

# Lessons Learned from GeoDesign Apps

On day one of the 2010 GeoDesign Summit, Christina von Haaren discusses how improved public participation can lead to more environmentally-informed decision making.

<http://video.esri.com/watch/115/lessons-learned-from-geodesign-apps>

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## Video Transcription

**00:01** Ladies and gentlemen, I present you...to you some lessons learned from GeoDesign application, and...

**00:11** Oh, what is that? Ah. This is the...doesn't matter.

**00:20** This is the wrong presentation, but...There...there must be another one. Doesn't matter.

**00:28** It's, it's...It will do. It's...

**00:31** [Inaudible audience participation]

**00:32** No, no. It's...it's only the wrong version; it will do. Now...

**00:38** Our starting point was that we developed two landscape...GIS-based landscape planning support systems...

**00:47** ... in order to improve public participation and environmentally informed decision making, and we developed these systems on two...for two...

**00:59** ...different decision levels, for the municipality level and for the farm scale.

**01:06** We also evaluated the effect of these systems on the addressees.

**01:12** Now, in order... Diane might interrupt me afterwards, I will give you the essence of my...of my talk now, already.

**01:22** The eh...the most...or the most distinct effect of fusing such information systems, or GeoDesign systems, was that the transparency of the decision making ...

**01:37** ...about environmental issues was enhanced very much, and this had political as well as economic relevance in the process...

**01:46** ...and people liked it or they disliked it, also.

**01:51** Now, my first example is the interactive landscape plan which we designed for the City of Koenigslutter in Germany, and...

**02:00** ...it is kind of toolbox, with many modules, and I will present you...only the lessons we...or some lessons draw...we draw from testing...

**02:09** ...different visualization tools in participation situations.

**02:16** Now, the lessons we drew from that is that pictures are very powerful tools in a transparent participation process.

**02:30** On the other hand, it is very important that you pick the right visualization tool for... in different planning stages, and also for...

**02:41** ...different planning objectives or planning purposes.

**02:45** In some situations, the...or a simple sketch may be more ful...powerful and more suitable to the situation than...

**02:54** ...a sophisticated VRML visualization.

**02:58** Also, it...it turned out that usually you need more than one visualization tool, and a map usually is essential for every process...

**03:08** ...because people need to orientate.

**03:14** We also developed a map-based online participation tool, and the lessons we learned in testing and in using this tool was that...

**03:25** ...it enhanced the quality of the commands made by stakeholders and citizens very much, because they had to really precisely...

**03:35** ...put down, and also are a concrete, to put down their proposals or their commands.

**03:44** And another effect was the enhanced transparency of the whole political decision-making process, because you could...

**03:53** ...trace the kind of history or the way of every command of every citizen and its impact on political decision making.

**04:02** Now, this was welcomed very much by NGOs, for instance, and also by the administration of the city council, because it...

**04:11** ...facilitated their processing of commands and their whole work.

**04:16** Also, farmers liked it, in this stage, in the planning stage of inventory, because they could make very concrete...

**04:23** ...commands to the inventory and change things.

**04:26** However, some politicians didn't like this high transparency, and in some following cases, even, it happened that political bodies...

**04:37** ...did not allow the administration to use this system. I leave it to your imagination what that means, but we...

**04:44** ...took it as a compliment. Oops.

**04:56** Now, as to farmers.

**04:59** We developed a farm support management system, and the...the...the...the lessons we learned in using this system on...

**05:12** ...farms was that the...the acceptance or the...whether farmers welcomed the system depended very much on whether there we...

**05:25** ...were enough incentives for them to use it.

**05:29** There were, of course, individuals who were intrinsically motivated to use such a system.

**05:34** But most of the farmers needed incentives, and such incentives would be, for instance, that the environmental administration...

**05:43** ...would tie paying environmental...would tie pay...payments for environmental measures or services, which the farmers could...

**05:56** ...support, to such transparency and to using such a system.

**06:01** Also, food companies would motivate some farmers...some of their producers to use this system, and recently we started to work together...

**06:12** ...with a brewer of organic lemonade who wants to kind of, yeah, enhance trust in the company...

**06:21** ... and wants to improve the image of the company and he wants his prod...or he wants the consumers be able to trace over the 'Net, the producing...

**06:31** ...of the ingredients of the lemonade.

**06:34** So where there's...that shows, both these examples show that such transparency has also economic relevance, and will make, for instance,...

**06:45** ...agrienvironmental measures more efficient and the spending of public money more efficient.

**06:51** Now, my takeaway message is that the transparency can...created by such GeoDesign applications may be inconvenient...

**07:00** ...for some people, but on the other...sometimes all...also for us.

**07:05** But on the other hand, it may be our most powerful ally in implementing environmental objectives.

**07:14** Thank you.