

SUPPLEMENTS 6. SURVEY FORM.

Written and designed by Olav Soldal & Per Espen Stoknes. Formatted by
Dynata AB

Intro

Crowdfunding of local climate action in agricultureLandbruget will cut five million tonnes of greenhouse gas emissions over the next ten years. The farmers would like to meet. Some farmers are looking for alternative sources of funding in order to implement climate action. This survey is part of an interdisciplinary feasibility study aimed at looking at the willingness of most people to support local farmers' various climate measures through crowdfunding. The programme is supported by the Research Council of Norway. The research project COOLCROWD will explore the possibility of equalising personal carbon emissions through crowdfunding of climate-friendly technologies on local farms. This is a national survey that aims to map the willingness to pay through crowdfunding among most people in Norway, and whether this can be a good funding model for climate action in agriculture. The questions in the survey concern climate change, climate action and attitudes towards crowdfunding. You do not need any prior knowledge of either crowdfunding, agriculture or climate action to participate in the survey. The answers are anonymized before they are analyzed by the researchers at BI Norwegian Business School and Ruralis. Thank you for taking the time to fill out this form. By participating in the survey, you contribute to providing important knowledge about how climate measures in agriculture can be financed. The results of the project will, among other things, be communicated through academic articles and lectures and distributed through the website www.coolcrowd.no. By completing the survey you can also participate in the draw of 5 gift cards of €200.

qgender - Gender

What's your gender?

- ☐ Male (1)
☐ Female (2)

qage - Age

What's your age?

Q5 - residency

Where do you live?

fill in your postal code, four digits, optional

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Thank you for your answers! We are grateful that you wanted to participate in this survey. Unfortunately, you are not in the target group for this survey, you will still receive ten tickets for our monthly draw as a thank you for your time. We look forward to receiving more responses from it. Click "Next" to see your points account and personal member portal.

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Thank you for your answers! We are grateful that you wanted to participate in this survey. Unfortunately, you are not in the target group for this survey, you will still receive ten tickets to our quarterly lottery as a thank you for your time. We look forward to receiving more responses from it. Click on "Next" to see your points account and personal member portal.

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Q3 Education

What is your highest completed education?

- ☐ Primary school or equivalent (1)
- ☐ Furthermore, finishingschool (vocational/agricultural subjects) (2)
- ☐ Furthermore, finishingschool (general subjects/high school) (3)
- ☐ University/hyskole up to 4 years(4)
- ☐ University/hyskole over 4 years(5)

Q4 employed in primary sector?

Do you have full- or part-time work related to agriculture and/or forestry or other primary industries?

- ☐ Yes (1)
- ☐ No (2)
- ☐ Don't want to answer (3)

Info1

We start with some general questions about travel. This is to understand whether it is possible to link travel with crowdfunding of climate measures in agriculture.

Q6 travel by flight

How often do you travel by plane?

- ☐ 1 - 3 times per r(1)
- ☐ 4 - 6 times per r (2)
- ☐ 7 - 10 times (3)
- ☐ More than 10 times (4)
- ☐ I don't travel by plane (5)
- ☐ Don't know (6)

Q7 travel by taxi

How often do you travel by taxi?

- ☐ 1 -3 times per r(1)
☐ 4 - 6 times per r (2)
☐ 7 - 10 times per r(3)
☐ More than 10 times per year (4)
☐ I don't travel by taxi (5)
☐ Don't know (6)

Q11 importance of NO agriculture

How important do you think Norwegian agriculture is in relation to the following?

	Svært important (1)	Pretty important (2)	Pretty unimportant (3)	Svært unimportant (4)	Don't know (5)
Food production (1)
Animal welfare (2)
Reduced greenhouse gas emissions (3)
Cultural landscapes (4)
Traditional bearer for Norwegian culture and tradition (5)

Q8 Climate change opinion

Do you think climate change is due to natural processes, human activity, or both?

- ☐ Exclusively natural processes (1)
☐ Mainly natural processes (2)
☐ Approximately the same amount of natural processes and human activity (3)
☐ Mainly human activity (4)
☐ Exclusively human activity (5)
☐ I don't think climate change is happening (6)
☐ Don't know (7)

Q9 Knowledge of CC in Agric.

How do you assess your knowledge of climate change in agriculture?

- ☐ Very good (1)
☐ Good (2)
☐ Adequate (3)
☐ Poor (4)
☐ Very poor (5)
☐ Don't know (6)

Q10 Local, national or int.l climate measures?

How likely or unlikely is it that you would make a financial contribution to the following?

	Svært probable (1)	Quite likely (2)	Neither nor (3)	Pretty unlikely (4)	Svært unlikely (5)	Don't know (6)
Climate measures in the local community (1)

	Svært probable (1)	Quite likely (2)	Neither nor (3)	Pretty unlikely (4)	Svært unlikely (5)	Don't know (6)
National climate measures (2)
International climate measures (3)

Info3

Crowdfunding is a collective effort by people who raise their money to support initiatives initiated by other people or organizations. This often happens online where crowdfunding campaigns are set up by people themselves and are usually run by so-called crowdfunding platforms. An example of this in Norway is Contribute (www.bidra.no). Although crowdfunding and crowd funding mean the same thing, for convenience we will only use the word 'crowdfunding' further in the questionnaire.

Q12 Crowdfunding familiar?

Are you already familiar with the concept of crowdfunding?

- ☐ Yes (1)
☐ No (2)

Q13

Have you supported or organized a crowdfunding campaign in the past?

More answers possible

- ☐ Yes, I've organized a crowdfunding campaign (1)
☐ Yes, I've run a crowdfunding campaign (2)
☐ Neither (3)
☐ Don't know (4)

Info3_1

Crowdfunding may be a new funding opportunity for climate action in Norwegian agriculture. There are four types of crowdfunding: Donation – People give money for a good cause Reward – People donate with the expectation of receiving a gift Loan – You get loans from the people, instead of a bank Share/share capital – Exchange of actual shares in a private company for capital

Q14 crowdfunding type

If you were to support a crowdfunding campaign, how likely or unlikely is it that you would support the following types of crowdfunding campaigns?

	Svært probable (1)	Quite likely (2)	Neither nor (3)	Pretty unlikely (4)	Svært unlikely (5)	Don't know (6)
Donation (1)
Reward (2)
Loan (3)
Share/equity capital (4)

Q15 Rewards

If you were to run a crowdfunding campaign for a local farmer, how much would it be relevant to you?

	Largely(1)	Largely (2)	To some extent (3)	Small (4)	Verysmall (5)	Don't know (6)
Farm visit (1)
Being able to pick up products yourself produced locally on the farm (2)
Getting products produced on the farm via a retailer (3)
Thank you card, diploma or post on Facebook (4)

Q16 Attitudes to crowdfunding

We will ask you to consider the following crowdfunding claims. How much do you agree or disagree with each of the allegations below?

	Totally agree (1)	Partial agree (2)	Both (3)	Partially disagree (4)	Completely disagree (5)	Don't know (6)
Crowdfunding as a funding model is interesting to me. (1)
Crowdfunding can be a good solution for funding climate action on a farm. (2)
It is important to me that the initiative is fully funded in order for me to contribute to a crowdfunding campaign. (3)
Crowdfunding of climate action is only relevant if real emission cuts are proven. (4)
An external organization should manage crowdfunding campaigns in agriculture. (5)
An external intermediary is expensive and makes crowdfunding less attractive. (6)

Q17 Attitudes to crowdfunding 2

We are now proceeding with some allegations of crowdfunding. How much do you agree or disagree with each of the allegations below?

	Totally agree (1)	Partial agree (2)	Both (3)	Partially disagree (4)	Completely disagree (5)	Don't know (6)
The fact that the government funds part of the initiative increases the likelihood that I will contribute through crowdfunding. (1)
I am willing to provide support via crowdfunding if the farmer himself covers at least half with his own funds. (2)
If more farmers together raise money for joint climate action, I am more likely to contribute. (3)
The funds have to go to a local farmer, in order for me to support through

	Totally agree (1)	Partial agree (2)	Both (3)	Partially disagree (4)	Completely disagree (5)	Don't know (6)
crowdfunding. (4)						
It is not appropriate for me to provide funding via crowdfunding for climate action abroad. (5)

Q18 need for crowdfunding

How do you assess farmers' need for support through crowdfunding?

- ☐ Way too big (1)
☐ Large (2)
☐ Medium (3)
☐ Small (4)
☐ It's not needed (5)
☐ Don't know (6)

Q19 trust in brokers

On a scale of 1 to 7, how much trust do you have in the following players when it comes to running the crowdfunding platform itself?

	1 (No confidence) (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (Full confidence) (7)	Don't know (8)
Agriculture consultancies (1)
Farmers' organisations (2)
Crowdfunding platforms (3)
Banks (4)
Research institutes (5)
Private companies (6)

Info3_2

Now you will be presented with four examples of climate measures that can be realized by a local farmer through crowdfunding. We will ask you to decide whether these measures may be appropriate for you to support and if so, how much you may be willing to contribute.

Q19B_1 WTP SOL

Solar panelSolselle panel on barn roofs will be a climate-friendly power source for the farmer. This may also contribute to reduced electricity expenditure on the farm, which in turn will be able to release funds for other climate-friendly measures, animal welfare and more sustainable operations. Crowdfunding can cover part of the expenses with the remaining amount financed by bank loans or with funds from Innovation Norway or Enova.How much can you be willing to contribute as a single amount in Norwegian kroner?

Enter an amount between \$0 and \$100. which you would like to provide in connection with such a measure. 0= I do not want to contribute financially to this ----- 1000= I want to contribute 1000kr or more.

Q19B_2 WTP BIOG

Biogas plantA biogas plant allows farmers to use the feces from the cows and use it for both fuel and heat on the farm. It creates a circular system, while helping to reduce expenses so that farmers can use the money they save to invest in a long-term climate-friendly farming operation. Crowdfunding can cover part of the expenses with the remaining amount financed by bank loans or with funds from Innovation Norway or Enova. How much can you be willing to contribute as a single amount in Norwegian kroner?

Enter an amount between \$0 and \$100. which you would like to provide in connection with such a measure. 0= I do not want to contribute financially to this ----- 1000= I want to contribute 1000kr or more.

Q19B_3 WTP SPRED

Strip spreaderThis machine allows the farmer to limit nitrogen loss and preserve the soil structure. A strip spreader with a tow hose is an effective climate measure because the soil is kept in better condition and there will be fewer emissions from the tractor as the diffuser becomes easier to transport around the field. In addition, this has several agronomic benefits as the spread becomes more exact, one reduces soil packing and one better takes care of all the nutrients in the livestock farm. In this way, there will be less need for the use of mineral and artificial fertilisers. How much can you be willing to contribute as a single amount in Norwegian kroner?

Enter an amount between \$0 and \$100. which you would like to provide in connection with such a measure. 0= I do not want to contribute financially to this ----- 1000= I want to contribute 1000kr or more.

Q19B_4 WTP BIOK

Biochar plant. Biokull is a type of coal that can be produced from agricultural production surplus, such as wood chips or horse dung. Little research has been done on the effects of the use of biochar in Norwegian conditions, but researchers at NIBIO have calculated that by embedding biochar into the soil, emissions from plant production can be dramatically reduced. In addition, the method provides stronger and healthier plants and produces heat that can be used as a climate-friendly power supply. How much can you be willing to contribute as a single amount in Norwegian kroner?

Enter an amount between \$0 and \$100. which you would like to provide in connection with such a measure. 0= I do not want to contribute financially to this ----- 1000= I want to contribute 1000kr or more.

Q20 Climate & Agriculture

Below are some claims about climate action in agriculture. For each of the claims, check whether you completely disagree, partially disagree, both- and, partially agree or completely agree.

	Totally agree (1)	Partial agree (2)	Both- and (3)	Partially disagree (4)	Completely disagree (5)	Don't know (6)
It is more important to reduce greenhouse gas emissions in other sectors than in agriculture. (1)
It is primarily the industry sector's responsibility to reduce greenhouse gas emissions. (2)
Technological development will enable agriculture to deal with challenges related to climate change. (3)
The government does not take climate change seriously. (4)
This is far too large an emissions of greenhouse gases from Norwegian agriculture. (5)

	Totally agree (1)	Partial agree (2)	Both and (3)	Partially disagree (4)	Completely disagree (5)	Don't know (6)
It is travellers who must primarily take responsibility for reducing greenhouse gas emissions. (6)
If Norwegian agriculture does not take climate challenges seriously, agriculture has a reputational problem. (7)
It is primarily the Government's responsibility to reduce greenhouse gas emissions in agriculture. (8)
Animal welfare and/or environmental protection are more important than climate. (9)

Q21

How do you think the following factors will affect Norwegian agriculture over the next ten years?

	Svært negative (1)	Somewhat negative (2)	No meaning (3)	Something positive (4)	Svært positive (5)	Don't know (6)
Climate change (1)
Animal/plant diseases (2)
Requirements for reduced greenhouse gas emissions (3)
Higher energy prices (4)

Q22EU Effects Unknown

For a number of climate measures, scientists currently do not have enough knowledge to provide a complete recipe for how to succeed with the climate action, or what the overall climate effect will be. It is therefore important that new measures are tested on farms before they are used to a large extent. How likely or unlikely are you to support new climate measures that have not yet been tested on a large scale, through crowdfunding?

- ☐ Very likely (1)
- ☐ Quite likely (2)
- ☐ Neither likely nor unlikely (3)
- ☐ Pretty unlikely (4)
- ☐ Very unlikely (5)
- ☐ Don't know (6)

Q23SoMe Social Media use

Because a crowdfunding campaign is likely to be launched via the internet; during a normal day, how much time do you spend on social media (Facebook, Instagram, Twitter and the like)?

- ☐ Not spending time on social media (1)
- ☐ Less than 1 hour (2)
- ☐ Between 1 and 2 hours (3)
- ☐ More than 2 hours (4)
- ☐ Don't know (5)

Q24inc Personal income

How big was your personal net income in 2019?

Include all income, including any social security and pension income

- ☐ Under \$40,000 (1)
- ☐ NOK 400,000-499,999 (2)
- ☐ NOK 500,000-599,999 (3)
- ☐ NOK 600,000-699,999 (4)
- ☐ NOK 700,000-799,999 (5)
- ☐ NOK 800,000-899,999 (6)
- ☐ NOK 800,000-899,999 (7)
- ☐ Over \$100,000 (8)
- ☐ Don't know/Don't want to give up (9)

Outro

Thank you so much for taking the time to fill out the form! As a thank you for completing this survey we will hand out 5 gift cards of €200. Check here if you want to be in the draw: To stay up to date on the project, you can go to the www.coolcrowd.no where project information is posted on an ongoing basis. A final report with the research results will be published no later than May.

- ☐ Yes, want to be in the draw (1)
- ☐ No (2)