Spatial Information Supporting a Collaborative Landscape-Based Place Branding

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Participatory mapping - results

GIS analyses
- brief overview
- landscape metrics

Mixed Methods

GIS analyses
- brief overview
- landscape metrics

Participatory mapping
- method
- results

Quantitative landscape assessment

Qualitative landscape assessment

focus of the presentation:

Agenda

Schaffert, Becker and Steensen (Germany). FIG e Working Week 2021
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)
Regiobrandings aim:

Identify characteristics 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“

Participatory mapping - Introduction

→ „Inside view“

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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

confirmation of GIS analyses

- specific landscape elements
- place of recreation

total:
55 specific landscape elements
56 places of recreation
Participatory mapping – Results

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

Example: significance of moors

Additional information

Specific landscape elements
Participatory mapping – Results

14 x Moor (or Feuchtgebiet)

→ 25% of all specific landscape elements

example: significance of moors

additional information
Participatory mapping – Results

example: significance of moors

14 x Moor (or Feuchtgebiet) → 25% of all specific landscape elements

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

Moor
(participatory mapping)

Moor
(Basis DLM)

Sumpf (Swamp)
(Basis DLM)
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
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)

Basis-DLM, Version 6.0.1.

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

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

→ „long-term view“

From: Der Kulturlandschaftswandel in den Steinburger Elbmarschen, Archäologisches Landesamt Schleswig-Holstein (Hrsg.), ISBN 978-3-00-058520-3
Spatial information contributing to a collaborative place branding

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

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

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

strengthening identity to the inside

image to the outside

(Foto: Britta Glatki, Itzehoe)
FIG paper


Further reading
