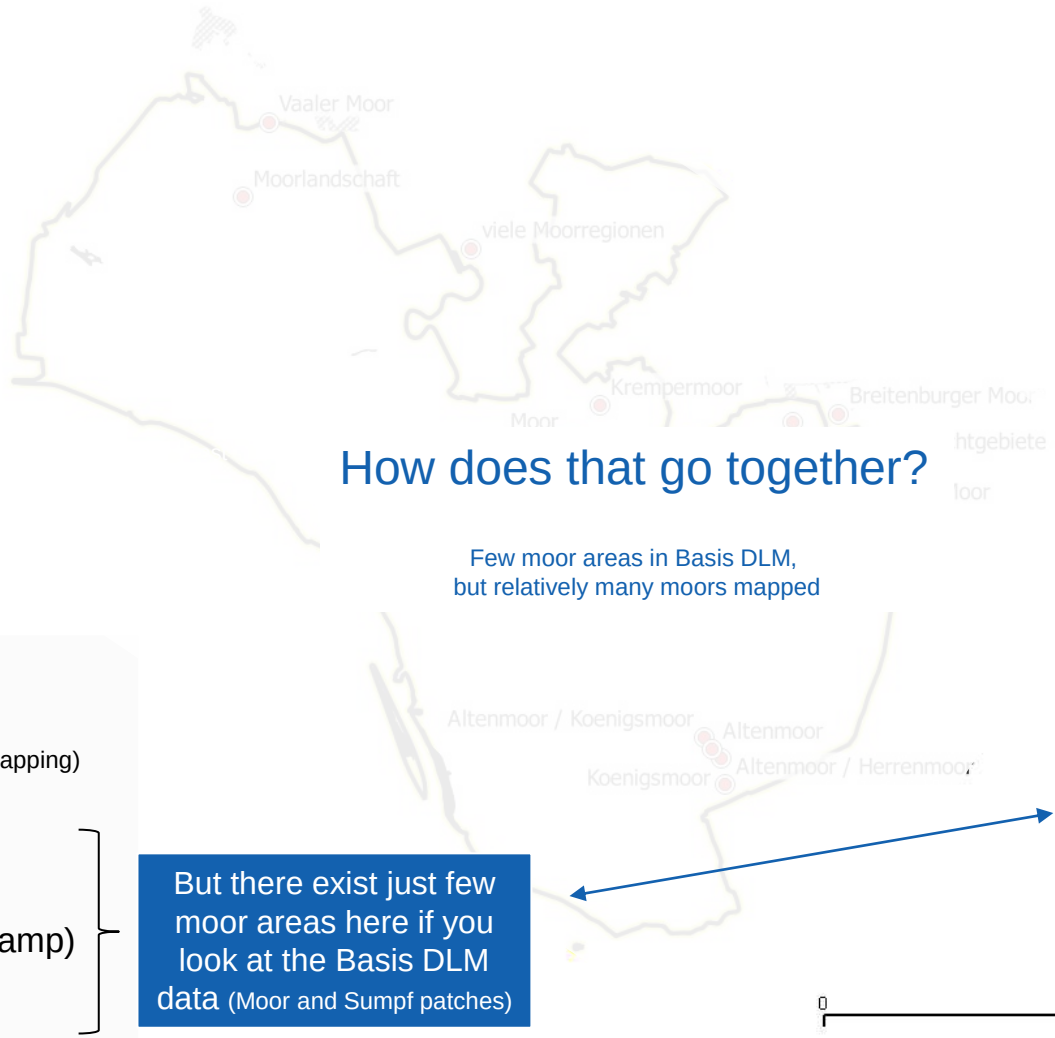
14 x Moor (or Feuchtgebiet)

→ 25 % of all specific landscape elements

Participatory mapping – Results



Participatory mapping – Results



How does that go together?

Few moor areas in Basis DLM,
but relatively many moors mapped

Moor
(participatory mapping)

Moor
(Basis DLM)

Sumpf (Swamp)
(Basis DLM)

But there exist just few moor areas here if you look at the Basis DLM data (Moor and Sumpf patches)

14 x Moor
(or Feuchtgebiet)

→ 25 % of all specific landscape elements locals mapped

0 20 km

Participatory mapping – Results

→ „real“ moors mainly disapeared, but are still alive in landscape names

→ vice versa: A „real“ moor from a local perspective might differ from the official data´s definition

A ‚moor‘ according to DLM´s definition:

Basen-Zwischenmoor, NSG Glittenberger Moor (Niedersachsen)

Elke Freese, https://de.wikipedia.org/wiki/Moor#/media/Datei:Glittenberger_Moor.jpg, CC BY-SA 3.0

20.6 AX_Moor

Objektart: AX_Moor	Kennung: 43005

Definition:

[E] 'Moor' ist eine unkultivierte Fläche, deren obere Schicht aus vertorften oder zersetzten Pflanzenresten besteht.

Torfstich bzw. Torfabbaufläche wird der Objektart 41005 'Tagebau, Grube, Steinbruch' mit AGT 'Torf' zugeordnet.

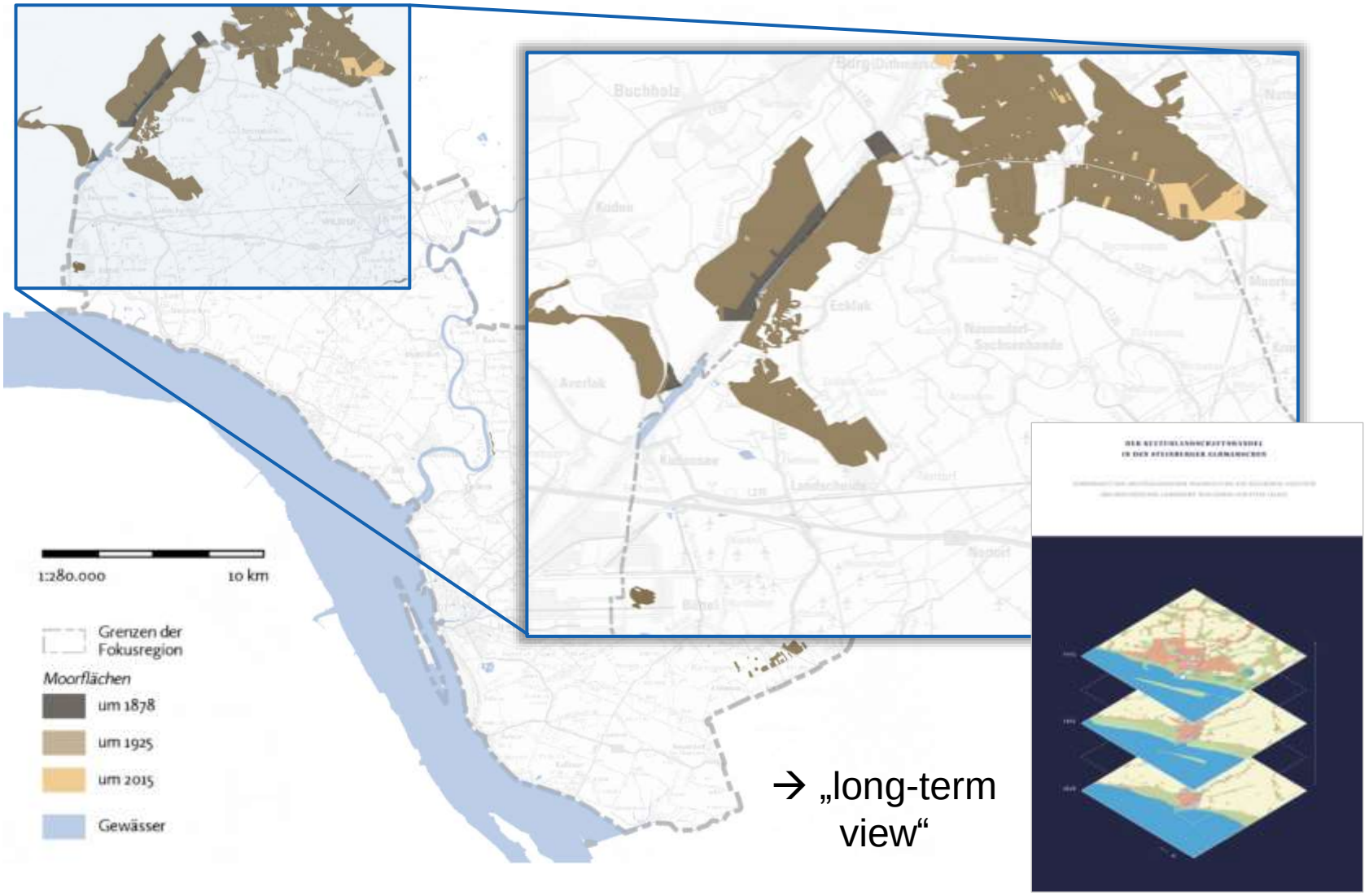
Definition of ‚Moors‘ in ATKIS Basis DLM: an uncultivated area whose top-most layer consists of peaty or decomposed plant remains

Erfassungskriterien:

Fläche >= 1 ha

From AdV (2015): *GeoInfoDok, ATKIS-Objektartenkatalog. Basis-DLM*, Version 6.0.1.

Decline of moors



→ „long-term view“

From: Der Kulturlandschaftswandel in den Steinburger Elbmarschen, Archäologisches Landesamt Schleswig-Holstein (Hrsg.), ISBN 978-3-00-058520-3

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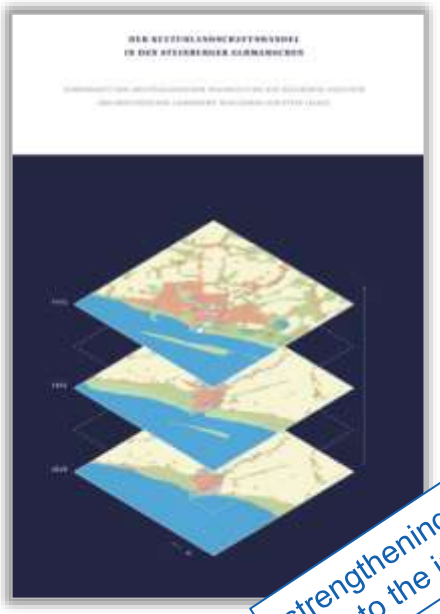
Spatial information contributing to a collaborative place branding



strengthening identity to the inside

Regiobranding in Lübeck-Nordwestmecklenburg
https://www.youtube.com/watch?v=hjkeaXwUqqw

Regiobranding in Griese Gegend-Elbe-Wendland
https://www.youtube.com/watch?v=2K8-eHNaB9c

image to the outside

Regiobranding in den Steinburger Elbmarschen
https://www.youtube.com/watch?v=a3NAGl2zjco

https://www.steinburg.de/startseite/presse-aktuelles/meldungen/details/tx_news/publikation-zum-kulturlandschaftswandel-in-den-steinburger-elbmarschen-erschienen.html
(Foto: Britta Glatki, Itzehoe)

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Literature

FIG paper

- Schaffert, M., Becker, T., Steensen, T. (2021): Spatial Information Supporting a Collaborative Landscape-based Place Branding. Proceedings FIG – International Federation of Surveyors (2021).

Further reading

- Schaffert, M., Becker, T., Steensen, T., & Wenger, F. C., (2020): Qualitative GIS to Support Sustainable Regional Branding and Transition in Northern Germany. In: Methods and Concepts of Land Management: Diversity, Changes and New Approaches (European Academy for Land Use and Develoment).

- Schaffert, M., Becker, T., & Wenger, F. C. (2021). Partizipatives Kartieren von kulturlandschaftlichen Besonderheiten als Beitrag für einen transdisziplinären Place-Branding-Prozess in der Metropolregion Hamburg. In: Landschaftsbilder und Landschaftsverständnisse in Politik und Praxis, 99-118.