

Using social marketing concepts to promote the integration of systematic conservation plans in land-use planning in South Africa

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SUPPLEMENTARY MATERIAL Guide for interviews with councillors in Eastern Cape municipalities

General

Age

Could you tell me how old you are? You can give me a range if you prefer. (Xhosa: excuse for this being a rude question!)

Cultural Background

What cultural background do you come from? Xhosa / Coloured / English / Afrikaans / Zulu

Party membership

Are you a member of the ANC (youth league?) / SACP / DA / PAC / UDM / Local

Time politically active

How long have you been associated with that party?

Have you been with another party before? (SACP, NP, NNP)

(If possible: probe for traumatic experiences during struggle or transition) 'How did you live the liberation struggle, what was your experience?'

Time in position

Since when do you hold your current position?

Training for job

Have you received any training for being a councillor or is that only 'learning by doing'?

Who provided the training and what was it about?

Were there any environmental or biology issues?

(Probe for anything that could be environmentally related)

Computer literacy/use of maps

Do you work with a computer?

Have you got access to the internet and how often do you use it?

Have you ever heard of GIS(Global Information System)? Explain briefly!

Content

1. What are the priorities of your work?
(Background: is environmental protection an unprompted issue at all?)
2. What do you think of the planning processes such the IDP (Integrated Development Plan) And the SDF (Spatial Development Framework) processes?
(Probe for awareness of SDF)
Are they working? Does the SDF reflect the IDP?
3. What role does town- and land-use-planning have in your municipality?
(Probe for the name of the person responsible)

Would you consider it an important function?
Does it work well?

4. Are there people that actively fight for the environment in your municipality? What do you think of them?
(Probe for prejudice)
- 5.* Do you think that the Xhosa culture will be able to persist in the future? Should it?
(Probe for fireside tale and favourite character)
6. What makes your municipality special for you yourself, very personally?
(Background: are environmental features part of what is valued)
7. What would you think tourists like most? Why do they come to South Africa, and why would they choose to come to your municipality?
(Background: are environmental features part of what is valued)
8. If you run into a problem—for example somebody of your electorate comes and presents you with a problem that you don't know how to solve—who would you ask for advice?
(If possible probe for names!)
- 9.** I have been talking about 'biodiversity' earlier on, would you mind giving me your own and personal definition of what that word actually means to you?
(Probe for what it might intuitively mean when no answer)
- 10.** And the same question about the word “sustainability”?

Sorting exercise

Would you mind sorting the following terms according to their importance in your work (present unordered in circular layout):

Biodiversity protection
Environmental protection
Economic development
Social development
Security (with respect to crime)
Education and training
Service delivery (water, housing, etc.)

*Question 5 did not yielded useable results.

**The results of questions 9 and 10 have been discussed in Wilhelm-Rechmann & Cowling (2011).