

To plant or not to plant? Drivers of native woodland creation in the United Kingdom

Intro:

- The United Kingdom (UK) wants to expand its woodlands and restore its ecosystems. But generally landholders do not plan to create new woodlands in the next five years.
- Ecosystem restoration, represents a change in behaviour for many people.
- We identify what native woodland creation interventions are more likely to be adopted and who is likely to adopt them by studying how characteristics of landholders, their context and the woodland creation interventions themselves, influence land managers' decisions.

Methods

- We survey landholders in the UK basing our survey on the Diffusion of Innovations Theory (Rogers 2003). This theory studies how innovations - *ideas, practices, or objects that are new to an individual or other unit of adoption* - spread through social systems leading to their adoption or rejection by system members. Adoption depends on characteristics of the innovation, the adopter and the context where they interact.
- We explore the influences of intentions, personal norms and social norms, as this have a big influence on behaviour according to the Comprehensive Action Determination Model (Klöckner, 2013).
- Through a Structural Equation Model (SEM) we investigate which characteristics predict adoption better.
- We also use a choice experiment to find out which aspects of woodland creation programs are more important to landholders.

Expected results

- An improved understanding of the drivers behind the adoption of native woodland creation interventions.
- Evidence to inform the design and delivery of future woodland restoration programs.

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Funding:

