

# **Strategien und Prozesse zur Flächenmobilisierung - Projekt der Nachhaltigkeitsstrategie Baden-Württemberg: Flächenmobilisierung in der Innenentwicklung: Akteure/Kommunikationsprozesse/Erfolgsfaktoren**

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## **Abstract**

Within the scope of the research project the essential obstacles, success factors and strategies of site mobilisation in inner urban areas have been worked out. Subsequently, recommendations for the improvement of basic conditions for brownfields redevelopment projects were derived from the results of the analysis.

Up to now it is still unsettled how communication processes of inner urban development projects in provincial and middle towns in Baden-Württemberg work and at which point of project realisation a professional mediator might be of use. In addition, the basics of successful and interest-compensatory communication processes need to be clarified. Based on the evaluation of eleven inner urban development projects and the experiences of the involved local authorities, several approaches and recommendations were put together in view of the realisation of these specific development processes. The recommendations are directed at responsible persons in the local authorities as well as private investors and project developers.