

User-Generated Spatial Content for Sustainable Land Management – Experiences from Transdisciplinary Landscape Branding in Germany

Markus Schaffert and Steensen Torge (Germany)

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SUMMARY

Transdisciplinarity is a principle of integrative research, in which scientific and practical partners jointly generate new knowledge. This approach is supported by the German Federal Ministry of Education and Research (BMBF) within the funding priority "Innovation groups for a sustainable land use" (Förderschwerpunkt "Innovationsgruppen für eine nachhaltige Landnutzung"). One project that has been implemented within this regard is Regiobranding. The project aims at investigating the characteristics of landscapes in different Northern German regions in order to use their uniqueness for sustainable regional branding and development.

The combination and integration of heterogeneous knowledge of the different project partners from eight institutions in three federal states was a central challenge for the transdisciplinary work. In the absence of a common technical language, "space" served as a common ground for bridging differences and actively involving local partners. Against this backdrop, the local public participated in the branding process via various mapping workshops. The results of the mapping exercises were later combined with GIS-based quantitative landscape analyses derived from scientific investigation by partners from the fields of surveying, archeology and environmental planning.

The paper presents results of our approach and highlights the benefits of combining qualitative analyses based on user-generated spatial content with quantitative landscape analyses based on various sources of official agencies' geodata.

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