


Green infrastructure as an alternative for brownfield regeneration: Fighting stigma through benefit communication and image building

Just Wilson  
Brownfield and Greenfield regeneration: mitigating perceptions  
and stigma through image building  
12th March 2017, Cardiff







# Green infrastructure as an alternative for brownfield regeneration: Fighting stigma through benefit communication and image building

Joel Walker  
Brownfield regeneration: managing perceived risks  
and stigma through image branding  
10th March 2015, County

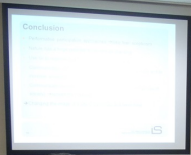
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**Conclusion**

- The system is designed to be scalable and flexible.
- The system is designed to be secure and reliable.
- The system is designed to be easy to use and maintain.
- The system is designed to be cost-effective.
- The system is designed to be environmentally friendly.







## 6. Research areas for possible joint projects

- To examine the role of growing 3D in mitigating the projected risks in the semi-industrial 3D reproduction
- To explore people's attitudes to contribute to long-term maintenance of green spaces created on brownfield sites with of maintaining green spaces
- To support a better understanding mechanism for residents to articulate the gap between formal government based on people's long-term commitment to green space management and formal planning practice and to practice
- To explore the role of different planning systems in green management of green

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#### 6. Research areas for possible joint projects

- To examine the role of growing 3D in mitigating the environmental risks in the post industrial 3D environment
- To develop projects and initiatives to promote to long term sustainability of green spaces within the industrial area
- To suggest a better management mechanism for sustainable use of remaining green spaces
- To introduce the idea between urban up and down town people to long term sustainability in green space management and to use planning practice and to promote
- To promote the influence of different planning systems on public participation in green space management or green space

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Justification of public intervention ← GI  
the studies (Japan/

- Natural disaster  
flooding / Storm
- land use for future disasters
- Risk related land
- GI for preventing disasters &
- GI for mitigating risks  
and making towns resilient  
in striking cities
- long-term management
- communicating benefits
- how to estimate value of GI  
(quantity)
- Willingness to pay / work
- public intervention  
social deprivation

- justification of public intervention ← GI
- Case studies (Japan / Germany / England / US? )
- Knowledge gap

GI in relation to planning approach in the evolving contexts  
to risk communication.

GI as a tool for mitigating risks  
for generating investments

Regional decision making VS disaster prevention planning

- Natural disaster  
flooding / Storm
- land use for future disasters
- Risk related land
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and making towns resilient  
in shrinking cities
- long-term management
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quantify
- Willingness to pay / work
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