

Questionnaire for analyzing urban and peri-urban agricultural activities

Preliminary remarks: COST Urban Agriculture Europe is a network of more than 120 European researchers from 61 universities and research institutions of 21 countries, which aims on putting issues of urban and peri-urban agricultural activities on the European policy agenda. Part of the project is to show the great diversity of activities and to demonstrate the important benefits for citizens and society - a base for public support. By giving us information and allowing us representing your activity in our “European Atlas on Urban Agriculture”, you help to strengthen the position of urban agriculture in Europe and to bring this sector in the awareness of local, regional and European politicians. Further on your participation in the “Atlas” can help you for your own public relations work.

Every publication about your activity will be coordinated with you in advance; so we ask for your contact data:

Name of responsible person:

E-Mail:

Website:

Name of enterprise / project:

Post address:

1. Short description of the activity:

Enterprise: ☐

Association: ☐

Project: ☐

Year of foundation:

Years of activity:

Production area (aprox. ha or square meter):

Total area (aprox. ha or square meter):

Employed persons (paid, full time equivalent):

Involved persons (volunteers, aprox.):

Kind of crops and livestock:

Production system (f.e. integrated, organic certified, organic, permaculture, conventional.....):

Main services (f.e. educational activities, business events....):

2. What is / are the purpose(s) of your activities? Please indicate us, how important the proposed purposes are from your point of view:

Purpose of the activity is...

	No importance	Little Importance	Certain Importance	High Importance	I can't say
Commercial					
Self consumption/ social consumption					
Subsistence (production for food security)					
Educational					
Environment Protection/Area management					
Social					
Leisure / Well-being					
Customary use of Land (= tradition, expression of culture)					
Research & Development					
Others: which?.....					

3. Short description of geographical situation, type of urban surrounding, agro-ecology, landscape scenery (Important data: distance to city center, number of inhabitants, description of housing and social situation in city districts, unemployment rate, estimate of purchase power, climate and rainfall description and data, soils, kind of agricultural and natural landscape....photos very welcome!! - Please attach at the end or send them in extra mail. At least six: fields, products, people, buildings, landscape.....)

4. Markets and Marketing:

What kind of specific expectations do the clients of your enterprise/project have, e.g. the population in the neighborhood of the enterprise/project (especially those which are taken into account)?

How would you describe the specific demand or need, which your enterprise/project can cover with its offer?

What is the offer of the enterprise/project and the approach used to achieve it?

Which marketing channels are used to hand out products and services to clients?

How important is the local/regional market and the national/international market (rough estimate in %)?

Product 1: _____ local/regional market (%) _____ national/international market (%) _____

Product 2: _____ local/regional market (%) _____ national/international market (%) _____

Product 3: _____ local/regional market (%) _____ national/international market (%) _____

Product 4: _____ local/regional market (%) _____ national/international market (%) _____

What makes your products or services unique compared to alternative providers?

5. Institutional environment:

How is the public support of your enterprise?

How does the public limit your enterprise?

How is the landownership?

Which partnerships are you involved in? (f.e. professional organizations, marketing alliances....)

How is the physical planning designation for your operation? (f.e. agricultural zone, industrial zone, residential zone, nature reserve.....)

How does the Common Agricultural Policy affect your operation?

No affect:

→ Positively? Please give examples:

→ Negatively? Please give examples:

VERY IMPORTANT! Which propositions, expectations and wishes do you have towards public support for your activities (including Common Agricultural Policy) and towards your clients?

6. Success factors: Which factors (reasons) make your activities successful?

7. Which are the principal problems that your activities are facing?

8. Macroeconomic benefits – or showing, what advantages bring your activities to the citizens and to the society as a whole! (Please help us with your data to strengthen the position of urban and peri-urban agriculture! Important: We should have at least an estimation - please mark an "X" in the corresponding column - but exact values are welcome for scientific analysis. If there are exact figures, please write them in the corresponding column).

	< 1.000 € per year	1.000 € - 5.000 € per year	5.001 € - 20.000 € per year	20.001 € - 100.000 € per year	100.001 € - 500.000 € per year	> 500.000 € per year
1. Production value (attention: not profit!!, aprox., estimated):						

Important explanation: The estimated value of all really marketed ("sellable") products and services of an enterprise or a project, corresponding to the annual turnover. Please include self-consumed / not marketed agricultural products: Please estimate the value, if these products would be bought (Exemption only for physical products - not marketed services like education, social measures and conservation of cultural heritage are recorded under 4., 5. and 6.)

	None	< 0,25 jobs per year	0,25 - 1 job per year	2 - 5 jobs per year	6 - 10 jobs per year	> 10 jobs per year
2. Number of full time jobs per year with salary including entrepreneurs (in full time equivalent, for taking into account half time and seasonal workers)						
3. Number of full time jobs without salary per year (volunteers/members of enterprise or project); in full time equivalent)						

	None	< 100 persons x hours per year	100 - 1.000 persons x hours per year	1.001 - 5.000 persons x hours per year	5.001 - 10.000 persons x hours per year	> 10.000 persons x hours per year
4. Persons receiving <i>educational activities</i> (in persons x hours per year; aprox., estimated)						
5. Persons receiving <i>social activities</i> (in persons x hours per year; aprox., estimated)						

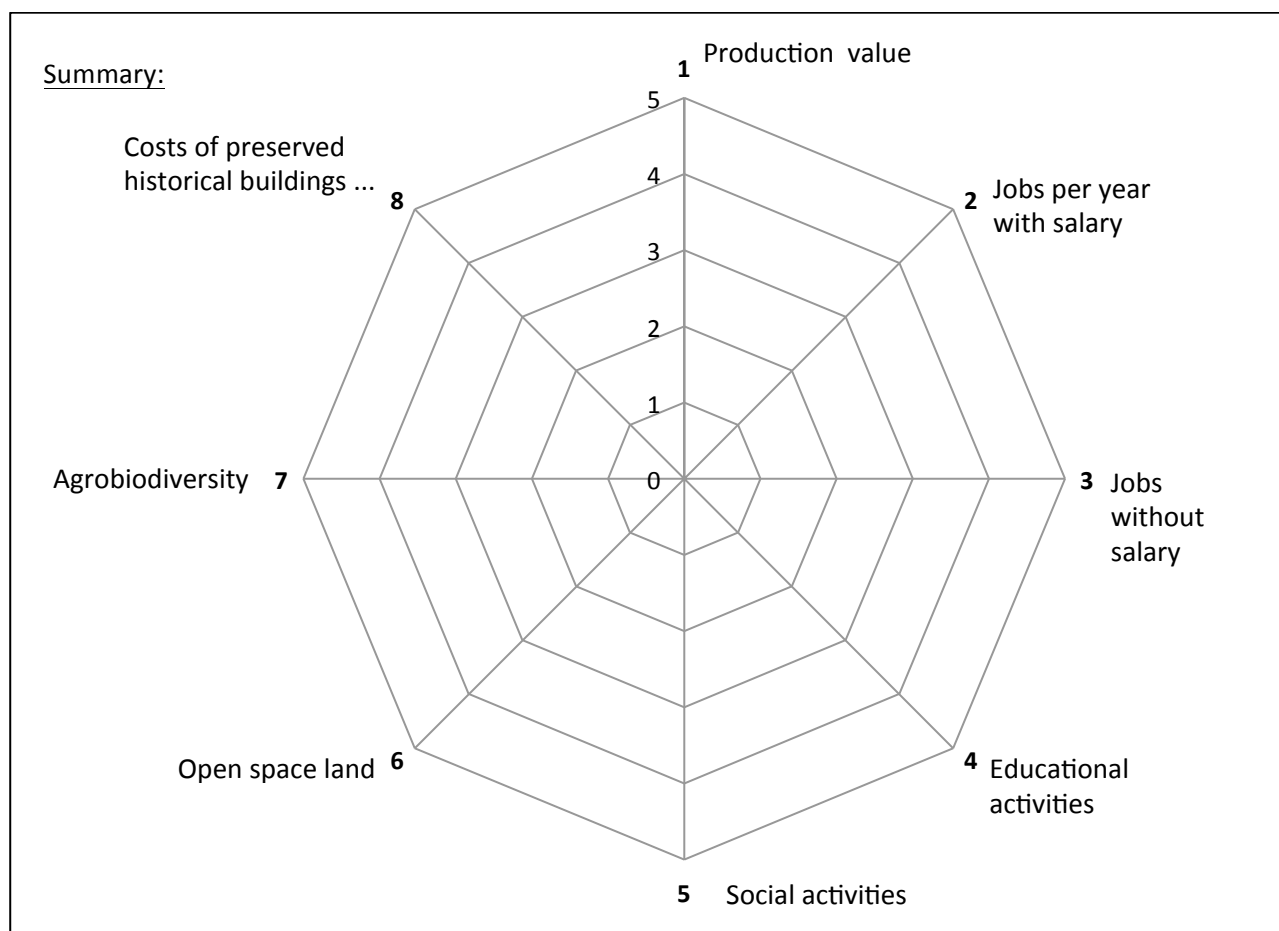
	None	< 0,1 ha	0,1 ha - 1,0 ha	1,1 ha - 10,0 ha	10,1 ha - 50,0 ha	> 50,0 ha
6. Managed green <i>open space land</i> (fields, orchards, grasland, forest, bushland, gardens...) ha per year (aprox.)						

	1	2 - 5	6 - 10	11 - 20	21 - 30	>30
7. <i>Agrobiodiversity</i> of production: Number of different varieties and races (plants and animals) produced						

8. Maintenance costs of preserved historical buildings, building monuments or natural monuments, if present (including historical/traditional parks and gardens; aprox., estimated), also urban green development costs, roads and foot paths for public use.....More details see question 9.

Remark: Value of own work has to be estimated and included

None	< 5.000 € per year	5.000 € - 20.000 € per year	20.001 € - 50.000 € per year	50.001 € - 100.000 € per year	> 100.000 € per year



Remark: Levels 0 - 5 in the cobweb diagram correspond to columns 1 - 6 of the small tables of point 8 (macroeconomic benefits). The cobweb diagram visualizes the multifunctional benefits of urban and peri-urban agricultural activities.

9. Natural and cultural heritage

Natural heritage:

Do your agricultural activities support or conserve traditional/historical landscape, ecosystems of high natural value or other culturally important natural "landscape elements" (= old trees, alignment trees, hedgerows, , traditional polyculture systems/ital. "coltura promiscua ", old woods....,)?

If yes, what kind of valuable landscapes / ecosystems / natural landscape elements are affected?

Are there specific public protection schemes like nature reserve, water protection areas, areas under EU habitats directive / Natura 2000 Network, landscape parks, agricultural parks....?

Are there specific production rules / production limits, and how they affect your activities?

Historical and/or "landscape-typical" buildings/building monuments:

Does your enterprise or project taking care of historical/"landscape-typical" buildings or human-made "landscape elements" (like dry stone walls, channels, canal gates, roads, bridges....)?

If yes, can you give us some details:

Type of building/landscape element	Year/age of construction (approx.)	Protection status *	Costs aprox**	Rules ***	Remarks**

* means, whether there is an official public protection ("cultural monument" "natural park", agricultural park"....), which f.e. prohibits to change the building or cut a tree

** if you have more cost in order to maintain it, can you approximately estimate it (less production, labor costs, cost of materials...)

***production rules / production limits

**** f.e. for explaining difficulties/opportunities for building/landscape maintenance/ valorization

What kind of benefit /outcomes do you receive for maintaining natural and/or cultural heritage (tourism, social recognition...)? Do you think it should be better recognized by policies?

10. Personal profile of the initiator/owner:

Age:

Profession:

Education:

Gender:

Family participation in the project/enterprise:

Personal motivation: How did you get the idea for entering urban agriculture?

(Self-vision: How would you define your role and the role of your activities in the society?)

Space for own remarks and feedback:

Name and institution of the interviewer:

Thank you very much for your cooperation!

Developed and completed by Working group 3 “Professionals and entrepreneurial models of Urban agriculture” of COST-Action Urban Agriculture Europe (UAE): Oskar Alfranca, Gunilla Anderson, Ingve Berntsen, Paola Branduini, Galina Koleva, Wolf Lorleberg, Pedro Mendes Moreira, Terje Ong, Oleg Paulen, Bernd Pölling, Andreas Spornberger, Biancamaria Torquati, Jan-Willem van der Schans and Helene Weissinger following to COST Working group meetings Barcelona, 2013-03-14 and Dublin, 2013-09-13.

Pictures/photos can be attached next page:

Pictures from..... (author:)

Picture 1:

Picture 2:

Picture 3:

Picture 4:

Picture 5:

Picture 6: