

# **Spatial Information Supporting a Collaborative Landscape-Based Place Branding**

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**Key words:** Geoinformation/GI; Land management; Spatial planning

## **SUMMARY**

The paper outlines a mixed methods approach to landscape characterisation and presents key findings from its application in northern Germany. It also illustrates the benefits for collaborative branding that result from the use of spatial data and information. Our study shows that working with maps helps to bring together stakeholders with different experiences and to involve them in brand building. This supported the transdisciplinary design of the project.

A need for further research on regional branding based on landscapes is identified. This applies both to the handling of dynamic and divergent landscape changes within a region as well as to the reliable cartographic representation of results and the appropriate use of maps in transdisciplinary collaboration.

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