



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

Jost Wilker

Workshop on „Brownfield regeneration: mitigating perceived risks and stigma through image branding“

10th March 2015, Osaka

The Image of brownfields

Danger

Destruction of landscape and nature

Ugliness

Environmental burden

Devastation

Source: ENCI

Decline

Contamination

Source: Regionalverband Ruhr

Neglect

Uselessness

Inaccessibility

Source: value-and.com

GI as an alternative for brownfield regeneration – communicating its benefits



Manchester, United Kingdom

Meanwhile approach to brownfield development

- addressing: Manchester's Climate Change Action Plan and Manchester's Core Strategy
- aim: turn unused blighted plots into well-used community spaces where decision making is **locally based**
- temporary food growing, tree nurseries, biomass production, and rain garden development
- strong bottom-up approach where local communities work closely with local partners to develop proposals from design concept to installation

Manchester, United Kingdom



Source: value-and.com

Dortmund, Germany

Phoenix area, former cooking plant and steelworks

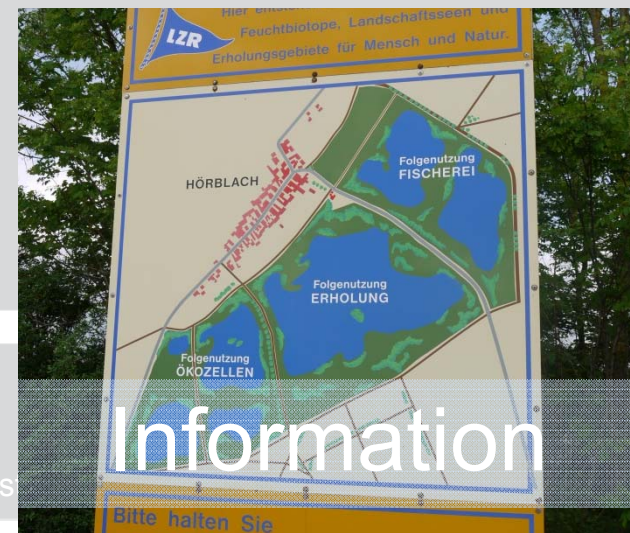


Sources: Kommunen NRW and Ruhrgebiet Regionalkunde

Dortmund, Germany



Quarry restorations in the Würzburg (GE) and Maastricht area (NL)



Source: ENCI



Site visits



Signage



9 Outdoor classroom

Source: ENCI



Visitor center

Conclusion

- Performative participation approaches → take fear/ scepticism
 - Nature has a huge potential for emotional branding
 - Use GI to improve quality of life and stop shrinking
 - Communication with local people very important to convince and to increase understanding on both sides
 - Communicate benefits to all relevant stakeholders (and groups of society) → spread the message
- ➔ Changing the image of a site is a process and takes time