

# IBA role in enhancing social sustainability in new social housing neighbourhoods in

## Vienna



university of  
 groningen

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## Colophon

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## **Abstract**

Social sustainability is one of the main focus of the International Building Exhibition Vienna 2022 and it has also been the focus of the city of Vienna to create social sustainable social housing. In order to implement social sustainability, IBA need to engage stakeholders within the neighbourhood such the district management office, social sustainability contractors, developers and landscape architects. By looking into the case study of the neighbourhood of Neu Leopoldau, expert interview were conducted and the results analysed to explain the role IBA play in enhancing social sustainability of social housing at neighbourhood level. IBA has been seen as a platform, a non-binding quality assurance agent as well as the agent transforming the standard practices of planning and implementation of social sustainability in Vienna.

**Keywords:** International Building Exhibition, Social sustainability, Social housing, Neighbourhood

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# 1. Introduction

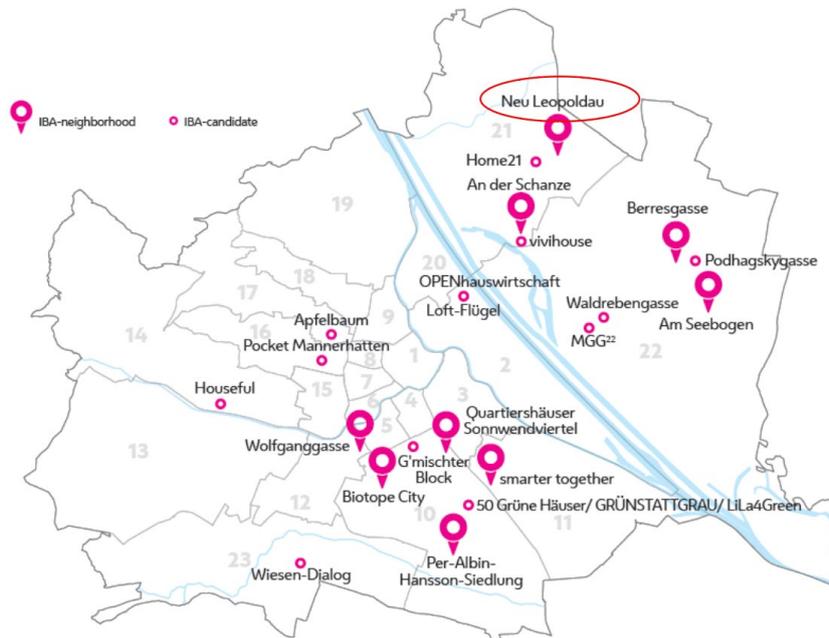
## 1.1 Background

The Internationale Bauausstellung, IBA (in English 'International Building Exposition') is a mega exhibition grounded in the German architecture and urban planning tradition which span over the course of 100 years, having started with first exhibition in 1901 in Darmstadt. The IBA offer instruments to host cities through its connections with well-known architects and planners in the field which then outside perspectives to contribute to create innovative solutions. In the process spanning six to ten years, varying depending on each host cities, a research is done, plan formulated, and implementation of projects are carried out. These projects have to be pre-approved by the IBA committee to ensure quality control of the chosen projects. These approved quarters then serve as urban laboratories which allow solutions to be explored and implemented in the form of actual buildings being constructed on site. This differentiate the IBA from other mega events because its final staging product, housing quarters will form a permanent feature of the urban landscape and social composition of the city post-event. This is unlike World expos where certain constructions are collapsible and can be removed after the completion of the event. Therefore, with such a lasting impact, the projects have to be carefully planned and local needs considered to ensure that the expansive resources are efficiently used and manifest into useful outcome for the society (Müller, 2015). Apart from that, the IBA also serve as a means of knowledge production (Braae, 2020) as part of the knowledge exchange by international and local experts working on the local solutions which hope to create a legacy for future IBA, urban areas and projected future solutions. Another potential benefits of the IBA is that it will strengthen Vienna position as the leader in social housing research and development.

The IBA serve as instruments to impact urban transformation in host-cities by offering cities a chancee to try to solve their future problems creating the 'state of urgency' where attention and actions of the city planners are focused on projects which meet the theme of the exhibition and resources are prioritized in its implementation to meet the year of final presentation (IBA Wien 2022, 2017). The edition of IBA Vienna which started in 2016 and is to present its exhibition in 2022 has the topic of "Neues soziales Wohnen" (in English 'New social housing'). This topic is explored in three major themes: new social neighbourhood, new social qualities, and new social responsibilities. Given Vienna long tradition in social housing coupled with the current problems of growing demands for housing due to high influx of immigrants, there is a desire to reinvent social housing to be relevant for the challenges of the future. These projects are represented in nine IBA neighbourhoods which are represented in big symbol in Figure 1 below.

This topic of research is relevant in the scientific field as currently, there is limited literature which analysed the influence of the IBA on the network of local actors. Therefore, to bridge this gap, this paper combines the current knowledge from the impact of IBA with a specific orientation to social housing planning and implementation with also the analysis of networks of actors (Mair et al., 2021). Also, the IBA Vienna is currently in the last stages of its development and scientific literature are not yet available and there is a need to consolidate knowledge and reflect on the impact and synergies of the event. The current available literature are the programme documents reporting the interim updates of the project completion status which reflect the external outcome without an insight into the synergies behind it. The aim of this research is to find out the impact the IBA plays on influencing the project outcome through the existing established social ties between local stakeholders in the implementation of urban laboratories on new solutions to social housing. Vienna is a unique case

study to study this impact of IBA due to the already established ties and collaboration between stakeholder and its world leading position on social housing.



**Figure 1: Map of nine IBA neighbourhoods, circled: Neu Leopoldau the case study area. (IBA Wien 2022, 2017)**

## 1.2 Research problem

Under the theme new social qualities, the objective of creating socially sustainable districts is stated. This paper seeks to find out how far has this social sustainability objective been included in the planning and implementation of the project by actors involved under the guidance and direction of the IBA.

## 1.3 Research question:

Main question:

Q1: How has the IBA process influence the quality of the planned social housing projects with regards to the goal of social sustainability at neighbourhood level?

Secondary questions:

Q2) In what way did **the IBA objective** influence the implementation of social sustainability?

Q3) What **role did the IBA** play in ensuring the quality of new social housing program?

Q4) Does the **IBA process** change the way **local stakeholders** collaborate with one another in process of creating the housing projects?

Q5) How is **social sustainability being incorporated** to ensure quality of housing projects in neighbourhood under study?

## 2. Theoretical framework

The current available literature related to the IBA are from past editions of the exhibition held in other German speaking cities -Berlin, the Ruhr region, Hamburg and Basel. Each of these IBA focused on a different theme which are often different from each other, having a different emphasis depending on the unique planning issue the city or regions currently faces. The IBA Hamburg in 2006-2013 for instance also has the focus on urban transformation in the context of the Elbe island where the racialised neighbourhood of Hamburg-Wilhelmsburg neighbourhood was one of the flashing points of discussions (Chamberlain, 2019). While looking further back the IBA Berlin (1987) in is often cited in the success of IBA in helping cities find innovative solutions to their urban challenges. It deals with the topic of post-war constructions of urban districts and how it has transformative impact on the planning discourse in Berlin.

In helping to analyse the quality of spatial intervention initiated by the IBA and its effects on cities, the literature on social sustainability is adopted due to its strong emphasised in the objectives of IBA Vienna as discussed in the IBA Research lab (IBA Wien 2022, 2020). There is currently a research gap in the study of social sustainability in the context of housing in Vienna with regards to the IBA. The social sustainability is one of the pillar of sustainability which is given least attention when compared to other the other pillars, namely, environmental and economic. It used as a tool to assesses housing developments in neighbourhoods and its attributes and highly dependent upon the urban context.

The relevance of social sustainability is that is often cited as the goal but the measurement of social sustainability is not very prevalent compared to the environmental sustainability which is more prevalent. Thus, the social dimension of sustainability is of interest here especially so in social housing where the social aspect is of particular importance. In order to measure the extent of integration of social sustainability there is a need to look into the social sustainability indicators at neighbourhood level.

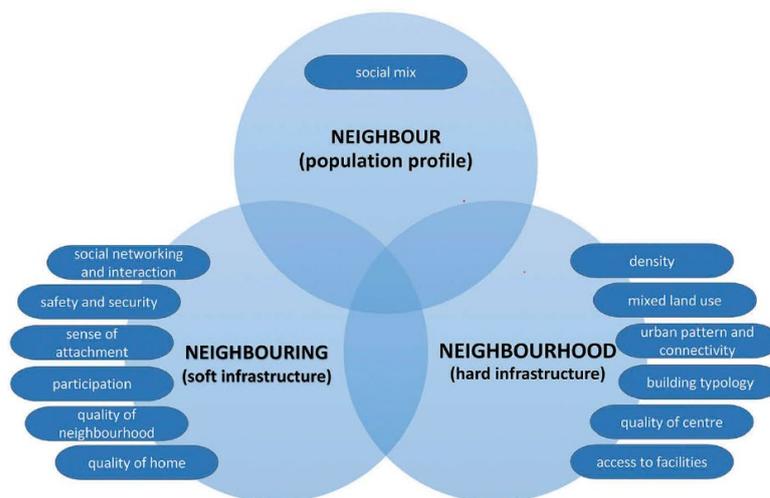
### 2.1 Social sustainability in literature

In order to determine the sustainability criteria to assess the quality of housing in Vienna, this paper has look into three main literature which deals with the indicators of social sustainability. Since the criteria for social sustainability is not explicitly mentioned in the IBA Vienna document, literature in the field of social sustainability has been researched and summarized below to give better understanding of the concept and its indicators. The first literature is the social sustainability as one of the cornerstone of the four pillar model (Wohnservice Wien, 2021). This is the local planning instrument unique to Vienna where social housing construction need to meet these quality criteria to be eligible for subsidies. The second literature is one which look into the measurement and indicators of social sustainability at the neighbourhood level (Shirazi & Keivani, 2019). The third literature look into a case study of social housing in Vienna and assessed its social sustainability aspect (Hatipoğlu, 2017).

According to Shirazi & Keivani (2019), there are soft and hard infrastructure which make a neighbourhood socially sustainable. Further elaboration of the figures refer to Figure 1. When comparing this model of sustainability indicators to the one mentioned under the 4-pillar model, there are a few indicators which fall under the same category. Although there are others which are less comparable. Then the indicators from Hatipoğlu (2017) further elaborate on the four main factors under Shirazi & Keivani (2019). Their similarity and alignment to each other are grouped and represented in Table 1.

| Indicators from 4-pillar model (Wohnservice Wien, 2021) | Indicators from Shirazi & Keivani (2019)   | Indicators from Hatipoğlu (2017)   |
|---|--|--|
| 1) Suitability for everyday use                         | <ul style="list-style-type: none"> <li>Safety and security (NBR2)</li> <li>Quality of home (NBR6)</li> </ul>   | <ul style="list-style-type: none"> <li>Needs oriented design &amp; participation (#1)</li> <li>Health-wellbeing and comfort (#6)</li> <li>Storage, parking, and waste services (#11)</li> <li>Safety (#5)</li> </ul> |
| 2) Cost-reduction through planning                      | <ul style="list-style-type: none"> <li>Density (NBH1)</li> </ul>   | <ul style="list-style-type: none"> <li>Efficiency of planning (#3)</li> <li>Proportion of buildings and diversity of living units (#10)</li> </ul>   |
| 3) Living in community                                  | <ul style="list-style-type: none"> <li>Social networking and interaction (NBR1)</li> <li>Sense of attachment (NBR3)</li> <li>Participation (NBR4)</li> <li>Quality of neighbourhood (NBR5)</li> <li>Access to facilities (NBH6)</li> </ul> | <ul style="list-style-type: none"> <li>Common rooms and facilities (#7)</li> <li>Open spaces (#8)</li> <li>Children's playground (#9)</li> </ul>   |
| 4) Housing for future and special needs                 | <ul style="list-style-type: none"> <li>Social mix (NB1)</li> <li>Mixed land use (NBH2)</li> <li>Quality of centre (NBH5)</li> </ul>  | <ul style="list-style-type: none"> <li>Accessibility &amp; circulation (#2)</li> <li>Flexibility (#4)</li> </ul>   |
| Others  | <ul style="list-style-type: none"> <li>Urban patterns (NBH3)</li> <li>Building typology (NBH4)</li> </ul>  |  |

**Table 1: Literature review of indicators of social sustainability** (adapted from Wohnservice Wien (2021); Shirazi & Keivani (2019); Hatipoğlu (2017)).



**Figure 2: Social sustainability indicators at neighbourhood level** (taken from Shirazi & Keivani, 2019).

## **Social sustainability under the four pillar model**

The four pillar model (in German '4-Säulen-Modell') is a local planning instrument for the quality assessment of subsidized housing project in Vienna. This set of requirements aim to enhancement the social developmental aspect of housing (Wohnservice Wien, 2021). Each project has to undergo an assessment in which an interdisciplinary jury assessed the project based on four sets of criteria: planning costs, ecology, architecture and social sustainability (Wohnfonds\_wien, 2018). The interdisciplinary jury comprises of architects, landscape planners, ecologists, economists, and sociologists from independent institutions (Wohnbauforschung, 2008). These criteria are used in the assessment of the Property Developer Competitions (in Geman 'Bauträgerwettbewerb') which is a publicly tendered procedure in which developer are selected based their proposed plan for the plot area. The criteria for selection of developer is using the four-pillar model mentioned above thereby, ensuring that the resources such as the land and subsidies by the city would goes into provision of a high quality of subsidised housing stock for the future.

Being one of the pillar, social sustainability has become an increasingly important criteria in recent competitions (Förster & Menking, 2016). There are four considerations in ensuring social sustainability: 1) suitability for **everyday use**. ; 2) **cost reduction** through planning; 3) living in a **community**. ; 4) living for **future and special needs** (Wohnservice Wien, 2021). The first indicator, emphasis the functionality and flexibility of spaces for each user groups. The second indicator relates to maintaining the cost low for inhabitants. The third indicators focus on social mix and co-determination concepts. The fourth indicator follows the principle of 'design for all' and take into the needs of family with young children and elderly adults. Concrete examples of each indicators are further elaborated in Appendix 1.

## **Social sustainability (New social qualities IBA Vienna 2022)**

One of the themes of the IBA Vienna is 'New social qualities' in which creating social sustainable districts is one of the objectives. The approach undertaken to achieve this is the creation of communal facilities and focused services to a particular group. Also, through the provision of home care to reach the sections of the population who withdrawal from public life. The planning process should also involve the residents. Thereby, ensuring that suitable housing and open space organization is created. There is a common narrative in which social sustainability is originally applied to assess the quality of subsidized housing in Vienna which is later included into the goal of IBA Vienna New social housing projects.

## 2.2 Potential impact of the IBA

### **The IBA mega-exhibitions**

The literature on the role and contribution of the IBA to social sustainability objective is relatively young. Therefore, some examples from other mega events such as the Universal expositions are looked into in order to view how the study of impact of mega event can be undertaken (Iraldo et al,

2015). In terms of what actions are being undertaken to ensure that social sustainability is incorporated into the project outcome. From literature research, there is not yet some standards or guidelines with regards to social sustainability that must be followed when executing the IBA Vienna projects. Hence, there is a need to look into what conditions are requirements contributes to making the event achieve its sustainability objective.

The IBA is considered as a mobilizing agent comparable to a vaccine which is given to patient to instigate an immune respond in which the body of the patient themselves come up with the solution to cure their own ills and perils (Yu, 2018). It can also be considered as 'project-oriented planning'. There are some distinct characteristics of project-oriented planning which differentiate it from long-term planning. One characteristic is that the goals are describe in words and not in plans. This allows for flexibility in the spatial respond. Secondly, there is an emphasis on soft measures such as looking into the motivation of actors and influencing that aspect. Thirdly, given that the IBA are not assigned their own funds dedicated to the project they have to request these funds from the municipality or the central government therefore there is a need to work with the institutional stakeholders to obtain resources to carry out the project which helps also to align their interests and ensure that they are common. Third, there is an emphasis on cooperation. If projects run into conflict there is a high chance that they will be dropped. Forth, there is an emphasis on informal planning instruments such as involvement of the public. There is also broad spectrum of stakeholder involved which allow for specialized organization within the political-administrative system to be involved, Also the collaboration between public and private partnership, acting as intermediary between different actors and interest. Fifth, implementation process is being prioritised here, Also, the time crunch meant that time is used more efficiently. Six, it seek for cities to form their own visions and models which translate into project this meant that agreement is forged and it starts discussion on the topic, It is the learning from experience and the conditions that has to be coped with. (Hans-Norbert Mayer & Walter Siebel, 2012). The approach of the IBA are further summarized in the table below.

Table 3. IBA Versus Traditional German and U.S. Approaches to Brownfield Redevelopment

| Features                                 | IBA approach  | Traditional German approach  | Traditional U.S. approach  |
|--|---|--|--|
| <b>Spatial scope</b>                     | Regional, local and site  | Local and site, some site-focused only   | Site only  |
| <b>Approach</b>                          | Holistic. Occasionally in disagreement with local government and local stakeholders   | Comprehensive  | Project-Centered   |
| <b>Leadership</b>                        | Public-sector led. IBA Agency cooperating with local governments and regional and local public development agencies to initiate the project, then handed over to local development agency | Public-sector led. City government usually with a local or regional public developer                                   | Private-sector led. Private developer in accordance with local government (but not always) |
| <b>Citizen involvement</b>               | Considerable. Form varies, however, with project character: high in housing, low in other projects  | Formalized. Following established planning regulation procedures   | Develops on project  |
| <b>Budget</b>                            | Drawn from a plethora of public-sector budget lines (EU, national, state, local); some private investment   | Drawn mainly from public-sector budget (EU, national, state, local); some private investment                           | Private investment and banks   |
| <b>Project idea and content search</b>   | IBA Agency brainstorming or project idea submitted by local interest group to IBA, followed by international/national competition among architects and landscape planners                 | Local government<br><br>With local planners and architects; occasionally competitions or concepts of private investors | Feasibility study by architectural and business consultants                                |
| <b>Planning control</b>                  | <u>Local government</u>   | <u>Local government</u>  | Public sector  |
| <b>Effectiveness of planning control</b> | High-quality standards agreed upon by project stakeholders, then follow by routine control  | Routine control following established regulations  | Low  |
| <b>Implementation</b>                    | Initial public investment of the state government, then highly incremental, responding to local interest and budget lines   | Traditionally by local government with regional or local development agency and public pre-investment                  | Private investment, eventually with public support   |
| <b>Investment payback period</b>         | Long  | Medium to long   | Short to medium  |

Source: Greenstein, R. and Sungu-Eryilmaz, Y. (2004). Creative Brownfield Redevelopment: The Experience of the IBA Emscher Park Initiative in the Ruhr in Germany. In: Recycling the City: The Use and Reuse of Urban Land. Lincoln Institution of Land Policy: Cambridge, Massachusetts, pp. 215.

Table 2: IBA approach (Yu, 2018).

### 2.3 Conceptual framework

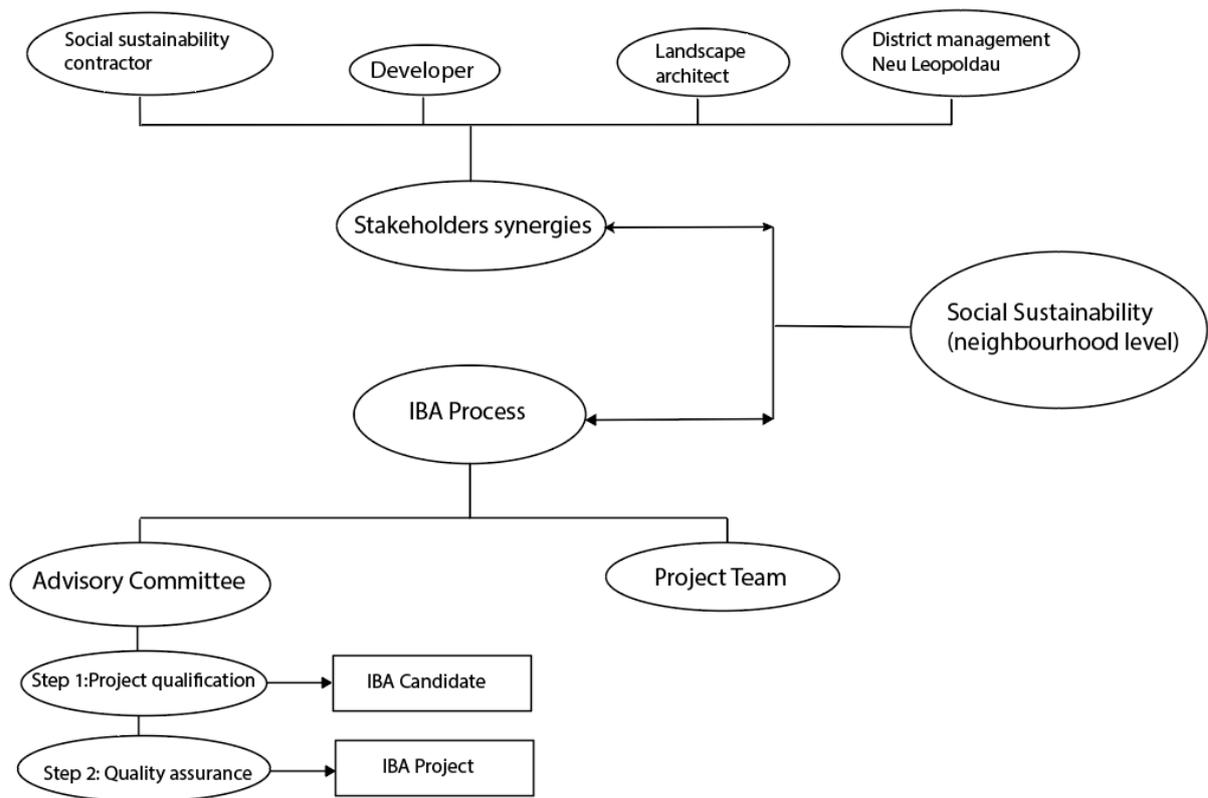


Figure 3: Conceptual framework

## 3. Methodology

### 3.1 Data collection instrument

Due to the mega-project, IBA Vienna still ongoing and there is not yet the crystallisation of knowledge in the form of academic peer-reviewed literature and a limited programme documentation. The qualitative approach is picked to better access the updated knowledge which allows for further analysis of the planning processes and implementation (Punch, 2014). Also, given that in event planning there are the interplay of both formal and informal planning instruments. Of which formal process is often documented in official programmes booklet but informal processes are often not documented (Mair et al., 2021). Hence, it is necessary for such documentation to be made for informal processes in event planning in the form of qualitative data collection instruments.

The methods for collecting data selected is the semi-structured interview as it would allow respondents to give insight into the extent to which the social sustainability indicators are met in the project area. Given the nature of social sustainability being strongly dependent on neighbourhoods context, interviews with project leader would provide a micro-perspective on the targets specific to the areas that are being considered or implemented. The interview guide can be found under Appendix 2.

There are over 100 projects included in IBA Vienna with some having a stronger orientation towards social sustainability than other (IBA\_Wien 2022, 2017). Thus, as part of this research, a case study of neighbourhood projects which are especially focused on social sustainability are selected.

A preliminary findings are collected with programme documents about the social infrastructures and components that makes the area a socially sustainable neighbourhood. The choice behind the selection of the case study as a method is to understand the practical reality of the planning on the ground and allows the identification of social sustainability being manifested in plans. Then, in-depth interviews are carried out with planners and administrators involved in order to find out the planning process and the synergies between the actors in an attempt to achieve this objective. The indicators will form a guide into the different aspects of social sustainability that is being worked on.

Given that the research question is focused on planning and implementation of projects, planning experts and administrators are the target group. At the beginning of the interview, the respondent will be asked a series of pre-established questions to establish their contribution to the project. As the interview progressed, more open question will be posed which allow respondent to respond more freely. After the interview is conducted, the content of the interview were transcribed and coded into themes and subthemes in relation to the social sustainability indicators.

The recruitment of the participants were done mainly by identifying the stakeholders within the neighbourhood from IBA programme booklet (IBA\_Wien 2022, 2017) which stated all the stakeholders involved in the housing project. The respondents were then contacted through emailing the relevant organization to arrange for an interview through digital platform, Zoom and Google meet. This is a preferred method during the time of research because of the Corona pandemic which is happening in Europe. In person interview are not allowed due to the regulations from the university. However, site visit and observations obtained from such visits will add to the existing information from literature research.

The analysis of the interviewed data using open coding format on Atlas.ti reveals answers to the research question and research sub questions set forth in the earlier section of this paper. Deductive coding method is used and the resulting coding tree is shown in Figure 4.

| No.           | Role as stakeholder  | No. | Gender | Name              | Special interest (open question) | Interviewed on |
|---------------|--|-----|--------|-------------------|----------------------------------|----------------|
| Expert 1 (E1) | Project team IBA Wien*   |     | Female | Amila Širbegovic  | Neu Leopoldau                    | 11/05/2021     |
| Expert 2 (E2) | Project team IBA Wien: Social sustainability*  |     | Male   | Rainer Zeitlinger | Social sustainability            | 11/05/2021     |
| Expert 3 (E3) | Planner at Wohnbund: consult which is the Social sustainability contractor for project LEO.part in Neu Leopoldau neighbourhood |     | Male   | Manuel Hanke      | Social sustainability contractor | 07/05/2021     |
| Expert 4 (E4) | Planner at GB*Stadtteilmanagement Neu Leopoldau (District management office – Neu Leopoldau)                                   |     | Female | Magdalena Hubauer | Urban renewal office involvement | 07/05/2021     |

\*Participant E1 & E2 participated in a joined interview due to the wish of the participants.

**Table 3: Details of interviewees**

### 3.2 Coding tree



**Figure 4: Coding tree**

### 3.3 Ethical consideration

In order to meet the ethical principal of informed consent, prior to the interview, the respondents were sent an information sheet detailing the background information of the research, the research questions and interview questions to allow them better understandings of what they will be asked during the interview. Additionally, they were asked to fill in a consent form which is can be found in Appendix 3.

As the interview conducted were with experts in the field, the researcher recognises that there is a power imbalance between the experts and the researcher who is a student. The researcher attempts to establish rapport and that she has the pre-existing knowledge of the situation using a power point which allows for less information repetitions and which also allows interviewees to point out to the specifics of some criteria. One expert (E3) shared his screen during the interview of information from a report which help to understand their working processes.

### 3.4 Neighbourhood case-study: Neu Leopoldau

This neighbourhood Neu Leopoldau is selected as the case study as the majority of housing projects developed were assigned with a social sustainability contractor which is also in line with the IBA booklet which mentioned social sustainability as this neighbourhood main objectives. Hence, this suggest that social sustainability is central objective for spatial intervention in this new urban district. Another special aspect of Neu Leopoldau is its diversity of housing forms which are directed towards a variety of user groups such as singles, young families, patchwork families, students and single parents. Also, the neighbourhood of Neu Leopoldau were also where the most buildings project were already delivered in 2020 compared to others which will not be completed until 2021 or 2022. Therefore, it allows for the author to be able to visit the site to observe the finished buildings. Furthermore, the residents would already have moved in and already had experiences living there and the stakeholders would then have received some feedbacks and some time to reflect about the process they went through.



**Figure 5: (bigger map) Map of Neu Leopoldau and surrounding areas. (author)**

**(smaller map) Map of Vienna, 21 district, Neu Leopoldau. (adapted from Wikipedia, 2021)**



**Figure 6: Balcony from the rooftop garden**

**Figure 7: Indoor children's playground**

**Figure 8: Conference room on the rooftop**

(Pictures taken by author)



## 4. Results

### 4.1 Primary research questions

Q1: How has the IBA process influence the quality of the planned social housing projects with regards to the goal of social sustainability at neighbourhood level?

#### 4.1.1 Definition of social sustainability

In earlier section under section 2, social sustainability from literature has been discussed and this definition will be contracted with the expert's definition of social sustainability.

*"We define self-organisation, participation, information. Things which we can work out and other things also like how you can picture is usable in daily work. It is more a sociological definition which is also concerned with the planning process." (Expert 3)*

One of the criteria mentioned was participation that there need to be a different opportunities for residents who might have different levels of desired participation which is also agreed by E4. E4 elaborated on this criteria explaining that people should be able to engage in community activities in day-to-day basis. This also helped to enhance the feeling of identification to the area. E1, E3, E4 go on to give examples of facilities which contributes to social sustainability such as common room and kindergartens.

While E4 describe social sustainability as having facilities close to their environment especially for people with kids, elderly and unemployed individual as they prefer to spend more time within their living environment. Therefore, social sustainability meant that the spatial setting of the neighborhood is arranged in a way that allow them to be able to use, consume services and allow them job opportunities.

Another aspect which was emphasized was the facilities should be functional in everyday use which is in accordance with the first criteria of social sustainability according to the 4 pillar model that everyday usability is crucial.

Another aspect of social sustainability which was mentioned was the support to special target group such as family with young kids which is also the 4<sup>th</sup> criteria in the 4-pillar model. An example of how this is established in design is shown in the quote below.

*"So I was discussing with an architect who was known for participatory architecture about how the rooms should be organised to meet the specific needs of inhabitant. So that there is a bridge between the children's' room and the general kitchen and common room in order to have some viewing between children and parents." (Expert 3)*

### 4.2 Secondary research questions

In this section, in an attempt to answer the secondary research questions, the IBA documents were studied and this was also connected to the expert interviews.

#### 4.2.1 Objective of the International Building Exhibition

Q2) In what way did **the IBA objective** influence the implementation of social sustainability?

Each version of the IBA serve to achieve different priorities at different spatial levels, which result in the uniqueness of each IBA. Each cities or regions may develop new themes which trigger a change of perspective with regards to the IBA which leads to new working and organizational structures which resulted in a new spatial configuration. The IBA can be viewed as a policy instrument for the long-term spatial transformation of both planning systems and spatial locations. Such developments are the cooperation across local authorities, innovative methodological principles which are then included into the main memorandum of IBA which serve to guide future versions of (IBA\_Wien 2022, 2017)

It is about developing an alternative practice than what would be the obvious solutions for the city. The topic of discussion are living environment, housing, buildings in cities and regions. These goals need to be translated into tangible action in a specific place. Unlike other mega-events such as Olympic games, World Expos which has standardized format which are pre-defined and standardized in which cities has to follow a clear set of guidelines. The IBA has no fixed guideline in which the cities have to follow the final product of IBA is dependent on what the city set for themselves. However, there are quality standards in place to ensure that there is a coherence between the objectives set and the projects that are carried out.

Furthermore, in order for each projects within the to be qualified as “IBA projects”, they have to include a set of elements.

- 1) Shake up familiar routine by devising creative solution in exceptional conditions.
- 2) Adopt a hybrid strategy combining bottoms-up local initiative with top-down strategies from the theme set.
- 3) Adopt public relations and communicative tools
- 4) Conduct constructive dialogue between administrative levels to achieve a broad-based impact and acceptance
- 5) Working with multiple possible solutions. Through debate, pick the most competitive and the best solutions, thereby creating new benchmark.
- 6) Serve as a showcase for exceptional solution

#### 4.2.2 Role of IBA

Q3) What **role did the IBA** play in ensuring the quality of new social housing program?

The role of IBA Vienna can be viewed mainly as a platform where different stakeholders in the planning process and implementation of social housing work together in order to achieve a bigger goal of creating a new and liveable neighbourhood. The eventual result of this is then displayed in an exhibition in year 2022 through neighbourhood walks and exhibition spaces in the city centre. IBA encourages an open process of planning and more communications between the building developers, urban planners, architect, social sustainability contractors in the planning process. This resulted in project-based cooperation but also suggest trends towards more collaboration in the long-term between these actors.

*“I think it's becoming standard. I think all these processes that we started with IBA are really becoming standard. This working together, developing together ... different institutions that are*

*dealing with social housing also learned a lot. And I think they're really implementing. Vienna tempo and the Vienna dynamics" (Expert 1)*

This means that now the stakeholders recognized the importance of working together to have a coherent plan for the neighbourhood. This resulted in the creation of a new processes of working together among various stakeholders which was also agreed by E2.

IBA also serve as a non-binding quality regulator who remind the developer of their commitment towards a certain vision or motto that they have set to achieve when they put forth their plan at the developer competition. Through collaboration with the district management office, IBA ensure that commitments by the developer in the form of plans set forth during the develop competition are followed through and as much as possible being implemented. Expert 4 mentioned that during the application aspect of social sustainability such as the sharing of facilities ran into many legal roadblock.

*"Small little [thing] that is not so binding would have been a little bit lost if it was not [because of] IBA that is always like but that is your motto, but that you agreed on you know" (Expert 4).*

There is also an agreement amongst the experts (E1,2,4) that the IBA has been successful in convincing the stakeholders such as the developers to look at planning at a larger scale of the neighborhood rather than their individual plots which they have won the project from the developer competition. Due to IBA involvement in creating workshops to create a cohesive plan of the neighbourhoods.

*"It was on purpose that we said we will all sit on one huge table and this is also kind of symbolic and also a little bit coming out of psychology but in that way we are working together on one thing".  
(Expert 1)*

Not only that, IBA reminded them of the long-term vision of the neighbourhood and that it has to be meet the overarching motto for which were specific to the whole neighbourhood.

IBA do not provide funding for these projects which are related to IBA. These projects financed themselves or through applying for loans from the city of Vienna. The criteria for these funds are granted if they won the developer competition. As discussed in the section on literature review, they have to meet the four pillars set forth. The only funding that IBA provided is to enhance the process of communication or for research purposes in order to further explore certain community-led ideas for developments.

### 4.2.3 IBA Process

*Q4) Does the **IBA process** change the way **local stakeholders** collaborate with one another in process of creating the housing projects?*

The learning process during the exhibition was a key factor in which IBA has an impact on the stakeholders involved along with the residents of the new development. This give the opportunity for a feedback loop to be created. This is a rare opportunity as it is not often the case that architects who planned the space will be paid to go back and check on their completed project. The benefit of this is as E4 puts it "really important because they can learn from each other the people who now

really use their space living there in this best space that was thought about by planners can give feedback on what works what does not work what could be differently.” This sentiments was also echoed by E1&2.

IBA and its exhibition being internationally renowned amongst the German speaking planning tradition provided marketing opportunities which give this new housing project a special status. IBA, being internationally known resulted in more attention and the developer cherished the opportunity to marketing themselves through the showcase of their professional skills and enhance the quality of the housing projects. IBA Candidate and later as IBA projects gave special status to the housing development which serve as marketing which encourage the developers to put in more effort as their work will be displayed nationally and internationally. They feel the prestige and proud of their good work.

It makes the residents feel nice to know that their neighborhood is part of an exhibition. IBA involvement give residents a sense of identity. Also, E1 suggest that it will also evoke emotions of attachment which was also repeated by E3.

### **Qualification process for IBA Project**

In the first selection took place in 2018, is the project qualification. With the help of the IBA Advisory Board , IBA\_Vienna identified projects which display innovation and improvement to quality of life in Vienna. Then IBA candidates which meet the criteria by means of scientific contribution were given recommendation to improve the innovative aspects. Then a quality agreement is made between the project and IBA\_Vienna in which financial support could be granted. If the project is submitted in the course of developer competition, this assessment and recommendations will be carried out by the local jury as described earlier under the 4-pillar model.

The second selection which is taking place in 2020-2021 is the quality assurance. When projects are ready for implementation, the IBA Advisory board check the compliance with the quality agreement and determine the feasibility of the project. When they passed both criteria, they will be admitted as IBA Projects which meant that they will be presented in 2020 for the intermediate presentation or 2022 in the final presentation (IBA\_Wien 2022, 2017).

#### **4.2.4 Achievement of sustainability objective**

*Q5) How is **social sustainability being incorporated** to ensure quality of housing projects in neighbourhood under study?*

IBA place strong emphasis on the 4<sup>th</sup> pillar of the developer competition which is social sustainability. This ensure that it is not only being adhered to but also that it works in daily life. This make sure that the formal requirements are being transferred into improved quality standards of housing as experienced by residents. IBA ensured the practicalities of plan that it function well in real-life. There is one example which were brought up by all E1,2,4 which was that IBA helped the developer understand and tried to avoid repeated services or facilities in the area and on the other hand they try to create a variety of services which will complement in each other and these facilities

are then shared among the different building plots. (E1): “because it's also in our interests that we're not building 5 cafes one row and one Road but for example if we decided to build a cafe or restaurant or another thing. It's more it's more like a lively neighborhood then and not only with all the same ideas and were implementing all the same stores.”

There are however some limitations of IBA involvement. Due to it lacking the huge amount of funds commonly allocated to IBA in Germany, this edition of IBA is limited to perform supporting role to projects that has already been planned out by the City of Vienna. Therefore, this meant that it lack the autonomy to deviate from the objectives of social housing already set forth by the City.

According to E3, he mentioned that IBA involvement in social sustainability is less likely to create a change in the way social sustainability is handles in Vienna. He believes that the tradition of social sustainability was already deeply ingrained in the developer competition in Vienna 10-15 years before IBA started. Hence, he pointed to how this existing narrative has given IBA something to work on instead of IBA creating this narrative. However, it can be agreed that IBA has brought this social sustainability objective to the forefront of stakeholder discussions and ensuring that it is indeed being applied in a way that fits well with everyday uses of the people.

## Conclusions

The International Building Exhibitions though guided by the same memorandum and objectives, they have developed into its own topics which is highly focused on the existing issues facing the host city at the moment. Each IBA with its own main themes which meant that may be different approach and also resources and autonomy. The success of IBA Vienna although mainly limited to supporting role given its limited financial resources and non-autonomous status, being still under the City of Vienna. It is still played an important role in influencing the stakeholders especially the developers into ensuring that the vision of social sustainability objectives are being implemented into the final delivery of the buildings. However, its success also depend on the context of the stakeholders involved. Hence, it might be difficult to replicate the success of an IBA Vienna. Even within the same city, IBA involvement has been varied depending on the level of cooperations which existed between the stakeholders. For instance, in Berresgasse, another projects it experiences more fragmentation in stakeholders relations and thereby, creating a delay in the coordination process. This meant that there is less room for IBA intervention as when faced with tighter deadlines. Therefore, in order to assess the influence of IBA in the sustainability objective, there is a need to also look into other factors which is contextual which might have hinder or helped IBA intervention.

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## Appendix

### Appendix 1: Explanation of indicators of social sustainability

| Indicators                                 | Description of each indicators of social sustainability  |
|--|--|
| 1) <u>Suitability for everyday use:</u>    | <p>This meant that there should be a functional mix that the housing should cater to different uses for the different user groups and forms of living. The indicators are as follows:</p> <ul style="list-style-type: none"> <li>• Flexible spaces</li> <li>• Sufficient storage space</li> <li>• Can be furnished with standard furniture</li> <li>• Suitable bicycle and pram storage rooms</li> <li>• Fear-free and barrier-free (outdoor) rooms</li> <li>• Quality of open spaces in flats</li> <li>• Measures to increase housing security</li> </ul>   |
| 2) <u>Cost reduction through planning:</u> | <p>Through suitable planning, there is a reduction of construction and management costs. The indicators are as follows:</p> <ul style="list-style-type: none"> <li>• Permanent socially committed housing</li> <li>• Economical floor plans and space-efficient development</li> <li>• Compactness of the building structure</li> <li>• Minimisation of maintenance costs for the building and the outdoor areas</li> <li>• Alternative parking space and mobility concepts instead of (underground) garages</li> </ul>  |
| 3) <u>Living in a Community:</u>           | <p>This aspect of social sustainability focus on social mix and co-determination concepts. Co-determination concepts where administrators includes local residents in decision-making and incorporating their ideas into plans. Also, ensuring a quality physical built environment which promotes identity and networking opportunities amongst residents thereby creating a new community in these new urban development neighbourhoods. For instance, the creation of communal areas and outdoor areas which also consider the aspect of noise disturbance. Lastly, the creation of social infrastructure. The indicators are as follows:</p> <ul style="list-style-type: none"> <li>• Common areas and meeting areas: Multiple use, communicative qualities</li> <li>• Space and fittings of common areas</li> </ul> |

|   |   |
|---|---|
|   | <ul style="list-style-type: none"> <li>• Clear use and maintenance concepts for communal rooms and</li> <li>• Possibility of (outdoor) areas by different users and age groups, especially by young people</li> <li>• consideration of noise disturbances</li> <li>• Robustness of material</li> <li>• House organisation, "new caretaker"</li> <li>• Co-determination concepts in planning, construction and use, support for self-construction</li> <li>• Creation of identity in the housing estate, manageable neighbourhoods</li> <li>• Artistic interventions</li> </ul>  |
| <p>4) <u>Housing for future and special needs</u></p> | <p>This aspect of social sustainability is achieved through having a versatile floor plan for more flexible living arrangement. Through the principle of ‘design for all’ where people can use the services equally and independently. While bicycle use are incentivized with provision of storage rooms, vehicle traffic are restricted and no individual parking space are provided. In place, access to car sharing and public transportation infrastructure is provided to meet the mobility needs of residents.</p> <ul style="list-style-type: none"> <li>• Social mix through the integration of different forms of housing</li> <li>• Offerings for specific user groups, for persons with need for care in cooperation with a care operator</li> <li>• Networking with existing social infrastructure</li> <li>• Special provision for different residential cultures</li> <li>• Combination of working and living, e.g. through rooms that can be rented close to the home</li> <li>• Flexible use of rooms on the ground floor</li> </ul> |

## Appendix 2: Interview guide

This version of the interview guide will only apply to interviewees #1-4; for other interviewees, another version will be developed later.

How has the IBA process influence the quality of the planned social housing projects with regards to the goal of social sustainability at neighbourhood level?

- 1) In what way did **the IBA objective** influence the implementation of social sustainability?
- 2) What **role did the IBA** play in ensuring the quality of new social housing program?
- 3) Does the **IBA process** change the way **local stakeholders** collaborate with one another in process of creating the housing projects?
- 4) How is **social sustainability being incorporated** to ensure quality of housing projects in neighbourhood under study?

| Question type | Address which RQ |  | Question |
|---------------|------------------|--|----------|
|---------------|------------------|--|----------|

|                     |       |         |   |
|---------------------|-------|---------|---|
| Consent             |       |         | I would like to ask for your consent in recording the audio of this interview for further analysis for my bachelor project. Would you agree to being recorded?<br>Do you want to your name to be mentioned as a respondent in my thesis?<br>At anytime during the interview if you are unsure about a certain question, we can stop the interview to clarify any doubts you may have. |
| Background          |       |         | What is your involvement in the IBA Housing project?  |
|                     |       |         | When are you involved? Which stages in the process?   |
|                     |       |         | What do you think makes a housing project socially sustainable?   |
| Opinion & Knowledge | 1)    |         | What are the elements which makes an IBA-certified housing project different from other housing projects in Vienna organized directly by the City of Vienna? In terms of process & quality.   |
|                     |       |         |   |
|                     | 2)    |         | Did the IBA Vienna organization influence the standards of housing being built under the IBA-qualified project? And if so in what ways?   |
|                     |       |         |   |
| Knowledge           | 3)    |         | How has social sustainability been a part of the planning process before the IBA?<br>And has this change/ remain the same after the start of IBA in 2016?   |
|                     |       |         |   |
| Opinion & Knowledge | 3)    |         | Are there changes in the way stakeholders collaborate on the housing project due to the IBA process?  |
|                     |       |         |   |
|                     |       | Probing | Are there additional requirement in the process of planning for IBA housing project?  |
|                     |       | Probing | Are ther additional requirement during the implementation IBA housing project?  |
|                     |       |         | Are there stronger/weaker effort to collaborate?  |
|                     |       |         |   |
| Opinion             | 1),3) |         | In your opinion, has the IBA housing projects been effective in achieving the social sustainability objective?  |
|                     |       | Probing | What determine their success/failure?<br>(according to the social sustainability indicators mentioned in the literature review, to what extent are those aims met)  |
|                     |       |         |   |
| Opinion             | 1)    |         | To what extent does the involvement of IBA change the ability of the projects to meet its social sustainability objective?  |
|                     |       |         |   |
|                     | 4)    |         | Are there some tools used to ensure that social sustainability is being carried out across some of the IBA Vienna housing projects?   |
|                     |       |         |   |
| Opinion             | 3)    |         | To what extent has the local narrative of social sustainability influence the IBA Vienna projects and its implementation process?   |

|                  |  |  |   |
|------------------|--|--|---|
| Closing question |  |  | What kind of legacy do you think the IBA Vienna has left for Vienna in terms of social housing construction and in achieving the social sustainability objectives?  |
| Debriefing       |  |  | <p>Is there anything else that you would like to add to about what we have discussed today?</p> <p>Thank you very much for your time. At any point if you would like to ask me further question about your participation in this research, do not hesitate to contact me. And would you agreed that you may be re-contacted at a later date to clarify the responses you provided here today.</p> <p>I have learned a lot from your experience and appreciate gaining your perspective on these topics.</p> |

Note: the question in grey will not be asked unless there is a need to give some talking points to keep the interview going.

## Appendix 3: Consent form & Information sheet



**university of  
 groningen**

As part of my Bachelor thesis, I am conducting interviews with stakeholders involved in the International Building Exhibition (IBA) Vienna. I would like to find out about how the IBA process has influence the narrative of social sustainability pertaining to the social housing projects. In order to properly process the data, I would like to ask for your consent with regards to the interview process and data collection guidelines.

I consent the researcher to mention my name and my organisation in the bachelor thesis as information of the interviewed respondent.

Yes

No

---

I have read and understood the study information and I have been able to ask questions about the study and my questions have been answered to my satisfaction.

I consent voluntarily to be a participant in this interview and understand that I can refuse to answer questions and I can withdraw from the interview at any time, without having to give a reason.

I give permission to the recording of this interview and that it will be used for the purpose of further analysis as part of this research.

I grant permission to the researcher to use quotes from my interview in the write up of the bachelor thesis.

I consent that the researcher may approach me for further clarification after the completion of the interview.

Please state your full name as a signature in agreement with the conditions stated above.

Practical information before the interview

### **Background**

My name is Sirinapha Rungarunchoitchuang and I am currently pursuing my bachelor degree at the university of Groningen, the Netherlands. I participated in an exchange at the TU Wien last semester which has developed my interest in the topic of my research. Thank you for agreeing to participate in the interview.

My thesis focuses on the impact of mega-exhibitions on spatial transformations at neighbourhood and city scale. The event that I am researching is the IBA Vienna 2022 which has a focus on the building of new social housing. It is important to note that one of the major themes of the exhibition is the creation of new social qualities in which creation of social sustainable districts is one of the objectives. Therefore, in order to assess the impact of the IBA exhibition on the quality of social housing, this research focus on the influence of the IBA on the achievement of social sustainability objective. There was already existing usage of the term social sustainability with regards to social housing in Vienna. However, it is of interest to know if this implementation within IBA has enhance its application. Also, what kind of legacy does this leave for future implementation of social sustainability in the planning process in Vienna.