

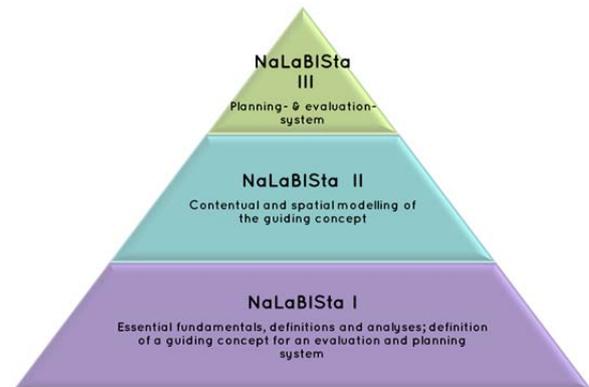
NaLaBISta – Sustainability map for business- and industrial sites

The idea of NaLaBISta is to generate basics for developing an evaluation- and planning system with the aim, to analyse business- and industrial areas with respect to sustainable aspects. A traffic optimized business- and industrial area should be the result of joining economic strategies, key objectives in spatial development and traffic planning. This approach should ensure efficient and sustainable freight mobility.

Corporate location planning is seen as a highly complex research area. Therefore, a transparent preparation of necessary location information poses the fundamental basis for the selection of an industrial site. Developing an innovative evaluation- and planning-system, which supports public and semipublic institutions in the process of location planning, is the main objective of the NaLaBISta project. Considering sustainability aspects within the location selection process, leads to a reduction of economically induced traffic (freight traffic, passenger traffic). Furthermore, a modal shift of specific transports from road to rail can be facilitated. A developed location-factor-matrix lists all site-related factors of the sectors site, transport logistics and living environment. A geodata model implements the developed planning- and evaluation system and connects the used geodata to enable a spatial evaluation of the location site and the surrounding area.

The main objective of this project is to create transparency to support companies and political policy makers during the planning and development of sustainable business and industrial locations. Through this novel approach, the economic area of Austria will increase its attractiveness, improve its position in the international comparison and finally will generate more added value.

The whole project idea is subdivided into separate research projects. The planned follow-up project “NaLaBISta II” distinguishes itself through an intensive integration of entrepreneurial interests and requirements concerning the issue of location planning. Within this project, these interests and requirements will be integrated in the location evaluation model under aspects of economic, ecologic and social sustainability. During NaLaBISta III the actual development of a prototype, which is based on the model design, will take place. An application-oriented planning-system, which on the one hand can be adapted to the individual requirements of the potential users (politics, planning, companies, spatial planning agencies, etc.) and on the other hand will considerably support their decisions, stands in the foreground.



Project stages of the overall NaLaBISta project

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