

BrokeringSpaces – Challenges and possible pathways for solutions in regard to the EUSALP strategy and the political declaration on “sustainable land use and soil protection”

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Partner consortium

- SIR – Salzburger Institut für Raumordnung & Wohnen GmbH
- BKZT – Bundeskammer der Architekten und Zivilingenieure, Vienna
- PL - Plattform Land, Bozen
- AIDA – Community Network Alliance in the Alps
- KGZS – Slowene Chamber of Agriculture and Forestry, Institute of Agriculture and Forestry Maribor
- PTE – Foundation Pro Terra Engadina
- UIBK – University of Innsbruck, Dep. Design/Gestaltung 1



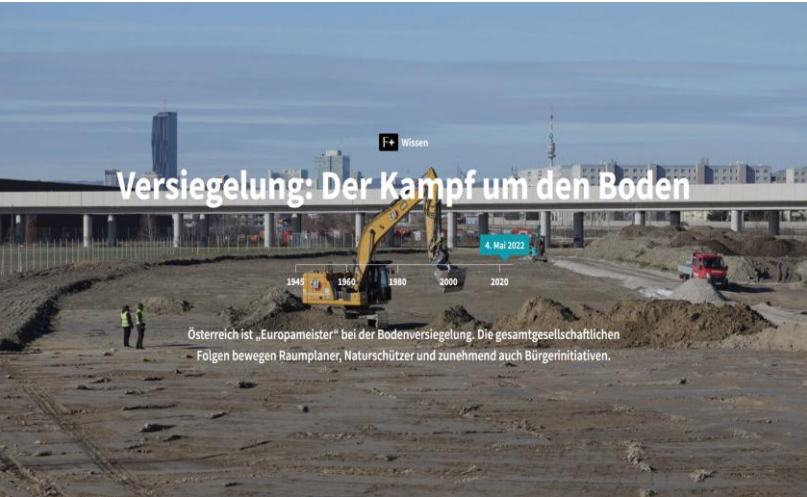
What is it all about? Relentless Soil Sealing



Umwelt | Agenda 2030
Sudtirolo bocciato sul consumo di suolo
 Il rapporto dell'Avsis certifica una tendenza negativa sugli obiettivi per la sostenibilità, dall'aumento delle disuguaglianze ai fertilizzanti in agricoltura. Dati Ispra, record cementificazione a Bressanone.
 von Valentino Liberto
 08.01.2025

The problem of soil sealing is **well known**, and its negative impacts on the environment, humans, and animals have been **analyzed and confirmed**. **Despite thousands of studies, constant media coverage, and political lip service, sealing continues unabated—laws or not.**

*Every Day 111 Football Fields!!!
 We have to do something!!!*



...because we are building such structures....





Let's Negotiate Land,
Not Seal It!

What are we doing in the project?

WHAT ?

We tackle land-use conflicts to balance nature, housing, economy and infrastructure – for a sustainable development of inner-alpine space.

HOW ?

By combining formal planning tools and local knowledge, we develop practical solutions for fair and efficient land use.

WHY ?

Land is scarce and climate change puts stress on communities. Adaption needs land for ecosystem services. At the same time, the demand for land is rising in tourism, housing, transport and agriculture. It's time to think about priorities and synergies!

WITH ?

Local, regional and national stakeholders are brought together to improve cooperation instead of competition and to promote land use sufficiency over excess.



What are we doing in the project?

Starting point:

- Small project
- Small budget
- Small consortium
- Short project duration

- Papers
- Publications
- Legal framework

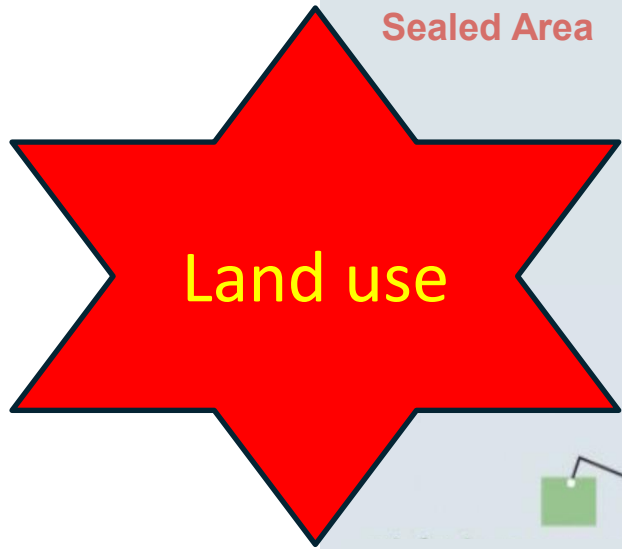
Nevertheless we have :

mayors are usually overwhelmed and left to their own

architects and planners lack know how and practical tools

- a very broad and complex subject to cover
- we have set ourselves ambitious goals

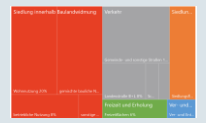
- We have to focus on concrete results
- for concrete target groups



Sealed Area



Land Consumption



Not used Area



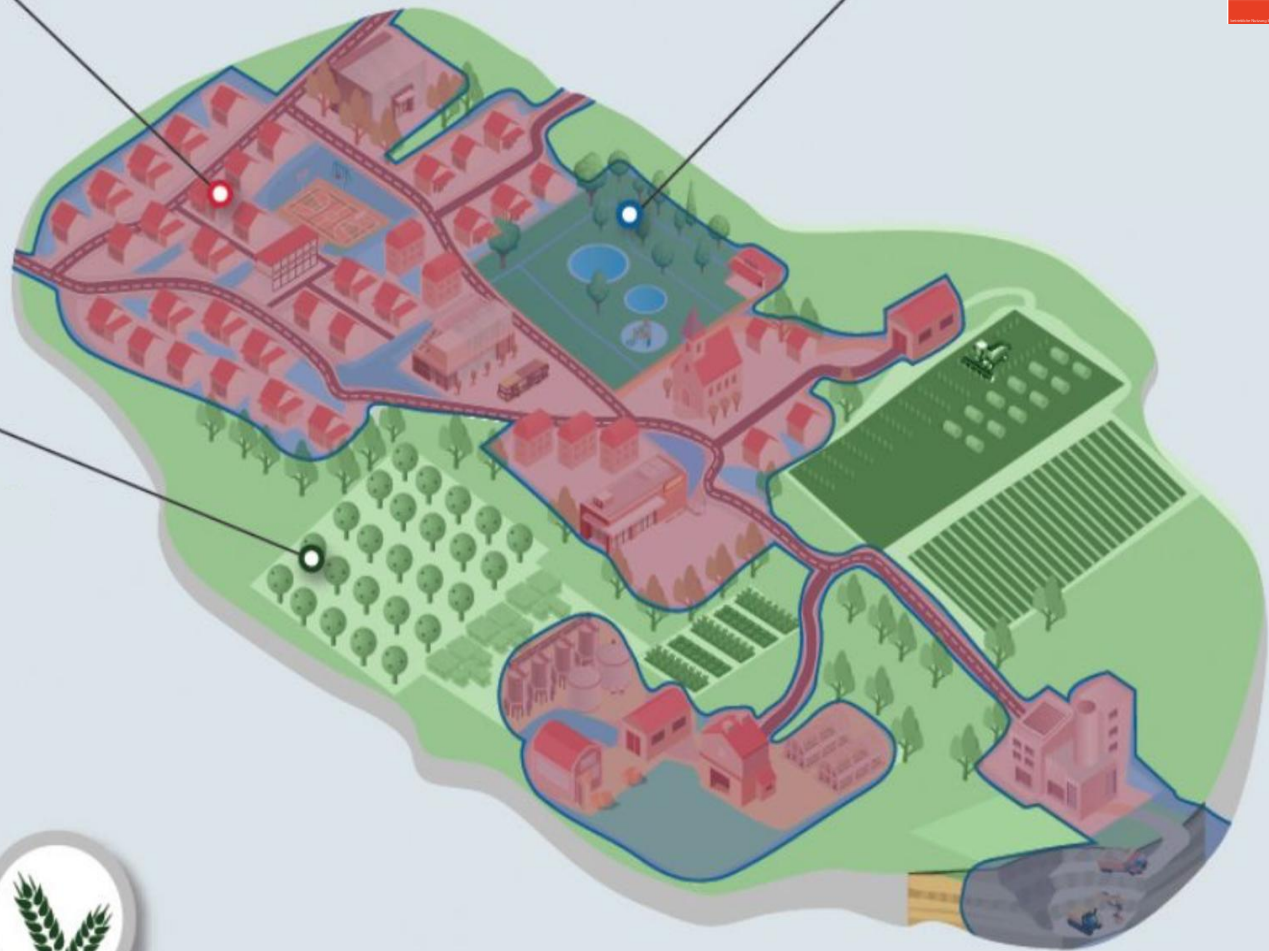
Forrest



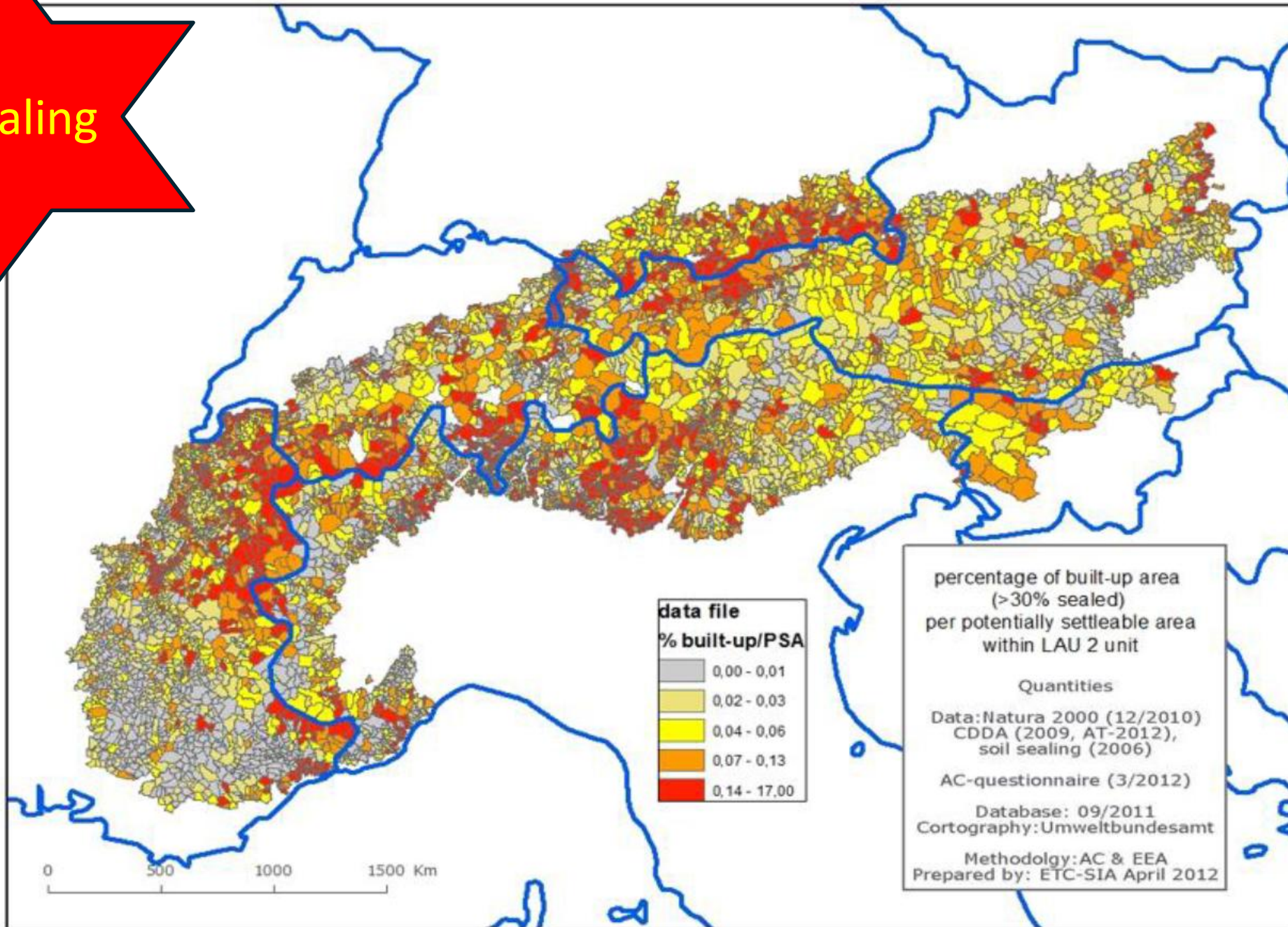
Nature



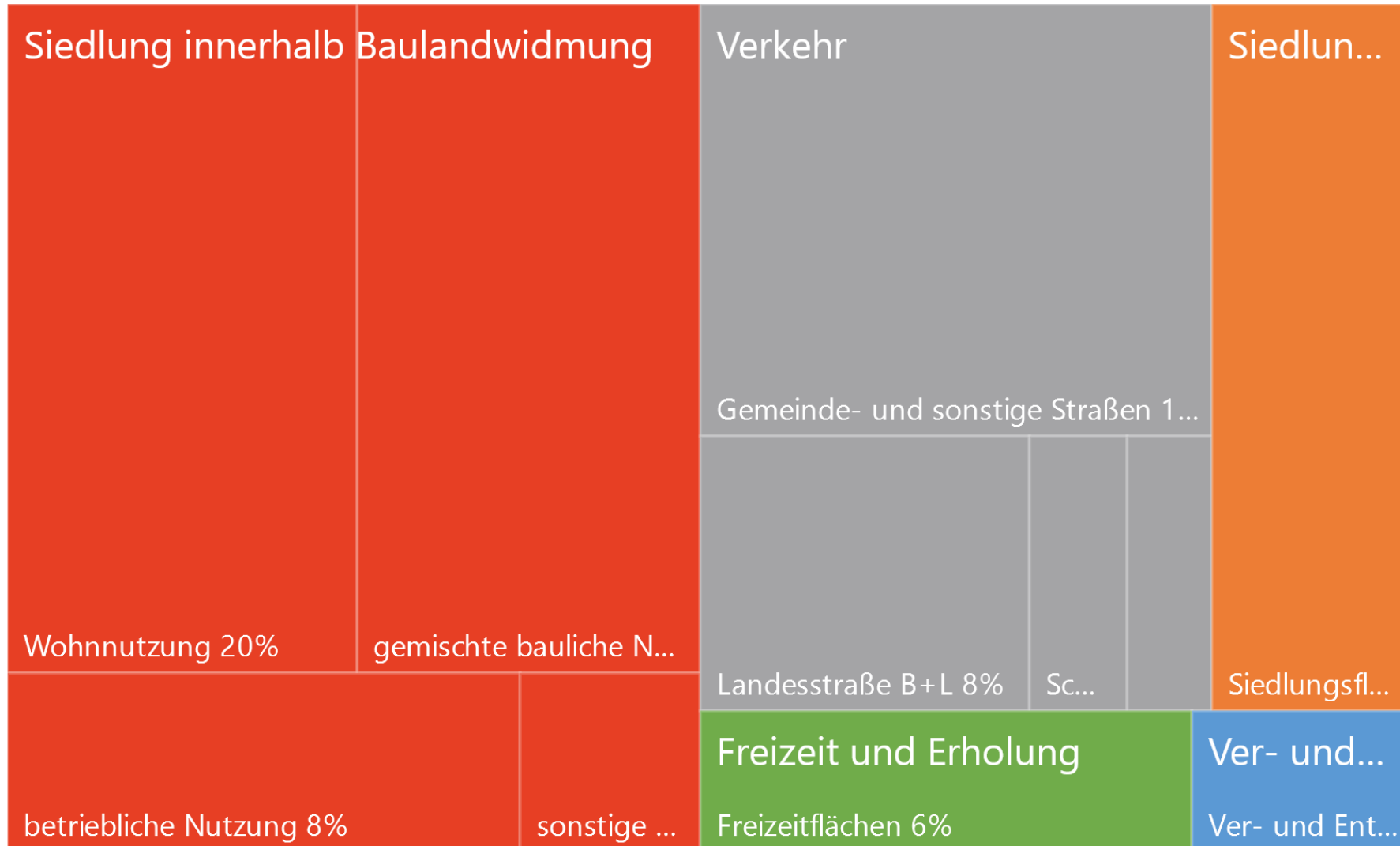
Farming



Soil sealing



Distribution of Land Consumption (in Austria)



Austria

83.900 km² | 100,0 %

Permanent settlement area

32.600 km² | 38,9 %

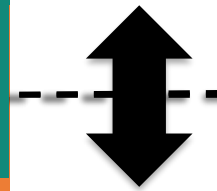
including:

Farms

Forest

Land Consumption
5.600 km² 6,7 %

Sealed Area
3.000 km² 3,5 %



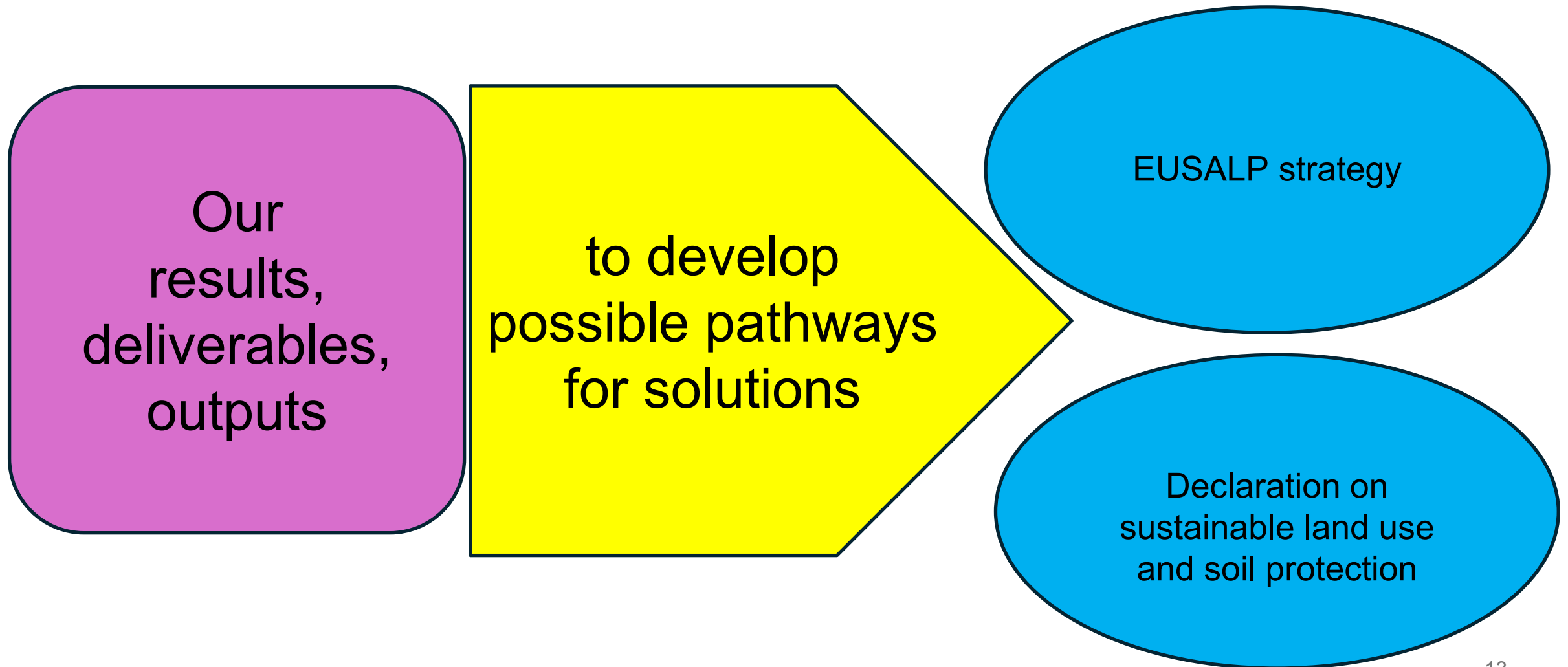
„Negotiation“
„Brokering“

In our project we are....

- reviewing spatial governance instruments
- for integrated, practical transformation pathways
- thereby prioritising ecosystem services and zero net land take



Challenges and possible pathways...



Our activities, results and target groups

Innovative
comparison of
existing legal
and informal
instruments

- ❖ SWOT
- ❖ Identification of common issues and approaches towards a common action on EUSALP level

- Municipal and regional level
- Policy makers
- Planner's associations
- Experts
- Planning authorities

Our activities, results and target groups

Interviews
Online survey

- ❖ Brief internal report
- ❖ Good quotes for communication

- Actors and stakeholders in spatial planning and land use

Our activities, results and target groups

Gap analysis

considering
future challenges of
climate change

- ❖ Short internal report as a basis for the compendium
- ❖ identifying gaps and their reasons (conflicting objectives, missing regulations, lack of enforcement, lack of awareness, lack of BP, stakeholder integration in planning etc.)
- ❖ Suggestions how to close the gaps (e.g. integrated planning, ISEK)
- ❖ **Using key findings for communication**

➤ Policy makers

Our outputs, results and target groups

Looking
into
regions in
need

Output 1.1

- ❖ Best-practice compendium
- ❖ Decision making tree

- ❖ Matrix that includes common arguments or interests by different stakeholders, different matrix per issue
- ❖ Connecting negotiation methods with good practice and how to successfully implement those at the local level
- ❖ Workshop (2-3 days) in 04/2026
- ❖ Successful negotiation stories to use for communication!

Representatives of our test regions:

- Mayors
- Municipal administration
- Regional administration
- Actors
- Stakeholders
- Planners

Our activities, results and target groups

Round tables

- 2 Round tables per test region to work on local issues individual setting for each partner, tailored to local needs
- 2 High level round tables on project approaches and results

- ❖ Local transformation scenarios for each test region (in national language)
- ❖ Input for the guidelines for municipal action

- administration &
- political decisionmakers from local and regional level
- National level with ministries and other national associations like Baukulturbeirat

Our activities, results and target groups

Co-creation of recommendation and guidance to enhance uptake and implementation

- ❖ Workshop (2-3 days) in 04/2026
- ❖ To collect results from working in pilot sites

- administration &
- political decisionmakers from local and regional level

Our activities, results and target groups

Guidelines for municipal action, line of argumentation for negotiations

- ❖ Skill set for mayors to lead negotiations
- ❖ Short tutorial-like videos to advertise compendium in local languages with 1 partner and 1 expert or coach on negotiation

- Mayors and
- authorities on local level

Our activities, results and target groups

Capacity development
to increase
sensitization on
different levels

Series of events for capacity building:

- ❖ 1 webinar in English with EUSALP stakeholders
- ❖ Regional webinars
- ❖ Midterm workshop during AIDA conference
- ❖ 1 cross-border excursion to demonstrate BP
- ❖ 2 local site events in test regions per partner
- ❖ 1 networking meeting with planning stakeholders (ISEK / project results)
- ❖ 1 EU wide online workshop in cooperation with European organisations of planning professions
- ❖ Planners seminar on ISEK

EU-Level:

- Stakeholders from EUSALP, AG6+7, AC etc

National and regional level:

- Planning authorities

Local level:

- Municipal authorities
- Mayors
- Planners and architects

Our activities, results and target groups

Documented
interaction with
overarching strategies
and platforms

Meetings and
exchange with:

- ❖ EUSALP AG6+7,
- ❖ Alpine Convention
- ❖ AlpPlan Network
- ❖ CIRA

EU-Level:

- Stakeholders from EUSALP
- AG6+7
- AC
- AlpPlan
- CIPRA

Our outputs, results and target groups

Output 2.1

Workable, practice oriented transformation scenarios for local pilot sites

- ❖ Colletion of **transformation scenarios** for each pilot site with standardized summaries in English from each transformation scenario
- ❖ Different approaches on how to close the gap

➤ Municipal Level

Our outputs, results and target groups

Output 2.2

Set of recommendations for macroregional strategies and Alpine Convention

- ❖ Collection of **policy recommendations** incl. commitment from EUSALP action groups
- ❖ Short document with concrete recommendations
- ❖ Attachment: ISEK scope of services (integrated planning steps as a transferable best practice)

- EUSALP
- Alpine Convention
- Authorities
- Experts

Our approaches to reduce land consumption

In principal 2 different approaches

1 Approach (articulated by PP2):

Reduce land consumption by densifying cities, limiting urban expansion, preventing urban sprawl, improving town centre organization, and enhancing existing areas.

Force by law

eg: mandatory densification in cities

Good compelling planning (PP2)

eg: non- mandatory Integrated Urban Development Plan

awareness Building

eg: Seminars (PP2)

2 Approach (articulated by PP5 and PP6):

Prioritize the protection of existing farmland by increasing its value and raising public awareness about its importance.

Force by law (PP5)

eg: absolute no rezoning or nature protection areas

Good compelling planning

eg: non- mandatory Integrated Rural Development Plan (PP 5, PP7)

Awareness Building

eg: Seminars, Capacity Building (PP4)

What's our contribution and possible pathways?

EUSALP

- **AG 6 (natural & cultural resources)**
- **and AG 7 (Green Infrastructure)**

- Development of concrete application cases
- Enrichment of thematic areas such as soil and GI
- Supporting sustainable spatial planning and resource management

- ❖ Our test areas
- ❖ Enrichment of thematic areas such as soil and GI

What's our contribution and possible pathways?

Alpine Convention

- Cross-working group collaboration
- PlanAlp
- CIPRA etc

- Cooperation via the membership within the AC's spatial planning, PlanAlp etc
- Strong focus on minimising the impact of natural disasters, mountain agriculture and forestry

- ❖ Mutual invitations to meetings
- ❖ Exchange of project activities

What's our contribution and possible pathways?

EU Soil Strategy

- As a „laboratory“ for the inner Alpine region, BrokeringSpaces will contribute valuable data and practical examples
- Promoting sustainable land use practices and
- Promoting soil quality across the Alpine Space

- ❖ via sustainable spatial planning
- ❖ and a toolset of negotiation skills

What's our contribution and possible pathways?

National Soil Strategy of the Member States

to promote

- sustainable land use and
- soil protection as key objectives

Promoting measures to

- **reduce soil sealing**
- **preserve agricultural land**
- **enhance soil quality** through measures that integrate environmental, economic and social considerations in spatial planning and land management

Relevant strategic framework of the scoping activities in BrokeringSpaces

- ❖ All kind of measures to achieve the reduction of soil sealing
- ❖ Preserving agricultural land

Negotiation partners...

- mayors
- investors
- hotel chains
- supermarket chains
- building companies
- businesspeople
- spatial planners
- landowners
- residents
- nature conservationists
- etc.



	Bauträger	Naturschutz	Nachbar	Landwirte	Fachmann	Bürgermeister
Bauträger	x	✓	✓		✓	✓
Naturschutz		x		✓		✓
Nachbar			x			✓
Landwirte				x		✓
Fachmann					x	
Bürgermeister						x

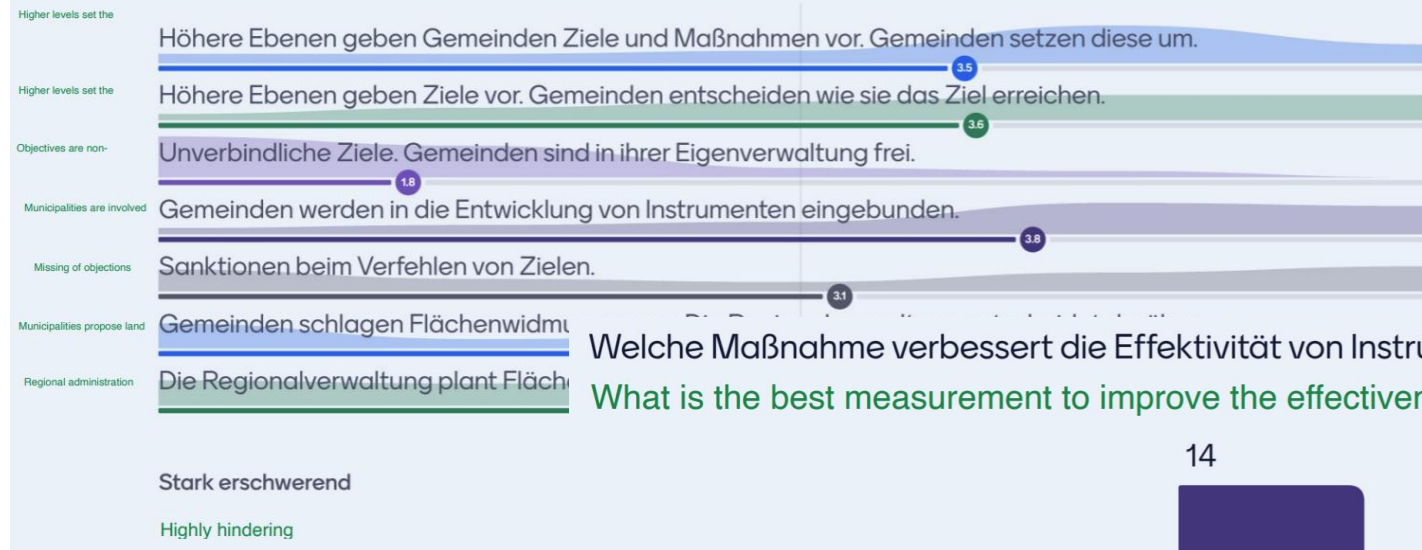
What we have done so far?



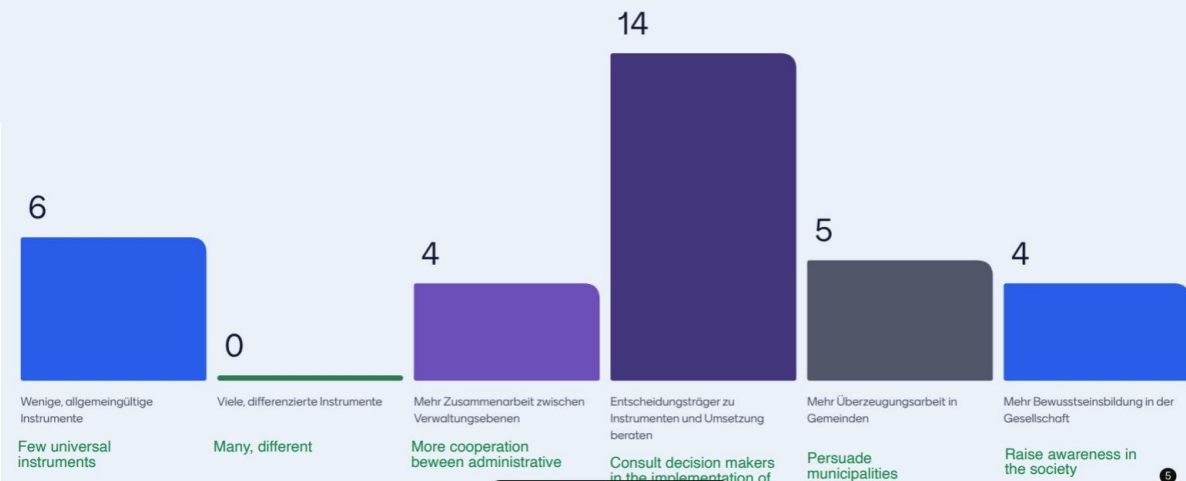
Data collection

- ✓ Desk research
- ✓ Scoping process
- ✓ Interview questionnaire and guidelines
- ✓ Internal webinar
- ✓ Interviews with stakeholders
- ✓ Analysis of interviews
- ✓ Preparation of online questionnaire
- ✓ Start of round tables in South Tyrol

Welche Kooperationsformen fördern oder erschweren Flächensparen? What forms of cooperation promote or hinder land saving?



Welche Maßnahme verbessert die Effektivität von Instrumenten am besten? What is the best measurement to improve the effectiveness of instruments?



What we have done so far?

Events

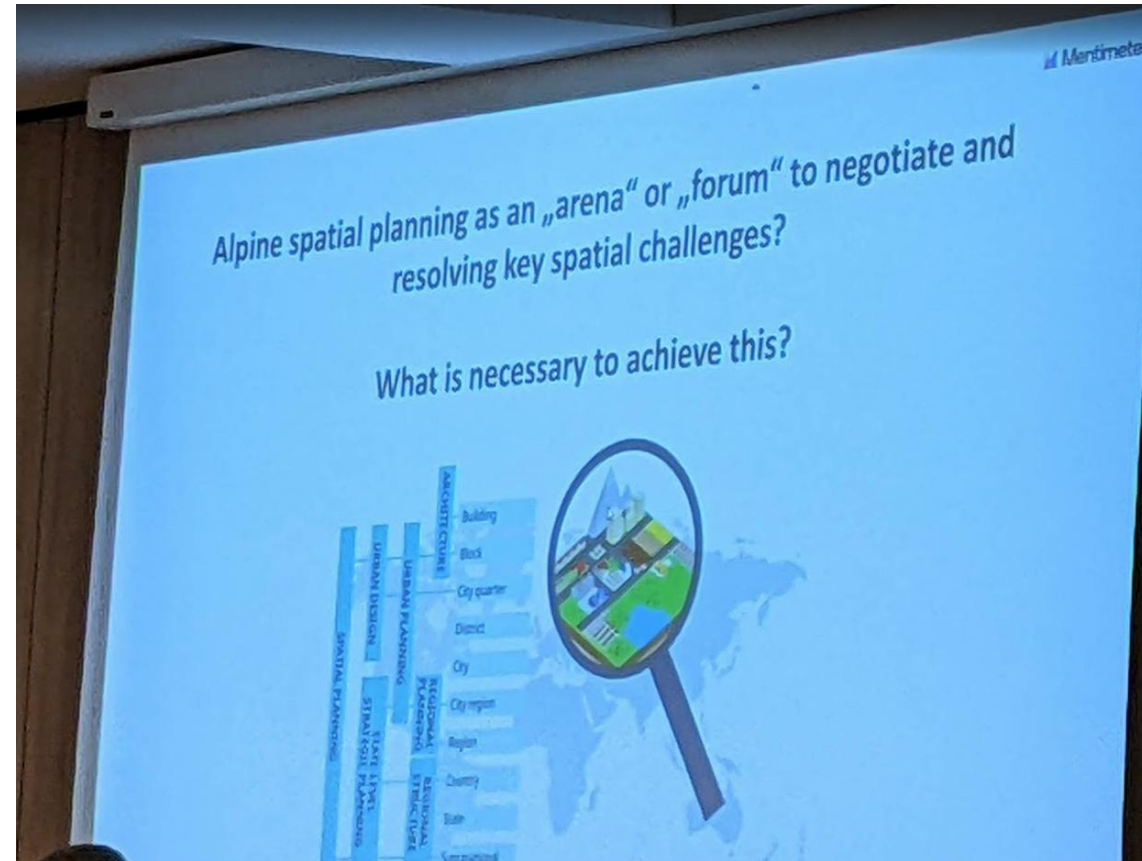
- ✓ 1st High Level Round table (13.02.2025 in Vienna)
- ✓ Workshop with architects to elaborate the Leistungsbild für ISEKS
- ✓ Symposium “Inner development as the key to liveable communities” (17.06.2025 at the BOKU University in Vienna, AT)
- ✓ Brokering Spaces workshop as Midterm event (in combination with AIDA Annual Conference) (08.10.2025 in Koblach, Vorarlberg, AT)
- ✓ Brokering Spaces workshop (in combination with EUSALP Annual Forum 26.11.2025 in Innsbruck, AT)



What we have done so far?

Networking activities and external events

- ✓ CIPRA Annual Conference on 27.02.2025 in Salzburg
- ✓ 25th Anniversary Alpine Space: BrokeringSpaces exhibition stand; 12.-14.05.2025 in Salzburg, AT
- ✓ AlpPlan Summer course for young researchers and professionals “Transformation of rural mountain areas in the Alps” 25. – 29.06.2025 in Canton of Lucerne, CH (networking with AlpPlan Network, ARL, SOIL project)
- ✓ Town centre workshop “Future-proof communities in rural regions – Focus on strengthening town centres Integrated development planning” 01.10.2025 in Mattighofen, AT
- ✓ AlpPlan member conference (short presentation of BrokeringSpaces by Kerstin Ströbl, Uni Würzburg); 06.10.2025 in Bolzano, IT
- ✓ Contact AG 6
- ✓ Contact AG 7



Sustainable land use ... we think ahead



Let's negotiate land, not seal it!

Follow-up project: Impulse4Spaces with Living labs



Interreg



Co-funded by
the European Union

BrokeringSpaces

Alpine Space

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