

**Table S1.** Questions of a questionnaire survey with experts on multifunctional agriculture.

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| Situation of farming and agriculture  |  |
| I.  | 1. Overall, multifunctional agriculture is well developed in your country.   |
|   | 2. Overall, farming is sustainable in your country.  |
|   | 3. Overall, farming activity leads to satisfying economic results of the farmers.  |
|   | 4. Farming already leads to positive effects on European agricultural landscapes (EALs).   |
|   | 5. Profit-oriented farming and landscape maintenance/conservation/ improvement can create win-win-situations.  |
| Situation of EALs   |  |
|   | 1. EALs and their values are widely recognized in society.   |
|   | 2. Nowadays EALs and their values for society should be maintained and protected.  |
| II.   | 3. Quality of EALs (biodiversity, landscape, cultural heritage, etc.) may suffer because of recent farming systems.  |
|   | 4. Quality of EALs may improve due to new innovative and creative farming concepts.  |
| Situation of knowledge concerning EALs  |  |
| III.  | 1. Farmers do have very good knowledge about the EAL and its values.   |
|   | 2. Rural stakeholders have very good knowledge about the EAL and its values.   |
|   | 3. Rural society which has very good knowledge about the EAL and its values.   |
| Vocational Education and Training (VET) and education concerning EALs   |  |
|   | 1. VET activities concerning EALs for small and family (young) farmers are sufficient in your country.   |
| IV.   | 2. After completing education (VET, university degree or others) in the majority of the cases the farmers know the relationship between their farm and EALs. |
|   | 3. Rural society as a whole has sufficient education and training concerning EALs.   |
|   | 4. After completing education in the majority of the cases rural society and rural stakeholders know the relationship between farms and EALs.                |
| The importance of the following factors to increase knowledge and skills in an integrated concept of farming and EAL                            |  |
| V.  | 1. Involvement of stakeholders at local, regional and national levels related to farming and EAL.  |
|   | 2. Exchange of successful experiences in multifunctional/sustainable farming creating win-win situations with maintenance and protection of EAL.             |
|   | 3. Common Basis of and access to knowledge about EAL serving farmers as well as other rural stakeholders.  |
| The importance of possible obstacles for creating win-win situations of farming with EAL  |  |
|   | 1. Lack of experts in the field.   |
|   | 2. Lack of knowledge transfer in farmers' education.   |
|   | 3. Lack of experience transfer in farmers' practice (farmer learning of farmer).   |
| VI.   | 4. Lack of institutional involvement to the topic.   |
|   | 5. Insufficient legislative support.   |
|   | 6. Insufficient economic success.  |
|   | 7. Insufficient communication among the stakeholders.  |
| The importance of different skills/ qualifications/ knowledge for farmers who want to build up successful farming fostering maintenance on EALs |  |
|   | 1. Understanding of multifunctional/ sustainable farming.  |
|   | 2. Understanding of EALs' typology.  |
|   | 3. Understanding of EALs' cultural value and heritage.   |
| VII.  | 4. Understanding of the relationship between multifunctional/ sustainable farming and EALs.  |
|   | 5. Communication skills.   |
|   | 6. Entrepreneurial exchange.   |
|   | 7. Understanding of sustainable entrepreneurship.  |
|   | 8. Technical skills.   |

**Table S2.** Results of a questionnaire survey with experts.

| I. Situation of farming and agriculture / strongly agreed |  | Germany | Italy | Slovakia | Slovenia | Spain |
|---|--|---------|-------|----------|----------|-------|
| I.1   | Overall, multifunctional agriculture is well developed in your country.  | 0       | 6     | 0        | 0        | 0     |
| I.2   | Overall, farming is sustainable in your country.   | 0       | 2     | 1        | 0        | 1     |
| I.3   | Overall, farming activity leads to satisfying economic results of the farmers.                                 | 0       | 0     | 1        | 0        | 1     |
| I.4   | Farming already leads to positive effects on European agricultural landscapes (EAL).                           | 0       | 0     | 3        | 0        | 0     |
| I.5   | Profit-oriented farming and landscape maintenance, conservation and improvement can create win-win-situations. | 4       | 3     | 1        | 2        | 0     |
| I. Situation of farming and agriculture / agreed          |  | Germany | Italy | Slovakia | Slovenia | Spain |
| I.1   | Overall, multifunctional agriculture is well developed in your country.  | 1       | 4     | 3        | 3        | 1     |
| I.2   | Overall, farming is sustainable in your country.   | 1       | 8     | 2        | 1        | 1     |
| I.3   | Overall, farming activity leads to satisfying economic results of the farmers.                                 | 1       | 5     | 3        | 2        | 2     |
| I.4   | Farming already leads to positive effects on EAL.  | 2       | 6     | 2        | 3        | 2     |
| I.5   | Profit-oriented farming and landscape maintenance, conservation and improvement can create win-win-situations. | 0       | 5     | 4        | 1        | 4     |
| I. Situation of farming and agriculture / neutral         |  | Germany | Italy | Slovakia | Slovenia | Spain |
| I.1   | Overall, multifunctional agriculture is well developed in your country.  | 2       | 0     | 0        | 1        | 0     |
| I.2   | Overall, farming is sustainable in your country.   | 0       | 0     | 0        | 1        |       |
| I.3   | Overall, farming activity leads to satisfying economic results of the farmers.                                 | 1       | 4     | 0        | 1        | 1     |
| I.4   | Farming already leads to positive effects on EAL.  | 1       | 4     | 0        | 1        | 0     |
| I.5   | Profit-oriented farming and landscape maintenance, conservation and improvement can create win-win-situations. | 1       | 2     | 0        | 2        | 0     |

| I. Situation of farming and agriculture / disagree          |   | Germany | Italy | Slovakia | Slovenia | Spain |
|---|---|---------|-------|----------|----------|-------|
| I.1   | Overall, multifunctional agriculture is well developed in your country.   | 2       | 0     | 2        | 1        | 2     |
| I.2   | Overall, farming is sustainable in your country.  | 4       | 0     | 2        | 4        | 1     |
| I.3   | Overall, farming activity leads to satisfying economic results of the farmers.  | 3       | 1     | 1        | 3        | 0     |
| I.4   | Farming already leads to positive effects on EAL.   | 1       | 0     | 0        | 3        | 1     |
| I.5   | Profit-oriented farming and landscape maintenance, conservation and improvement can create win-win-situations.                      | 0       | 0     | 0        | 1        | 0     |
| I. Situation of farming and agriculture / strongly disagree |   | Germany | Italy | Slovakia | Slovenia | Spain |
| I.1   | Overall, multifunctional agriculture is well developed in your country.   | 0       | 0     | 0        | 1        | 1     |
| I.2   | Overall, farming is sustainable in your country.  | 0       | 0     | 0        | 0        | 1     |
| I.3   | Overall, farming activity leads to satisfying economic results of the farmers.  | 0       | 0     | 0        | 0        | 0     |
| I.4   | Farming already leads to positive effects on EAL.   | 1       | 0     | 0        | 0        | 1     |
| I.5   | Profit-oriented farming and landscape maintenance, conservation and improvement can create win-win-situations.                      | 0       | 0     | 0        | 0        | 0     |
| II. Situation of EALs / strongly agree                      |   | Germany | Italy | Slovakia | Slovenia | Spain |
| II.1  | EALs and their values are widely recognized in society.   | 0       | 0     | 1        | 1        | 0     |
| II.2  | Nowadays EALs and their values for society should be maintained and protected.  | 4       | 4     | 5        | 4        | 2     |
| II.3  | Quality of EALs (biodiversity, landscape, cultural heritage, etc.) may suffer because of recent farming systems.                    | 2       | 6     | 1        | 4        | 1     |
| II.4  | Quality of EALs (biodiversity, landscape, cultural heritage, etc.) may improve due to new innovative and creative farming concepts. | 3       | 3     | 1        | 3        | 2     |

| II. Situation of EALs / agree    |   | Germany | Italy | Slovakia | Slovenia | Spain |
|----------------------------------|---|---------|-------|----------|----------|-------|
| II.1                             | EALs and their values are widely recognized in society.   | 2       | 5     | 2        | 1        | 2     |
| II.2                             | Nowadays EALs and their values for society should be maintained and protected.  | 1       | 6     | 0        | 1        | 2     |
| II.3                             | Quality of EALs (biodiversity, landscape, cultural heritage, etc.) may suffer because of recent farming systems.                    | 2       | 4     | 3        | 2        | 2     |
| II.4                             | Quality of EALs (biodiversity, landscape, cultural heritage, etc.) may improve due to new innovative and creative farming concepts. | 2       | 5     | 4        | 3        | 2     |
| II. Situation of EALs / neutral  |   | Germany | Italy | Slovakia | Slovenia | Spain |
| II.1                             | EALs and their values are widely recognized in society.   | 0       | 2     | 1        | 0        | 0     |
| II.2                             | Nowadays EALs and their values for society should be maintained and protected.  | 0       | 0     | 0        | 0        | 0     |
| II.3                             | Quality of EALs (biodiversity, landscape, cultural heritage, etc.) may suffer because of recent farming systems.                    | 1       | 0     | 0        | 0        | 1     |
| II.4                             | Quality of EALs (biodiversity, landscape, cultural heritage, etc.) may improve due to new innovative and creative farming concepts. | 0       | 2     | 0        | 0        | 0     |
| II. Situation of EALs / disagree |   | Germany | Italy | Slovakia | Slovenia | Spain |
| II.1                             | EALs and their values are widely recognized in society.   | 2       | 4     | 1        | 4        | 2     |
| II.2                             | Nowadays EALs and their values for society should be maintained and protected.  | 0       | 0     | 0        | 0        | 0     |
| II.3                             | Quality of EALs (biodiversity, landscape, cultural heritage, etc.) may suffer because of recent farming systems.                    | 0       | 0     | 1        | 0        | 0     |
| II.4                             | Quality of EALs (biodiversity, landscape, cultural heritage, etc.) may improve due to new innovative and creative farming concepts. | 0       | 0     | 0        | 0        | 0     |

| II. Situation of EALs / strongly disagree                    |   | Germany | Italy | Slovakia | Slovenia | Spain |
|--|---|---------|-------|----------|----------|-------|
| II.1   | EALs and their values are widely recognized in society.   | 1       | 0     | 0        | 0        | 0     |
| II.2   | Nowadays EALs and their values for society should be maintained and protected.  | 0       | 0     | 0        | 0        | 0     |
| II.3   | Quality of EALs (biodiversity, landscape, cultural heritage, etc.) may suffer because of recent farming systems.                    | 0       | 0     | 0        | 0        | 0     |
| II.4   | Quality of EALs (biodiversity, landscape, cultural heritage, etc.) may improve due to new innovative and creative farming concepts. | 0       | 0     | 0        | 0        | 0     |
| III. Situation of knowledge concerning EALs / strongly agree |   | Germany | Italy | Slovakia | Slovenia | Spain |
| III.1  | Farmers do have very good knowledge about the EAL and its values.   | 0       | 0     | 0        | 0        | 0     |
| III.2  | Rural stakeholders have very good knowledge about the EAL and its values.   | 0       | 0     | 0        | 1        | 0     |
| III.3  | Rural society has very good knowledge about the EAL and its values.   | 0       | 0     | 0        | 0        | 0     |
| III. Situation of knowledge concerning EALs / agree          |   | Germany | Italy | Slovakia | Slovenia | Spain |
| III.1  | Farmers do have very good knowledge about the EAL and its values.   | 2       | 4     | 0        | 2        | 0     |
| III.2  | Rural stakeholders have very good knowledge about the EAL and its values.   | 2       | 2     | 0        | 1        | 0     |
| III.3  | Rural society has very good knowledge about the EAL and its values.   | 0       | 3     | 1        | 1        | 0     |
| III. Situation of knowledge concerning EALs / neutral        |   | Germany | Italy | Slovakia | Slovenia | Spain |
| III.1  | Farmers do have very good knowledge about the EAL and its values.   | 2       | 3     | 3        | 0        | 0     |
| III.2  | Rural stakeholders have very good knowledge about the EAL and its values.   | 1       | 4     | 4        | 1        | 1     |
| III.3  | Rural society has very good knowledge about the EAL and its values.   | 2       | 7     | 3        | 1        |       |

| III. Situation of knowledge concerning EALs / disagree                                     |   | Germany | Italy | Slovakia | Slovenia | Spain |
|--|---|---------|-------|----------|----------|-------|
| III.1  | Farmers do have very good knowledge about the EAL and its values.   | 1       | 3     | 2        | 4        | 2     |
| III.2  | Rural stakeholders have very good knowledge about the EAL and its values.   | 2       | 4     | 1        | 3        | 2     |
| III.3  | Rural society has very good knowledge about the EAL and its values.   | 3       | 0     | 1        | 4        | 4     |
| III. Situation of knowledge concerning EALs / strongly disagree                            |   | Germany | Italy | Slovakia | Slovenia | Spain |
| III.1  | Farmers do have very good knowledge about the EAL and its values.   | 0       | 0     | 0        | 2        | 2     |
| III.2  | Rural stakeholders have very good knowledge about the EAL and its values.   | 0       | 0     | 0        | 0        | 1     |
| III.3  | Rural society has very good knowledge about the EAL and its values.   | 0       | 0     | 0        | 0        | 0     |
| IV. Vocational Education and Training (VET) and education concerning EALs / strongly agree |   |         |       |          |          |       |
|  |   | Germany | Italy | Slovakia | Slovenia | Spain |
| IV.1   | VET activities concerning EALs for small and family (young) farmers are sufficient in your country.   | 0       | 0     | 0        | 0        | 0     |
| IV.2   | after completing education (VET, university degree or others) in most of the cases the farmers know the relationship between their farm and EALs.                     | 0       | 0     | 0        | 0        | 0     |
| IV.3   | Rural society has sufficient education and training concerning EALs.  | 0       | 0     | 0        | 0        | 0     |
| IV.4   | After completing education (VET, university degree or others) in most of the cases rural society and rural stakeholders know the relationship between farms and EALs. | 0       | 0     | 1        | 2        | 0     |

| IV. Vocational Education and Training (VET) and education concerning EALs / agree    |   | Germany | Italy | Slovakia | Slovenia | Spain |
|--|---|---------|-------|----------|----------|-------|
| IV.1   | VET activities concerning EALs for small and family (young) farmers are sufficient in your country.   | 1       | 3     | 1        | 2        | 0     |
| IV.2   | After completing education (VET, university degree or others) in most of the cases the farmers know the relationship between their farm and EALs.                     | 0       | 4     | 3        | 2        | 0     |
| IV.3   | Rural society has sufficient education and training concerning EALs.  | 0       | 2     | 0        | 0        | 0     |
| IV.4   | After completing education (VET, university degree or others) in most of the cases rural society and rural stakeholders know the relationship between farms and EALs. | 1       | 3     | 1        | 2        | 0     |
| IV. Vocational Education and Training (VET) and education concerning EALs / neutral  |   | Germany | Italy | Slovakia | Slovenia | Spain |
| IV.1   | VET activities concerning EALs for small and family (young) farmers are sufficient in your country.   | 0       | 5     | 2        | 0        | 0     |
| IV.2   | After completing education (VET, university degree or others) in most of the cases the farmers know the relationship between their farm and EALs.                     | 2       | 3     | 0        | 3        | 0     |
| IV.3   | Rural society has sufficient education and training concerning EALs.  | 0       | 5     | 2        | 2        | 0     |
| IV.4   | After completing education (VET, university degree or others) in most of the cases rural society and rural stakeholders know the relationship between farms and EALs. | 0       | 6     | 2        | 2        | 0     |
| IV. Vocational Education and Training (VET) and education concerning EALs / disagree |   | Germany | Italy | Slovakia | Slovenia | Spain |

|   |  |         |       |          |          |       |
|---|--|---------|-------|----------|----------|-------|
| IV.1  | VET activities concerning EALs for small and family (young) farmers are sufficient in your country.  | 2       | 2     | 1        | 4        | 1     |
| IV.2  | After completing education (VET, university degree or others) in most of the cases the farmers know the relationship between their farm and EALs.  | 2       | 3     | 1        | 0        | 3     |
| IV.3  | Rural society has sufficient education and training concerning EAL. After completing education (VET, university degree or others) in most of the cases rural society and rural stakeholders know the relationship between farms and EALs.  | 3       | 3     | 3        | 4        | 2     |
| IV.4  |  | 3       | 1     | 1        | 0        | 4     |
| IV. Vocational Education and Training (VET) and Education concerning EALs / strongly disagree |  |         |       |          |          |       |
|   |  | Germany | Italy | Slovakia | Slovenia | Spain |
| IV.1  | VET activities concerning EAL for small and family (young) farmers are sufficient in your country.   | 1       | 0     | 1        | 0        | 3     |
| IV.2  | After completing education (VET, university degree or others) in most of the cases the farmers know the relationship between their farm and EALs.  | 0       | 0     | 0        | 1        | 1     |
| IV.3  | Rural society has sufficient education and training concerning EALs. After completing education (VET, university degree or others) in most of the cases rural society and rural stakeholders know the relationship between farms and EALs. | 2       | 0     | 0        | 0        | 2     |
| IV.4  |  | 1       | 0     | 0        | 0        | 0     |



| V. The importance of the following factors to increase knowledge and skills in an integrated concept of farming and EAL / very important |   |         |       |          |          |       |
|--|---|---------|-------|----------|----------|-------|
|  |   | Germany | Italy | Slovakia | Slovenia | Spain |
| V.1  | Involvement of stakeholders at the local and regional and national levels related to farming and to EALs.                                     | 3       | 3     | 2        | 4        | 1     |
| V.2  | Exchange of successful experiences in multifunctional/sustainable farming creating win-win situations with maintenance and protection of EAL. | 4       | 5     | 3        | 5        | 2     |
| V.3  | Common basis of and access to knowledge about EAL serving farmers as well as other rural stakeholders.  | 3       | 7     | 0        | 5        | 2     |
| V. The importance of the following factors to increase knowledge and skills in an integrated concept of farming and EAL / important      |   |         |       |          |          |       |
|  |   | Germany | Italy | Slovakia | Slovenia | Spain |
| V.1  | Involvement of stakeholders at the local and regional and national levels related to farming and to EALs.                                     | 1       | 6     | 3        | 2        | 2     |
| V.2  | Exchange of successful experiences in multifunctional/sustainable farming creating win-win situations with maintenance and protection of EAL. | 1       | 5     | 2        | 1        | 1     |
| V.3  | Common basis of and access to knowledge about EAL serving farmers as well as other rural stakeholders.  | 1       | 3     | 5        | 1        | 1     |
| V. The importance of the following factors to increase knowledge and skills in an integrated concept of farming and EAL / neutral        |   |         |       |          |          |       |
|  |   | Germany | Italy | Slovakia | Slovenia | Spain |
| V.1  | Involvement of stakeholders at the local and regional and national levels related to farming and to EALs.                                     | 1       | 1     | 0        | 0        | 0     |
| V.2  | Exchange of successful experiences in multifunctional/sustainable farming creating win-win situations with                                    | 0       | 0     | 0        | 0        | 1     |

|   |   |         |       |          |          |       |
|---|---|---------|-------|----------|----------|-------|
|   | maintenance and protection of EAL.  |         |       |          |          |       |
| V.3   | Common basis of and access to knowledge about EAL serving farmers as well as other rural stakeholders.  | 1       | 0     | 0        | 0        | 1     |
| V. The importance of the following factors to increase knowledge and skills in an integrated concept of farming and EAL / less important      |   |         |       |          |          |       |
|   |   | Germany | Italy | Slovakia | Slovenia | Spain |
| V.1   | Involvement of stakeholders at the local and regional and national levels related to farming and to EALs.                                     | 0       | 0     | 0        | 0        | 0     |
| V.2   | Exchange of successful experiences in multifunctional/sustainable farming creating win-win situations with maintenance and protection of EAL. | 0       | 0     | 0        | 0        | 0     |
| V.3   | Common basis of and access to Knowledge about EAL serving Farmers as well as other rural stakeholders.  | 0       | 0     | 0        | 0        | 0     |
| V. The importance of the following factors to increase knowledge and skills in an integrated concept of Farming and EAL / totally unimportant |   |         |       |          |          |       |
|   |   | Germany | Italy | Slovakia | Slovenia | Spain |
| V.1   | Involvement of stakeholders at the local and regional and national levels related to farming and to EALs.                                     | 0       | 0     | 0        | 0        | 0     |
| V.2   | Exchange of successful experiences in multifunctional/sustainable farming creating win-win situations with maintenance and protection of EAL. | 0       | 0     | 0        | 0        | 0     |
| V.3   | Common basis of and access to knowledge about EAL serving farmers as well as other rural stakeholders.  | 0       | 0     | 0        | 0        | 0     |
| VI. The importance of possible obstacles for creating win-win situations of farming with EAL / very important                                 |   |         |       |          |          |       |
|   |   | Germany | Italy | Slovakia | Slovenia | Spain |

|  |   |         |       |          |          |       |
|--|---|---------|-------|----------|----------|-------|
| VI.1   | Lack of experts in the field.   | 0       | 7     | 0        | 0        | 2     |
| VI.2   | Lack of knowledge transfer in farmers' education.   | 1       | 7     | 1        | 0        | 2     |
| VI.3   | Lack of experience transfer in farmers' practice.   | 1       | 7     | 1        | 0        | 2     |
| VI.4   | Lack of institutional involvement to the topic.   | 0       | 0     | 3        | 1        | 2     |
| VI.5   | Insufficient legislative support.   | 1       | 0     | 2        | 1        | 2     |
| VI.6   | Insufficient economic success.  | 2       | 1     | 0        | 1        | 2     |
| VI.7   | Insufficient communication among the stakeholders (farmer and society; farmer and other rural entrepreneurs, etc.). | 2       | 0     | 2        | 0        | 2     |
| VI. The importance of possible obstacles for creating win-win situations of farming with EAL / important |   |         |       |          |          |       |
|  |   | Germany | Italy | Slovakia | Slovenia | Spain |
| VI.1   | Lack of experts in the field.   | 0       | 3     | 5        | 3        | 1     |
| VI.2   | Lack of knowledge transfer in farmers' education.   | 3       | 2     | 3        | 2        | 2     |
| VI.3   | Lack of experience transfer in farmers' practice.   | 2       | 3     | 0        | 1        | 0     |
| VI.4   | Lack of institutional involvement to the topic.   | 3       | 5     | 0        | 3        | 2     |
| VI.5   | Insufficient legislative support.   | 3       | 3     | 0        | 3        | 1     |
| VI.6   | Insufficient economic success.  | 1       | 4     | 0        | 2        | 0     |
| VI.7   | Insufficient communication among the stakeholders (farmer and society; farmer and other rural entrepreneurs, etc.). | 3       | 6     | 0        | 1        | 2     |
| VI. The importance of possible obstacles for creating win-win situations of farming with EAL / neutral   |   |         |       |          |          |       |
|  |   | Germany | Italy | Slovakia | Slovenia | Spain |
| VI.1   | Lack of experts in the field.   | 0       | 0     | 0        | 1        | 0     |
| VI.2   | Lack of knowledge transfer in farmers' education.   | 1       | 1     | 0        | 0        | 0     |

|  |   |         |       |          |          |       |
|--|---|---------|-------|----------|----------|-------|
| VI.3   | Lack of experience transfer in farmers' practice.   | 2       | 0     | 0        | 0        | 0     |
| VI.4   | Lack of institutional involvement to the topic.   | 0       | 3     | 0        | 1        | 0     |
| VI.5   | Insufficient legislative support.   | 1       | 3     | 0        | 1        | 0     |
| VI.6   | Insufficient economic success.  | 1       | 3     | 0        | 0        | 1     |
| VI.7   | Insufficient communication among the stakeholders (farmer and society; farmer and other rural entrepreneurs, etc.). | 0       | 4     | 0        | 0        | 0     |
| VI. The importance of possible obstacles for creating win-win situations of farming with EAL / less important      |   |         |       |          |          |       |
|  |   | Germany | Italy | Slovakia | Slovenia | Spain |
| VI.1   | Lack of experts in the field.   | 4       | 0     | 0        | 0        | 1     |
| VI.2   | Lack of knowledge transfer in farmers' education.   | 0       | 0     | 1        | 0        | 0     |
| VI.3   | Lack of experience transfer in farmers' practice.   | 0       | 0     | 0        | 0        | 1     |
| VI.4   | Lack of institutional involvement to the topic.   | 2       | 2     | 0        | 1        | 0     |
| VI.5   | Insufficient legislative support.   | 0       | 4     | 0        | 1        | 1     |
| VI.6   | Insufficient economic success.  | 0       | 2     | 0        | 1        | 0     |
| VI.7   | Insufficient communication among the stakeholders (farmer and society; farmer and other rural entrepreneurs, etc.). | 0       | 0     | 0        | 0        | 0     |
| VI. The importance of possible obstacles for creating win-win situations of farming with EAL / totally unimportant |   |         |       |          |          |       |
|  |   | Germany | Italy | Slovakia | Slovenia | Spain |
| VI.1   | Lack of experts in the field.   | 1       | 0     | 0        | 0        | 0     |
| VI.2   | Lack of knowledge transfer in farmers' education.   | 0       | 0     | 0        | 0        | 0     |
| VI.3   | Lack of experience transfer in farmers' practice.   | 0       | 0     | 4        | 0        | 0     |
| VI.4   | Lack of institutional involvement to the topic.   | 0       | 0     | 2        | 0        | 0     |

|  |   |         |       |          |          |       |
|--|---|---------|-------|----------|----------|-------|
| VI.5   | Insufficient legislative support.   | 0       | 0     | 3        | 0        | 0     |
| VI.6   | Insufficient economic success.  | 1       | 0     | 5        | 0        | 0     |
| VI.7   | Insufficient communication among the stakeholders (farmer and society; farmer and other rural entrepreneurs, etc.). | 0       | 0     | 3        | 0        | 0     |
| VII. The importance of different skills, qualifications and knowledge for farmers who want to build up successful farming fostering maintenance on EALs / very important |   |         |       |          |          |       |
|  |   | Germany | Italy | Slovakia | Slovenia | Spain |
| VII.1  | Understanding of multifunctional/ sustainable farming.  | 3       | 6     | 2        | 5        | 3     |
| VII.2  | Understanding of EALs typology.   | 0       | 4     | 2        | 2        | 1     |
| VII.3  | Understanding of EALs cultural value and heritage.  | 1       | 9     | 3        | 3        | 3     |
| VII.4  | Understanding of the relationship between multifunctional/ sustainable farming and EAL.                             | 1       | 7     | 1        | 2        | 3     |
| VII.5  | Communication skills.   | 2       | 6     | 1        | 1        | 1     |
| VII.6  | Entrepreneurial exchange.   | 2       | 1     | 0        | 5        | 1     |
| VII.7  | Understanding of sustainable entrepreneurship.  | 2       | 0     | 2        | 5        | 3     |
| VII.8  | Technical skills.   | 1       | 3     | 0        | 2        | 0     |
| VII. The importance of different skills, qualifications and knowledge for farmers who want to build up successful farming fostering maintenance on EALs / important      |   |         |       |          |          |       |
|  |   | Germany | Italy | Slovakia | Slovenia | Spain |
| VII.1  | Understanding of multifunctional/ sustainable farming.  | 2       | 4     | 3        | 1        | 1     |
| VII.2  | Understanding of EALs typology.   | 3       | 6     | 2        | 3        | 3     |
| VII.3  | Understanding of EALs cultural value and heritage.  | 2       | 1     | 2        | 3        | 1     |
| VII.4  | Understanding of the relationship between   | 2       | 3     | 2        | 4        | 1     |

|   |  |         |       |          |          |       |
|---|--|---------|-------|----------|----------|-------|
|   | multifunctional/<br>sustainable farming<br>and EAL.  |         |       |          |          |       |
| VII.5   | Communication<br>skills.   | 3       | 3     | 1        | 5        | 2     |
| VII.6   | Entrepreneurial<br>exchange.   | 2       | 7     | 3        | 1        | 2     |
| VII.7   | Understanding of<br>sustainable<br>entrepreneurship.   | 2       | 7     | 3        | 1        | 1     |
| VII.8   | Technical skills.  | 1       | 5     | 0        | 4        | 4     |
| VII. The importance of different skills, qualifications and knowledge for farmers who want to build<br>up successful farming fostering maintenance on EALs / neutral        |  |         |       |          |          |       |
|   |  | Germany | Italy | Slovakia | Slovenia | Spain |
| VII.1   | Understanding of<br>multifunctional/<br>sustainable<br>farming.  | 0       | 0     | 0        | 0        | 0     |
| VII.2   | Understanding of<br>EALs typology.   | 0       | 0     | 0        | 0        | 0     |
| VII.3   | Understanding of<br>EALs cultural value<br>and heritage.   | 1       | 0     | 0        | 0        | 0     |
| VII.4   | Understanding of<br>the relationship<br>between<br>multifunctional/<br>sustainable farming<br>and EAL. | 0       | 0     | 0        | 0        | 0     |
| VII.5   | Communication<br>skills.   | 0       | 1     | 2        | 0        | 1     |
| VII.6   | Entrepreneurial<br>exchange.   | 0       | 2     | 0        | 0        | 0     |
| VII.7   | Understanding of<br>sustainable<br>entrepreneurship.   | 1       | 3     | 0        | 0        | 0     |
| VII.8   | Technical skills.  | 3       | 2     | 0        | 0        | 0     |
| VII. The importance of different skills, qualifications and knowledge for farmers who want to build<br>up successful farming fostering maintenance on EALs / less important |  |         |       |          |          |       |
|   |  | Germany | Italy | Slovakia | Slovenia | Spain |
| VII.1   | Understanding of<br>multifunctional/<br>sustainable<br>farming.  | 0       | 0     | 0        | 0        | 0     |
| VII.2   | Understanding of<br>EALs typology.   | 2       | 0     | 1        | 1        | 0     |
| VII.3   | Understanding of<br>EALs cultural value<br>and heritage.   | 1       | 0     | 0        | 0        | 0     |

|   |  |         |       |          |          |       |
|---|--|---------|-------|----------|----------|-------|
| VII.4   | Understanding of the relationship between multifunctional/sustainable farming and EAL. | 2       | 0     | 2        | 0        | 0     |
| VII.5   | Communication skills.  | 0       | 0     | 1        | 0        | 0     |
| VII.6   | Entrepreneurial exchange.  | 0       | 0     | 2        | 0        | 0     |
| VII.7   | Understanding of sustainable entrepreneurship.   | 0       | 0     | 0        | 0        | 0     |
| VII.8   | Technical skills.  | 0       | 0     | 0        | 0        | 0     |
| VII. The importance of different skills, qualifications and knowledge for farmers who want to build up successful farming fostering maintenance on EALs / totally unimportant |  |         |       |          |          |       |
|   |  | Germany | Italy | Slovakia | Slovenia | Spain |
| VII.1   | Understanding of multifunctional/sustainable farming.                                  | 0       | 0     | 0        | 0        | 0     |
| VII.2   | Understanding of EALs typology.  | 0       | 0     | 0        | 0        | 0     |
| VII.3   | Understanding of EALs cultural value and heritage.                                     | 0       | 0     | 0        | 0        | 0     |
| VII.4   | Understanding of the relationship between multifunctional/sustainable farming and EAL. | 0       | 0     | 0        | 0        | 0     |
| VII.5   | Communication skills.  | 0       | 0     | 0        | 0        | 0     |
| VII.6   | Entrepreneurial exchange.  | 0       | 0     | 0        | 0        | 0     |
| VII.7   | Understanding of sustainable entrepreneurship.   | 0       | 0     | 0        | 0        | 0     |
| VII.8   | Technical skills.  | 0       | 0     | 0        | 0        | 0     |

**Table S3.** Quantitative data about farms and farmers and key words from a questionnaire survey with farmers.

| Data about farmers |             |        |           | Data about farms  |               |                          | Key words characterizing farms |  |  |   |
|--------------------|-------------|--------|-----------|-------------------|---------------|--------------------------|--------------------------------|--|--|---|
| Country*           | Age<br>2017 | Gender | Education | Farm<br>area [ha] | Establishment | Farm rent /<br>ownership | Key words<br>on EAL            | Keywords on<br>farm activities                         | Multifunctional &<br>sustainable farming   |   |
| 1.                 | DE          | 53     | M         | primary           | 110           | 1897                     | 2003                           | Farmland<br>Protected<br>area<br>Terraced<br>landscape | Cattle<br>Grassland/Pasture<br>Livestock<br>Pigs<br>Poultry<br>Processing<br>Field crops | Biodiversity<br>Direct sales<br>Quality/Organic/Certified<br>production<br>Traditional land use                   |
| 2.                 | DE          | 47     | M         | higher            | 150           | 1700                     | 2006                           | Farmland<br>Rural area                                 | Livestock<br>Potato<br>Poultry   | Direct sales  |
| 3.                 | DE          | 53     | M         | higher            | 60            | 2000                     | 2000                           | Farmland<br>Orchards<br>Protected<br>area              | Cattle<br>Fruit<br>Grassland/Pasture<br>Livestock<br>Permanent crops                     | Biodiversity<br>Social farming<br>Direct sales<br>Quality/Organic/Certified<br>production<br>Traditional land use |
| 4.                 | DE          | 30     | M         | secondary         | 41            | 1984                     | 2006                           | Pasture<br>Rural area                                  | Dairy farm<br>Goats<br>Grassland/Pasture<br>Livestock<br>Processing                      | Biodiversity<br>Direct sales<br>Quality/Organic/Certified<br>production   |
| 5.                 | DE          | 58     | M         | higher            | 180           | 1700                     | 1986                           | Open fields<br>Semi Bocage                             | Field crops<br>Livestock<br>Pigs   | Biodiversity<br>Cooperation<br>Renewable energies<br>Traditional land use   |
| 6.                 | DE          | 50     | M         | higher            | 50            | 2014                     | 2014                           | Pasture<br>Protected<br>area                           | Livestock<br>Cattle<br>Horses  | Direct sales<br>Quality/Organic/Certified<br>production   |



|     |    |    |   |           |     |      |      |  |   |   |
|-----|----|----|---|-----------|-----|------|------|--|---|---|
| 7.  | ES | 34 | F | secondary | 1   | 2002 | 2003 | Heathland<br>Huertas                                 | Grassland/Pasture<br>Processing<br>Greenhouses<br>Horticulture<br>Melon<br>Pepper | Traditional land use<br>Biodiversity<br>Biodiversity<br>Quality/Organic/Certified<br>production                     |
| 8.  | ES | 63 | F | higher    | 350 | 2002 | 2002 | Dehesas<br>Pasture<br>Protected<br>area              | Fighting bull<br>Grassland/Pasture<br>Livestock                                   | Biodiversity<br>Tourism and recreation<br>related to EAL<br>Traditional buildings<br>Traditional land use           |
| 9.  | ES | 36 | F | higher    | 0   | 2013 | 2015 | Farmland<br>Orchards<br>Protected<br>area            | Beekeeping<br>Processing  | Biodiversity<br>Cooperation<br>Direct sales<br>Quality/Organic/Certified<br>production                              |
| 10. | ES | 45 | M | higher    | 4,5 | 2003 | 2003 | Delta<br>Landscapes<br>Orchards                      | Avocado<br>Fruit<br>Mango<br>Permanent crops                                      | Avoid soil erosion<br>Biodiversity<br>Direct sales<br>Quality/Organic/Certified<br>production<br>Renewable energies |
| 11. | ES | 52 | F | primary   | 2   | 2003 | 2003 | Farmland<br>Protected<br>area<br>Wooded<br>grassland | Dairy farm<br>Goats<br>Livestock<br>Processing                                    | Biodiversity<br>Direct sales<br>Quality/Organic/Certified<br>production   |
| 12. | ES | 44 | M | higher    | 3   | 1960 | 2009 | Orchards<br>Vineyard                                 | Almond<br>Permanent crops<br>Processing<br>Vineyard                               | Direct sales<br>Quality/Organic/Certified<br>production<br>Tourism and recreation<br>related to EAL                 |

|     |    |    |   |           |      |      |      |  |   |   |
|-----|----|----|---|-----------|------|------|------|--|---|---|
| 13. | ES | 52 | M | secondary | 25   | 2001 | 2001 | Orchards<br>Protected area<br>Terraced landscape | Almond<br>Cherry<br>Olive trees<br>Permanent crops          | Avoid soil erosion<br>Biodiversity<br>Direct sales<br>Quality/Organic/Certified production<br>Traditional land use                                    |
| 14. | IT | 74 | M | higher    | 150  | 1970 | 1970 | Terraced landscape<br>Orchards                   | Olive trees<br>Permanent crops<br>Processing                | Quality/Organic/Certified production<br>Tourism and recreation related to EAL   |
| 15. | IT | 29 | M | higher    | 36   | 1985 | 2006 | Highland Meadow<br>Protected area                | Grassland/Pasture<br>Horses<br>Horticulture<br>Legumes      | Quality/Organic/Certified production<br>Tourism and recreation related to EAL   |
| 16. | IT | 76 | M | higher    | 28   | 1997 | 1997 | Meadow<br>Pasture                                | Alpaca<br>Livestock<br>Processing                           | Direct sales<br>Tourism and recreation related to EAL<br>Traditional buildings  |
| 17. | IT | 76 | M | higher    | 160  | 1987 | 1987 | Protected area<br>Rural area<br>Wooded grassland | Field crops<br>Horticulture<br>Legumes<br>Processing        | Biodiversity<br>Social farming<br>Direct sales<br>Quality/Organic/Certified production<br>Renewable energies<br>Tourism and recreation related to EAL |
| 18. | IT | 78 | M | higher    | 1500 | 1978 | 1978 | Open fields<br>Orchards                          | Cattle<br>Livestock<br>Medical plants<br>Pigs<br>Processing | Biodiversity<br>Quality/Organic/Certified production  |
| 19. | SI | 54 | M | secondary | 8    | 1949 | 1986 | Vineyard   | Permanent crops<br>Processing                               | Tourism and recreation related to EAL   |

|     |    |    |   |           |     |      |      |  |  |  |
|-----|----|----|---|-----------|-----|------|------|--|--|--|
| 20. | SI | 49 | M | secondary | 15  | 2004 | 2004 | Rural area                                 | Forestry<br>Fruit<br>Horticulture<br>Livestock<br>Processing<br>Sheeps<br>Cattle | Tourism and recreation<br>related to EAL<br>Traditional buildings<br>Traditional land use                    |
| 21. | SI | 53 | M | secondary | 50  | 1778 | 1993 | Rural area                                 | Forestry<br>Grassland/Pasture<br>Livestock<br>Farming Key<br>words               | Tourism and recreation<br>related to EAL   |
| 22. | SI | 58 | M | higher    | 176 | 1990 | 1990 | Pasture<br>Protected<br>area               | Dairy farm<br>Forestry<br>Grassland/Pasture<br>Processing                        | Cooperation<br>Quality/Organic/Certified<br>production<br>Traditional land use                               |
| 23. | SI | 41 | F | secondary | 16  | 1500 | 2010 | Pasture<br>Protected<br>area<br>Rural area | Forestry<br>Grassland/Pasture<br>Horticulture<br>Livestock                       | Quality/Organic/Certified<br>production<br>Tourism and recreation<br>related to EAL<br>Traditional buildings |
| 24. | SK | 48 | M | secondary | 22  | 2005 | 2005 | Farmland<br>Protected<br>area              | Cattle<br>Dairy farm<br>Goats<br>Livestock<br>Pigs<br>Processing                 | Biodiversity<br>Direct sales<br>Tourism and recreation<br>related to EAL                                     |
| 25. | SK | 41 | F | higher    | 10  | 2005 | 2005 | Farmland                                   | Dairy farm<br>Livestock<br>Processing  | Quality/Organic/Certified<br>production<br>Tourism and recreation<br>related to EAL<br>Traditional land use  |

|     |    |    |   |           |    |      |      |                                      |  |  |
|-----|----|----|---|-----------|----|------|------|--------------------------------------|--|--|
| 26. | SK | 56 | M | secondary | 25 | 1999 | 1999 | Farmland<br>Pasture                  | Cattle<br>Grassland/Pasture<br>Horses<br>Livestock<br>Vineyard | Social farming<br>Cooperation<br>Tourism and recreation<br>related to EAL<br>Traditional buildings<br>Traditional land use |
| 27. | SK | 35 | M | higher    | 1  | 2013 | 2013 | Farmland                             | Beekeeping   | Social farming<br>Tourism and recreation<br>related to EAL<br>Traditional buildings<br>Avoid soil erosion<br>Biodiversity  |
| 28. | SK | 54 | F | secondary | 30 | 1990 | 1990 | Open fields<br>Terraced<br>landscape | Livestock<br>Medical plants<br>Processing                      | Social farming<br>Direct sales<br>Quality/Organic/Certified<br>production<br>Tourism and recreation<br>related to EAL      |

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\*Country codes: DE – Germany; ES – Spain; IT – Italy; SI – Slovenia; SK – Slovakia

