BetterGardens: Scientific background information of subproject A: Factors influencing gardeners' behaviour

Short summary:	Task 1 is an assessment of what management concept is implemented, and of the management history, at each of the 80 core study plots in Zurich. Task 2 will examine existing policy structures and how they influence urban gardening. This task will include an assessment of which policies are in place, and how policy networks influence policy formation. The results of the task will lead to the identification of how a food strategy, which includes the findings from the biodiversity, soil and valuation subprojects, can be integrated into policy. Task 3 is at the level of the individual and will examine what motivates an individual to adopt a particular management concept. The study will include identification of barriers to implementation and is especially linked to the enablers and barriers that are the result of policy. This will lead to identification of what restriction and support mechanisms are needed so that green spaces can be managed optimally in light of the findings from the biodiversity, soil and valuation subprojects.
Key research questions:	Q. A 1) What is the regulatory and legislative political framework for city level on urban gardening and gardens (including allotment gardens), including the policy fields of spatial planning, health, housing, environment and other relevant policies? Q. A 2) What normative strategies are in place that affect urban gardening and gardens (including allotment gardens), such as strategies for increasing local food production, biodiversity of urban spaces, sustainability strategies, city development strategies? Q. A3) Which networks between local stakeholders can be identified that affect urban gardening? a. Based on formal relationships and collaboration b. Based on shared beliefs Q. A4) What is the influence of the networks on the implementation of management concepts in urban gardens (including urban food production sites)? Q. A5) What best practices, priorities, opportunities and barriers of policies can be identified in the optimisation of urban ecosystem services and in the development of an urban food strategy? Q. A6) Which factors contribute to an attitude towards a particular management concept? Q. A7) Which behavioural beliefs influence the implementation of chosen management concept? Q. A8) How do social norms influence implementation of chosen management concepts? Q. A9) How strong is the motivation to comply in different social circumstances? Q. A10) What perceived behavioural controls influence adoption of particular management strategies? Q. A11) What persuasion strategies, based on the outcomes of

	subprojects C and D, are most effective in influencing implementation of sustainable management concepts?
Methods and data collection:	Task 2: The analysis will be based on embedded case studies, which will be explored on two levels. One focus will be on the policies on the city level that govern the decisions and behaviour of urban producers. A second focus will be on the urban producers by exploring the impact of urban food policies on their management decisions. The analytical focus of the cases is on a) the political and regulatory framework in which urban food producers operate. For the analysis of the impact of the political framework, a multi-level governance perspective will be taken. This perspective takes into account regulations from various hierarchical levels (EU, national, sub-national, local).
	To collect data for this module, we will review existing literature, and carry out a document analysis. Thereby, we will consider policy documents and related publications from different departments of the city's administration, documents from civil society organisations, such as mission statements, guidelines or media publications and websites, and further relevant documents that cover the topic of food.
	As not all information will be available in written (and published) form, additional data will come from expert interviews with key stakeholders in all relevant fields including planning experts (production, processing, distribution and retail, consumption, food waste) and with all involved types of actors (administration, civil society, market). Urban gardeners (civil society organisations, others) will be included.
	For the policy network analysis, data will be collected by expert interviews with key stakeholders identified during the policy analysis. A combination of the positional and reputational approach will be applied (Sciarini, 1996) to identify the relevant policy network actors. Altogether, 20-30 network interviews will be conducted, using a semi-structured questionnaire.
	Task 3 is essentially in two phases: an inductive phase of qualitative interviews with allotment and private gardeners in Bern, Zurich and Lausanne. Furthermore participants in alternative garden projects will be interviewed. The interviews will include the motivation for choosing a certain management concept as well as the outcomes of the gardening experience i.e. the cultural ecosystem services.
	During the deductive phase a questionnaire will be administered, in collaboration with subproject B, to the managers of the 80 core study plots and a sample of tenants of the three different garden types (allotment, private garden and alternative garden) in the three cities. The questionnaire will aim to test the persuasion strategies to motivate behavioural change.

Expected outcome:	A key output from this subproject are policy recommendations that will combine the outputs from the entire project and frame them within the insights gained in this subproject. Furthermore, the reporting of results to the stakeholders from the initial hearing phase, and the production of the project synthesis papers is part of subproject A. We will use traits that link individual species with aesthetic, cultural, and social benefits for people, which will allow assessment of the importance of different components of biodiversity and possible non-additive effects of species traits on ecosystem services. This will call for a multiple ecosystem services framework and potential synergies and trade-offs among services and dis-services that will be developed in the synthesis of the overall project.
Contact:	Task 2: Ingrid Jahrl, Forschungsinstitut für biologischen Landbau FiBL, Frick ingrid.jahrl@fibl.org Task 3: Robert Home, Forschungsinstitut für biologischen Landbau FiBL, Frick robert.home@fibl.org

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Further Information:

www.bettergardens.ch