



ForestAgri **GREENNUDGE**

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D3.1

Questionnaire Templates:

A1) Farmers

M05/ MAR 2025



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|------------------------------------|---|
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Disclaimer

Abstract

The adoption of sustainable practices in the forest and in the farm is driven by preferences and attitudes of producers and consumers as well as all actors along the supply chain. Under these groups along the agri-food chain, farmers, foresters and supply chain actors are identified as the main target groups for implementing successful green nudges. These questionnaires aim at exploring the biases of farmers, foresters and consumers that prevent them from adopting sustainable production and consumption practices and choices. The questionnaires are tailored to each target group and address biases derived from social norms, economic factors, culture, education level, exposure to triggers, and environmental awareness. This questionnaire in particular, aims to identify farmers' biases that prevent them from adopting sustainable production practices and choices.

Farmers Questionnaire

A) Farmers' Demographics

Please indicate the following characteristics of the person responsible for decision making in your farm

Are you responsible for decision making about farming practices on your farm ___ Yes ___ No
(if not, who is responsible?)

Gender

Age

Highest completed level of education

Marital status & No of Children

Farming experience (in years)

Country of activity

Region of activity

Your farm activity would be characterized as

| | Not at all | Partially | All activities |
|------------------------|------------|-----------|----------------|
| Organic | | | |
| Integrated | | | |
| Conventional | | | |
| Other (please specify) | | | |

How often do you consult the following sources of information to get ideas for farming practices?

| \Statement | Never | Rarely | Some-times | Often | Always |
|---|-------|--------|------------|-------|--------|
| Family and friends | | | | | |
| Business partners (on the farm) | | | | | |
| Agricultural advisors | | | | | |
| Environmental advisors | | | | | |
| Government agencies /services | | | | | |
| Supplier representatives | | | | | |
| Buyer representatives | | | | | |
| Open days, demonstration activities, training | | | | | |
| Social media, mainstream news media | | | | | |
| Other farmers | | | | | |

Do you plan

| Statement | Unsure/d on't know | Definitely Not | Probably Not | Under discussion | Possibly | Definitely Yes |
|--|--------------------|----------------|--------------|------------------|----------|----------------|
| to change your farming system in the next five years | | | | | | |
| to move to a more sustainable farming in the next five years | | | | | | |
| to move to organic farming in the next five years | | | | | | |

Have you participated in the following European schemes

| Statement | I did not participate at all | Previously participated | Recently Participated (up to 3 years) |
|--|------------------------------|-------------------------|---------------------------------------|
| Organic agri-environment schemes (AES) | | | |
| Other agri-environment schemes (AES) | | | |
| European Protected Designation of Origin (PDO) | | | |
| European organic certification | | | |
| Young Farmers establishments | | | |
| Other.... | | | |

To what extent do you agree with the following statements

| Statement | Not at all true of me | Slightly true of me | Neutral | True of me | Extremely true of me' |
|---|-----------------------|---------------------|---------|------------|-----------------------|
| I never try anything that might not work | | | | | |
| I'm using the same production methods over years | | | | | |
| I reckon 'good luck' doesn't exist: 'luck' is good management and 'bad luck' poor management. | | | | | |
| Although good management requires some training, experience and reading, the ability to manage is mainly determined by genes. | | | | | |
| When the farm has shown poor yield, this is due to circumstances totally out of my control. | | | | | |
| In local communities it's easy for a hard-working and dedicated individual to have an impact in getting changes for the better. | | | | | |
| I seldom change my management and production systems unless I'm sure the change will be positive. | | | | | |
| When things go wrong this is often due to events beyond my control (e.g. bad weather). | | | | | |
| It bothers me when I think that other farmers are helping protect environment more than me | | | | | |
| It is important that I understand sustainable practices | | | | | |
| It bothers me when I miss an opportunity to help protecting the environment | | | | | |

B) FARM CHARACTERISTICS

Please specify the amount of utilized agricultural area that you:

| Own | Rent in | Rent out |
|------------------------------------|----------|----------|
| _____ Ha | _____ Ha | _____ Ha |
| (average for the 3 previous years) | | |

Please specify the amount of utilized agricultural area as

| Conventional | Integrated | Organic |
|------------------------------------|------------|----------|
| _____ Ha | _____ Ha | _____ Ha |
| (average for the 3 previous years) | | |

Indicate the main crops (3 max) of your farm:

| 1)..... | 2)..... | 3)..... |
|----------|----------|----------|
| _____ Ha | _____ Ha | _____ Ha |

Does your farm have livestock (do you plan to introduce any livestock in the next 5 years)

| Yes | No | Planning to |
|--------------------------------|--------------------------------|--------------------------------|
| _____ <input type="checkbox"/> | _____ <input type="checkbox"/> | _____ <input type="checkbox"/> |

Ownership structure (Who owns the farm?) (Select all that apply)

- Individual owner (one person owns the farm)
- Family ownership (owned by multiple family members)
- Partnership (owned by multiple, non-family business partners)
- Company-owned (corporate ownership)
- Cooperative ownership
- Public/state-owned
- Other; please specify: _____

Management structure (Who manages the farm's operations?) (Select all that apply)

- Owner-managed (the owner(s) actively run the farm)
- Family-managed (family members manage the farm together)
- Hired manager(s) (professional manager(s) oversee operations)
- Mixed (owners and hired managers both involved)
- Other; please specify: _____

How have you acquired your farm

| | | |
|--|--|-------------|
| | | (open text) |
| | | |

Who will be the successor to your farm?

| | | |
|--|--|-------------|
| | | (open text) |
| | | |

*What was your total farm turnover * (average for the 3 previous years) _____ € / or specify the currency*

| Turnover | |
|--|--|
| <i>(Turnover represents farm's income from net sales plus payments/subsidies before costs/taxes)</i> | |
| | (average for the 3 previous years) € /or specify the currency |

For the following statement indicate your level of agreement compared with other farmers in your area

| Statement | Much less than the farmers I know | Less than the farmers I know | At the same level as other farmers I know | More than the farmers I know | Much more than the farmers I know |
|--|-----------------------------------|------------------------------|---|------------------------------|-----------------------------------|
| Being a farmer is an important reflection of who I am | | | | | |
| I have a strong sense of belonging to the farming community | | | | | |
| I perceive that the ecology of the farm is what farming is about | | | | | |
| I see myself as a farmer who prioritises the environment | | | | | |
| My actions have an impact on the environment | | | | | |
| My farming practices have an impact on the environment | | | | | |
| It is my personal responsibility to help protect the environment. | | | | | |
| It is important to me to protect the environment even if it slows down economic growth of my farming activities. | | | | | |
| The well-being of the community depends on the preservation of the environment | | | | | |
| It is important to continuously assess the environmental and social impact of my farm | | | | | |
| I perceive that my farm is an agricultural ecosystem that interacts with neighbouring landscapes. | | | | | |
| I perceive that biodiversity should be managed to enable its protection and enhancement | | | | | |
| I perceive that I should manage energy consumption of my farming activities | | | | | |
| I perceive that I should enable the formation of organic carbon in soils and in biomass | | | | | |
| I perceive that I should apply a soil management plan to improve and optimize soil health | | | | | |
| I perceive that I should apply a water management plan to improve and optimize water use and quality | | | | | |
| I perceive that plant protection products and other treatments should be applied appropriately and as recommended. | | | | | |

C) BIASES AFFECTING ADOPTION OF SUSTAINABLE PRACTICES

Optimism Bias¹

To what extent do you agree or disagree with the following statements

| Statement | Strongly disagree | Disagree | Neither agree nor disagree | Agree | Strongly agree |
|---|-------------------|----------|----------------------------|-------|----------------|
| My farm's soil resources are sufficient to sustain my current farming practices for a long period | | | | | |
| My farm's water resources are sufficient to sustain my current farming practices for a long period | | | | | |
| The environment can recover naturally without human intervention | | | | | |
| Environmental changes like drought or soil degradation are likely to affect my farm in the next 10 years | | | | | |
| Environmental changes like drought or soil degradation are likely to affect farms in my area in the next 10 years | | | | | |
| The government, industry or scientific research will provide answers to environmental issues, so I do not need to worry/act | | | | | |
| The changing of the environment will improve my farming conditions (more rain means more water for crops and feeding livestock) | | | | | |

Confirmation Bias²

To what extent do you agree or disagree with the following statements

| Statement | Strongly disagree | Disagree | Neither agree nor disagree | Agree | Strongly agree |
|--|-------------------|----------|----------------------------|-------|----------------|
| Scientific evidence is important for me to adopt sustainable practices | | | | | |
| Practical, or in-field, evidence is important for me to adopt sustainable practices | | | | | |
| I trust new farming techniques only when they are recommended by people I know and trust | | | | | |
| When hearing about sustainable farming practices, I actively research their benefits | | | | | |

¹ Belief that current practices will not lead to environmental degradation. This bias reflects an underestimation of environmental risks or overconfidence in natural resilience.

² This bias involves seeking information that supports existing beliefs while dismissing contrary evidence.

| | | | | | |
|--|--|--|--|--|--|
| When hearing about sustainable farming practices, I actively research their drawbacks | | | | | |
| When hearing about sustainable farming practices, I actively research who applied them | | | | | |

Ambiguity Aversion³

To what extent do you agree or disagree with the following statements

| Statement | Strongly disagree | Disagree | Neither agree nor disagree | Agree | Strongly agree |
|---|-------------------|----------|----------------------------|-------|----------------|
| I avoid adopting new farming practices unless I fully understand their outcomes | | | | | |
| I prefer using inputs (like fertilizers pesticides etc) with predictable but lower yield improvement over one with potentially higher but uncertain results | | | | | |
| I avoid trying a new / sustainable practice if its benefits are not guaranteed | | | | | |

Risk or Loss Aversion⁴

To what extent do you agree or disagree with the following statements

| Statement | Strongly disagree | Disagree | Neither agree nor disagree | Agree | Strongly agree |
|--|-------------------|----------|----------------------------|-------|----------------|
| I prefer using methods I know, even if new ones could be better. | | | | | |
| I am willing to try a new farming practice (i.e. crop rotation system) to protect environment | | | | | |
| Financial loss is my primary concern about trying sustainable farming practices | | | | | |
| Lower yields is my primary concern about trying sustainable farming practices | | | | | |
| Lack of knowledge is my primary concern about trying sustainable farming practices | | | | | |
| Financial loss is my primary concern about adopting sustainable farming practices | | | | | |
| I am willing to adopt a new farming practice (i.e. crop rotation system) resulting in lower yields in the first year and higher yields in subsequent years | | | | | |

³ Preference for options with clear outcomes over those with uncertain outcomes.

⁴ Reluctance to adopt changes due to fear of potential losses or uncertainties associated with new practices, even when the changes could lead to gains.

| | | | | | |
|---|--|--|--|--|--|
| I am willing to adopt a new farming practice (i.e. crop rotation system) resulting in lower yields to protect environment | | | | | |
|---|--|--|--|--|--|

Present Bias / Status Quo Bias / Short-Term Bias / Hyperbolic Discounting⁵

To what extent do you agree or disagree with the following statements

| Statement | Strongly disagree | Disagree | Neither agree nor disagree | Agree | Strongly agree |
|---|-------------------|----------|----------------------------|-------|----------------|
| I am satisfied with my current farming practices | | | | | |
| I am satisfied with using the farming practices that my family has used for generations.' | | | | | |
| I avoid trying new farming practices | | | | | |
| When deciding on farming practices, immediate profits influence my decisions | | | | | |
| When deciding on farming practices, cost savings influence my decisions | | | | | |
| I am willing to adopt a sustainable farming practice if it increases income in 5 years but requires higher initial expenses now | | | | | |
| I am willing to adopt a sustainable farming practice if it reduces costs over 5 years but requires higher initial expenses now | | | | | |
| I prefer farming practices that give immediate results, even if they might not be beneficial in the long term. | | | | | |
| I am willing to adopt a sustainable practice even without a future income increase. | | | | | |
| I always consider the long-term impact of my farming decisions on soil and water resources | | | | | |
| I tend to prioritize short-term profits over the future health of my farm | | | | | |
| I would delay adopting a farming practice with proven long-term environmental benefits but with no immediate financial gain. | | | | | |

⁵ Preference for immediate rewards over larger future benefits / Preference for traditional practices over sustainable ones. / Focus on immediate profits rather than long-term sustainability / Tendency to undervalue long-term benefits compared to short-term rewards

Cognitive Limitations⁶

To what extent do you agree or disagree with the following statements

| Statement | Strongly disagree | Disagree | Neither agree nor disagree | Agree | Strongly agree |
|---|-------------------|----------|----------------------------|-------|----------------|
| It is easy for me to understand information about sustainable farming practices | | | | | |
| I will avoid adopting a sustainable practice if the relevant information is too complicated | | | | | |
| I will avoid adopting a sustainable practice if it requires too much time to implement | | | | | |
| It would be more likely for me to adopt a new farming practice if the steps were clearly explained and easy to follow | | | | | |
| It would be more likely for me to adopt a new farming practice if step-by-step guides are available | | | | | |
| It would be more likely for me to adopt a new farming practice if visual aids are available | | | | | |
| It would be more likely for me to adopt a new farming practice if demonstrations are used | | | | | |
| Sustainable farming practices require too much technical knowledge for me to adopt. | | | | | |
| I often feel overwhelmed by the amount of information available about farming practices | | | | | |

Trust/Reciprocity⁷

To what extent do you agree or disagree with the following statements

| Statement | Strongly disagree | Disagree | Neither agree nor disagree | Agree | Strongly agree |
|---|-------------------|----------|----------------------------|-------|----------------|
| I trust advice from public agricultural extension services on sustainable practices | | | | | |
| I trust advice from farm advisors on sustainable practices | | | | | |
| I trust advice from Non-Government Organizations on sustainable practices | | | | | |
| I trust advice from Research /academic centres on sustainable practices | | | | | |
| I trust advice from social media/ Farm influencers and mainstream media? | | | | | |

⁶ This bias involves difficulty in processing or acting on complex information, leading to avoidance or poor decision-making.

⁷ Willingness to trust sources of information and reciprocate perceived goodwill.

| | | | | | |
|---|--|--|--|--|--|
| I would adopt a sustainable practice recommended by a neighbour who has already implemented it successfully | | | | | |
| I am more likely to trust sustainable farming advice from someone who has personally benefited from it. | | | | | |
| I will recommend a sustainable practice to my neighbour only if I have already implemented it successfully | | | | | |

Social Comparison⁸/Social Norms / Herding⁹

To what extent do you agree or disagree with the following statements

| Statement | Strongly disagree | Disagree | Neither agree nor disagree | Agree | Strongly agree |
|--|-------------------|----------|----------------------------|-------|----------------|
| I often consider my neighbours' farming practices when deciding on my own | | | | | |
| I feel more confident adopting a sustainable practice if I see others in my community doing the same | | | | | |
| I would adopt a sustainable practice if it became the most common practice in my area | | | | | |
| I often discuss farming practices with other farmers in my community | | | | | |
| I prefer to adopt practices that are common in my community | | | | | |
| It is important for me that my farming practices align with those of my neighbours | | | | | |
| I am willing to try a sustainable practice even if no one else in my community does | | | | | |
| I am hesitant to try new methods until I see how others perform with them first | | | | | |
| I would feel pressured to adopt a new practice if most of my farming peers encourage it | | | | | |

⁸ Influence of others' behaviour and opinions on decision-making. Influence of community norms that may discourage change. This bias involves adherence to community norms or fear of standing out.

⁹ Tendency to follow the behaviour of others without independent evaluation

D) Motives Evaluation to adopt sustainable practices

Economic /legal motives¹⁰

Please rate the following benefits that could motivate you and other farmers in your area/ country to adopt sustainable agricultural practices

(Rate each statement on a scale of 1 to 5 (1 = Not at all, 5 = Very much)

| Economic Benefits | Rate each statement on a scale of 1 to 5 that could work for you (1 = Not at all, 5 = Very much) | Rate statements on a scale of 1 to 5 that could work for other farmers in your area (1 = Not at all, 5 = Very much) |
|---|---|---|
| Increased subsidies for sustainable practices | | |
| Subsidies discipline (ensure proper use of subsidies) | | |
| Subsidies, or grants for investments in sustainable farming | | |
| Legal enforcement for sustainable practices | | |
| Carbon Credits or Environmental Payments | | |
| Taxes for conventional products | | |
| Market premiums for certified organic /sustainable products | | |
| Export opportunities to niche markets | | |
| Reduced input Costs (fertilizers, pesticides, herbicides) | | |
| Water and energy efficiency | | |
| Long term benefits though climate resilience | | |
| Reduction in Insurance Costs for sustainable production | | |
| Industry investment or other market mechanisms? | | |

¹⁰ Economic motives for behavioural change are often driven by the desire to increase income, reduce expenses, avoid financial risks or penalties, and build financial security. They can be shaped by both immediate needs and long-term goals.

Intrinsic motivation¹¹

Please rate the following emotional factors that could motivate you / other farmers in your area/ country to adopt sustainable agricultural practices

Rate each statement on a scale of 1 to 5 (1 = Not at all, 5 = Very much)

| Emotional factors | Rate statements on a scale of 1 to 5 that could work for you (1 = Not at all, 5 = Very much) | Rate statements on a scale of 1 to 5 that could work for other farmers in your area (1 = Not at all, 5 = Very much) |
|--|--|---|
| Proud to cultivate land in a way that preserves the environment | | |
| Proud to preserve our fathers' land | | |
| Proud to protect wildlife, pollinators, and the broader ecosystem | | |
| Satisfied by farming "the right way" | | |
| Satisfied for helping local community | | |
| Satisfied with improved personal sustainable skills | | |
| Responsible to protect the environment | | |
| Proud to leave a healthy, productive farm for future generations | | |
| Proud to contribute to Food Safety | | |
| Proud to contribute to Food Security | | |
| Proud to contribute to climate resilience | | |
| Sustainable farming is in accordance with my spiritual / religious beliefs | | |

¹¹ Intrinsic motivation is driven by internal factors that are closely tied to personal satisfaction, enjoyment, and growth.

Cognitive motivation¹²

Please rate the following educational courses that could motivate you / other farmers in your area/ country to adopt sustainable agricultural practices

Rate each statement on a scale of 1 to 5 (1 = Not at all, 5 = Very much)

| Educational needs | Rate each statement on a scale of 1 to 5 that could work for you (1 = Not at all, 5 = Very much) | Rate statements on a scale of 1 to 5 that could work for other farmers in your area (1 = Not at all, 5 = Very much) |
|--|--|---|
| Provide clear evidence of long-term financial benefits | | |
| Provide clear evidence of long-term cost savings | | |
| Field days - Practical training in new technology | | |
| Field days - Practical training in sustainable farming methods, | | |
| Farmer-to-Farmer Knowledge Exchange: Mentoring | | |
| Farmer-to-Farmer Knowledge Exchange: Cooperation | | |
| Marketing in general | | |
| Educational programs to obtain sustainability-related certifications | | |
| Farm Management in general | | |
| Time management | | |
| Reorganization Management | | |
| School-based programs about sustainable farming practices | | |

¹² Cognitive motivation focuses on how farmers think about the benefits, challenges, and long-term outcomes of sustainability.

E) Nudges

Please state to what extent the following practices could motivate you / other farmers in your area/ country to adopt sustainable agricultural practices

| Practices | Rate each statement on a scale of 1 to 5 that could work for you (1 = Not at all, 5 = Very much) | Rate statements on a scale of 1 to 5 that could work for other farmers in your area (1 = Not at all, 5 = Very much) |
|--|---|---|
| Providing farmers with specific, tangible benefits of adopting sustainable practices through social media | | |
| Highlighting through media the environmental impact of farming practices | | |
| Highlighting environmental costs (detrimental effects to environment) | | |
| Easy-to-follow guides or toolkits for implementing sustainable practices | | |
| Easy-to-follow guides or toolkits for implementing sustainable practices through social media /internet | | |
| Decision-support systems that help farmers assess the costs and benefits of different sustainable practices | | |
| Color-coding to highlight agricultural inputs that are environmentally friendly (i.e. Green for organic fertilizer) | | |
| Billboards outdoors, reminding farmers of key sustainable practices (i.e. messages like <i>“Water-efficient practices will save you 30% on irrigation costs”</i>) | | |
| Highlighting farmers who are using sustainable farming methods and seeing higher profits, better yields, or other positive outcomes | | |
| Highlighting / Sharing collective achievements of farmer groups or cooperatives that have adopted sustainable practices | | |
| Highlighting the consequences of not adopting sustainable practices | | |

F) Motives Proposal (Open Question - optional)

Having in mind the recent Eurobarometer finding that three-quarters of European citizens state that 'EU farmers need to change the way they produce in order to fight climate change even if that means that EU agriculture will be less competitive',

Please indicate your opinion on how it would be possible for farmers to move to more sustainable practices....



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D3.1

Questionnaire Templates:

C1 Consumers / Food Products

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| Abstract | |

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Abstract

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Consumers Questionnaire

A) Consumers Demographics

Are you responsible for decision making about buying food products in your home

| Yes | No | if not, who is responsible |
|--------------------------|--------------------------|----------------------------|
| <input type="checkbox"/> | <input type="checkbox"/> | |

Gender

| Female | Male | Non-binary or other | Prefer not to say |
|--------------------------|--------------------------|--------------------------|--------------------------|
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Age

| | |
|--|------|
| | Open |
|--|------|

What is the highest education level you have completed?

| (Select) | |
|---|--|
| Basic education (completed primary or lower secondary school) | |
| Upper secondary education (e.g., high school, vocational school) | |
| Advanced vocational or technical training (beyond high school, but not a university degree) | |
| Bachelor's degree or equivalent | |
| Master's degree or equivalent | |
| Doctoral degree or equivalent | |
| Other (please specify): _____ | |
| No formal education | |

How many adults live in your household including yourself?

| | |
|--|------|
| | Open |
|--|------|

How many children under the age of 18 are in your household?

| | |
|--|------|
| | Open |
|--|------|

How often do you have difficulties paying bills?

| Most of the time | Sometimes | Almost never | Never |
|--------------------------|--------------------------|--------------------------|--------------------------|
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

How would you describe the place you live

| Rural village | Small/ mid size town | Large town/city |
|--------------------------|--------------------------|--------------------------|
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Awareness of EU Common Agricultural Policy

| Not at all Aware | Slightly aware | Average | Aware | Fully Aware |
|--------------------------|--------------------------|--------------------------|--------------------------|-------------|
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | |

Resident of

| | |
|--|-----------|
| | (Country) |
|--|-----------|

Which of the following do you consider to be the most important characteristic of sustainable food products (rate from 1 to 5)

1=not important at all, 2= of little importance, 3=of neutral importance, 4=quite important, 5=very important

| Statement | (rate 1 to 5) |
|---|---------------|
| Minimally Processed | |
| Locally produced | |
| Fair revenue for farmers | |
| Available near me | |
| Organic | |
| Transferred through local or short supply chains | |
| Nutritious and Healthy | |
| Little use or no use of pesticides | |
| Affordable | |
| Low environmental and climate impact (carbon footprint) | |
| Minimal packaging | |
| No plastic on packaging | |
| Supporting animal welfare | |
| Respecting workers' rights, fair pay, health and safety | |

To what extent do you agree with the following statements about sustainable food products

| Statement | Strongly disagree | Disagree | Neither agree nor disagree | Agree | Strongly agree |
|--|-------------------|----------|----------------------------|-------|----------------|
| Sustainable products are environmentally friendly products. | | | | | |
| I do not trust sustainable food products. | | | | | |
| Their price is too high for me. I' m not buying them | | | | | |
| Sustainable chicken tastes better (because birds have the best possible nutrition) | | | | | |
| Sustainable chicken price is affordable | | | | | |
| The taste of tomatoes is the same, no matter their sustainable origin | | | | | |
| The price of tomatoes is the same, no matter their sustainable origin | | | | | |
| I recommend their purchase to my family/friends | | | | | |

Please rank 1 to 5 the following statements on sustainable food products you agree with:

1=not important at all, 2= of little importance, 3=of neutral importance, 4=quite important, 5=very important

| Statement | (rate 1 to 5) |
|--|---------------|
| Highly sophisticated irrigation strategies are used in their production. | |
| I accept their higher price. | |
| I do not care too much about them. | |
| I have never heard about sustainable food products. | |
| More water is required in their production. | |
| Their taste is similar to that of conventional products. | |
| There is a need for a logo that clearly identifies them. | |
| No need for sustainable products. There are plenty of natural resources and they will be there for a long time. | |
| They are authentic because they ensure a proper future of agriculture. | |
| Their packaging is nice, and labels come in bright colours. | |
| They are healthier. | |
| They are homogeneous in size, and I like that. | |
| They are more expensive. | |
| They are packed using non-degradable plastics. | |
| They are produced in a more traditional way. | |
| They are grown or produced with fewer chemicals. | |
| They are tastier. | |
| They increase my trust. | |
| They do not attract my attention. | |
| They have a poor flavour. | |
| They have better quality. | |
| They look natural. | |

To what extent do you agree with the following statements

| Statement | Strongly disagree | Disagree | Neither agree nor disagree | Agree | Strongly agree |
|---|-------------------|----------|----------------------------|-------|----------------|
| A vegetarian diet can reduce greenhouse gas emissions | | | | | |
| Assurance of animal welfare in food production is important to me. | | | | | |
| Consuming products made from environmentally friendly grains is more expensive than consuming conventional products. | | | | | |
| Consuming seasonal vegetables is environmentally friendly. | | | | | |
| Conventional and highly automated farming leads to higher quality products. | | | | | |
| Conventional fruits have the same nutrient and antioxidant content as organic fruits. | | | | | |
| Intensive agriculture leads to reduced biodiversity which I find unacceptable. | | | | | |
| Food/Gastronomic/Agricultural tourism can help the development and sustainability of small local farmers. | | | | | |
| Greenhouse tomatoes have fewer nutrients because they contain more water. | | | | | |
| I am willing to pay a slightly higher price for local foods. | | | | | |
| The less food packaging the more sustainable the food. | | | | | |
| I avoid buying processed food because it is not healthy. | | | | | |
| I pay attention to environmental information on food labels. | | | | | |
| I enjoy eating rain-fed vegetables because they are tastier than irrigated products. | | | | | |
| I prefer buying food from local or nearby markets/producers. | | | | | |
| I will avoid producers and products that I know have a high impact on the environment. | | | | | |
| If the price is reasonable, I will buy foods produced using sustainable strategies. | | | | | |
| I think cooking oils coming from plants grown with less water have a healthier fatty acid profile than conventional cooking oils. | | | | | |

| | | | | | |
|--|--|--|--|--|--|
| Food produced locally is fresher than that sold in supermarkets or hypermarkets. | | | | | |
| Local products are more nutritious than other products because they are picked riper and are fresher. | | | | | |
| Organic foods are better used by the body because they do not have chemicals. | | | | | |
| Organic vegetables have a nice appearance and are uniform. | | | | | |
| Reducing land use, freshwater consumption, and fossil fuels used in food production should be an important goal of food producers. | | | | | |
| Small farmers are essential to guarantee farming sustainability in the world. | | | | | |
| Social aspects of food production (for example, fair trade, social right of workers) are important to me. | | | | | |
| Sustainable agriculture must be concerned with ensuring the economic viability of the farm and the farmer. | | | | | |
| The price I pay for organic or more sustainable foods is worth it. | | | | | |
| The volume of water needed to grow 1 kg of tomatoes is approximately the same as the amount needed to grow 1 kg of wheat. | | | | | |
| World food production cannot be maintained through local products; intensive agriculture is needed. | | | | | |
| Even if the price of organic products is slightly higher than that of conventional products, I will buy the organic products. | | | | | |
| When I choose local foods, I reduce transporting and packaging costs. | | | | | |

B) WILLINGNESS TO PAY

Assuming products at the same liking as your current products, how much money are you willing to pay for sustainable food products (choose the proper value for each food category)

| Products | 0% | 0-10% | 11-20% | 21 – 30% | 31 - 50% | >50% |
|--|----|-------|--------|----------|----------|------|
| Tap water. | | | | | | |
| Bottled water. | | | | | | |
| Food for special dietary uses. | | | | | | |
| Cheese. | | | | | | |
| Dairy based products. | | | | | | |
| Milk and dairy based drinks. | | | | | | |
| Eggs. | | | | | | |
| Fish based preparations. | | | | | | |
| Fish and fish products. | | | | | | |
| Seafood and seafood products. | | | | | | |
| Meat based preparation. | | | | | | |
| Meat, meat products and substitutes. | | | | | | |
| Other alcoholic beverages and substitutes. | | | | | | |
| Wine and substitutes. | | | | | | |
| Beer and substitutes. | | | | | | |
| Coffee, tea and cocoa. | | | | | | |
| Snack foods. | | | | | | |
| Soft drinks. | | | | | | |
| Fruit and vegetable juices. | | | | | | |
| Fruits. | | | | | | |
| Starchy roots and potatoes. | | | | | | |
| Vegetables, nuts and beans. | | | | | | |
| Vegetable soups (ready to eat). | | | | | | |
| Fats (vegetable and animal). | | | | | | |
| Sugar and sugar products | | | | | | |
| Cocoa and chocolate. | | | | | | |
| Cereals and cereal products. | | | | | | |
| Cereal-based mixed dishes. | | | | | | |

What kind of issues have pulled or pushed you to buy more sustainably produced food products? Describe freely.

OPEN TEXT BOX



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D3.1

Questionnaire Templates:

**A2) Advisors/ Agriculture
 extension Services**

M05/ MAR 2025



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| Abstract | |

Disclaimer

Abstract

The adoption of sustainable practices in the forest and in the farm is driven by preferences and attitudes of producers and consumers as well as all actors along the supply chain. Under these groups along the agri-food chain, farmers, foresters and supply chain actors are identified as the main target groups for implementing successful green nudges. These questionnaires aim at exploring the biases of farmers, foresters and their advisors along with consumers that prevent them from adopting sustainable production and consumption practices and choices. The questionnaires are tailored to each target group and address biases derived from social norms, economic factors, culture, education level, exposure to triggers, and environmental awareness. This questionnaire tries, to identify the biases of farmers' advisors that prevent them from suggesting and promoting sustainable production advice and practices.

Farmers' Advisors Questionnaire

A) Advisors Demographics

Gender

Age

Highest completed level of education

Country of activity

Advising experience (in years)

Main expertise Please define (Agriculture / Forestry / livestock etc)

Are the following activities part of your advising activities

| | Never | Rarely | Sometimes | Often | Always |
|---|---------------|--------|-----------|-------|--------|
| Managing subsidies (direct payments) | | | | | |
| Organic agri-environment schemes (AES) | | | | | |
| Other Agri-environment schemes | | | | | |
| European Protected Designation of Origin (PDO) | | | | | |
| European organic certification | | | | | |
| Young Farmers establishments | | | | | |
| Marketing Products | | | | | |
| New technologies (i.e. Precision agriculture) | | | | | |
| Well-being activities | | | | | |
| Please describe the focus in your advisory role | Open question | | | | |

What was your total firm turnover

| Turnover | |
|--|--|
| <i>(Turnover represents firm's income from net sales plus payments/subsidies before costs/taxes)</i> | |
| | (average for the 3 previous years) € /or specify the currency |

To what extent do you agree or disagree with the following statements

| Statement | Not at all true of me | Slightly true of me | Neutral | True of me | Extremely true of me |
|---|-----------------------|---------------------|---------|------------|----------------------|
| I never recommend anything that might not work | | | | | |
| I'm recommending the same methods over years | | | | | |
| I reckon 'good luck' doesn't exist: 'luck' is good management and 'bad luck' poor management. | | | | | |
| Although good management requires some training, experience and reading, the ability to manage is mainly determined by genes. | | | | | |
| When my firm has shown poor results, this is due to circumstances totally out of my control. | | | | | |
| In local communities it's easy for a hard-working and dedicated advisor to have an impact in getting changes for the better. | | | | | |
| I seldom change my management and working approaches unless I'm sure the change will be positive. | | | | | |
| When things go wrong this is often due to events beyond my control (e.g. bad weather). | | | | | |
| it bothers me I think that other advisors are helping to protect environment more than me | | | | | |
| It is important that I understand sustainable practices | | | | | |
| It bothers me when I miss an opportunity to help protect the environment | | | | | |
| it bothers me when farmers don't implement my advice to protect the environment | | | | | |

For the following statement indicate your level of agreement or disagreement, compared with other advisors in your area

| Statement | Much less than the advisors I know | Less than the advisors I know | At the same level as other advisors I know | More than the advisors I know | Much more than the advisors I know |
|--|------------------------------------|-------------------------------|--|-------------------------------|------------------------------------|
| Helping /advising farmers is an important reflection of who I am | | | | | |
| I have a strong sense of belonging to the broader farming community | | | | | |
| I perceive that the ecology of the farm is what farming is about | | | | | |
| I see myself as a professional who prioritises the environment | | | | | |
| My farming advice has an impact on the environment | | | | | |
| It is my personal responsibility to help protect the environment. | | | | | |
| It is important to me that farmers should protect the environment even if it slows down economic growth of their farming activities. | | | | | |
| The well-being of the community depends on the preservation of the environment | | | | | |
| It is important to continuously assess the environmental and social impact of farming activities | | | | | |
| I perceive that farms are agricultural ecosystems that interact with neighbouring landscapes. | | | | | |
| I perceive that biodiversity should be managed to enable its protection and enhancement | | | | | |
| I perceive that farmers should manage energy consumption of their farming activities | | | | | |
| I perceive that farmers should enable the formation of organic carbon in soils and in biomass | | | | | |
| I perceive that farmers should apply a soil management plan to improve and optimize soil health | | | | | |
| I perceive that farmers should apply a water management plan to improve and optimize water use and quality | | | | | |
| I perceive that plant protection products and other treatments should be applied appropriately and as recommended. | | | | | |

B) BIASES AFFECTING ADOPTION OF SUSTAINABLE PRACTICES

Optimism Bias¹

To what extent do you agree or disagree with the following statements

| Statement | Strongly disagree | Disagree | Neither agree nor disagree | Agree | Strongly agree |
|---|-------------------|----------|----------------------------|-------|----------------|
| <i>In my working area ...</i> | | | | | |
| ...soil resources are sufficient to sustain current farming practices for a long period | | | | | |
| ...water resources are sufficient to sustain current farming practices for a long period | | | | | |
| ...the environment can recover naturally without human intervention | | | | | |
| ...environmental changes like drought or soil degradation are likely to affect my business in the next 10 years | | | | | |
| ... environmental changes like drought or soil degradation are likely to affect farms in the next 10 years | | | | | |

Confirmation Bias²

To what extent do you agree or disagree with the following statements

| Statement | Strongly disagree | Disagree | Neither agree nor disagree | Agree | Strongly agree |
|--|-------------------|----------|----------------------------|-------|----------------|
| Scientific evidence is important for me to suggest a sustainable practice | | | | | |
| Practical, or in-field, evidence is important for me to suggest sustainable practices | | | | | |
| I trust new farming techniques only when they are recommended by people I know and trust | | | | | |
| When hearing about sustainable farming practices, I actively research their benefits | | | | | |
| When hearing about sustainable farming practices, I actively research their drawbacks | | | | | |
| When hearing about sustainable farming practices, I actively research who applied them | | | | | |

¹ Belief that current practices will not lead to environmental degradation. This bias reflects an underestimation of environmental risks or overconfidence in natural resilience.

² This bias involves seeking information that supports existing beliefs while dismissing contrary evidence.

Ambiguity Aversion³

To what extent do you agree or disagree with the following statements

| Statement | Strongly disagree | Disagree | Neither agree nor disagree | Agree | Strongly agree |
|--|-------------------|----------|----------------------------|-------|----------------|
| I avoid suggesting new farming practices unless I fully understand their outcomes | | | | | |
| I prefer recommending inputs (such as fertilizers, pest control treatments, and soil amendments) that offer predictable but modest yield improvements over those with potentially higher but uncertain outcomes. | | | | | |
| I avoid suggesting a new / sustainable practice if its benefits are not guaranteed | | | | | |

Risk or Loss Aversion⁴

To what extent do you agree or disagree with the following statements

| Statement | Strongly disagree | Disagree | Neither agree nor disagree | Agree | Strongly agree |
|--|-------------------|----------|----------------------------|-------|----------------|
| I prefer suggesting methods I know, even if new ones could be better. | | | | | |
| I am willing to suggest a new farming practice (i.e. crop rotation system) to protect environment | | | | | |
| Farmers' financial loss is my primary concern about suggesting sustainable farming practices | | | | | |
| Lower yields is my primary concern about suggesting sustainable farming practices | | | | | |
| Lack of knowledge is my primary concern about suggesting sustainable farming practices | | | | | |
| I am willing to suggest a new farming practice (i.e. crop rotation system) resulting in lower yields in the first year and higher yields in subsequent years | | | | | |
| I am willing to suggest a new farming practice (i.e. crop rotation system) resulting in lower yields to protect environment | | | | | |
| I prefer suggesting methods I know, even if new ones could be better. | | | | | |

³ Preference for options with clear outcomes over those with uncertain outcomes.

⁴ Reluctance to adopt changes due to fear of potential losses or uncertainties associated with new practices, even when the changes could lead to gains.

Present Bias / Status Quo Bias / Short-Term Bias / Hyperbolic Discounting⁵

To what extent do you agree or disagree with the following statements

| Statement | Strongly disagree | Disagree | Neither agree nor disagree | Agree | Strongly agree |
|---|-------------------|----------|----------------------------|-------|----------------|
| I am satisfied with my current advising practices | | | | | |
| I avoid suggesting new farming practices | | | | | |
| When deciding on farming practices to suggest, immediate profits influence my decisions | | | | | |
| When deciding on farming practices to suggest, farmers' cost savings influence my decisions | | | | | |
| I am willing to suggest a sustainable farming practice if it increases income in 5 years but requires higher initial expenses now | | | | | |
| I am willing to suggest a sustainable farming practice if it reduces costs over 5 years but requires higher initial expenses now | | | | | |
| I prefer suggesting farming practices that give immediate results, even if they might not be beneficial in the long term. | | | | | |
| I am willing to suggest a sustainable practice even without a future income increase. | | | | | |
| I always consider the long-term impact of my farming advice on soil and water resources | | | | | |
| I tend to prioritize short-term profits over the future health of the farm | | | | | |
| I would hesitate to suggest a farming practice with proven long-term environmental benefits but with no immediate financial gain. | | | | | |

Cognitive Limitations⁶

To what extent do you agree or disagree with the following statements

| Statement | Strongly disagree | Disagree | Neither agree nor disagree | Agree | Strongly agree |
|---|-------------------|----------|----------------------------|-------|----------------|
| It is easy for me to understand information about sustainable farming practices | | | | | |
| I will avoid suggesting a sustainable practice if the relevant information is too complicated | | | | | |

⁵: Preference for immediate rewards over larger future benefits / Preference for traditional practices over sustainable ones. / Focus on immediate profits rather than long-term sustainability / Tendency to undervalue long-term benefits compared to short-term rewards

⁶ This bias involves difficulty in processing or acting on complex information, leading to avoidance or poor decision-making.

| | | | | | |
|---|--|--|--|--|--|
| I would be more likely to suggest a new farming practice if the steps were clearly explained and easy to follow | | | | | |
| I would be more likely to suggest a new farming practice if step-by-step guides are available | | | | | |
| I would be more likely to suggest a new farming practice if visual aids are available | | | | | |
| I would be more likely to suggest a new farming practice if demonstrations are used | | | | | |
| Sustainable farming practices require too much technical knowledge for me to suggest. | | | | | |
| I often feel overwhelmed by the amount of information available about farming practices | | | | | |

Trust/Reciprocity⁷

To what extent do you agree or disagree with the following statements

| Statement | Strongly disagree | Disagree | Neither agree nor disagree | Agree | Strongly agree |
|--|-------------------|----------|----------------------------|-------|----------------|
| I trust advice from Non-Government Organizations on sustainable practices | | | | | |
| I trust advice from Research /academic centres on sustainable practices | | | | | |
| I trust advice from food /supply Industry | | | | | |
| I trust advice from retailers | | | | | |
| I would suggest a sustainable practice recommended by a colleague who has already implemented it successfully | | | | | |
| I am more likely to promote sustainable farming advice from someone who has personally benefited from it. | | | | | |
| I will recommend a sustainable practice to farmers only if I am fully convinced that could be implemented successfully | | | | | |
| | | | | | |

⁷ Willingness to trust sources of information and reciprocate perceived goodwill.

Social Comparison⁸/Social Norms / Herding⁹
To what extent do you agree or disagree with the following statements

| Statement | Strongly disagree | Disagree | Neither agree nor disagree | Agree | Strongly agree |
|---|-------------------|----------|----------------------------|-------|----------------|
| I often consider my colleagues' farming advice when deciding on my own advisory decisions for my clients? | | | | | |
| I feel more confident suggesting a sustainable practice if I see other advisors doing the same | | | | | |
| I would only suggest a sustainable practice if it became the most common practice in my working area | | | | | |
| I often discuss farming practices with other professionals in my community | | | | | |
| I prefer to suggest practices that are common in my community | | | | | |
| It is important for me that my farming advice align with those of my colleagues | | | | | |
| I am willing to suggest a sustainable practice even if no one else in my community does | | | | | |
| I am hesitant to suggest new methods until I see how others perform with them first | | | | | |
| I would feel pressured to suggest a new practice if most of my farming peers encourage it | | | | | |

⁸ Influence of others' behaviour and opinions on decision-making. Influence of community norms that may discourage change. This bias involves adherence to community norms or fear of standing out.

⁹ Tendency to follow the behaviour of others without independent evaluation

C) Motives Evaluation to adopt sustainable practices

Economic /legal motives¹⁰

Please rate the following benefits that could motivate farmers in your area/ country to adopt sustainable agricultural practices

(Rate each statement on a scale of 1 to 5 (1 = Not at all, 5 = Very much)

| Economic Benefits | Rate each statement on a scale of 1 to 5 that you could use to promote sustainable agricultural practices | Rate each statement on a scale of 1 to 5 that could work for farmers in your area |
|---|---|---|
| Increased subsidies for sustainable practices | | |
| Subsidies discipline (ensure proper use of subsidies) | | |
| Subsidies, or grants for investments in sustainable farming | | |
| Legal enforcement for sustainable practices | | |
| Carbon Credits or Environmental Payments | | |
| Taxes for conventional products | | |
| Market premiums for certified organic /sustainable products | | |
| Export opportunities to niche markets | | |
| Reduced Input Costs (fertilizers, pesticides, herbicides) | | |
| Water and energy efficiency | | |
| Long term benefits though climate resilience | | |
| Reduction in insurance costs for sustainable production | | |

¹⁰ Economic motives for behavioural change are often driven by the desire to increase income, reduce expenses, avoid financial risks or penalties, and build financial security. They can be shaped by both immediate needs and long-term goals.

Intrinsic motivation¹¹

Please rate the following emotional factors that could motivate farmers in your area/ country to adopt sustainable agricultural practices

(Rate each statement on a scale of 1 to 5 (1 = Not at all, 5 = Very much))

| Emotional factors | Rate each statement on a scale of 1 to 5 that you could use to promote sustainable agricultural practices | Rate each statement on a scale of 1 to 5 that could work for farmers in your area |
|--|---|---|
| Proud to cultivate land in a way that preserves the environment | | |
| Proud to preserve our fathers' land | | |
| Proud to protect wildlife, pollinators, and the broader ecosystem | | |
| Satisfied by farming "the right way" | | |
| Satisfied for helping local community | | |
| Satisfied with improved personal sustainable skills | | |
| Responsible to protect the environment | | |
| Proud to leave a healthy, productive farm for future generations | | |
| Proud to contribute to Food Safety | | |
| Proud to contribute to Food Security | | |
| Proud to contribute to climate resilience | | |
| Sustainable farming is in accordance with my spiritual / religious beliefs | | |

¹¹ Intrinsic motivation is driven by internal factors that are closely tied to personal satisfaction, enjoyment, and growth.

Cognitive motivation¹²

Please rate the following educational courses that could motivate farmers in your area / country to adopt sustainable agricultural practices

(Rate each statement on a scale of 1 to 5 (1 = Not at all, 5 = Very much))

| Educational needs | Rate each statement on a scale of 1 to 5 that you could use to promote sustainable agricultural practices | Rate each statement on a scale of 1 to 5 that could work for farmers in your area |
|--|---|---|
| Provide clear evidence of long-term financial benefits | | |
| Provide clear evidence of long-term cost savings | | |
| Field days - Practical training in new technology | | |
| Field days - Practical training in sustainable farming methods, | | |
| Farmer-to-Farmer Knowledge Exchange: Mentoring | | |
| Farmer-to-Farmer Knowledge Exchange: Cooperation | | |
| Marketing in general | | |
| Educational programs to obtain sustainability-related certifications | | |
| Farm Management in general | | |
| Time management | | |
| Reorganization Management | | |
| School-based programs about sustainable farming practices | | |

¹² Cognitive motivation focuses on how farmers think about the benefits, challenges, and long-term outcomes of sustainability.

D) Nudges

Please rate the following practices that could motivate farmers in your area/ country to adopt sustainable agricultural practices

(Rate each statement on a scale of 1 to 5 (1 = Not at all, 5 = Very much))

| Practices | Rate each statement on a scale of 1 to 5 that you could use to promote sustainable agricultural practices | Rate each statement on a scale of 1 to 5 that could work for farmers in your area |
|--|---|---|
| Providing farmers with specific, tangible benefits of adopting sustainable practices through social media | | |
| Highlighting through media the environmental impact of farming practices | | |
| Highlighting environmental costs | | |
| Easy-to-follow guides or toolkits for implementing sustainable practices | | |
| Easy-to-follow guides or toolkits for implementing sustainable practices through social media /internet | | |
| Decision-support systems that help farmers assess the costs and benefits of different sustainable practices | | |
| Color-coding to highlight agricultural inputs that are environmentally friendly (i.e. Green for organic fertilizer) | | |
| Billboards outdoor reminding farmers of key sustainable practices (i.e. messages like “Water-efficient practices will save you 30% on irrigation costs”) | | |
| Highlighting farmers who are using sustainable farming methods and seeing higher profits, better yields, or other positive outcomes | | |
| Highlighting / Sharing collective achievements of farmer groups or cooperatives that have adopted sustainable practices | | |
| Frame the consequences of not adopting sustainable practices | | |

E) Motives Proposal (Open Question - optional)

Having in mind that the recent Eurobarometer finding that Three-quarters of European Citizen agree that 'EU farmers need to change the way they produce in order to fight climate change even if that means that EU agriculture will be less competitive',

How do you see your role as an advisor in promoting /proposing more sustainable practices, what kind of experiences, opportunities and limitations you view?



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Questionnaire Templates: F1 Foresters

M05/ MAR 2025



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Disclaimer

Abstract

The adoption of sustainable practices in the forest and in the farm is driven by preferences and attitudes of producers and consumers as well as all actors along the supply chain. Under these groups along the agri-food chain, farmers, foresters and supply chain actors are identified as the main target groups for implementing successful green nudges. These questionnaires aim at exploring the biases of farmers, foresters and consumers that prevent them from adopting sustainable production and consumption practices and choices. The questionnaires are tailored to each target group and address biases derived from social norms, economic factors, culture, education level, exposure to triggers, and environmental awareness. This questionnaire aims in particular to identify foresters' biases that prevent them from adopting sustainable production practices and choices

Forest owners and managers Questionnaire

A) Forest owner and managers' demographics

Please indicate the following characteristics for the responsible of decision making in your forest

The ownership of the forest, select all suitable and select your position

| | Select your position(s) | If there are other owners, select all that apply |
|--|-------------------------|--|
| Individual owner | | |
| Family owner | | |
| Private corporation owner | | |
| Non-profit organization, non-governmental organization owner | | |
| Co-operative owner | | |
| State owner | | |
| Municipal owner | | |
| Other, please specify (open box) | | |

The governance and operative management of the forest, select all suitable that describe the management during the last five years

| | |
|--|--|
| Self-management by the owner(s) | |
| Hiring professional forest managers | |
| Forest Owner Cooperative | |
| Leasing or contracting management to external entities | |
| Minimal or no active management | |
| Government or NGO Assistance Programs | |

Are there specific sustainability, conservation, or economic priorities guiding governance?

| |
|-------------|
| (open text) |
| |

Does the governance model involve certification, subsidies, or external regulations (e.g., FSC, PES, government incentives)?

| |
|-------------|
| (open text) |
| |

What specific forestry activities do you engage in, and which markets are relevant to these activities?

| |
|-------------|
| (open text) |
| |

Your forestry activity would be characterized as

| | Not at all | Partially | All activities |
|------------------------|------------|-----------|----------------|
| Sustainable forestry | | | |
| Agroforestry | | | |
| Conservation practices | | | |
| Conventional forestry | | | |
| Other, specify | | | |

Respondents' Demographic

Gender

Age

Education

Marital status

No of Children

Farming experience (in years)

Country of activity

How often do you consult the following sources of information to get ideas for forestry practices?

| Statement | Never | Rarely | Sometimes | Often | Always |
|---|-------|--------|-----------|-------|--------|
| Family and friends | | | | | |
| Business partners (within forestry) | | | | | |
| Forestry advisors | | | | | |
| Environmental advisors | | | | | |
| Supplier representatives | | | | | |
| Buyer representatives | | | | | |
| Open days, demonstration activities, training | | | | | |
| Other forest owners | | | | | |
| Other forest managers | | | | | |
| Other, specify | | | | | |

Your status and plans

| Statement | Definitely not | Probably not/not fully | Under discussion | Possibly /partially | Definitely yes |
|--|----------------|------------------------|------------------|---------------------|----------------|
| Do you plan to change your forestry system in the next five years | | | | | |
| Do you currently have a sustainable forestry practice? | | | | | |
| Do you plan to move to more sustainable forestry in the next five years | | | | | |
| Do you have certified sustainable forestry practices? | | | | | |
| Do you plan to move to certified sustainable forestry practices in the next five years | | | | | |

Have you participated in the following schemes

| Statement | I did not participate at all | Previously participated | Recently Participated (up to 3 years) |
|---|------------------------------|-------------------------|---------------------------------------|
| Forest Stewardship Council (FSC) Certification or (UK Forestry Standard) | | | |
| Programme for the Endorsement of Forest Certification (PEFC) | | | |
| Forest protection legal agreements | | | |
| Forest protection initiatives (voluntary, non-legal agreements) | | | |
| National or European forest protection programs (such as Natura 2000, EU rural development programs etc.) | | | |

| | | | |
|---|--|--|--|
| Protected Geographical Indication (PGI) for Forest Products | | | |
| European organic certification for forestry | | | |
| Forestry education and training programs | | | |
| Other, specify | | | |

To what extent do you agree with the following statements

| Statement | Not at all true of me | Slightly true of me | Neutral | True of me | Extremely true of me' |
|--|-----------------------|---------------------|---------|------------|-----------------------|
| I avoid trying things unless I'm sure they will work. | | | | | |
| I'm using the same production methods over years | | | | | |
| I reckon 'good luck' doesn't exist: 'luck' is good management and 'bad luck' poor management. | | | | | |
| Although good management requires some training, experience and reading, the ability to manage is mainly determined by genes. | | | | | |
| When the forest has shown poor growth, this is due to circumstances totally out of my control. | | | | | |
| In local body affairs it's easy for a hard-working and dedicated individual to have an impact in getting changes for the better. | | | | | |
| I seldom change my management and production systems unless I'm sure the change will be positive. | | | | | |
| When things go wrong this is often due to events beyond my control (e.g. bad weather). | | | | | |
| I fear that other forest owners/managers are helping protect environment more than me | | | | | |
| It is important that I understand sustainable practices | | | | | |
| It bothers me when I miss an opportunity to help protect the environment | | | | | |

B) FOREST CHARACTERISTICS

Please specify the amount of utilized forest area that you:

| Own | Rent in | Rent out |
|------------------------------------|----------|----------|
| _____ Ha | _____ Ha | _____ Ha |
| (average for the 3 previous years) | | |

Please specify the amount of utilized forest area utilized categorized as

| Conventional | Multiobjective | Sustainable |
|-------------------------------------|----------------|-------------|
| _____ Ha | _____ Ha | _____ Ha |
| (average for the 10 previous years) | | |

What are the top three management objectives (in order? (such as timber production, recreation etc.)

| 1)..... | 2)..... | 3)..... |
|----------|----------|----------|
| _____ Ha | _____ Ha | _____ Ha |

Does your forest have any wildlife? (do you plan to introduce conservation aims in the next 5 years)

| Yes | No | Planning to |
|--------------------------------|--------------------------------|--------------------------------|
| _____ <input type="checkbox"/> | _____ <input type="checkbox"/> | _____ <input type="checkbox"/> |

The management structure of the farm is

- Individual (family) forest / sole holder
- Partnership (several business partners manage the forest)
- Company (not partnership) with profit objective
- Company (not partnership) with non-profit objective
- Other; please specify: /

How have you acquired your forest

| (open text) |
|-------------|
| |

What is your plan for transitioning the management of your forest to the next generation, including succession goals and strategies for sustainable forest practices? Who will be the successor to your forest?

| (open text) |
|-------------|
| |

What was your total forest turnover * (average for the 10 previous years) _____ € /or specify the currency

| Turnover (Turnover represents forest's income from net sales plus payments/subsidies before costs/taxes) | |
|---|---|
| | (average for the 10 previous years) € /or specify the currency |

For the following statement indicate your level of agreement compared with other forest owners/managers in your area

| Statement | Much less than the foresters I know | Less than the foresters I know | At the same level as other foresters I know | More than the foresters I know | Much More than the foresters I know |
|---|-------------------------------------|--------------------------------|---|--------------------------------|-------------------------------------|
| Being a forest owner is an important reflection of who I am | | | | | |
| I have a strong sense of belonging to the forestry community | | | | | |
| I understand that the ecology of the forest is what forestry is about | | | | | |
| I see myself as a forest owner/manager who prioritises the environment | | | | | |
| My actions have an impact on the environment | | | | | |
| My forestry practices have an impact on the environment | | | | | |
| It is my personal responsibility to help protect the environment. | | | | | |
| It is important to me to protect the environment even if it slows down economic growth of my forestry activities. | | | | | |
| The well-being of the community depends on the preservation of the environment | | | | | |
| It is important to continuously assess the environmental and social impact of my forestry activities | | | | | |
| I recognize that my forest is a forest ecosystem that interacts with neighbouring landscapes. | | | | | |
| I recognize that biodiversity should be managed to enable its protection and enhancement | | | | | |
| I recognize that I should manage energy consumption of my forestry activities | | | | | |
| I recognize that I should enable the formation of organic carbon in soils and in biomass | | | | | |
| I recognize that I should apply a soil management plan to improve and optimize soil health | | | | | |
| I recognize that I should apply a water management plan to improve and optimize water use and quality | | | | | |
| I recognize that plant protection products and other treatments should be applied appropriately and as recommended. | | | | | |

C) BIASES AFFECTING ADOPTION OF SUSTAINABLE PRACTICES

Optimism Bias¹

To what extent do you agree with the following statements

| Statement | Strongly disagree | Disagree | Neither agree nor disagree | Agree | Strongly agree |
|--|-------------------|----------|----------------------------|-------|----------------|
| My forest's soil resources are sufficient to sustain my current forestry practices for a long period | | | | | |
| My forest's water resources are sufficient to sustain my current forestry practices for a long period | | | | | |
| The environment can recover naturally without human intervention | | | | | |
| Environmental changes like drought or soil degradation are likely to affect my forest in the next 10 years | | | | | |
| Environmental changes like drought or soil degradation are likely to affect forestry in my area in the next 10 years | | | | | |

Confirmation Bias²

To what extent do you agree with the following statements

| Statement | Strongly disagree | Disagree | Neither agree nor disagree | Agree | Strongly agree |
|---|-------------------|----------|----------------------------|-------|----------------|
| Scientific evidence is important for me to adopt sustainable practices | | | | | |
| Practical, or in-field, evidence is important for me to adopt sustainable practices | | | | | |
| I trust new forestry techniques only when they are recommended by people I know and trust | | | | | |
| When hearing about sustainable forestry practices, I actively research their benefits | | | | | |
| When hearing about sustainable forestry practices, I actively research their drawbacks | | | | | |
| When hearing about sustainable forestry practices, I actively research who applied them | | | | | |

¹ Belief that current practices will not lead to environmental degradation. This bias reflects an underestimation of environmental risks or overconfidence in natural resilience.

² This bias involves seeking information that supports existing beliefs while dismissing contrary evidence.

Ambiguity Aversion³

To what extent do you agree with the following statements

| Statement | Strongly disagree | Disagree | Neither agree nor disagree | Agree | Strongly agree |
|---|-------------------|----------|----------------------------|-------|----------------|
| I avoid adopting new forestry practices unless I fully understand their outcomes | | | | | |
| I prefer using inputs (like fertilizers pesticides etc) with predictable but lower yield improvement over one with potentially higher but uncertain results | | | | | |
| I avoid trying a new / sustainable practice if its benefits are not guaranteed | | | | | |

Risk or Loss Aversion⁴

To what extent do you agree with the following statements

| Statement | Strongly disagree | Disagree | Neither agree nor disagree | Agree | Strongly agree |
|--|-------------------|----------|----------------------------|-------|----------------|
| I prefer using methods I know, even if new ones could be better. | | | | | |
| I am willing to try a new forestry practice (i.e. crop rotation system) to protect environment | | | | | |
| Financial loss is my primary concern about trying sustainable forestry practices | | | | | |
| Lower yields are my primary concern about trying sustainable forestry practices | | | | | |
| Lack of knowledge is my primary concern about trying sustainable forestry practices | | | | | |
| Uncertainty of market demand is my primary concern about adopting sustainable forestry practices | | | | | |
| Operational risks, such as challenges in implementing new practices, including the need for specialized equipment or training, are my primary concern about trying sustainable forestry practices. | | | | | |
| I am willing to adopt a new forestry practice (i.e. harvest rotation system) resulting in lower yields initially and higher yields in subsequent years | | | | | |
| I am willing to adopt a new forestry practice (i.e. harvest rotation) resulting in lower yields to protect environment | | | | | |

³ Preference for options with clear outcomes over those with uncertain outcomes

⁴ Reluctance to adopt changes due to fear of potential losses or uncertainties associated with new practices, even when the changes could lead to gains.

Present Bias / Status Quo Bias / Short-Term Bias / Hyperbolic Discounting⁵
To what extent do you agree with the following statements

| Statement | Strongly disagree | Disagree | Neither agree nor disagree | Agree | Strongly agree |
|--|-------------------|----------|----------------------------|-------|----------------|
| I am satisfied with my current forestry practices | | | | | |
| I am satisfied with using the forestry practices that my family /organization has used for generations.' | | | | | |
| I avoid trying new forestry practices | | | | | |
| When deciding on forestry practices, immediate profits influence my decisions | | | | | |
| When deciding on forestry practices, cost savings influence my decisions | | | | | |
| I am willing to adopt a sustainable forestry practice if it increases income in 5 years but requires higher initial expenses now | | | | | |
| I am willing to adopt a sustainable forestry practice if it reduces costs over 5 years but requires higher initial expenses now | | | | | |
| I prefer forestry practices that give immediate results, even if they might not be beneficial in the long term. | | | | | |
| I am willing to adopt a sustainable practice even without a future income increase. | | | | | |
| I always consider the long-term impact of my forestry decisions on soil and water resources | | | | | |
| I tend to prioritize short-term profits over the future health of my forest | | | | | |
| I would delay adopting a forestry practice with proven long-term environmental benefits but with no immediate financial gain. | | | | | |

⁵ Preference for immediate rewards over larger future benefits / Preference for traditional practices over sustainable ones. / Focus on immediate profits rather than long-term sustainability / Tendency to undervalue long-term benefits compared to short-term rewards

Cognitive Limitations⁶

To what extent do you agree with the following statements

| Statement | Strongly disagree | Disagree | Neither agree nor disagree | Agree | Strongly agree |
|---|-------------------|----------|----------------------------|-------|----------------|
| It is easy for me to understand information about sustainable forestry practices | | | | | |
| I will avoid adopting a sustainable practice if the relevant information is too complicated | | | | | |
| It would be more likely to adopt a new forestry practice if the steps were clearly explained and easy to follow | | | | | |
| It would be more likely to adopt a new forestry practice if step-by-step guides are available | | | | | |
| It would be more likely to adopt a new forestry practice if visual aids are available | | | | | |
| It would be more likely to adopt a new forestry practice if demonstrations are used | | | | | |
| Sustainable forestry practices require too much technical knowledge for me to adopt. | | | | | |
| I often feel overwhelmed by the amount of information available about forestry practices | | | | | |

Trust/Reciprocity⁷

To what extent do you agree with the following statements

| Statement | Strongly disagree | Disagree | Neither agree nor disagree | Agree | Strongly agree |
|---|-------------------|----------|----------------------------|-------|----------------|
| I trust advice from forestry extension officers on sustainable practices | | | | | |
| I trust advice from non-government organizations on sustainable practices | | | | | |
| I trust advice from research /academic centres on sustainable practices | | | | | |
| I would adopt a sustainable practice recommended by a neighbour who has already implemented it successfully | | | | | |
| I am more likely to trust sustainable forestry advice from someone who has personally benefited from it. | | | | | |
| I will recommend a sustainable practice to my neighbour only if I have already implemented it successfully | | | | | |

⁶ This bias involves difficulty in processing or acting on complex information, leading to avoidance or poor decision-making.

⁷ Willingness to trust sources of information and reciprocate perceived goodwill.

Social Comparison/Social Norms⁸ / Herding⁹
To what extent do you agree with the following statements
(Rate each statement on a scale of 1 to 5 (1 = Not at all, 5 = Very much))

| Statement | Strongly disagree | Disagree | Neither agree nor disagree | Agree | Strongly agree |
|--|-------------------|----------|----------------------------|-------|----------------|
| I often consider my neighbours' forestry practices when deciding on my own | | | | | |
| I feel more confident adopting a sustainable practice if I see others in my community doing the same | | | | | |
| I would adopt a sustainable practice if it became the most common practice in my area | | | | | |
| I often discuss forestry practices with other forest owners in my community | | | | | |
| I often discuss forestry practices with other forest managers in my community | | | | | |
| I prefer to adopt practices that are common in my community | | | | | |
| It is important for me that my forestry practices align with those of my neighbours | | | | | |
| I am willing to try a sustainable practice even if no one else in my community does | | | | | |
| I am hesitant to try new methods until I see how others perform with them first | | | | | |
| I would feel pressured to adopt a new practice if most of my forestry peers encourage it | | | | | |

⁸ Influence of others' behaviour and opinions on decision-making. Influence of community norms that may discourage change. This bias involves adherence to community norms or fear of standing out.

⁹ Tendency to follow the behaviour of others without independent evaluation

D) Motives Evaluation to adopt sustainable practices

Economic /legal motives¹⁰

Please rate the following benefits that could motivate you and other foresters in your area/ country to adopt sustainable agricultural practices

(Rate each statement on a scale of 1 to 5 (1 = Not at all, 5 = Very much)

| Economic Benefits | Rate each statement on a scale of 1 to 5 that could work for you (1 = Not at all, 5 = Very much) | Rate each statement on a scale of 1 to 5 that could work for other foresters in your area (1 = Not at all, 5 = Very much) |
|--|---|--|
| Increased Subsidies for sustainable practices | | |
| Subsidies discipline (ensure proper use of subsidies) | | |
| Subsidies, or grants for investments in sustainable forestry | | |
| Legal enforcement for sustainable practices | | |
| Carbon Credits or Environmental Payments | | |
| Taxes for conventional products | | |
| Market premiums for certified organic /sustainable products | | |
| Export opportunities to niche markets | | |
| Reduced Input Costs (fertilizers, pesticides, herbicides) | | |
| Water and Energy efficiency | | |
| Long term benefits though climate resilience | | |
| Reduction in Insurance Costs for sustainable production | | |

¹⁰ Economic motives for behavioural change are often driven by the desire to increase income, reduce expenses, avoid financial risks or penalties, and build financial security. They can be shaped by both immediate needs and long-term goals.

Intrinsic motivation¹¹

Please rate the following emotions factors that could motivate you / other forest owners /managers in your area/ country to adopt sustainable forestry practices (Rate each statement on a scale of 1 to 5 (1 = Not at all, 5 = Very much)

| Emotional factors | Rate each statement on a scale of 1 to 5 that could work for you (1 = Not at all, 5 = Very much) | Rate each statement on a scale of 1 to 5 that could work for other foresters in your area (1 = Not at all, 5 = Very much) |
|---|--|---|
| Proud to manage forests in a way that preserves the environment | | |
| Sense of responsibility to preserve our ancestors' forests | | |
| Proud to protect wildlife, pollinators, and the broader ecosystem | | |
| Satisfied by managing forests "the right way". | | |
| Satisfied for helping local community. | | |
| Satisfied with improved personal sustainable skills | | |
| Responsible to protect the environment | | |
| Sense of responsibility to leave a healthy, productive forests for future generations | | |
| Proud to contribute to forest safety | | |
| Proud to contribute to forest security | | |
| Proud to contribute to climate resilience. | | |
| Sustainable forestry is in accordance with my spiritual / religious beliefs | | |
| I feel committed to promoting the health of forest ecosystems and biodiversity. | | |
| Forests are essential for our local identity and preserving them is our responsibility. | | |
| Affectively attached with local forests. | | |
| The forests offer functional value. | | |
| Dedication to sustainable forestry because of commitment to organizational mission | | |
| I feel that protecting forests is important because I believe our psychological wellbeing is connected to nature and forests. | | |

¹¹ Intrinsic motivation is driven by internal factors that are closely tied to personal satisfaction, enjoyment, and growth.

Cognitive motivation¹²

Please rate the following educational courses that could motivate you / other forest owners/managers in your area/ country to adopt sustainable forestry practices

(Rate each statement on a scale of 1 to 5 (1 = Not at all, 5 = Very much)

| Educational needs | Rate each statement on a scale of 1 to 5 that could work for you (1 = Not at all, 5 = Very much) | Rate each statement on a scale of 1 to 5 that could work for other foresters in your area (1 = Not at all, 5 = Very much) |
|---|--|---|
| Provide clear evidence of long-term financial benefits | | |
| Provide clear evidence of long-term cost savings | | |
| Field days - Practical training in new technology | | |
| Field days - Practical training in sustainable forestry methods, | | |
| Farmer-owner-to-forest-owners Knowledge Exchange: Mentoring | | |
| Forest-owner-to-Forest-owners Knowledge Exchange: Cooperation | | |
| High quality relations with forest owners and forest managers: shared visions and goals | | |
| Marketing about sustainable forestry | | |
| Educational programs to obtain sustainability-related certifications | | |
| Forest management in general | | |
| Time management | | |
| Restructuring organization's operations, structure, or strategy | | |
| Ownership strategy | | |
| School-based programs about sustainable forestry practices | | |
| Effective communication among forest owners and forest managers: shared visions and goals | | |
| Other, what | | |

¹² Cognitive motivation focuses on how farmers think about the benefits, challenges, and long-term outcomes of sustainability.

E) Nudges

Please rate the following practices could motivate you / other forest managers / owners in your area/ country to adopt sustainable forestry practices

(Rate each statement on a scale of 1 to 5 (1 = Not at all, 5 = Very much))

| Practices | Rate each statement on a scale of 1 to 5 that could work for you (1 = Not at all, 5 = Very much) | Rate each statement on a scale of 1 to 5 that could work for other foresters in your area (1 = Not at all, 5 = Very much) |
|--|--|---|
| Providing forest owners / managers with specific, tangible benefits of adopting sustainable practices through social media | | |
| Highlight through media the environmental impact of farming practices | | |
| Highlight environmental costs | | |
| Easy-to-follow guides or toolkits for implementing sustainable practices | | |
| Easy-to-follow guides or toolkits for implementing sustainable practices through social media /internet | | |
| Decision-support systems that help forest owners / managers assess the costs and benefits of different sustainable practices | | |
| Color-coding to highlight forestry inputs that are environmentally friendly (i.e. Green for Biochar for soil enhancement.) | | |
| Billboards Outdoor reminding forest managers of key sustainable practices (i.e. messages like "Selective logging preserves biodiversity and enhances forest health") | | |
| Highlight forest managers who are using sustainable forestry methods and seeing higher profits, better yields, or other positive outcomes | | |
| Highlight / Share collective achievements of forestry groups or cooperatives that have adopted sustainable practices | | |
| Frame the consequences of not adopting sustainable practices | | |

F) Motives Proposal (Open Question - optional)

Having in mind the recent Eurobarometer finding that Three-quarters of European Citizen agree that 'EU farmers need to change the way they produce in order to fight climate change even if that means that EU agriculture will be less competitive',

Please indicate your opinion on how it would be possible for farmers to move to more sustainable practices....



ForestAgri **GREENNUDGE**

www.greennudge.eu

D3.1

Questionnaire Templates:

C2 Consumers Forestry Products

M05/ MAR 2025



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Disclaimer

Abstract

The adoption of sustainable practices in the forest and in the farm is driven by preferences and attitudes of producers and consumers as well as all actors along the supply chain. Under these groups along the agri-food chain, farmers, foresters and supply chain actors are identified as the main target groups for implementing successful green nudges. These questionnaires aim at exploring the biases of farmers, foresters and consumers that prevent them from adopting sustainable production and consumption practices and choices. These questionnaires are tailored to each target group and will address biases derived from social norms, economic factors, culture, education level, exposure to triggers, and environmental awareness. The present questionnaire aims in particular to identify consumers' biases that prevent them from trying and adopting sustainable forestry products

Consumers Questionnaire

A) Consumers Demographics

Which of this best describes your role in responding to this survey in purchasing forestry products or services? (Choose one)

| Household consumer | Organizational customer |
|--------------------------|--------------------------|
| <input type="checkbox"/> | <input type="checkbox"/> |

A) Household consumers

Do you make purchase decisions in your household

| Yes | No | if not, who is responsible |
|--------------------------|--------------------------|----------------------------|
| <input type="checkbox"/> | <input type="checkbox"/> | |

Gender (Select)

| Female | Male | Non-binary or other | Prefer not to say |
|--------------------------|--------------------------|--------------------------|--------------------------|
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Age

| |
|------|
| Open |
|------|

What is the highest education level you have completed? (Select)

| (Select) |
|---|
| Basic education (completed primary or lower secondary school) |
| Upper secondary education (e.g., high school, vocational school) |
| Advanced vocational or technical training (beyond high school, but not a university degree) |
| Bachelor's degree or equivalent |
| Master's degree or equivalent |
| Doctoral degree or equivalent |
| Other (please specify): _____ |
| No formal education |

How many adults live in your household including yourself?

| |
|------|
| Open |
|------|

How many children under the age of 18 are in your household?

| |
|------|
| Open |
|------|

How often do you have difficulties paying bills?

| Most of the time | Sometimes | Almost never | Never |
|--------------------------|--------------------------|--------------------------|--------------------------|
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

How would you describe the place you live

| Rural village | Small/ mid size town | Large town/city |
|--------------------------|--------------------------|--------------------------|
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Awareness of EU forest strategy for 2030/ UK Forest Standard (only for UK)

| Not at all Aware | Slightly aware | Moderately aware | Very Aware | Fully Aware |
|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Resident of (Country)

B) organizational Customer

Do you make purchase decisions in your organization?

| Yes | No | if not, who is responsible |
|--------------------------|--------------------------|----------------------------|
| <input type="checkbox"/> | <input type="checkbox"/> | |

For organizations: The size of your organization (Select)

| (Select) | |
|--|--|
| Micro, Fewer than 10 employees | |
| Small or medium sized, up to 250 employees | |
| Large, more than 250 employees | |

The industry of your organization (Select one or many)

| (Select) | |
|--|--|
| Paper and pulp industry | |
| Construction and building materials | |
| Furniture manufacturing | |
| Bioenergy, biofuels, and fuel production | |
| Chemical industry | |
| Textile industry | |
| Food and beverage industry | |
| Cosmetics, personal care, and health products | |
| Crafts, home Décor, and accessories | |
| Recreational, wellness services, and eco-tourism | |
| Packaging industry | |
| Agriculture and horticulture | |
| Education, training, and environmental services | |
| Natural dyes and pigments | |
| Forest-based beverages | |
| Other, specify | |

How important are in your view the following characteristics in sustainable forestry products or services?

Rate each of the statements separately (1=not important at all, 2= of little importance, 3=of neutral importance, 4=quite important, 5=very important)

| Statement | Rate each 1-5 |
|---|---------------|
| Natural | |
| Locally produced | |
| Cultural heritage and traditional knowledge | |
| Fair compensation for those involved in the initial stages of the forestry supply chain | |
| Available near me | |
| Eco-certified | |
| Transferred through local or short supply chains | |
| Sustainable and resilient | |
| Chemical-free | |
| Affordable | |
| Low environmental and climate impact | |
| Minimal packaging | |
| No plastic on packaging | |
| Protecting biodiversity | |
| Respecting workers' rights, fair pay, health and safety | |
| Transparent and traceable | |
| Quality and durability | |
| Reusability and ability to recycle | |

To what extent do you agree with the following statements about sustainable products or services

| Statement | Strongly disagree | Disagree | Neither agree nor disagree | Agree | Strongly agree |
|--|-------------------|----------|----------------------------|-------|----------------|
| Sustainable products are environmentally friendly products. | | | | | |
| I do not trust sustainable products. | | | | | |
| Their price is too high for me. I'm not buying them | | | | | |
| Sustainable timber/products are of higher quality (because forests are managed with care for long-term health and resilience). | | | | | |
| Sustainable paper is affordable. | | | | | |
| Wood pellets are the same, no matter their sustainable origin | | | | | |
| Wooden flooring is the same, no matter their sustainable origin | | | | | |
| I recommend purchase of sustainable forestry products to my family/friends | | | | | |

Please rank each statement on sustainable forestry products in scale 1-5.
(1=I strongly disagree, 2: Disagree, 3=Neither disagree or agree, 4= agree, 5= Strongly agree)

| Statement | 1-5 |
|--|-----|
| They come from forests with advanced forest management techniques. | |
| I accept their higher price. | |
| I do not care too much about them. | |
| I have never heard about sustainable forestry products. | |
| Less water is required in their production. | |
| Their quality is like that of conventional products. | |
| There is a need for a logo that clearly identifies them. | |
| No need for sustainable products. There are plenty of natural resources and they will be there for a long time. | |
| They are authentic because they ensure a proper future of agriculture. | |
| Their packaging is nice, and labels come in bright colours. | |
| They are healthier for the ecosystem. | |
| They are homogeneous in size, and I like that. | |
| They are more expensive. | |
| They are packed using non-degradable plastics. | |
| They are produced in a more traditional way. | |
| They are produced with fewer chemicals. | |
| They have better aesthetic qualities. | |
| They increase my trust. | |
| They do not attract my attention. | |
| They lack durability. | |
| They have better quality. | |
| They look natural. | |

To what extent do you agree with the following statements

| Statement | Strongly disagree | Disagree | Neither agree nor disagree | Agree | Strongly agree |
|---|-------------------|----------|----------------------------|-------|----------------|
| A sustainable forest management approach can reduce greenhouse gas emissions. | | | | | |
| Assurance of sustainable forest practices is important to me. | | | | | |
| Consuming forest products made from environmentally friendly forests is more expensive than consuming conventional products. | | | | | |
| Using sustainably harvested wood is environmentally friendly. | | | | | |
| Conventional and highly automated logging can lead to higher quality timber. | | | | | |
| Conventional forestry products have the same durability and functionality as those from sustainably managed forests. | | | | | |
| Intensive logging practices lead to reduced biodiversity, which I find unacceptable. | | | | | |
| Eco-tourism in forests can help the development and sustainability of small local forestry businesses. | | | | | |
| Timber from forests with lower carbon sequestration may have fewer ecological benefits. | | | | | |
| I am willing to pay a slightly higher price for locally sourced wood forest products. | | | | | |
| The less packaging on forest products, the more sustainable the product. | | | | | |
| I avoid buying wood products that are heavily processed or manufactured, such as plywood, particleboard, or MDF ¹ , because they have a higher environmental impact. | | | | | |
| I pay attention to environmental information on forest product labels. | | | | | |
| I enjoy using paper from sustainably managed forests because it is better for the environment. | | | | | |
| I prefer buying forest products, such as honey, herbs, Christmas trees, or locally crafted wooden furniture from local or nearby producers. | | | | | |

¹ Medium-density fibreboard: a type of board made from very small pieces of wood that have been pressed and stuck together, used for making furniture

| | | | | | |
|--|--|--|--|--|--|
| I avoid forest products and producers that I know have a high impact on the environment. | | | | | |
| If the price is reasonable, I buy wood and products produced using sustainable forestry practices. | | | | | |
| Wood from trees grown with less water may have a different structural quality compared to those grown with more water. | | | | | |
| Forest products sourced locally are fresher and more sustainable than those sold in supermarkets or large retailers. | | | | | |
| Local forest products are more durable and of higher quality because they are harvested and processed closer to the source. | | | | | |
| Sustainably sourced wood products are better for the environment because they do not harm biodiversity. | | | | | |
| Sustainably harvested wood products have a consistent appearance and are well-maintained. | | | | | |
| Conserving forest land and reducing use of water and fossil fuels should be an important goal for forest industry. | | | | | |
| Small local forestry businesses are essential to guarantee the sustainability of forest ecosystems. | | | | | |
| Social aspects of forest-based products and services are important to me. | | | | | |
| I value social labels in forest-based products and services that ensure responsible social practices. | | | | | |
| Sustainable forestry must ensure the economic viability of the forest and people working in forestry. | | | | | |
| Paying a fair price for sustainably managed forest-based products is a worthwhile investment in the environment and future resources. | | | | | |
| As a responsible consumer, I choose timber products from sustainably managed forests, recognizing that tree species and forest management practices impact water use and overall environmental sustainability. | | | | | |
| World forestry production cannot be maintained through local forestry alone; sustainable global forestry is needed. | | | | | |
| Even if the price of sustainably sourced forest products is slightly higher than that | | | | | |

| | | | | | |
|---|--|--|--|--|--|
| of conventional products, I buy sustainable products. | | | | | |
| When I choose local forest products, I reduce transportation and packaging costs. | | | | | |

B) WILLINGNESS TO PAY

Considering products that align with your preferences, how much more money are you willing to pay for sustainable forestry products and services that you view more sustainable (choose the proper value for each category)

If you are a consumer, respond to this table (the following table for organizational customers)

| Products and services | 0% | 0-10% | 11-20% | 21 – 30% | 31 - 50% | >50% |
|--|----|-------|--------|----------|----------|------|
| Printed paper products | | | | | | |
| Tissue paper products | | | | | | |
| Paper packaging products | | | | | | |
| Wood furniture | | | | | | |
| Wood flooring | | | | | | |
| Wood utensils | | | | | | |
| Fuelwood, Charcoal, and Wood Pellets | | | | | | |
| Wood toys | | | | | | |
| Maple syrup | | | | | | |
| Birch syrup | | | | | | |
| Honey | | | | | | |
| Wild berries | | | | | | |
| Mushrooms | | | | | | |
| Wild herbs | | | | | | |
| Natural cosmetics | | | | | | |
| Essential oils | | | | | | |
| Forest-based crafts, decorative items, trees | | | | | | |
| Rattan products | | | | | | |
| Recreational and Wellness Services (including Hiking Trails, Camping Sites, Ecotourism, Forest therapy, and wellness retreats) | | | | | | |
| Wood-based textiles | | | | | | |
| Engineered wood products | | | | | | |
| Engineered partly wood products | | | | | | |
| Cork products | | | | | | |
| Natural dyes | | | | | | |
| Medicinal plants | | | | | | |
| Forest-based beverages (birch sap drinks, herbal teas) | | | | | | |

If you are organizational customer in forestry, respond to this table

| Products and services | 0% | 0-10% | 11-20% | 21 – 30% | 31 - 50% | >50% |
|--|----|-------|--------|----------|----------|------|
| Hardwood | | | | | | |
| Soft wood | | | | | | |
| Paper products | | | | | | |
| Wood-based panels | | | | | | |
| Wood pulp | | | | | | |
| Chemical byproducts (lignin, tall oil) | | | | | | |
| Wood-based byproducts (sawdust, wood pellets, bark, etc.) | | | | | | |
| Bioenergy byproducts | | | | | | |
| Resins and gums | | | | | | |
| Rattan raw materials | | | | | | |
| Cork raw materials | | | | | | |
| Forest-based chemicals | | | | | | |
| Biochar | | | | | | |
| Wood furniture | | | | | | |
| Wood flooring | | | | | | |
| Wood utensils | | | | | | |
| Wood toys | | | | | | |
| Maple syrup | | | | | | |
| Birch syrup | | | | | | |
| Honey | | | | | | |
| Wild berries | | | | | | |
| Mushrooms | | | | | | |
| Bio-based chemicals | | | | | | |
| Wild herbs and wildflowers | | | | | | |
| Natural cosmetics | | | | | | |
| Forest-based extracts or oils | | | | | | |
| Fuelwood and Charcoal (including Firewood) | | | | | | |
| Natural dyes | | | | | | |
| Natural fibre furniture, home décor, and accessories (rattan, cork, etc.) | | | | | | |
| Other forest-based crafts, decorative items, or trees | | | | | | |
| Plants | | | | | | |
| Recreational and Wellness Services (including Hiking trails, Camping sites, Forest therapy, and wellness retreats) | | | | | | |
| Wood-based textiles | | | | | | |
| Engineered wood products | | | | | | |
| Engineered partly wood products | | | | | | |

| | | | | | | |
|---|--|--|--|--|--|--|
| Cork products | | | | | | |
| Forest consulting services and forest plans | | | | | | |
| Forest management services | | | | | | |

What kind of issues have pulled or pushed you to buy more sustainably produced forestry products? Describe freely.

OPEN TEXT BOX



ForestAgri **GREENNUDGE**

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D3.1

Questionnaire Templates: F2 Advisors/ Forestry extension Services

M05/ MAR 2025



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| Abstract | |

Disclaimer

Abstract

The adoption of sustainable practices in the forest and in the farm is driven by preferences and attitudes of producers and consumers as well as all actors along the supply chain. Under these groups along the agri-food chain, farmers, foresters and supply chain actors are identified as the main target groups for implementing successful green nudges. These questionnaires aim at exploring the biases of farmers, foresters and consumers that prevent them from adopting sustainable production and consumption practices and choices. The questionnaires are tailored to each target group and address biases derived from social norms, economic factors, culture, education level, exposure to triggers, and environmental awareness. This questionnaire aims in particular to identify biases of foresters' advisors that prevent them from suggesting sustainable production practices and choices

Advisors Questionnaire

A) Advisors Demographics

Gender

Age

Education

Marital status

Country of activity

Advising experience (in years)

Main expertise please define (Agriculture / Forestry / livestock etc)

| | |
|--|-------------|
| | (open text) |
| | |

Are the following activities part of advising activities

| | Never | Rarely | Some-times | Often | Always |
|--|-------|--------|------------|-------|--------|
| Managing forestry subsidies and grants | | | | | |
| Implementing sustainable forest management practices | | | | | |
| Forest certification schemes (e.g., FSC, PEFC) | | | | | |
| Biodiversity conservation and habitat restoration | | | | | |
| Forest health monitoring and pest management | | | | | |
| Forest inventory and mapping | | | | | |
| Advising on forest carbon projects and carbon credits | | | | | |
| Promoting agroforestry and silvopasture systems | | | | | |
| Forest product marketing and value-added products | | | | | |
| Introducing new technologies (e.g., remote sensing, GIS) | | | | | |
| Providing training and education on forestry practices | | | | | |
| Forest policy and regulation compliance | | | | | |
| Community engagement and stakeholder consultation | | | | | |

| | | | | | |
|---|--|--|--|--|--|
| Forest fire prevention and management | | | | | |
| Ecosystem services and payment for ecosystem services (PES) schemes | | | | | |
| Ownership services, ownership transitions | | | | | |
| Forest taxation | | | | | |
| Other, specify | | | | | |

What was your total firm turnover

| Turnover | |
|--|--|
| <i>(Turnover represents firm's income from net sales plus payments/subsidies before costs/taxes)</i> | |
| | (average for the 3 previous years) € /or specify the currency |

To what extent do you agree with the following statements

| Statement | Not at all true of me | Slightly true of me | Neutral | True of me | Extremely true of me |
|--|-----------------------|---------------------|---------|------------|----------------------|
| I avoid trying things unless I'm sure they will work. | | | | | |
| I'm using the same methods over years | | | | | |
| I reckon 'good luck' doesn't exist: 'luck' is good management and 'bad luck' poor management. | | | | | |
| Although good management requires some training, experience and reading, the ability to manage is mainly determined by genes. | | | | | |
| When my organization has shown poor results, this is due to circumstances totally out of my control. | | | | | |
| In local body affairs it's easy for a hard-working and dedicated individual to have an impact in getting changes for the better. | | | | | |
| I seldom change my management and working approaches unless I'm sure the change will be positive. | | | | | |
| When things go wrong this is often due to events beyond my control (e.g. bad weather). | | | | | |
| I fear that other advisors are helping to protect environment more than me. | | | | | |
| It is important that I understand sustainable practices. | | | | | |
| It bothers me when I miss an opportunity to help protect the environment | | | | | |

For the following statement indicate your level of agreement compared with other forestry advisors in your area

| Statement | Much less than the advisors I know | Less than the advisors I know | At the same level as other advisors I know | More than the advisors I know | Much More than the advisors I know |
|--|------------------------------------|-------------------------------|--|-------------------------------|------------------------------------|
| Helping /advising forest owners/managers is an important reflection of who I am | | | | | |
| I have a strong sense of belonging to the forestry community | | | | | |
| I understand that the ecology of the forest is what forestry is about | | | | | |
| I see myself as a professional who prioritises the environment | | | | | |
| My forestry advice has an impact on the environment | | | | | |
| It is my personal responsibility to help protect the environment. | | | | | |
| It is important to me that forest owners/managers should protect the environment even if it slows down economic growth of their forestry activities. | | | | | |
| The well-being of the community depends on the preservation of the environment | | | | | |
| It is important to continuously assess the environmental and social impact of forestry activities | | | | | |
| I recognize that forests are dynamic ecosystems that interact with neighbouring landscapes. | | | | | |
| I recognize that biodiversity should be managed to enable its protection and enhancement | | | | | |
| I recognize that forest owners and managers should manage the energy consumption of their forestry activities. | | | | | |
| I recognize that forest owners and managers should enable the formation of organic carbon in soils and biomass. | | | | | |
| I recognize that forest owners and managers should implement a soil management plan to enhance and optimize soil health | | | | | |
| I recognize that forest owners/managers should apply a water management plan to improve and optimize water use and quality | | | | | |
| I recognize that forest protection products and other treatments should be applied appropriately and as recommended. | | | | | |

B) BIASES AFFECTING ADOPTION OF SUSTAINABLE PRACTICES

Optimism Bias¹:

To what extent do you agree with the following statements

| Statement <i>In my area ...</i> | Strongly disagree | Disagree | Neither agree nor disagree | Agree | Strongly agree |
|--|-------------------|----------|----------------------------|-------|----------------|
| Soil resources are sufficient to sustain current forestry practices for a long period. | | | | | |
| Water resources are sufficient to sustain current forestry practices for a long period. | | | | | |
| The environment can recover naturally without human intervention. | | | | | |
| Environmental changes like drought or soil degradation are likely to affect my forestry business in the next 10 years. | | | | | |
| Environmental changes like drought or soil degradation are likely to affect forests in the next 10 years. | | | | | |

Confirmation Bias²

To what extent do you agree with the following statements

| Statement | Strongly disagree | Disagree | Neither agree nor disagree | Agree | Strongly agree |
|---|-------------------|----------|----------------------------|-------|----------------|
| Scientific evidence is important for me to suggest a sustainable practice | | | | | |
| Practical, or in-field, evidence is important for me to suggest sustainable practices | | | | | |
| I trust new forestry techniques only when they are recommended by people I know and trust | | | | | |
| When hearing about sustainable forestry practices, I actively research their benefits | | | | | |
| When hearing about sustainable forestry practices, I actively research their drawbacks | | | | | |
| When hearing about sustainable forestry practices, I actively research who applied them | | | | | |

¹ Belief that current practices will not lead to environmental degradation. This bias reflects an underestimation of environmental risks or overconfidence in natural resilience.

² This bias involves seeking information that supports existing beliefs while dismissing contrary evidence.

Ambiguity Aversion³

To what extent do you agree with the following statements

| Statement | Strongly disagree | Disagree | Neither agree nor disagree | Agree | Strongly agree |
|---|-------------------|----------|----------------------------|-------|----------------|
| I avoid suggesting new forestry practices unless I fully understand their outcomes | | | | | |
| I prefer recommending forestry inputs (such as fertilizers, pest control treatments, and soil amendments) that offer predictable but modest yield improvements over those with potentially higher but uncertain outcomes. | | | | | |
| I avoid suggesting a new / sustainable practice if its benefits are not guaranteed | | | | | |

Risk or Loss Aversion⁴

To what extent do you agree with the following statements

| Statement | Strongly disagree | Disagree | Neither agree nor disagree | Agree | Strongly agree |
|--|-------------------|----------|----------------------------|-------|----------------|
| I prefer suggesting methods I know, even if new ones could be better. | | | | | |
| I am willing to suggest a new forestry practice (e.g., selective logging or mixed-species planting) to protect the environment. | | | | | |
| Financial loss is my primary concern about suggesting sustainable forestry practices. | | | | | |
| Lower yields is my primary concern about suggesting sustainable forestry practices. | | | | | |
| Lack of knowledge is my primary concern about suggesting sustainable forestry practices. | | | | | |
| I am willing to suggest a new forestry practice (e.g., selective logging or mixed-species planting) that may result in lower yields in the first rotation but higher yields in subsequent years. | | | | | |
| I am willing to suggest a new forestry practice (e.g., selective logging or mixed-species planting) that may result in lower yields to protect the environment. | | | | | |
| I prefer suggesting methods I know, even if new ones could be better. | | | | | |

³ Definition: Preference for options with clear outcomes over those with uncertain outcomes.

⁴ Reluctance to adopt changes due to fear of potential losses or uncertainties associated with new practices, even when the changes could lead to gains.

Present Bias / Status Quo Bias / Short-Term Bias / Hyperbolic Discounting⁵
To what extent do you agree with the following statements

| Statement | Strongly disagree | Disagree | Neither agree nor disagree | Agree | Strongly agree |
|--|-------------------|----------|----------------------------|-------|----------------|
| I am satisfied with my current advising practices | | | | | |
| I avoid suggesting new forestry practices | | | | | |
| When deciding on forestry practices to suggest, immediate profits influence my decisions | | | | | |
| When deciding on forestry practices to suggest, cost savings influence my decisions | | | | | |
| I am willing to suggest a sustainable forestry practice if it increases income in 15 years but requires higher initial expenses now | | | | | |
| I am willing to suggest a sustainable forestry practice if it reduces costs over 5 years but requires higher initial expenses now | | | | | |
| I prefer suggesting forestry practices that give obvious results in short term, even if they might not be beneficial in the long term. | | | | | |
| I am willing to suggest a sustainable practice even without a future income increase. | | | | | |
| I always consider the long-term impact of my forestry advice on soil and water resources. | | | | | |
| I tend to prioritize short-term profits over the future health of the forest. | | | | | |
| I would hesitate to suggest a forestry practice with proven long-term environmental benefits but with no immediate financial gain. | | | | | |

⁵ Preference for immediate rewards over larger future benefits / Preference for traditional practices over sustainable ones. / Focus on immediate profits rather than long-term sustainability / Tendency to undervalue long-term benefits compared to short-term rewards

Cognitive Limitations⁶

To what extent do you agree with the following statements

| Statement | Strongly disagree | Disagree | Neither agree nor disagree | Agree | Strongly agree |
|---|-------------------|----------|----------------------------|-------|----------------|
| It is easy for me to understand information about sustainable forestry practices | | | | | |
| I will avoid suggesting a sustainable practice if the relevant information is too complicated | | | | | |
| It would be more likely to suggest a new forestry practice if the steps were clearly explained and easy to follow | | | | | |
| It would be more likely to suggest a new forestry practice if step-by-step guides are available | | | | | |
| It would be more likely to adopt a new forestry practice if visual aids are available | | | | | |
| It would be more likely to suggest a new forestry practice if demonstrations are used | | | | | |
| Sustainable forestry practices require too much technical knowledge for me to suggest. | | | | | |
| I often feel overwhelmed by the amount of information available about forestry practices | | | | | |

Trust/Reciprocity⁷

To what extent do you agree with the following statements

| Statement | Strongly disagree | Disagree | Neither agree nor disagree | Agree | Strongly agree |
|---|-------------------|----------|----------------------------|-------|----------------|
| I trust advice from Non-Government Organizations on sustainable practices | | | | | |
| I trust advice from Research /academic centres on sustainable practices | | | | | |
| I would suggest a sustainable practice recommended by a colleague who has already implemented it successfully | | | | | |
| I am more likely to promote sustainable forestry advice from someone who has personally benefited from it. | | | | | |
| I will recommend a sustainable practice to forest owners/managers only if I am fully convinced that could be implemented successfully | | | | | |

⁶ This bias involves difficulty in processing or acting on complex information, leading to avoidance or poor decision-making.

⁷ Willingness to trust sources of information and reciprocate perceived goodwill.

Social Comparison/Social Norms⁸ / Herding⁹
To what extent do you agree with the following statements

| Statement | Strongly disagree | Disagree | Neither agree nor disagree | Agree | Strongly agree |
|--|-------------------|----------|----------------------------|-------|----------------|
| I often consider my colleagues forestry advice when deciding on my own | | | | | |
| I feel more confident suggesting a sustainable practice if I see others in my community doing the same | | | | | |
| I would only suggest a sustainable practice if it became the most common practice in my area | | | | | |
| I often discuss forestry practices with other professionals in my community | | | | | |
| I prefer to suggest practices that are common in my community | | | | | |
| It is important for me that my forestry advice aligns with those of my colleagues | | | | | |
| I am willing to suggest a sustainable practice even if no one else in my community does | | | | | |
| I am hesitant to suggest new methods until I see how others perform with them first | | | | | |
| I would feel pressured to suggest a new practice if most of my forestry peers encourage it | | | | | |

⁸ Influence of others' behaviour and opinions on decision-making. Influence of community norms that may discourage change. This bias involves adherence to community norms or fear of standing out.

⁹ Tendency to follow the behaviour of others without independent evaluation

C) Motives Evaluation to adopt sustainable practices

Economic /legal motives¹⁰

Please rate the following benefits that could motivate forest owners/managers in your area/country to adopt sustainable forestry practices

(Rate each statement on a scale of 1 to 5 (1 = Not at all, 5 = Very much)

| Economic Benefits | Rate each statement on a scale of 1 to 5 that you could use to promote sustainable forestry practices | Rate each statement on a scale of 1 to 5 that could work for foresters in your area |
|---|---|---|
| Increased Subsidies for sustainable practices | | |
| Subsidies discipline (ensure proper use of subsidies) | | |
| Subsidies, or grants for investments in sustainable farming | | |
| Legal enforcement for sustainable practices | | |
| Carbon Credits or Environmental Payments | | |
| Taxes for conventional products | | |
| Market premiums for certified /sustainable products | | |
| Export opportunities to niche markets | | |
| Reduced Input Costs (fertilizers, pesticides, herbicides) | | |
| Water and Energy efficiency | | |
| Long term benefits though climate resilience | | |
| Reduction in Insurance Costs for sustainable production | | |

¹⁰ Economic motives for behavioural change are often driven by the desire to increase income, reduce expenses, avoid financial risks or penalties, and build financial security. They can be shaped by both immediate needs and long-term goals.

Intrinsic motivation¹¹

Please rate the following emotional factors that could motivate forest owners/managers in your area/ country to adopt sustainable forestry practices

(Rate each statement on a scale of 1 to 5 (1 = Not at all, 5 = Very much))

| Emotional factors | Rate each statement on a scale of 1 to 5 that you could use to promote sustainable forestry practices | Rate each statement on a scale of 1 to 5 that could work for foresters in your area |
|---|---|---|
| Proud to manage forests in a way that preserves the environment | | |
| Sense of responsibility to preserve our ancestors' forests | | |
| Proud to protect wildlife, pollinators, and the broader ecosystem | | |
| Satisfied by managing forests "the right way". | | |
| Satisfied for helping local community. | | |
| Satisfied with improved personal sustainable skills | | |
| Responsible to protect the environment | | |
| Sense of responsibility to leave a healthy, productive forests for future generations | | |
| Proud to contribute to forest safety. | | |
| Proud to contribute to forest security. | | |
| Proud to contribute to climate resilience. | | |
| Sustainable forestry is in accordance with my spiritual / religious beliefs | | |
| I feel committed to promoting the health of forest ecosystems and biodiversity. | | |
| Forests are our local identity and preserving them is our responsibility. | | |
| Affectively attached with local forests. | | |
| The forests offer functional value. | | |
| Dedication to sustainable forestry because of commitment to organizational mission. | | |
| I feel that protecting forests is important because I believe our psychological wellbeing is connected to nature and forests. | | |

¹¹ Intrinsic motivation is driven by internal factors that are closely tied to personal satisfaction, enjoyment, and growth.

Cognitive motivation¹²

Please rate the following emotions could motivate farmers in your area/ country to adopt sustainable agricultural practices

(Rate each statement on a scale of 1 to 5 (1 = Not at all, 5 = Very much))

| Educational needs | Rate each statement on a scale of 1 to 5 that you could use to promote sustainable forestry practices | Rate each statement on a scale of 1 to 5 that could work for foresters in your area |
|---|---|---|
| Provide clear evidence of long-term financial benefits | | |
| Provide clear evidence of long-term cost savings | | |
| Field days - Practical training in new technology | | |
| Field days - Practical training in sustainable forestry methods, | | |
| Forest-owner-to-Forest-owner Knowledge Exchange: Mentoring | | |
| Forest-owner-to-Forest-owner Knowledge Exchange: Cooperation | | |
| Marketing in about sustainable forestry | | |
| Educational programs to obtain sustainability-related certifications | | |
| Forestry Management in general | | |
| Time management | | |
| Restructuring organization's operations, structure, or strategy | | |
| School-based programs about sustainable forestry practices | | |
| Effective communication among forest owners and forest managers: shared visions and goals | | |
| Other, specify | | |

¹² Cognitive motivation focuses on how farmers think about the benefits, challenges, and long-term outcomes of sustainability.

D) Nudges

Please rate the following practices that could motivate forest owners/managers in your area/country to adopt sustainable forestry practices

(Rate each statement on a scale of 1 to 5 (1 = Not at all, 5 = Very much))

| Practices | Rate each statement on a scale of 1 to 5 that you could use to promote sustainable forestry practices | Rate each statement on a scale of 1 to 5 that could work for foresters in your area |
|--|---|---|
| Providing forest owners/managers with specific, tangible benefits of adopting sustainable practices through social media | | |
| Highlight through media the environmental impact of forestry practices | | |
| Highlight environmental costs | | |
| Easy-to-follow guides or toolkits for implementing sustainable practices | | |
| Easy-to-follow guides or toolkits for implementing sustainable practices through social media /internet | | |
| Decision-support systems that help forest owners/managers assess the costs and benefits of different sustainable practices | | |
| Color-coding to highlight forestry inputs that are environmentally friendly (i.e. Green for Biochar for soil enhancement.) | | |
| Billboards outdoor reminding forest managers of key sustainable practices (i.e. messages like "Selective logging preserves biodiversity and enhances forest health") | | |
| Highlight forest managers who are using sustainable forestry practices and seeing higher profits, improved forest health, or other positive outcomes. | | |
| Highlight / Share collective achievements of forestry groups or cooperatives that have adopted sustainable practices | | |
| Frame the consequences of not adopting sustainable practices | | |

E) Motives Proposal (Open Question - optional)

Having in mind studies showing that Europeans are concerned about the condition of forests and strongly support activities aimed at protecting and conserving them, how do you see the balance between conserving biodiversity and ecosystem services and meeting the demand for various forest products, such as timber, paper, and bioenergy?

Please indicate your opinion on how it would be possible for forestry to move to more sustainable practices

Please indicate your opinion on how it would be possible for forest owners/managers to move to more sustainable practices....