

SUPPORTING INFORMATION – FULL THEORETICAL FRAMEWORK WITH DEFINITIONS

This supporting information is a table outlining the full theoretical framework used in our study, its components, and the definitions for the attributes and the subattributes within them. The table includes:

1. The framework's three components (Column 1 = "Component").
2. The attributes within each component (Column 2 = "Attribute"), which are defined in Table 1 of the article.
3. The subattributes stemming from each attribute (Column 3 = "Subattribute").
4. The subattribute definitions (Column 4 = "Subattribute - Definition").
5. The subattribute definition clarifications (Column 5 = "Subattribute - Definition clarification"), wherever relevant.
6. The source/s for both subattribute definitions and, if relevant, clarifications (Column 6 = "Subattribute - Definition and clarification sources").
7. Information on whether subattributes were covered in our surveys or not (Column 7 = "Subattribute - Included in survey").
8. If a subattribute was not included, why (Column 8 = "Subattribute - Exclusion justification").

Component	Attribute	Subattribute	Subattribute - Definition	Subattribute – Definition clarification	Subattribute – Definition and clarification sources	Subattribute - Included in survey	Subattribute - Exclusion justification
Innovation	Relative Advantage	Economic benefit	Net economic benefits as perceived by the potential adopter.	For the purpose of this definition economic benefits are conceptualised in a broad sense and include amongst other things: considerations of costs and benefits over the long-term; risks; the cost of foregoing other opportunities; the value of keeping options open; resource degradation; resource-system issues; and non-financial benefits and costs.	Pannell, D. J., Marshall, G. R., Barr, N., Curtis, A., Vanclay, F., & Wilkinson, R. (2006). Understanding and promoting adoption of conservation practices by rural landholders. Australian Journal of Experimental Agriculture, 46(11), 1407. https://doi.org/10.1071/EA05037	Yes	
Innovation	Relative Advantage	Initial costs	The expected monetary and non-monetary direct or indirect costs and risks associated with the adoption of an innovation.	A direct monetary cost, for example, would be the money spent to acquire or implement an innovation, while an indirect monetary cost example would be the money spent in upgrading or acquiring equipment needed to implement the innovation. A direct non-monetary cost, for example, would be the time or members of staff needed to acquire or implement the innovation, while an indirect non-monetary cost example would be the time spent upgrading equipment or training staff.	Rogers, E. M. (2003). Diffusion of innovations (5th ed.). Free Press. Wejnert, B. (2002). Integrating models of diffusion of innovations: A conceptual framework. In Annual Review of Sociology (Vol. 28, pp. 297–326). https://doi.org/10.1146/annurev.soc.28.110601.141051	Yes	

Component	Attribute	Subattribute	Subattribute - Definition	Subattribute – Definition clarification	Subattribute – Definition and clarification sources	Subattribute - Included in survey	Subattribute - Exclusion justification
Innovation	Relative Advantage	Social benefits	The expected positive impacts of adoption in societal terms.	By societal terms we mean: food security; equality (gender, sexual, political, racial, economic, religious...); health; education; work; communication; safety; access to infrastructure; cultural survival and heritage; etc... This component does not include the social benefits of poverty reduction (covered by the economic benefits component) or environmental sustainability (covered by the environmental benefits component).	Pannell, D. J., Marshall, G. R., Barr, N., Curtis, A., Vanclay, F., & Wilkinson, R. (2006). Understanding and promoting adoption of conservation practices by rural landholders. Australian Journal of Experimental Agriculture, 46(11), 1407. https://doi.org/10.1071/EA05037 United Nations. (n.d.). United Nations Sustainable Development Goals. Retrieved March 9, 2023, from https://sdgs.un.org/goals	Yes	
Innovation	Relative Advantage	Social prestige	The expected social recognition or status gained through innovation adoption.		Rogers, E. M. (2003). Diffusion of innovations (5th ed.). Free Press.	Yes	
Innovation	Relative Advantage	Environmental benefits	The expected positive impacts of adoption on environmental sustainability terms	By "environmental sustainability terms" we mean: climate change mitigation or adaption; water security; biodiversity and ecosystem services; reduction of chemical, physical or biological pollution of water, air or soil; erosion control; flood regulation; habitat for wildlife; etc...	Pannell, D. J., Marshall, G. R., Barr, N., Curtis, A., Vanclay, F., & Wilkinson, R. (2006). Understanding and promoting adoption of conservation practices by rural landholders. Australian Journal of Experimental Agriculture, 46(11), 1407. https://doi.org/10.1071/EA05037 UNEP, U. E. P., & FAO, F. and A. O. of the U. N. (2021). UN Decade on Restoration. https://www.decadeonrestoration.org/	Yes	

Component	Attribute	Subattribute	Subattribute - Definition	Subattribute – Definition clarification	Subattribute – Definition and clarification sources	Subattribute - Included in survey	Subattribute - Exclusion justification
Innovation	Relative Advantage	Perceived risks	The expected negative effects of adoption that may or may not materialise themselves in the future.		Pannell, D. J., Marshall, G. R., Barr, N., Curtis, A., Vanclay, F., & Wilkinson, R. (2006). Understanding and promoting adoption of conservation practices by rural landholders. Australian Journal of Experimental Agriculture, 46(11), 1407. https://doi.org/10.1071/EA05037 Rogers, E. M. (2003). Diffusion of innovations (5th ed.). Free Press. Wejnert, B. (2002). Integrating models of diffusion of innovations: A conceptual framework. In Annual Review of Sociology (Vol. 28, pp. 297–326). https://doi.org/10.1146/annurev.soc.28.110601.141051	Yes	
Innovation	Relative Advantage	Immediacy of reward	The expected wait time until the benefits or beneficial consequences of adoption become evident.		Rogers, E. M. (2003). Diffusion of innovations (5th ed.). Free Press.	Yes	
Innovation	Compatibility	Values and beliefs	The perceived coherence of the innovation with the potential adopter's personal values (what one thinks is important) and beliefs (what one thinks is true).		Rogers, E. M. (2003). Diffusion of innovations (5th ed.). Free Press. Wejnert, B. (2002). Integrating models of diffusion of innovations: A conceptual framework. In Annual Review of Sociology (Vol. 28, pp. 297–326). https://doi.org/10.1146/annurev.soc.28.110601.141051	Yes	
Innovation	Compatibility	With previously introduced ideas	The perceived coherence of the innovation with what the potential adopter already knows or has experience with.	Previous experience provides a standard against which an innovation can be interpreted, decreasing uncertainty and facilitating adoption.	Rogers, E. M. (2003). Diffusion of innovations (5th ed.). Free Press.	No	Excluded, based on the assumption that most UK landholders have some previous experience of woodland and its creation.

Component	Attribute	Subattribute	Subattribute - Definition	Subattribute – Definition clarification	Subattribute – Definition and clarification sources	Subattribute - Included in survey	Subattribute - Exclusion justification
Innovation	Compatibility	With needs	The degree to which the potential adopter perceives the innovation to suit its requirements at a particular point in time.		Rogers, E. M. (2003). Diffusion of innovations (5th ed.). Free Press.	Yes	
Innovation	Compatibility	With current practices	The degree to which the potential adopter perceives the innovation to be compatible with its current practices.		Rogers, E. M. (2003). Diffusion of innovations (5th ed.). Free Press.	Yes	
Innovation	Complexity	Ease of understanding	The degree to which the innovation is perceived as relatively easy to understand.		Rogers, E. M. (2003). Diffusion of innovations (5th ed.). Free Press.	Yes	
Innovation	Complexity	Ease of use	The degree to which the innovation is perceived as relatively easy to use.		Rogers, E. M. (2003). Diffusion of innovations (5th ed.). Free Press.	Yes	
Innovation	Trialability	Experimenting on partial basis/ divisibility	The potential adopter's perceived ability to test the innovation before its full implementation or use.		Rogers, E. M. (2003). Diffusion of innovations (5th ed.). Free Press.	No	Excluded, based on the assumption that is impossible to realistically trial woodland creation in the UK, given the long time it takes woodland to stablish and strong presumptions against woodland conversion in UK law.
Innovation	Trialability	Reversible	The degree to which the potential adopter perceives the innovation can be abandoned and the status prior to adoption restored.		Rogers, E. M. (2003). Diffusion of innovations (5th ed.). Free Press.	Yes	

Component	Attribute	Subattribute	Subattribute - Definition	Subattribute – Definition clarification	Subattribute – Definition and clarification sources	Subattribute - Included in survey	Subattribute - Exclusion justification
Innovation	Observability	Visibility of results	The degree to which the results of the innovation are observable by others.		Rogers, E. M. (2003). Diffusion of innovations (5th ed.). Free Press.	Yes	
Innovation	Observability	Visibility of practice	The degree to which the innovation itself is observable by others.		Rogers, E. M. (2003). Diffusion of innovations (5th ed.). Free Press.	Yes	
Innovation	Flexibility	Modification	The degree to which the potential adopter perceives they can change the innovation.		Rogers, E. M. (2003). Diffusion of innovations (5th ed.). Free Press.	Yes	
Adopter/ landing site	Social-economics	Economic well-being	The resources people use to meet basic consumption and material needs and access other sources of well-being.		Rogers, E. M. (2003). Diffusion of innovations (5th ed.). Free Press.	Yes	
Adopter/ landing site	Social-economics	Education	The level of formal education (school, high-school, undergraduate, postgraduate, other...) attained by an adopter or potential adopter.	Formal education is education that is institutionalised, intentional and planned through public organizations and recognised private bodies, and – in their totality – constitute the formal education system of a country.	Rogers, E. M. (2003). Diffusion of innovations (5th ed.). Free Press. UNESCO Institute for Statistics. (2012). International standard classification of education: ISCED 2011. UNESCO Institute for Statistics. Wejnert, B. (2002). Integrating models of diffusion of innovations: A conceptual framework. In Annual Review of Sociology (Vol. 28, pp. 297–326). https://doi.org/10.1146/annurev.soc.28.110601.141051	Yes	

Component	Attribute	Subattribute	Subattribute - Definition	Subattribute – Definition clarification	Subattribute – Definition and clarification sources	Subattribute - Included in survey	Subattribute - Exclusion justification
Adopter/ landing site	Social-economics	Resource slack	The degree to which extra resources (time, money, staff etc. not key to maintain status quo) are available to the potential adopter while considering adoption, which could be invested on innovation adoption or in mitigating its risks.	Rogers only considers this when studying adoption by organisations, we extend this to individuals.	Page 412 - Rogers, E. M. (2003). Diffusion of innovations (5th ed.). Free Press.	Yes	
Adopter/ landing site	Social-economics	Size	According to literature this could be divided in two:- Size of the area (i.e. landholding, fishing grounds): This refers to the area within which the innovation is implemented, not just the space taken by the innovation.- Size of the organisation (applies to innovations adopted by organisations): Dimensions of the organisation adopting an innovation, in terms of its number of employees, the size of its budget, number and size of customers, number of branches and subsidiaries, etc.	Organisation size is probably a surrogate of total resources, resource slack, employee's technical expertise, formalisation, etc. Generally bigger organisations are more innovative.	Size of area: Page 1413 - Pannell, D. J., Marshall, G. R., Barr, N., Curtis, A., Vanclay, F., & Wilkinson, R. (2006). Understanding and promoting adoption of conservation practices by rural landholders. Australian Journal of Experimental Agriculture, 46(11), 1407. https://doi.org/10.1071/EA05037 Size of organization: Page 409 to 411 - Rogers, E. M. (2003). Diffusion of innovations (5th ed.). Free Press.	Yes	

Component	Attribute	Subattribute	Subattribute - Definition	Subattribute – Definition clarification	Subattribute – Definition and clarification sources	Subattribute - Included in survey	Subattribute - Exclusion justification
Adopter/ landing site	Personality	Risk orientation	The level of risk proclivity or risk aversion of a potential adopter.		Pannell, D. J., Marshall, G. R., Barr, N., Curtis, A., Vanclay, F., & Wilkinson, R. (2006). Understanding and promoting adoption of conservation practices by rural landholders. <i>Australian Journal of Experimental Agriculture</i>, 46(11), 1407. https://doi.org/10.1071/EA05037 Rogers, E. M. (2003). <i>Diffusion of innovations</i> (5th ed.). Free Press. Wejnert, B. (2002). Integrating models of diffusion of innovations: A conceptual framework. In <i>Annual Review of Sociology</i> (Vol. 28, pp. 297–326). https://doi.org/10.1146/annurev.soc.28.110601.141051	Yes	
Adopter/ landing site	Personality	Competition	The degree to which units within a system compete for resources, funds, ties to external agents, status, etc.		Burt, Ronald S. (1992) <i>Structural Holes: The Social Structure of Competition</i>. Harvard University Press. JSTOR, http://www.jstor.org/stable/j.ctv1kz4h78. Wejnert, B. (2002). Integrating models of diffusion of innovations: A conceptual framework. In <i>Annual Review of Sociology</i> (Vol. 28, pp. 297–326). https://doi.org/10.1146/annurev.soc.28.110601.141051	Yes	

Component	Attribute	Subattribute	Subattribute - Definition	Subattribute – Definition clarification	Subattribute – Definition and clarification sources	Subattribute - Included in survey	Subattribute - Exclusion justification
Adopter/ landing site	Knowledge	Familiarity with the innovation	Degree to which the adopter knows about the innovation and its consequences.	Another aspect of this definition is the degree to which potential adopters perceive the innovation as radical or novel. Innovations perceived as radical, or novel are less likely to be adopted. Familiarity is increased by acquiring more information about the innovation and its consequences.	Wejnert, B. (2002). Integrating models of diffusion of innovations: A conceptual framework. In Annual Review of Sociology (Vol. 28, pp. 297–326). https://doi.org/10.1146/annurev.soc.28.110601.141051	Yes	
Adopter/ landing site	Knowledge	Complexity	Degree to which potential adopters perceive they possess the knowledge, skills and experience needed to implement an innovation. This is usually measured by the range of occupational specialities and degree of professionalism expressed as formal training.	Rogers only considers this when studying adoption by organisations, we extend this to individuals.	Page 412 - Rogers, E. M. (2003). Diffusion of innovations (5th ed.). Free Press.	Yes	
Adopter/ landing site	Knowledge	Interconnectedness	Degree to which the individuals within a particular social system are linked to one another via interpersonal networks. A higher level of interconnectedness increases innovativeness.	Rogers only considers this when studying adoption by organisations, we extend this to individuals.	Page 412 - Rogers, E. M. (2003). Diffusion of innovations (5th ed.). Free Press.	Yes	

Component	Attribute	Subattribute	Subattribute - Definition	Subattribute – Definition clarification	Subattribute – Definition and clarification sources	Subattribute - Included in survey	Subattribute - Exclusion justification
Adopter/ landing site	Decision-making	Innovation-decision	The role of the individual potential adopter in the adoption decision making process. This will be based on the type of decision-making process: - Optional - decision made by an individual independent of other members of the system; - Collective - decision made by consensus among members of a system; - Authority - decision made by relatively few individuals in a system who possess power, status, or technical expertise.		Page 28 - Rogers, E. M. (2003). Diffusion of innovations (5th ed.). Free Press.	Yes	
Adopter/ landing site	Decision-making	Political empowerment	The degree to which potential adopters perceive they have the ability to participate in the decision-making processes that affect their lives.		World Resources Institute. (2003). World Resources 2002 - 2004: Decisions for the Earth: Balance, Voice and Power. https://www.wri.org/research/world-resources-2002-2004	Yes	
Adopter/ landing site	Decision-making	Formalization	The level of formality or protocol an individual or group needs to adhere to in order to make a decision associated with an innovation (i.e. formal process involving a protocol (rules and procedures), approvals by a hierarchy and signings, etc.).	Rogers only considers this when studying adoption by organisations, we extend this to individuals.	Page 412 - Rogers, E. M. (2003). Diffusion of innovations (5th ed.). Free Press.	Yes	

Component	Attribute	Subattribute	Subattribute - Definition	Subattribute – Definition clarification	Subattribute – Definition and clarification sources	Subattribute - Included in survey	Subattribute - Exclusion justification
Context	Geographical setting	Ecological conditions	The degree to which the ecological infrastructures of a place such as its climate, weather, soil or landscape characteristics limit, allow or affect the adoption of an innovation.		Page 311 - Wejnert, B. (2002). Integrating models of diffusion of innovations: A conceptual framework. In Annual Review of Sociology (Vol. 28, pp. 297–326). https://doi.org/10.1146/annurev.soc.28.110601.141051	Yes	
Context	Geographical setting	Proximity	The degree to which the physical distance between a potential adopter and other adopters affects adoption.	Proximity can and does interplay with social density (i.e. number of adopter in an area), socialization and homogeneity. Access to travel infrastructure such as roads or markets is likely to influence proximity.	Page 311 - Wejnert, B. (2002). Integrating models of diffusion of innovations: A conceptual framework. In Annual Review of Sociology (Vol. 28, pp. 297–326). https://doi.org/10.1146/annurev.soc.28.110601.141052	No	To be drawn from census if needed.
Context	Culture	Traditionalism	The degree to which the individuals interacting in the context where the innovation diffuses follow or support the mainstream cultural norms, values and beliefs of the area. This is associated to social inertia or aversion to social change which can reduce openness to new ideas and practices slowing innovation adoption rates.		Page 314 - Wejnert, B. (2002). Integrating models of diffusion of innovations: A conceptual framework. In Annual Review of Sociology (Vol. 28, pp. 297–326). https://doi.org/10.1146/annurev.soc.28.110601.141053	Yes	

Component	Attribute	Subattribute	Subattribute - Definition	Subattribute – Definition clarification	Subattribute – Definition and clarification sources	Subattribute - Included in survey	Subattribute - Exclusion justification
Context	Culture	Homogeneity	The degree of cultural similarity of the individuals interacting in the context where the innovation diffuses.	Our use of similarity relates to Wejnert's definitions of structural equivalence: "an actor's perception of concordance with other members in a social and/or organizational network" and with Rogers's definition of homophily: "The degree to which two or more individuals who interact are similar in certain attributes".	Page 314 - Wejnert, B. (2002). Integrating models of diffusion of innovations: A conceptual framework. In Annual Review of Sociology (Vol. 28, pp. 297–326). https://doi.org/10.1146/annurev.soc.28.110601.141054	No	To be drawn from census if needed.
Context	Culture	Socialization	The frequency of interaction between individuals within a particular social network, which may influence adoption by mobilizing the available societal talents of entrepreneurship, perseverance, determination, and marketing skills needed to consider the adoption of innovations.		Page 314 - Wejnert, B. (2002). Integrating models of diffusion of innovations: A conceptual framework. In Annual Review of Sociology (Vol. 28, pp. 297–326). https://doi.org/10.1146/annurev.soc.28.110601.141055	Yes	
Context	Political conditions	National policies	The degree to which national/ state policies support or prevent adoption of innovations. For example, by protecting national technologies from replacement by similar technologies from foreign countries.		Page 315 - Wejnert, B. (2002). Integrating models of diffusion of innovations: A conceptual framework. In Annual Review of Sociology (Vol. 28, pp. 297–326). https://doi.org/10.1146/annurev.soc.28.110601.141056	Yes	

Component	Attribute	Subattribute	Subattribute - Definition	Subattribute – Definition clarification	Subattribute – Definition and clarification sources	Subattribute - Included in survey	Subattribute - Exclusion justification
Context	Political conditions	Structure of government	The way in which different national governmental entities are organised and connected, and how this affects the context where adoption is taking place.		Page 315 - Wejnert, B. (2002). Integrating models of diffusion of innovations: A conceptual framework. In Annual Review of Sociology (Vol. 28, pp. 297–326). https://doi.org/10.1146/annurev.soc.28.110601.141057	No	Excluded, based on the assumption that UK government structures (national and local) have been relatively stable now and in the recent past.
Context	Political conditions	Bureaucracies	The level of administrative effort (i.e. paperwork and other processes (i.e. approvals)) imposed on the adopter to be able to adopt the innovation.		Page 315 - Wejnert, B. (2002). Integrating models of diffusion of innovations: A conceptual framework. In Annual Review of Sociology (Vol. 28, pp. 297–326). https://doi.org/10.1146/annurev.soc.28.110601.141058	Yes	
Context	Political conditions	Political character	The degree to which the ideological doctrines predominant in a state (liberalism, socialism, anarchism...) and its level of political censorship influence the context where the innovation will be adopted.		Page 315 - Wejnert, B. (2002). Integrating models of diffusion of innovations: A conceptual framework. In Annual Review of Sociology (Vol. 28, pp. 297–326). https://doi.org/10.1146/annurev.soc.28.110601.141059	No	To be drawn from census if needed.
Context	Extension support	Support and facilitation	The degree to which adoption is enhanced by the access to support that facilitates innovation adoption through for example: the provision of technical advice, facilitation of processes, or through capacity building and training.		Page 6 - Romero-de-Diego, C., Dean, A., Jagadish, A., Witt, B., Mascia, M. B., & Mills, M. (2020). Drivers of adoption and spread of wildlife management initiatives in Mexico. Conservation Science and Practice, February, 1–12. https://doi.org/10.1111/csp2.438	Yes	

Component	Attribute	Subattribute	Subattribute - Definition	Subattribute – Definition clarification	Subattribute – Definition and clarification sources	Subattribute - Included in survey	Subattribute - Exclusion justification
Context	Extension support	Presence of Champions	The degree to which adoption is influenced by the existence of charismatic individuals who promote an innovation within their particular context, helping others overcome the indifference or resistance the innovation may provoke. Champions are internal to the context they influence.		Page 473 - Rogers, E. M. (2003). Diffusion of innovations (5th ed.). Free Press.	Yes	
Context	Global discourse	Institutionalization	The degree to which an innovation is perceived to be coherent with rules and processes considered the standard to achieve global societal objectives such as sustainability (i.e. adoption of renewable energy generation is understood as the standard process to make the energy sector sustainable).		Page 315 - Wejnert, B. (2002). Integrating models of diffusion of innovations: A conceptual framework. In Annual Review of Sociology (Vol. 28, pp. 297–326). https://doi.org/10.1146/annurev.soc.28.110601.141059	No	Excluded, based on the assumption that the global goal of increasing woodland area and restoring ecosystems is well embedded within the UK's national agenda
Context	Global discourse	Global technology	The degree to which the adoption of innovations is affected by the existence of technologies that diffuse globally thanks to the existence of multinational corporations and markets.		Page 315 - Wejnert, B. (2002). Integrating models of diffusion of innovations: A conceptual framework. In Annual Review of Sociology (Vol. 28, pp. 297–326). https://doi.org/10.1146/annurev.soc.28.110601.141060	No	Excluded, based on the assumption that the UK's context is currently well connected to global markets.

Component	Attribute	Subattribute	Subattribute - Definition	Subattribute – Definition clarification	Subattribute – Definition and clarification sources	Subattribute - Included in survey	Subattribute - Exclusion justification
Context	Global discourse	World connectedness	The degree to which an adoption context is connected to the rest of the world through modern communication technologies (i.e. phone, internet...) and access to global media.		Page 315 - Wejnert, B. (2002). Integrating models of diffusion of innovations: A conceptual framework. In Annual Review of Sociology (Vol. 28, pp. 297–326). https://doi.org/10.1146/annurev.soc.28.110601.141061	No	Excluded, based on the assumption that the UK's context is currently well connected to the rest of the world through global communication technologies.