

Consent Form: EU's Life+ 'Land Is For Ever' Project Focus Groups

The EU LIFE+ 'Land Is Forever' Project seeks to increase awareness of and promote participation in nature conservation programs that benefit private landowners and the environment. Critical to success is learning from landowners across the EU involved in conservation programs. This bottom-up approach to policy development makes this LIFE+ Project unique. Your experiences and opinions will inform recommendations made by the European Landowners Organization and The Nature Conservancy for effective conservation policies at regional, national and European levels.

We are seeking input from private land owners and managers through focus group meetings. Unlike interviews or public polling, a focus group discussion allows for participants to learn, interact and influence each other as they consider ideas and perspectives. You will be in a group of approximately 8 – 10 participants. There will be a facilitator who will ask questions and facilitate the discussion, and one or more note-takers to write down the ideas expressed within the group. You will be asked some questions relating to your experience with land conservation programs in your country and in the EU. These questions will help us to better understand your preferences for incentives and tools for nature conservation programs involving private landowners. You will be under no obligation to answer any of the questions.

The conversations that we will engage in may involve sensitive issues and information. To encourage candid conversation, we ask participants to maintain the confidentiality of the discussions and to agree not to share those conversations with any outside parties. The focus group conversations may be audio and/or video recorded and will be used solely to inform the research on nature conservation policy for the EU, national and regional governments. Any recording will **not** be released to any third party.

No individual participant will be identified or linked to the results of this project. Everyone will be asked to respect the privacy of the other group members. All participants will be asked not to disclose anything said within the context of the discussion.

The aggregated results of this project may be presented at meetings and conferences; however, your identity will be kept strictly confidential.

By signing this Consent Form, you are indicating that you fully understand the above information and agree to participate in this focus group.

Participant's signature: _____

Printed name: _____

Date: _____

If you have any questions or concerns about this project, please contact:

(insert responsible party and contact information—probably someone from ELO)