

Annex 1: Interview guideline for qualitative interviews in the case study area hot spot 29.

Aim: To gather basic information and gain an understanding of farmers' perceptions of landscape, biodiversity and their own influence.

A General:

Farm type & structure (size, employees, main/subsidiary occupation, what is produced)

Farm history: inherited, bought, leased....

Role of interviewee: (makes decisions alone, is employed...)

B Biodiversity:

How would you describe the landscape in which you live? What characterizes it?

What does biodiversity mean to you/what do you associate with this term?

What influence do you have on regional biodiversity?

C Measures, barriers & motivation

Which measures are particularly good for preserving biodiversity?

Are you already doing any of these?

From your perspective, which measures are less conducive to biodiversity conservation?

Which of these could be avoided?

Would you like to contribute more to the conservation/promotion of biodiversity?

Is there anything preventing you from implementing (more) measures?

What would help you to implement (more) measures?

D Previous experiences

What are the biggest challenges for you as a farmer?

Has your environment changed since you started farming here? What impact has this had on your farming?

Have you already had experience with nature conservation/biodiversity conservation initiatives (government, associations, private)?