

Motivations for citizen collaboration to accelerate the sustainable urban transition

Participation in local sustainability initiatives in the Sege Park
neighbourhood of Malmö, Sweden

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“Transformation to sustainability can be defined as physical and/or qualitative changes in form, structure or meaning-making, but can also be understood as a psycho-social process, involving the unleashing of human potential to commit, care for and effect change for a better life.” Horlings, 2015

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Abstract

Citizen collaboration is essential to tackling global sustainability issues. People have different motivations for participating. However, there is a lack of studies on citizen motivations for participating in local sustainability initiatives. To address this gap, the present study looked into the motivations of the residents of the Sege Park neighbourhood in Malmö, Sweden. The study interviewed nine people to identify what drives their participation and analysed the results by using the Volunteer Functions Inventory as the theoretical framework. The results suggest that there are many motivations to participate, although social motivations emerged as the most important. Also, important motivations included user, enhancement and learning. Municipalities and participation facilitators should consider these motivations when developing sustainability initiatives in order to provide participants with an experience that meets their expectations. If collaboration facilitators can harness participants' motivations, it will increase collaboration and successful work towards global sustainability goals. Furthermore, by using Inner Development Goals as an analytical lens throughout the study, this research found that participation has a positive effect on participants' inner development, which eventually leads to outer change. Due to engaging in local sustainability activities, participants reported a deepened connection to themselves, others and the world; they learnt new ways of thinking and approaching complexity and felt inspired and empowered.

Keywords: citizen collaboration, motivations, Sege Park, VFI, IDG.

Executive Summary

Problem definition

This research study addresses the existing gap in current research on motivations for citizen collaboration in local sustainability initiatives because citizen involvement is critical for solving urban sustainability challenges and accelerating the green urban transition. Knowing what drives people to participate and collaborate is important to successfully achieve ambitious goals set out in the environmental sustainability agendas. Moreover, civic participation has a pivotal role in environmental volunteering and sustainability projects. However, the literature points out that it is challenging to recruit and retain an adequate level of engaged participants, as well as to ensure the longevity of the projects. Understanding patterns of and motivations for participation is fundamental, and this master's thesis aims to address that.

The existing body of research looks into overall motivations for people to participate or volunteer but does not directly address potential motivations that might be different for sustainability initiatives. Traditionally, many of these studies focused on citizen participation in non-sustainability initiatives but rather looked into overall volunteering domestically or internationally, urban conservation stewardship, and engagement in nature-based solutions. These studies proved that, in general, participation is driven by inner motivations and because various needs are fulfilled when one is involved. However, it also shows that there is a lack of knowledge on motivations that might drive citizens' involvement in sustainability-related activities in particular. It is important to fill this research gap because citizen involvement in local sustainability initiatives is needed to address urban sustainability challenges and poly-crises.

The findings of this study aim to support interdisciplinary research in environmental and sustainability topics, urban development, and human behaviour by aiming to find out what motivates residents to participate in local sustainability initiatives. Furthermore, matching participants' experiences to their motivations may affect people's commitment and further participation. The findings of this study might enable participation facilitators to understand people's motivations for collaboration better. It might also be useful when adjusting the invitations for participation or modifying how the initiatives are run.

Research aim and questions

Effective collaboration and citizen participation are essential for accelerating sustainable urban transitions. This research aims to analyse what motivates citizens to get involved in collaboration initiatives that accelerate the sustainable urban transition. To achieve this aim, the researcher investigates the motivations for citizen collaboration in local sustainability initiatives in the Sege Park neighbourhood of Malmö, Sweden. There is a need to focus more research on mid-sized cities such as Malmö – a city that managed to pull off a change from an old industrial shipbuilding hub that got hit by a decline and reinvented itself into a modern city with a diverse cultural hub, striving for sustainability and climate neutrality. Furthermore, a look into how participation in sustainability-related initiatives affects citizens' inner development is also of relevance. The main research goal is to provide an understanding of citizen motivations that might be useful in fostering and sustaining such collaboration. It is a critical step to unlock diverse stakeholders' collective potential to address complex urban challenges.

RQ1: What motivations drive citizen participation in local sustainability initiatives in the Sege Park neighbourhood, Malmö?

RQ2: How does citizen participation affect the five inner dimensions (being, thinking, relating, collaborating, acting) explored by the Inner Development Goals Framework?

Research design

This study followed a qualitative design and performed a case study on the Sege Park neighbourhood in Malmö. The theoretical framework chosen was an adaptation of the Volunteer Functions Inventory, initially developed by Clary et al. (1998) and improved by Bruyere & Rappe (2007). Moreover, this research used Inner Development Goals as a lens to analyse the effect participation has on people's inner development in terms of being, thinking, relating, collaborating, and acting.

Research findings

RQ1: What motivations drive citizen participation in local sustainability initiatives in the Sege Park neighbourhood, Malmö?

According to this research, the biggest motivations for citizen participation in local sustainability initiatives were social. Social motivations identified included getting to know your neighbours, experiencing a sense of belonging and community, creating connectedness to others, or meeting new people. Value-driven participation was also evident, and the sample of this study had strong values on social sustainability. Another relevant motivation was ego enhancement, which refers to feeling better about oneself because of participation. For example, feeling proud, joyful and experiencing a sense of achievement. Furthermore, user and learning motivations were also present, however, not as continuously as social or enhancement. Participants felt more inclined to start engaging in local sustainability initiatives because they were active users of the area. Meaning that they live in the neighbourhood and, thus, want it to thrive. In terms of learning, it was more seen as a benefit of participation rather than an initial motivation to join the activities. People reported having learnt a lot of soft skills from participation but did not directly see it as a reason as to why they feel driven to participate in the first place.

RQ2: How does citizen participation affect the five inner dimensions (being, thinking, relating, collaborating, acting) explored by the Inner Development Goals Framework?

According to this study's findings, participation positively affects participants' inner dimensions explored by the Inner Development Goals. Participants reported changes in their being, especially the boosted openness and learning mindset, increased self-awareness and authenticity. In terms of thinking, participants developed more critical thinking and complexity awareness, as well as the ability to take on diverse perspectives. Relating and collaboration were affected the most. Participants felt much more connected to themselves, each other and nature and experienced more empathy and compassion. As to collaboration, an increase in trust, conflict management and mobilisation skills was noticed. Lastly, the ability to act was only touched upon briefly in comparison to other dimensions. Because of engagement, participants did feel more empowered to act and use their voices to challenge the traditional ways of thinking. However, perseverance and optimism were only lightly reflected.

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Abbreviations

SDGs – Sustainable Development Goals

IDG – Inner Development Goals

VFI – Volunteer Functions Inventory

1 Introduction

Interdisciplinary research fields encompassing environmental science, sustainability, urban studies and human behaviour have established that people's participation and collaboration are crucial factors in achieving environmental and social sustainability (Ansell & Gash, 2008; Kern, 2023; Paskaleva et al., 2015; Wickenberg, 2023; Zinkernagel, 2022). Studies on collaboration within urban settings emphasise the need to inspire more people to join the sustainable future conversation and action. Local sustainability initiatives in cities are often dependent on residents' participation (Huttunen et al., 2022; Leino & Puumala, 2021; Sauermann et al., 2020). Research on citizen engagement, including its importance, motivations, and barriers, has established that addressing citizens' motivations plays an important role in increased or continued participation in collaboration initiatives (Asah & Blahna, 2012; Hobbs & White, 2012; Ryan et al., 2001). However, there is a lack of research looking into citizens' motivations to participate in particularly sustainability initiatives.

This master's thesis research study aims to identify the underlying citizens' motivations to participate in local sustainability initiatives. To achieve this, the researcher chose to analyse motivations for participation in sustainability initiatives in the Sege Park neighbourhood of Malmö, Sweden. This chapter will provide an introduction to the master's thesis project by discussing the study context and background, indicating the research problem, aims, objectives, research questions, and significance, and lastly, acknowledging the limitations.

It is the end of the first quarter of the 21st century, and the Earth and humanity are in a state of multiple crises. Since the 1950s, the human population has grown from 2,5 billion to more than 8 billion (United Nations, 2022). According to IPCC reports, such rapid growth continuously puts pressure on the natural resources planet Earth can provide and leads to air, water and land pollution, which in turn encourages the loss of biodiversity and poor human health (Calvin et al., 2023). In 2009, Rockström and 28 scientists well-known internationally, defined a safe operating space for humanity and identified nine planetary boundaries: climate change, biogeochemical flows, rate of biodiversity loss, global freshwater use, land-system change, novel entities, stratospheric ozone depletion, aerosol loading and ocean acidification (Rockström et al., 2009). By 2023, six out of nine of these planetary boundaries are already exceeded, with the latter three either close to being breached or exceeding regionally (Richardson et al., 2023). Moreover, the burden of pollution, water scarcity and life-threatening climate events is disproportionately affecting the poorest communities, thus adding to inequality.

In such times, there is a strong need to grow more resilient communities that work towards environmental protection and follow systems- and future-thinking principles. Sustainability transformation in urban settings is gaining growing attention across various research disciplines. It is crucial to address these persistent global challenges. Furthermore, urban governance must work towards fair resource management, preservation of ecosystems, and the interconnected well-being of current and future generations. Urban governance reflects how the government is organised and delivered in cities and how the relationships between civil society and state agencies are fostered (Raco, 2020).

Growing cities and urbanisation trends are here to stay, and sustainable urban transitions are needed to support humanity's existence and the planet. As of today, over 50% of the world's population lives in urban areas, and it is expected to reach nearly 60% by 2070 (UN-Habitat, 2022). Society and the level of its problems have grown increasingly complex, as has urban governance. According to Loorbach (2010), this complexity raises many issues and challenges but also creates pathways for innovative solutions. Moreover, human-caused climate change affects current and future generations, and improved climate actions are needed to address it

because the current pace and scale are insufficient to limit world warming (Calvin et al., 2023). The Paris Agreement was adopted during the 2015 United Nations Climate Change Conference, where it was set out to limit global warming to well below 2°C compared to pre-industrial levels and ideally even below 1.5°C (*The Paris Agreement*, 2015). In 2023, it is proved that only rapid and sustained reductions of greenhouse gas emissions across all sectors can limit global warming to 1.5°C before the end of the century. The most recent IPCC reports explain that the only way to attain this goal is to half the emissions by 2030 and reach net zero CO₂ emissions in mid-century (Calvin et al., 2023)

If not taken seriously and keeping business-as-usual, the urban future will result in economic uncertainties, undermine even more people's health, and escalate the level of environmental challenges that society faces now. A positive trend is that interactive policy and network approaches in which the government involves societal stakeholders in policymaking are becoming more widespread. Since cities are the closest level of governance to citizens, they play an essential role in driving change (Graute, 2016). Transitioning to a more circular urban system asks for far-reaching changes in modes of governance and overall urban practices rather than just waiting for technological innovations (Graute, 2016; Winslow & Coenen, 2023). The 2030 Agenda for Sustainable Development introduced 17 Sustainable Development Goals (SDGs) that all developed and developing countries should aim for regarding climate, people and financial security (UN, 2015b, 2015a). More specifically, goal 11 - Sustainable cities and communities - directly targets the issue of cities and challenges communities to become environmentally conscious. However, all 17 goals are interrelated and cannot be separated from urban lifestyles. Zinkernagel (2022) indicates that SDGs can be used to open up organisations and people for collaboration, allowing inclusive forms of governance, for example, increased involvement of citizens.

In light of such a political landscape with the European Green Deal and the EU Urban Agenda, cities must be innovative, strategic, and radical to achieve ambitious goals. As a major initiative, the European Green Deal started in 2019 with an aim to make Europe the first climate-neutral continent by 2050. It developed a comprehensive plan to change Europe's economy, society and overall lifestyles to achieve climate neutrality and a sustainable future. It covers various areas, from energy efficiency and innovations to moving from linear to circular economy and ensuring environmental protection and restoration (European Commission, 2021). On the other hand, The Urban Agenda for the EU focuses on improving the quality of life in cities across the European Union (EU). This multi-level governance approach addresses various challenges, including climate change, air pollution, and social exclusion (European Commission, n.d.). The agenda aims to achieve its goals through a partnership approach involving cities, national governments, and the European Commission. Both are closely interconnected by recognising the importance of cities in achieving their goals. Cities are significant emitters of greenhouse gases and are home to many challenges the European Green Deal aims to address. The Urban Agenda for the EU can help cities become more sustainable and resilient, which will help achieve the Green Deal's goals. However, it is challenging to cut global emissions by almost half by 2030 and manage to engage various sectors (Calvin et al., 2023). In the latest IPCC report, inclusive governance, knowledge sharing, cooperation on all levels, and collaboration are seen on the list of enablers for successful climate action.

Collaboration is an essential tool to enable urban sustainability transitions needed to achieve the goals set in the agendas by the European Commission. In simple terms, collaboration can be defined as "the act of working together with other people or organisations to create or achieve something" (Cambridge Dictionary, n.d.). Collaborative functions are able to enhance social sustainability because collaboration promotes communal spirit and connectedness among residents (Svensson, 2023). Citizen collaboration and participation in local sustainability

activities are important because they allow citizens to use their voices and be heard. Collaboration creates a sense of responsibility—a citizen is a part of the neighbourhood’s future, and everyone’s actions matter. Participation might also facilitate local integration and reduce segregation (Andersson & Hedman, 2016). Collaborating in sharing activities and connecting with each other allows people to strive for life within planetary boundaries (Leonette et al., 2021). Collaborative consumption practices like sharing and borrowing, for example, are one way to achieve sustainability goals and to tackle urban sustainability challenges (Voytenko Palgan et al., 2019).

Interestingly, collaboration is one of the five Inner Development Goals (IDG), which set out 23 transformational skills that people shall possess to manage outer change. If the Agenda 2030 and the SDGs set out *what* people need to achieve in order to have peace and prosperity, then the IDG Framework can be seen as *how* that can be achieved. The IDG Framework defines collaboration by looking into skills such as communication, trust, co-creation, mobilisation, inclusivity and intercultural mindset (Jordan, 2021). These social skills are crucial to making progress on shared concerns, like facing the climate crisis.

In literature, collaboration is proven to be a successful tool in advancing sustainable urban transformation in cities (Giddens, 2009; Graute, 2016; Wickenberg, 2023). A British sociologist, Anthony Giddens (2009), advocated for a proactive approach to urban transformation and emphasised the need for stakeholder collaboration. In addition, he highlighted the importance of public participation in shaping urban transformation since citizens often possess valuable insights and perspectives that should be incorporated into decision-making processes. Moreover, engaging communities and collaboration in urban planning and governance fosters a sense of ownership and encourages sustainable practices (Giddens, 2009). Wickenberg (2023) argues that successful transdisciplinary collaboration requires facilitation and management skills, which should be considered an area of expertise. Engaging with a dialectical approach requires collaboration between actors with conflicting worldviews that create heterogeneous networks and facilitate learning. Loorbach (2010) explains that societal actors, including governments, scientists, the private sector, and non-governmental organisations, create various networks because they share somewhat similar objectives. In the current setting, local sustainability initiatives can be seen as such a network. The participating actors benefit by temporarily combining resources and working together to achieve overlapping goals and visions. It illustrates that there are things humans cannot do well in isolation and that only with joint effort can the goals be achieved. One of the examples could be the EU Mission: Climate Neutral and Smart Cities with a climate neutrality goal by 2030 (Eurocities, 2022), which cannot be achieved without collaboration and mutual efforts from governing bodies, academia, businesses and civil society. In the cities, local sustainability initiatives are actions communities and municipalities take to reduce their environmental impact and promote a more sustainable future. Such initiatives can be driven by governments, businesses, non-profit organisations, or individual citizens. They can be large-scale projects or smaller, community-based efforts. The most effective initiatives are often tailored to the local community's specific needs and resources.

1.1 Problem definition

This research study addresses the existing gap in current research on motivations for citizen collaboration in local sustainability initiatives (Huttunen et al., 2022; Svensson, 2023). Citizen involvement is critical for solving urban sustainability challenges and accelerating the green urban transition. Knowing what drives people to participate and collaborate is important to successfully achieve ambitious goals set out in the environmental sustainability agendas (Calvin et al., 2023; Jordan, 2021; UN, 2015b, 2015a). Moreover, civic participation has a pivotal role in environmental volunteering and sustainability projects. However, the literature points out that it is challenging to recruit and retain an adequate level of engaged participants, as well as to

ensure the longevity of the projects (Ryan et al., 2001; Seymour & Haklay, 2017). Understanding patterns of and motivations for participation is fundamental, and this master's thesis aims to address that.

Numerous studies have investigated motivations and drivers of citizen participation or volunteering (Asah & Blahna, 2012; Bruyere & Rappe, 2007; Clary et al., 1998; Ferreira et al., 2020; Rehberg, 2005; Seymour & Haklay, 2017; Unstead-Joss, 2008). The existing body of research looks into overall motivations for people to participate or volunteer but does not directly address potential motivations that might be different for sustainability initiatives. Traditionally, many of these studies focused on citizen participation in non-sustainability initiatives but rather looked into overall volunteering domestically or internationally (Rehberg, 2005; Unstead-Joss, 2008), what needs volunteering serves (Clary et al., 1998), urban conservation stewardship (Asah & Blahna, 2012), engagement on nature-based solutions (Ferreira et al., 2020). With the exception of Bruyere and Rappe's (2007) study on motivations for environmental volunteers and Seymour and Haklay's (Seymour & Haklay, 2017) research into the behaviours of environmental volunteers. These studies prove that, in general, participation is driven by inner motivations and because various needs are fulfilled when one is involved. However, it also shows that there is a lack of knowledge on motivations that might drive citizens' involvement in sustainability-related activities in particular. Therefore, it is important to fill this research gap because citizen involvement in local sustainability initiatives is needed to address urban sustainability challenges and poly-crises (Calvin et al., 2023; Jordan, 2021, 2021; UN, 2015b; Wickenberg, 2023).

The findings of this study might support interdisciplinary research in environmental and sustainability topics, urban development, and human behaviour by aiming to find out what motivates residents to participate in local sustainability initiatives. Furthermore, matching participants' experiences to their motivations may affect people's commitment and further participation (Snyder & Omoto, 2008). The findings of this study might enable participation facilitators to understand people's motivations for collaboration better. It might also be useful when adjusting the invitations for participation or modifying how the initiatives are run.

1.2 Sege Park neighbourhood in Malmö, Sweden

To analyse motivations for citizen participation in local sustainability initiatives, this research focuses on the Sege Park neighbourhood in the city of Malmö, known for being Sweden's fastest-growing metropolitan centre that strives for change (Malmö stad, 2023d).

Sege Park serves as a testbed for social, environmental, and economic sustainability (Malmö stad, 2023c). The municipality aims to introduce residents to sharing and circular economy concepts, fostering sustainable behaviours and attitudes (Leonette et al., 2021). The area's design encourages co-ownership and shared use of resources like premises, tools, and vehicles, promoting a shift from ownership to access in consumption patterns (Malmö stad, 2023c). Examples of sustainability initiatives in the area include a community hub (Navet), car-pooling, bike-sharing, a tool library, urban farming, knowledge-sharing workshops, co-working spaces, and community gatherings (*Hållbarhetsstrategi För Sege Park*, 2015). These initiatives not only provide residents with sustainable options but also aim to inspire and make it easy to adopt a climate-smart lifestyle (Kjellander Sjöberg, n.d.). Resident engagement and interaction with the local environment are cornerstones of Sege Park's development. The strategy document underscores ambitions for resident collaboration in farming and achieving a maximum of 0.5 cars per person (*Hållbarhetsstrategi För Sege Park*, 2015). The community hub, Navet, further facilitates collaboration through co-working spaces, workshops, and gatherings.

1.3 Aim and research questions

Effective collaboration and citizen participation are essential for accelerating sustainable urban transitions. This research aims to analyse what motivates citizens to get involved in collaboration initiatives that accelerate the sustainable urban transition. To achieve this aim, the researcher investigates the motivations for citizen collaboration in local sustainability initiatives in the Sege Park neighbourhood of Malmö, Sweden (RQ1). There is a need to focus more research on mid-sized cities such as Malmö (Kern, 2023) – a city that managed to pull off a change from an old industrial shipbuilding hub that got hit by a decline and reinvented itself into a modern city with a diverse cultural hub, striving for sustainability and climate neutrality. Furthermore, a look into how participation in sustainability-related initiatives affects citizens' inner development is also of relevance (RQ2).

The main research goal is to provide an understanding of citizen motivations that might be useful in fostering and sustaining such collaboration. It is a critical step to unlock diverse stakeholders' collective potential to address complex urban challenges. A set of research questions guiding this project are as follows:

RQ1: What motivations drive citizen participation in local sustainability initiatives in the Sege Park neighbourhood, Malmö?

RQ2: How does citizen participation affect the five inner dimensions (being, thinking, relating, collaborating, acting) explored by the Inner Development Goals Framework?

1.4 Scope and delimitations

This research aims to analyse the motivations for citizen participation in local sustainability activities. The geographical scope of the study is the Sege Park neighbourhood in Malmö, Sweden (for information about the area, see Chapter 4), and selected study participants must currently reside in the area. This area was chosen due to its accessible location as well as time-relevance on the ongoing initiatives. The study results will refer to residents in the Sege Park neighbourhood, known for highly engaged and environmentally conscious residents. Thus, caution should be taken if generalising the results to the broader community in Malmö, Sweden, or abroad. Whereas the researcher spent two weeks collecting the primary data (27 March – 11 April), the interview questions aimed to encompass residents' experienced motivations since they moved to the Sege Park neighbourhood.

This research has some limitations. It is not looking into one particular sustainability initiative (like car-pooling, tool-sharing or so), but rather aims to analyse the overarching motivations for citizen collaboration. Moreover, this paper looks at environmental and social sustainability initiatives but does not go into aspects of economic sustainability. Sustainability initiatives that this thesis looks into are activities in the Sege Park community hub, named Navet, car-pooling, bike-sharing, a library of tools, communal farming and gardening, knowledge sharing via workshops and community gatherings, and the use of co-working space. It is important to note that concepts of community collaboration, citizen engagement and participation are used interchangeably in this thesis paper. Finally, resource limitations experienced while conducting this study include the specific and limited amount of timeframe given to develop the master's thesis project as well as the limited author's experience in academic research.

1.5 Ethical considerations

Ethical considerations are of the utmost importance when conducting research (Creswell & Creswell, 2018), and the relevant considerations are addressed in this section. No external organisation funded this master's thesis; thus, there was no threat of it influencing the nature of

the study or the conclusions. Respondents' participation in the interviews was entirely voluntary and written, and participants' verbal consent was collected before starting the data collection. The consent form (see Appendix A) informed the respondents about the aim of the study and the right to withdraw at any time. To ensure anonymity and confidentiality, the proposed master's thesis study does not disclose the respondents' names or other sensitive information that could be connected to them. There is no cause to believe that the research results can harm the respondents' reputation or privacy. All the data collected by the researcher is stored in a password-protected folder on a password-protected computer and will be deleted 3 months after completing the master's thesis. The research design has been reviewed against the criteria for research requiring an ethics board review at Lund University and has been found not to require a statement from the ethics committee.

1.6 Audience

Collaboration is a necessary tool to fight the current issues of climate change and how cities aim to work with sustainability. The ambitious climate-neutrality targets and goals to limit the earth's warming set up by the United Nations and the European Union require all hands on board and, most importantly, citizen involvement. The findings of this study will contribute to the body of knowledge on motivations for citizen participation in sustainability initiatives. The study will also address the current shortage of research on citizen motivations to participate and provide value to organisations planning such initiatives. Furthermore, there will be practical implications for people working with civic engagement and participatory processes and organisers of sustainability initiatives. Knowing what motivations to target when reaching out to citizens might be beneficial to facilitators recruiting residents into sustainability initiatives.

Lastly, the city of Malmö municipality might take advantage of the findings of this research. In Sweden, cities are often the orchestrators of the climate action taking place and are responsible for creating long-term plans. The city of Malmö has ambitious goals, and it needs a lot of different stakeholders to get on board to reach those goals (Interviewee 0, Researcher and Urban Planner at Malmö City, personal communication, December 14, 2023). The municipality aims to involve citizens in many of its activities towards climate-neutral and sustainable Malmö (Klimatkontrakt Malmö 2030, 2023; Malmö stad, n.d.-b, 2023d). Knowing what motivates Malmö residents to participate can help create more appealing shoutouts, ensure participants have a positive experience, and keep collaborating with the municipality.

“Even though Malmö City has a long-lasting tradition of collaboration, a recent realisation in the context of climate-neutral cities is that we need to level up and do a lot more. <...> We need to engage in topics regarding the need to change... transform... and to have more quality dialogues with the citizens and local community groups. We cannot deliver on the targets and find solutions without citizen collaboration.” (P0)

1.7 Disposition

This section explains the disposition of this master's thesis paper. Chapter 1 above introduced the context of this master's thesis study, identified the research objectives, and discussed its value and limitations. The following Chapter 2 reviews the existing literature on citizen participation and identifies key motivations and drivers for citizen collaboration. Furthermore, it introduces the theoretical framework applied in this master's thesis. Then, Chapter 3 justifies the research design, methods and qualitative approach taken during this study, alongside the arising limitations. Chapter 4 elaborates on the chosen geographical area and explains why it was chosen for the case study. The study results are presented in Chapter 5. Eventually, the meaning and interpretations of the results are discussed in Chapter 6. Lastly, Chapter 7 concludes the master's thesis study, followed by Appendices with additional information.

2 Literature review

This chapter provides an overview of the existing body of knowledge pertinent to citizen participation and potential motivations for it. It also describes the theoretical framework used in the thesis (see section 2.3).

The literature emphasises the strategic importance of practising local collaborations (Kern, 2023; Oseland, 2019; UN-Habitat, 2022; Wickenberg, 2023). Collaboration is crucial to represent diverse voices, foster inclusivity, and create a sense of responsibility for the future. When collaborating, various stakeholders get to share their visions and discuss common goals and expectations that can be achieved together, creating a shared understanding and inspiration (Kern, 2023; Loorbach, 2010). Collaborative efforts can enhance the resilience of urban systems to climate change, environmental disasters, and other disruptions (OECD, n.d.). It allows the establishment of a creative environment where individuals, organisations and government can exchange ideas and challenge each other and the conventional ways of thinking (Marvin, 2012). As a result, collaborating can aid in the generation of innovative solutions to sustainability challenges (Loorbach, 2010; UN-Habitat, 2022).

Inclusive network approaches in which the government brings perspectives from societal stakeholders in the policymaking process started to become more widespread in the early 2000s (Loorbach, 2010). Even though there is evident collaboration between cities and research centres or universities, it must be diversified and expanded to collaborate with the civic society to support tackling challenges of sustainable urban transformation (McCormick et al., 2013). Moreover, it is argued that sustainable urban transformation calls for collaboration that can handle and combine different knowledge and viewpoints, allowing stakeholders to experience a learning process that encourages complexity awareness and perspectives thinking (Campbell, 2009).

Steering of societal change is a back-and-forth process full of learning and experimentation (Loorbach, 2010), and that can be applied to sustainable urban transformation. According to UN-Habitat's (2022) recent report envisioning the future of cities, the current net-zero policies have drawbacks, and one of them is a lack of attention to local resources and integration of local collaboration-based governance strategies for action. Climate action on all governance levels is needed, including city-level efforts (Kern, 2023; UN-Habitat, 2022). During the COVID-19 pandemic, multi-stakeholder collaborations have proved to be the most effective way for cities to tackle challenges. Thus, it is also essential when the world tackles existing and upcoming climate issues. Optimistic urban future scenarios will not be achieved by luck; it demands proactive measures, such as new strict but inclusive policies, diverse collaboration and stakeholder involvement across all scales (UN-Habitat, 2022).

Pioneer of the stakeholder theory, R. Edward Freeman, defines stakeholders as “*any group or individual who can affect or is affected by the achievement of the organisation's objectives*” (Freeman & Reed, 1984). The author argues that organisations and various groups are interdependent. Stakeholders have a stake in an organisation's success, and their actions or interests can influence the organisation's ability to achieve its goals. Even though Freeman usually talks about stakeholder theory in the fields of business management and corporate social responsibility, it can also be applied in the context of a city transformation. There is an interdependency between citizens and the local government; the relationship is two-way, and both parties can mutually affect each other. Citizens are inclined for the city to achieve its sustainability goals and have the power to support the successful achievement of these goals. Similarly, governmental action or inaction in regard to sustainability has an impact on city stakeholders, the residents.

Just like Freeman & Reed emphasise the importance of considering the needs of all stakeholders for long-term organisational success (Freeman & Reed, 1984), Huttunen et al. (2022) advocate for citizen involvement transitions research in order to support sustainable urban transformation. The authors conclude that citizen engagement in transitions should be deepened while also addressing the question of power relations. Also, more creative methods can increase citizens' contributions (Huttunen et al., 2022), in which case there is a mutual benefit to the transition and to the development of participants (by learning, for example). Bruyere & Rappe (2007) point out that future research would benefit from a follow-up qualitative work that sought to further understand and explain the motivations identified in their research. This master's thesis project aims to address this advice.

2.1 Collaboration fostering sustainable urban transition

Urban transitions are necessary to achieve sustainability goals and combat climate issues. Since urbanisation is still an upward trend and cities are becoming increasingly complex, Loorbach (2010) calls for a new governance approach called transition management. Strategic, tactical, operational, and reflexive actions are articulated as being of the utmost importance for such an approach. These actions include discussions, shared-goal sharing, and networking, to name a few of the processes that can be achieved by various parties coming together. In a similar fashion, there is advocacy for more proactive approaches to urban transformation with an emphasis on stakeholder collaboration (Giddens, 2009). Moreover, these scholars highlight that citizens possess valuable insights and perspectives that should be incorporated into decision-making processes shaping urban transformation. Lastly, a sense of ownership and stimulate to follow sustainable practices is created by engaging communities in urban planning and governance (Giddens, 2009).

A transformative participatory governance approach is seen as a better way for municipalities to work when building or managing the cities and interacting with the residents (De Oliveira, 2016). There is a need for a transformational change in the way cities co-create innovation during urban development projects, supporting citizen engagement and collaboration to find civic solutions (De Oliveira, 2016). Furthermore, co-creation activities involving diverse parts of society stimulate urban development (Leino & Puumala, 2021). A sense of belonging and improved well-being can be achieved through community engagement (Anthony Jr, 2023; De Oliveira, 2016). Besides, co-creating citizens can enhance the planning of a city's solutions for urban transformation (Huttunen et al., 2022).

Anthony (2023) combined the best practices of citizen involvement from the literature, and one of the approaches identified was a living lab. This approach involves a community-driven innovation that is based on collaboration among citizens, businesses and the municipality (Paskaleva et al., 2015). Living labs can be seen as test beds for urban innovation processes before scaling up. On the other hand, it is also important to note that there is a need for more than just collaboration to solve emerging conflicts regarding climate policies (Kern, 2023). The researcher emphasises that sustainable urban transformation demands governance by strict commitments, contracts, and ongoing assessments.

2.2 Citizen participation

Citizen engagement is a prerequisite for urban transitions towards sustainability (Anthony Jr, 2023; Huttunen et al., 2022). Anthony's (2023) research emphasises the importance of community involvement in developing smart, sustainable cities and argues such collaboration fosters social equity, successful planning, and a sense of responsibility for achieving sustainability goals. The International Association of Public Participation designed a Public Participation Spectrum that is used internationally (US EPA, 2014). It can help organisations

clearly communicate and set out expectations regarding the intent of public participation projects. The guide discusses five levels of public participation: inform, consult, involve, collaborate, and empower. At the 4th level of participation, more than just simply involving the citizens, local authorities can invite the public to collaborate and allow people to share their concerns and be a part of the preferred solutions (US EPA, 2014).

In the field of urban planning, collaborative planning emerged and is now seen as a more efficient way of designing when it comes to knowledge production and communication (Oseland, 2019; Smedby & Neij, 2013). Smedby & Neij's (2013) study examines a collaborative approach called Constructive Dialogue and examples of urban governance for sustainability. Such a collaborative approach was part of a national voluntary agreement for a sustainable building sector, and it was developed and implemented in six Swedish cities to promote holistic and smooth planning processes, involving various stakeholders in constructive dialogues to achieve sustainable urban development (Smedby & Neij, 2013). The study found that Malmö city was the most successful regarding the results of the Constructive Dialogue. However, it also showcased that knowledge exchange, long-term partnerships, and awareness-raising are needed when working toward common goals.

Overcoming institutional obstacles and walls, in-between departments can bring increased opportunities to bring targets closer to the results through knowledge transfer, recognition of benefits and deciding on a plan beyond one municipal department in charge (Oseland, 2019). It is vital to use a collaborative planning process to ensure that all the different perspectives are considered and that there is a shared vision for climate action. Moreover, several researchers agree about the need to invest in capacity building for people working in municipalities (Kern, 2023; Oseland, 2019; Wickenberg, 2023). Improving people's skills and knowledge to successfully co-create, facilitate dialogues, and only then develop and implement effective climate plans is crucial.

One report on sharing activities in Malmö looked into the sharing economy (Voytenko Palgan et al., 2019). „Mobile Lab on Sharing in Malmö” found that the Swop Shop owner was motivated to establish the business based on her personal experiences exploring new ways of consuming and alternative ways of exchanging clothes (Voytenko Palgan et al., 2019). Garaget¹, the library of not only books appeared naturally when an empty space was filled up with ideas from participating citizens, associations and businesses. Locals can borrow tools, clothes or musical instruments from the library, as well as use the space for meet-ups or events (Malmö stad, n.d.-a). The mobile lab team also identified some drivers and barriers to sharing activities in Malmö. Financial savings, the availability of unused clothes, and easy accessibility due to a good store location were pointed out as drivers (from a citizen's perspective) for swapping clothes. The main barrier identified was the lack of time. For Garaget library, the drivers were serving local community needs, filling a social void, and diverse and inclusive activities.

2.2.1 Motivations for citizen participation

Investigating what motivates citizen collaboration is starting to appear in the literature. Snyder and Omoto (2008) address the need to match participants' experiences to their motivations because that is expected to have implications for commitment and longevity of engagement. Similarly, Sauermaun et al. (2020) discuss how understanding the reasons behind citizens' participation can help design more engaging projects that are more effective in achieving sustainability goals. Their article on citizen science and sustainability transitions also touches on

¹ Garaget - an innovative and progressive library that, apart from having books, focuses on things that locals are interested in, for example, tools, board games, and musical instruments. It has a strong social agenda and provides a creative space for adults and kids (Voytenko Palgan et al., 2019).

the motivations for citizen engagement, such as a particular interest in sustainability problems addressed or opportunities to learn whilst participating. It is also pointed out that participation can raise awareness of sustainability issues, leading to behavioural changes (Sauermaun et al., 2020).

A study of Dutch volunteers monitoring local biodiversity found that connection to, interest in and concern for nature are the three most important motivations for the participants (Ganzevoort et al., 2017). The findings also revealed that volunteers expected to impact their learning curve, science, and management. There are more authors agreeing with this finding (Bruyere & Rappe, 2007; Guiney & Oberhauser, 2009; Hobbs & White, 2012). In nature-volunteering, the key driver to participate was connecting with and learning about local nature and biodiversity (Hobbs & White, 2012). In conservation volunteering, participants marked nature-related motivations higher than social or career-related drivers (Guiney & Oberhauser, 2009). Other scholars find that more egoistic reasons, such as *interest-based* motivations, are very strong in some instances, for example, for individuals’ contributions to crowd-based knowledge production (Sauermaun & Franzoni, 2013). On the other hand, a quantitative study with environmental volunteers found that altruistic motivation *to help the environment* was by far the most important for participants, followed by *values and self-esteem* reasons, including feeling needed and living closely with values (Bruyere & Rappe, 2007). Moreover, the authors of this study suggest that future research should use qualitative means to explore the identified dimensions in more detail, which this master’s research aims to address.

Bible & Clarke-De Reza’s (2023) article clearly summarises the appearing motivations of volunteers in environmental citizen science projects, namely *personal satisfaction, meaningful engagement, skills and knowledge development, making friends and new connections, and relating to or helping nature and the environment* (p.3). The study was particularly looking for differences between initial and sustained motivations to volunteer. The findings highlight that most of the motivations were similar at the start of participating and throughout. The motivations include environmental interest and concern, overall commitment to volunteerism, desire to support future generations, to make a difference, making new social connections, ability to contribute, enjoyment and positive feelings (Bible & Clarke-De Reza, 2023). The authors used a conceptual framework from Batson et al. (2002) with four types of motives for community involvement (see Table 1. below).

	Ultimate goal	Exemplifying motivation
Egoism	Increase one’s own welfare.	“Making new friends.”
Altruism	Increase the welfare of one or more other individuals.	“Supporting conservation efforts.”
Collectivism	Increase the welfare of a group or collective.	“Positive environmental impacts for everyone in the area.”
Principlism	Uphold some moral principles (e.g. justice).	“Responsibility and moral obligations to the environment.”

Table 1. Four motives for community involvement. Adapted from (Batson et al., 2002) and examples from (Bible & Clarke-De Reza, 2023)

According to Bible & Clarke-De Reza (Bible & Clarke-De Reza, 2023) findings, participants mainly named egoistic reasons for why they usually participate (personal satisfaction, feeling connected, learning new skills). Interestingly, more collectivistic examples appeared for sustained motivations, which indicates that once people experience a sense of community, it becomes of a higher importance to the individual. The last finding was that principlistic motivations were scarcely mentioned as drivers for participation.

After exploring the motivations of environmental-based citizen science participants and stakeholders, Geoghegan et al. (2016) emphasised that motivations must be understood in order to successfully recruit volunteers and sustain the projects. In their survey of citizen science and environmental volunteering participants, they found that altruistic motivations were the most dominant. Moreover, the study findings also revealed that *sharing enthusiasm, enjoyment, and emotional attachments* were important intrinsic motivations (Geoghegan, 2016). Additionally, the authors touched upon the barriers to participation, which this master’s thesis will also do. Some of the barriers named were lack of time, family, job, bureaucracy, knowledge or advancing age, health (Geoghegan, 2016).

The researcher and professor of psychology, Schultz, connected his findings to a value basis theory of environmental concern (Stern & Dietz, 1994), which suggests that underlying values affect attitudes towards environmental issues. The authors discuss environmental concerns based on valuing the self, other people or the biosphere (Schultz, 2001; Stern & Dietz, 1994). The three-factor model was then used by Ryan et al. (2001) where they adapted and elaborated on it (see Table 2 below). Interestingly, Ryan et al. (2001) and Schultz (2001) found that spiritual growth is also an important motivation for people to participate in environmental stewardship.

Motivations	Comments
Social motives (concern for others and self) <ul style="list-style-type: none"> ➤ Social belonging, building integration ➤ Caring for others ➤ Spending time with like-minded people ➤ Having fun 	Donald (1997) finds social motives critical for volunteering; however, Ryan et al. (2001) emphasise it is very important for long-term engagement, but it is less crucial for new volunteers.
Helping the environment (concern for the biosphere) <ul style="list-style-type: none"> ➤ Doing something worthwhile ➤ Making a difference ➤ Attachment toward nature ➤ Ensuring longevity of the environment to leave something for future generations 	
Learning (concern for oneself) <ul style="list-style-type: none"> ➤ Value in expanding one’s knowledge ➤ Learning as a personal reward ➤ Learning new skills 	
Reflection <ul style="list-style-type: none"> ➤ Having a chance to reflect ➤ Feeling peace of mind ➤ Doing something physical 	Peace, reflection and meditation are associated with environments that connect people to nature (Ryan et al., 2001; Schultz, 2001).

Table 2. Motivations to volunteer by Ryan et al. (2001)

The work of Ryan et al. (2001) and Schultz (2001) relate closely to the prior work of Clary et al. (Clary et al., 1992, 1998) who laid the groundwork for categorising motivations. Clary and others introduced the Volunteer Functions Inventory (VFI) – a framework that has been widely used in research since. VFI framework is chosen as a theoretical framework for this master’s thesis.

2.3 Volunteer Functions Inventory – theoretical framework

Clary et al. (1998) presented an assumption that people may act in the same way for different reasons and that one individual can have multiple motivations. This means that participation or

volunteering actions can reflect heterogeneous underlying motivations. These scholars developed a Volunteer Functions Inventory (VFI), which acts as an instrument measuring what functions volunteering serves. According to Clary et al. (1998), the six primary functions of volunteering are values, understanding, career, social, enhancement and protective (see Table 3 below). Since then, the VFI has been used for understanding motivations driving volunteerism or participation in various fields, for instance, health (Ambiee, 2007), education (Caldarella et al., 2010), sports (Pierce et al., 2014), social sciences (Do Paço & Agostinho, 2012), culture (Whitt, 2006) and environmental fields. As for the environmental field, the VFI was applied to analyse motivations to volunteer in urban forestry (Moskell et al., 2010), overall environmental volunteers (Bruyere & Rappe, 2007), be part of parks and recreation boards (Trogdon, 2005), helping in public parks (Jones, 2004). VFI has been used in a few studies analysing people's motivations to volunteer in environmental initiatives (Asah and Blahna, 2012; Bruyere and Rappe, 2007; Koekkoek, 2021; Schild, 2018).

Nevertheless, it is important to mention that such a categorisation of motivations is not exclusive. The VFI is applied as a theoretical framework for this research project; its specific application is explained in section 3.5 of this thesis.

Motivational category	Description
Values	Volunteering allows to express or act according to one's values
Understanding	Volunteer gains new knowledge, learns new skills or exercises what is already known
Social	Volunteering helps strengthen social relationships and fulfils social needs
Enhancement	Volunteering supports personal growth and development, increases self-esteem
Protective	Volunteering helps to reduce negative feelings like guilt or allows to forget other issues
Career	Volunteer gains career-related experience and opportunities to network

Table 3. Descriptions of the motivational categories from VFI, adapted from Clary et al. (1998)

Building on the VFI framework, Bruyere & Rappe (2007) added two other functions. The *user* and the *getting outside* motivations, which were not apparent in previous research, emerged in their study. In the context of this master's thesis, the author decided to also utilise the *user* function in the theoretical framework,

2.4 Inner transition for outer change – the Inner Development Goals

Recently, the concept of inner transformation and its connection to outer transition has received increasing attention in sustainability science and practice. Inner and outer transformation pinpoints the necessity for more integrative approaches linking sustainability's inner and outer dimensions (Horlings, 2015; O'Brien, 2018; Wamsler et al., 2022, 2024). Integration of these is expected to support sustainability transformation across different levels—individual, collective, and overall system (Ives et al., 2023).

According to Horlings (2015), the inner dimension of sustainability encompasses two aspects: a personal and a collective. Transformational change towards sustainability is strongly motivated by personal values, which can vary and are intertwined and complex, as well as context-specific (Horlings, 2015). She also argues for a value-oriented approach to gain insights into people's motivations and outcomes of their actions. Similarly, O'Brien (2018) discusses climate change and the 1.5°C target as a challenge reflecting personal dimensions alongside the political and practical. She advocates that people should be seen as agents of change instead of someone that needs to be changed (O'Brien, 2018). Wamsler et al. (2022) discuss the engrained unsustainable social paradigm that individual capacities cannot support a broader system change which is

hindering the political agency in supporting transformation. They suggest that acknowledging the citizens’ inner capacities is the best approach to aim for.

One of the crucial Wamsler et al.’s (2024) points of discussion is the poly-crisis and people’s role in it. Reflecting on modern society’s social paradigm, they comment on ”self-centred individualism, dualist thinking, techno-optimism, overwhelm, exhaustion and stress” (p.15). Such a societal crisis hinders the successful work towards sustainability transformations. The authors argue that environmental crises are a reflection of inner crises and disconnection from oneself, other people and nature. One of the ways to address this disconnection and increase the chances of tackling the global issues is the Inner Development Goals Initiative.

The Inner Development Goals (IDG) were created in response to the Sustainable Development Goals (SDGs). In 2021, after multiple collaborations among academia, businesses and aspiring individuals from private and public sectors, the IDG initiative produced a report that introduced the IDG framework (Jordan, 2021). The IDG framework visualises how and with what personal and interpersonal skillset people can contribute to achieving the SDGs (see Table 4).

Being refers to the relationship to self, like being present and intentional, self-aware, and open to learning. *Thinking* refers to cognitive skills, such as critical thinking, accepting various perspectives and making sense of the whole. *Relating* refers to caring for others, like people nearby and people to come in the future, as well as to nature. *Collaborating* refers to social skills and talks about the ability to hold space, hear, and co-create with holders of diverse views. *Acting* refers to enabling change by having the courage to break the status quo and optimism to keep striving for a better future.

The 23 identified skills are important to work on, and individuals practice them consciously and unconsciously in various activities.

Being	Thinking	Relating	Collaborating	Acting
Inner compass	Critical thinking	Appreciation	Communication	Courage
Integrity and authenticity	Complexity awareness	Connectedness	Co-creation	Creativity
Openness and learning mindset	Perspective skills	Humility	Inclusive mindset and intercultural competence	Optimism
Self-awareness	Sense-making	Empathy and compassion	Trust	Perseverance
Presence	Long-term orientation and visioning		Mobilisation	

Table 4. The Inner Development Goals framework, adapted from Jordan (2021)

The IDG aims to show what human growth and inner shifts are needed to achieve the Sustainable Development Goals. The author of this master’s thesis is using the Inner Development Goals as a theoretical lens. The IDG framework also inspired some of the interview questions (see Appendix B, section 7) and, consequently, the data analysis.

3 Research design and methods

The third chapter discusses the methodological choices of this master’s thesis project, analysing citizen motivations to participate in local sustainability initiatives. First, the chosen qualitative research design is introduced, alongside its characteristics, strengths, and weaknesses. Following, there is an overview of the research methods for data collection and analysis.

3.1 Qualitative research design

This study aims to investigate citizen motivations for public participation to accelerate the sustainable urban transition. To do that, the study follows a qualitative research design. A qualitative approach is appropriate for the aim of the investigation because it allows the researcher to gather deeper insights and have longer discussions as of what drives citizen participation (Chesebro & Borisoff, 2007; Creswell & Creswell, 2018). Consequently, the study displays qualitative research characteristics, including systematic collection, organisation and interpretation of the interview data (Creswell & Creswell, 2018). To interpret the data on citizen motivations, the researcher focuses on meanings derived from responses to open-ended questions in semi-structured interviews with residents in the Sege Park neighbourhood in Malmö (see section 3.2.). The research was performed in four steps: i) establishment of the research design, ii) data collection, iii) data analysis, and iv) interpretation of the data to answer the RQs. Figure 1 below visualises the research process and steps.

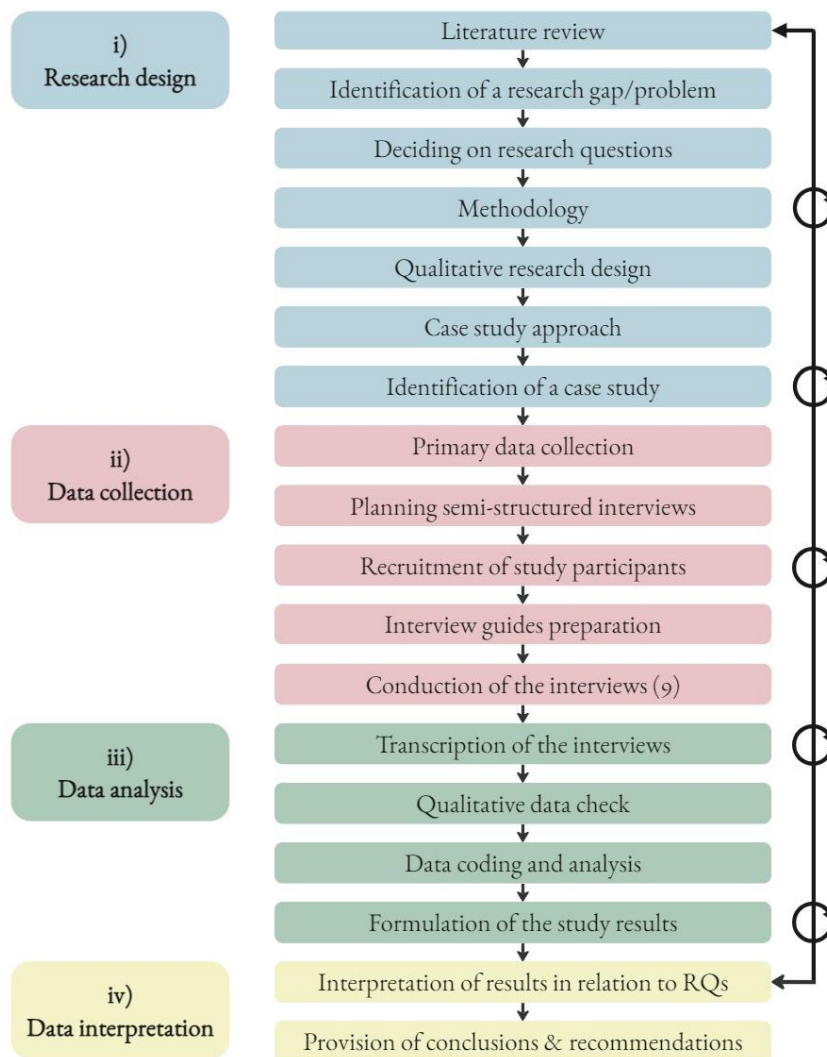


Figure 1. Visualisation of the research process

The qualitative research design was selected for this study due to its advantage in collecting in-depth insights into participants' perspectives and experiences. Qualitative research matured in social sciences in the late 1990s (Creswell and Creswell, 2018). Some of the characteristics of such inquiry are that it provides a natural setting for the study (Chesebro & Borisoff, 2007), and the face-to-face interaction with study participants allows more up-close information gathering in comparison to quantitative studies (Creswell and Creswell, 2018). When collecting data through verbal interactions, the focus is on the meanings and values ascribed by individuals towards the phenomenon in question (Chesebro & Borisoff, 2007). The researcher reviews the gathered information, makes sense of it, and organises it into codes and themes. Qualitative researchers usually start the work inductively, which is a back-and-forth process when looking at the themes and the data. This process continues until a comprehensive set of themes is achieved (Marshall & Rossman, 2014). Then, the process becomes deductive, as the researcher looks back at the data to determine if more data can support each theme or if more additional evidence needs to be gathered. Making sense of participant's meanings is the core of qualitative research. The research design is often described as emergent with the fundamental idea being to learn about the phenomena from participants and to address the research to obtain that information (Creswell & Creswell, 2018). This qualitative master's study displays emergent design characteristics, which reflects on the flexibility of the methodological choices that might change during data collection or analysis steps (Creswell & Creswell, 2018).

Moreover, reflexivity and a holistic account are also unique characteristics of qualitative research. The researcher not only ensures that potential biases and values affecting the study are addressed but also reflects how the researcher's personal experiences might affect the direction of the study. Finally, the findings are often used to paint a bigger picture of the phenomena that reflect real life and its complexity (Marshall & Rossman, 2014). The use of open-ended questions is crucial to find the views of the participants (Crotty, 1998). The strategy of inquiry of this research project is a case study, which will be discussed in more detail below (see section 3.2).

3.2 Case study approach

This master's thesis project uses a single case study as a research approach to investigate citizen motivations for public participation in the Sege Park neighbourhood, Malmö, Sweden. A case study is well-defined by Robert K. Yin, a scientist and author known for his work on case study research as well as on qualitative research. In his book *Case Study Research and Applications: Design and Methods* (2018), he uses a two-fold definition of case study research. The first part of the definition covers the scope: *"A case study is an empirical method that investigates a contemporary phenomenon (the "case") in depth and within its real-world context, especially when the boundaries between phenomenon and context may not be clearly evident."* (Yin, 2018, p. 45)

In this master's thesis, the researcher chose a case study approach to understand a real-world case of the Sege Park neighbourhood in Malmö and investigate the motivations for the phenomenon of citizen participation in sustainability activities in the area. The assumption is that important contextual conditions in the Sege Park area are pertinent to the case. Sege Park is a suitable case study because of its relevance of being a new testbed for urban sustainability. It also in a geographically convenient location for the researcher. The second part of Yin's definition focuses on the features of the case study research:

"A case study copes with the technically distinctive situation in which there will be many more variables of interest than data points, and as one result benefits from the prior development of theoretical propositions to guide design, data collection, and analysis, and as another result relies on multiple sources of evidence, with data needing to converge in a triangulating fashion." (Yin, 2018, p. 46)

Case study as a strategy of inquiry offers an in-depth analysis of a case, which can be an event, programme, process or individual (Creswell & Creswell, 2018; Yin, 2009, 2018). Often, cases are framed by time and geographical locale, thus allowing the extraction of context-specific insights (Creswell & Creswell, 2018). It is a common methodological choice in many fields, especially in social sciences, primarily when the researcher aims to analyse contemporary phenomena that they have no control over (Yin, 2018). However, for the researcher, it is crucial to have sufficient access to the data or the people in the case. Otherwise, it might be too challenging to complete the case study research. Lastly, Yin (2018) believes that a researcher might favour choosing a case study strategy when RQs are “how” or “why” questions. In other words, if the study seeks to investigate how or why a particular contemporary phenomenon works, then this mode of inquiry is relevant. This master’s thesis project is an exploratory case study that investigates *why* citizens decide to participate or *how* the motivation for collaboration in sustainability-related activities arises.

Even though case studies as a strategic inquiry in research are being applied more and more frequently (Creswell & Creswell, 2018; Yin, 2018), such an approach also faces some critique. One of the most common critiques is the lack of rigorousness and not following systematic procedures (Yin, 2009, 2018). Moreover, while conducting case study research, the researcher is closely involved in the selection of the case study and participants, as well as in the creation of the interview questions. Thus, a worry of researcher bias is present. To ensure scientific rigorousness, Yin (2009) advises the researcher to document as many steps of the procedures during the case study as possible. Similarly, Gibbs (2007) suggests taking protective actions such as checking transcripts for apparent mistakes as well as while coding often re-checking the codes and their meaning. Lastly, case study research is often criticised as being difficult to generalise from or that it is hard to apply the findings to other contexts (Yin, 2018; Zainal, 2007). However, the goal of such a study is not to generalise or expect a representation of the wider world or populations but to expand the knowledge on a particular case (Yin, 2018).

3.3 Methods for data collection

To gather insights about citizen motivations for participation in local sustainability activities, the researcher collected primary data via semi-structured interviews with citizens residing in the Sege Park neighbourhood of Malmö. Other commonly used qualitative data collection methods, like observations or focus groups, were not selected for this study due to several reasons. Firstly, observations would have been difficult to complete because of the time frame given to conduct this master’s thesis project; furthermore, one-to-one interviews were determined as a more efficient way for data collection to derive the motivations for citizen participation (Creswell & Creswell, 2018). Secondly, focus groups were deemed too time-consuming and challenging to recruit participants who were available for the same time slot.

3.3.1 Recruitment of interview participants

The researcher applied convenience sampling as the participants’ recruitment strategy to determine citizen motivations for participating in local sustainability initiatives. Convenience sampling is a non-probability sampling method and is often used in qualitative studies. Convenience might come from geographical reasons, time availability or willingness to participate in the particular study (Creswell & Creswell, 2018). It is generally deemed a good choice when the researcher aims to find out people’s attitudes or opinions and, thus, fits this master’s thesis research questions. Convenience sampling was chosen for this master’s thesis due to its advantages, such as it being low-cost and Sege Park residents being geographically available. Also, due to privacy concerns, the researcher did not have a sampling frame; thus convenience sampling facilitated enrollment of participants that could not have been achieved in other ways.

To find relevant participants, the researcher first contacted a worker at a local community hub and explained the research purpose. From the discussion, several participant enrolling options emerged, such as an open call for interviewees via (i) a private Facebook group for locals living in the Sege Park neighbourhood; (ii) a private WhatsApp community chat with the residents, (iii) physical posters hanged in the local community hub, called “Navet”; and (iv) a newsletter aimed at residents in the Sege Park area. The latter option was dismissed due to the inconvenient timing of the next newsletter issue date, while the first three recruitment options were successfully applied. The social media post on the private Facebook group was shared and a message with an invitation to participate in the research was posted in the private WhatsApp group chat. To maximise the number of interviewees, a few posters with scannable QR codes were put up at the local Sege Park community hub, “Navet”. Moreover, the researcher also used in-person recruitment during events at the community hub, where people were approached in person and invited for an interview. Lastly, after every interview, the researcher applied the snowballing technique by asking the interviewee if they knew anyone else who might be willing to participate in the study. The convenience and snowballing sampling techniques have several weaknesses and introduce a number of researcher biases (Jager et al., 2017). Firstly, since the participants are not chosen through random selection, the findings of the study cannot be fully representative of the whole population (Leiner, 2016). Secondly, it also brings out the sampling bias because participants are selected due to their convenience and not equal probability (Jager et al., 2017). Thirdly, when the researcher approaches potential participants in person at a convenient locale (Sege Park area), it could happen that only people who appear friendly and approachable are invited to an interview, which leads to observer bias. To address these biases, the researcher used four different methods to recruit the participants, which partially alleviated the observer bias. Finally, the researcher understands that findings based on a convenience sample should not be generalised to the whole population.

3.3.2 Semi-structured interviews

The researcher conducted one-on-one interviews to collect the primary data on citizen motivations for participation in local sustainability initiatives. Six out of nine interviews were conducted face-to-face, and the other three were online. In the semi-structured interviews, the respondents answered open-ended questions, allowing free elaboration on participants’ views (Creswell & Creswell, 2018). More specifically, the researcher conducted and transcribed the interviews to explore how respondents describe and experience collaboration and public participation initiatives in the Sege Park neighbourhood, what motivated them to join these activities, and what they see as success factors or ways of improvement. This data on collaborators’ experiences shall inform all four RQs. The participants of the interviews were people residing in the Sege Park neighbourhood during the research. To uncover deeper layers of meaning, it was important for the researcher to probe into the responses. When participants mentioned reasons for volunteering, the researcher used follow-up questions to explore those motivations further by asking, “Why is that important to you?” or “What motivates you to do that?” or similar. According to Creswell & Creswell (2008), some strengths of the chosen data collection methods are that the interviews allow the investigator to have control over the questioning. The weaknesses of the interviews are potential biases because of the researcher’s presence. To interpret the research problem appropriately, the researcher shall triangulate the findings between findings from interviews and prior literature.

Interview structure and questions

To ensure all the interviewees were aware of their rights and the interviews, the consent form (see Appendix A) was asked to be signed before the interview took place. The interview guide (see Appendix B) was prepared to facilitate a smooth discussion with the participants without missing any data collection steps. It was reviewed several times by the researcher, study

supervisor and study peers to ensure the quality and clarity of the questions. Additionally, to test whether the interview questions will be well understood by respondents and to get an indication of the expected interview length, the researcher conducted a pilot interview prior beginning of the data collection. After completing the pilot interview, some questions were adjusted, and the interview flow was modified to improve clarity. The expected interview length was determined to be around one hour so, the research participants could be informed of the time commitment when agreeing to participate in the study.

To begin with, the participants were introduced to the researcher, the study's aim and participants' rights. Then, a few demographic questions were asked to ensure the sample pool was diverse. Moving on, more general questions about the living situation and participation habits were asked to “warm up” the interviewee before getting into more specific questions. The researcher also ensured that the participants understood what is meant by “sustainability initiatives/activities”. The interview questions were inspired by motivational functions and inner development goals. The semi-structured questionnaire was tailored to identify specific motivations and explore individual experiences. Firstly, the researcher aimed to ask open-ended questions that would naturally touch the VFI motivational functions without directly mentioning them, for example, asking, "What do you hope to gain from participation in local sustainability activities in your neighbourhood?". This allowed participants to express their motivations freely. Then, more specific but still open-ended questions were asked to analyse each function in more detail, for example, “Have you learnt anything new by participating in sustainability initiatives in Sege Park?” when aiming to identify if the learning function is of relevance. To investigate how participation in local sustainability initiatives fosters inner development, at the final part of the interviews, the researcher asked five questions related to the inner dimensions presented in the IDG framework (see Appendix B, section 7). The researcher aimed to understand if participation creates opportunities for or has any effect on self-reflection, finding new ways of thinking, the ways people relate, collaborate and act.

3.4 Materials collected

The researcher conducted nine semi-structured interviews—eight with residents of the Sege Park neighbourhood and one with a researcher and urban planner in Malmö municipality. Prior to the interviews, all the participants signed the digital consent form (see Appendix A). The primary data collected during the interviews resulted in ~10 hours of audio data that were transcribed for analysis purposes. Table 5 below presents specific interview information, such as date, length, setting, and demographic information about the interviewees.

	Interview setting	Interview length	Interview date (2024)	Participant's gender and age	Residence in Sege Park
Participant 0 (P0)	Online	75 min	14 Dec 2023	Male, -	X
Participant 1 (P1)	In-person	60 min	27 March	Female, 35	~ 1,7 years
Participant 2 (P2)	In-person	75 min	27 March	Male, 26	~ 1 year
Participant 3 (P3)	In-person	80 min	3 April	Male, 37	~ 1 year
Participant 4 (P4)	Online	60 min	5 April	Female, 43	~ 9 months
Participant 5 (P5)	In-person	50 min	5 April	Male, 29	~ 1 year
Participant 6 (P6)	In-person	60 min	5 April	Female, 22	~ 3 months
Participant 7 (P7)	Online	60 min	10 April	Female, 23	~ 1 year
Participant 8 (P8)	In-person	40 min	11 April	Male, 32	~ 1 year

Table 5. Interview and interviewees' information

The average interview length was 62 minutes, which is close to the expected time. The final list of interviews reflected different housing situations and a diverse variety of cultural and professional backgrounds. Four participants live in collectives, three reside in individual flats, and one lives in a flat with a family. Three out of nine interviewed participants are originally Swedish, two are from EU countries, and four are from non-EU countries. Their occupations and fields of work or studies cover teaching, journalism, landscape architecture, programming, architecture, and interaction design. Five of the interviewees identify as male, four as female. Five of the respondents resided in the Sege Park neighbourhood for a year, one almost for two years, one for nine months and one for three months.

3.5 Methods for data analysis

The researcher applied thematic analysis to qualitative data collected during this study. The researcher manually coded the interview responses using pre-determined and emerging codes. The coding was based on the adapted functions from the VFI framework and skillsets from the IDG framework.

Operationalisation of the VFI framework

The theory will be helpful when framing the ways of finding patterns within the various motives that interviewees articulate. It is also expected to support the framing of the findings. The value of the Volunteer Functions for this project is threefold. First, it laid down the context for motivations and allowed the researcher to categorise and prepare for expected findings. Secondly, the VFI inspired the interview questions. Thirdly, the functions were used as pre-determined codes for analysis. Overall, VFI provides a clear framework helping the author of this study to navigate the data collection and analysis of citizens' motivations to participate in local sustainability initiatives. Table 6 below shows the adaptation of the VFI framework that was used to identify motivational clusters for participation in local sustainability initiatives.

Motivational category	Description
Values	Expressing or acting according to one's values
Learning	Aim to gain new knowledge, learn new skills or exercise what is already known
Social	Strengthening social relationships, serving social needs
Ego enhancement/ protection	Psychological growth, personal development, improving self-esteem, or relieving negative emotions such as guilt
User	Contributing to an area that the volunteer uses or enjoys in order to keep using it

Table 6. Theoretical framework. The author's own elaboration inspired by (Bruyere & Rappe, 2007; Clary et al., 1998)

Data processing

The qualitative data collected from nine semi-structured interviews was analysed by thematic analysis and following the VFI functions (defined in Table 6) as well as using the IDG framework as a theoretical lens. The researcher applied pre-determined codes that were inspired by the two frameworks. Additionally, some of the codes were emergent. The analysis resulted in 12 codes presented in Table 7 alongside illustrative quotes from the interviews. The coding process followed the stages suggested by Creswell & Creswell (2018), which made it an iterative process. First, the researcher organised and prepared the data for analysis, then read through it, generated it into coding blocks, and finally reviewed it. All of the data was processed manually without using any coding software.

Code	Illustrative quote from the interviews
Social motivations to participate	<i>"It is connected to my direct needs in terms of – I want community in my life, and I want to feel a connection with people."</i>
Learning motivations to participate	<i>"I feel like I've learned a lot, but I'm still constantly learning."</i>
Value-based motivations to participate	<i>"I feel actually that connecting to nature is the biggest part for me. I want to have more of such connection in my life, and participating is one way to do it."</i>
Enhancement motivations to participate	<i>"Participation makes me feel happy and fulfilled. It increases my quality of life."</i>
User motivations to participate	<i>"It is the easiest and most obvious thing to engage with. It has the advantage of easy access because it is in your neighbourhood, and you don't need to travel to participate."</i>
Financial motivations to participate	<i>"I enjoy finding ways to share things that also help me save money."</i>
Inspirational motivations to participate?	<i>"I want to set an example to others."</i>
Effect on being	<i>"You get to flourish and contribute with your potential and feel like you grow, you expand. This kind of a connection to the existence and you being part of this existence and sensing where we are at the moment."</i>
Effect on thinking	<i>"When I participate, I just naturally get to know different perspectives on topics and learn different ways of going about a certain process. <...> I got more open to other perspectives. You sort of get out of your own tunnel vision of how certain things must be, and you suddenly learn things don't have to be like that."</i>
Effect on relating	<i>"Society feels like a collective body of a sort. If one part is in pain, then the resources would go there."</i>
Effect on collaborating	<i>"Truly listening and hearing others is important. Individuals need to work on understanding what people are really trying to say, which isn't always obvious at first."</i>
Effect on acting	<i>"Participating and collaborating sets an agency and makes me feel like I can make a change even in my small little housing in the corner of Sege Park."</i>

Table 7. Pre-determined and emergent codes with illustrative quotes

3.6 Study limitations

In some mixed-methods studies, the difference in survey and interview responses to the same questions varied strongly (Bible & Clarke-De Reza, 2023), which highlights that different methods can elucidate different components of people's motivations. This is relevant to the current study as well since the only method applied was semi-structured interviews, and there is a potential of getting different responses if conducting a survey on the same topic. It is important to acknowledge that even though the interviews were semi-structured and allowed participants to elaborate on their motivations, it is still not possible to know whether all the motivations were revealed. Thus, another limitation is that some relevant motivations for citizen participation might have remained salient. Even though the study's participants had a good gender and origin balance as well as generally reflected Sege Park's demographics, the overall sample is not big enough to make any generalisations. Moreover, it is important to remember that results from this study refer to a highly engaged and self-selected group of Sege Park residents, and nobody who is not into participation was interviewed. Thus, this study did not capture why some people decide not to participate at all. Therefore, caution should be taken when generalising to the broader population in Malmö, Sweden, or abroad.

4 Case study – Sege Park neighbourhood in Malmö, Sweden

To analyse motivations for citizen participation in local sustainability initiatives, a particular focus in this research is on the Sege Park neighbourhood in the city of Malmö, Sweden’s fastest-growing metropolitan centre that strives for change (Malmö stad, 2023d).

The role of cities in climate change governance is prominent in scientific literature. Reaching ambitious goals and increasing resilience to climate impacts at national and European Union levels requires local efforts (Kern, 2023). Europe, becoming the first carbon-neutral continent by 2050, demands urban transformations in big, already much-achieved cities and smaller cities, such as Malmö. Most research so far has focused on front-running cities regarding sustainability action. However, Kern (2023) believes that more attention should be given to mid- and small-sized cities, especially when analysing what tools can act as accelerators for sustainable urban transition. Malmö is known for being proactive when testing and implementing urban solutions to become more sustainable (Anderson, 2014; European Commission, 2024a; Kärrholm, 2011; Zinkernagel, 2022). The third-largest Swedish city was the first municipality in the country to commit to the 2030 Sustainable Development Agenda and has developed a strategy on how to localise the SDGs (Malmö stad, 2023b).

Relevance and accessibility, time-wise and geographically, are the main justifications for the selection of Sege Park as a case study (Creswell & Creswell, 2018). With growing urbanisation (UN-Habitat, 2022) there is a need for cities to increase their capacity, and the Sege Park neighbourhood is addressing that while striving not to disregard the sustainability issues that must be solved simultaneously (Kern, 2023; McCormick et al., 2013). Analysing this case provides value because the green Sege Park area is re-built with sustainability in mind in regards to construction, renewable energy supply and rainwater collection (Malmö stad, 2023c). Moreover, it is designed by providing organisational and physical structures to enable sharing practices among the locals (Leonette et al., 2021). By investigating why residents of the Sege Park neighbourhood engage in sustainability activities offered, the study aims to increase and deepen the understanding of motivations for participation.

4.1 Ambitious city of Malmö

The city of Malmö is one of the 112 cities that, in April 2022, joined the Cities Mission – ‘the EU Mission for 100 climate-neutral and smart cities by 2030’ (Eurocities, 2022; European Commission, 2024b; Net Zero Cities, 2022). These 112 pioneers test new cross-sectoral approaches like citizen engagement, stakeholder management and participatory governance (Viable Cities, n.d.). The objective is to use these innovation hubs to empower all European cities to follow the example by 2050. Climate neutrality by 2030 is an ambitious goal that requires a joint effort from the municipality, private companies, civic society, and academia (European Commission, 2024b).

The city has ambitious targets. <...> In the context of climate-neutral cities, we (Malmö municipality) realised the need to start having a lot more dialogues with the citizens and local community groups to find new ways of integrating more bottom-up perspectives. (P0)

As a part of the Cities Mission, Malmö must provide an annual report on the ongoing efforts, called Climate City Contract 2030 (Klimatkontrakt Malmö 2030, 2023). As part of the

commitment, the city has decided on seven priority areas² to focus on in order to achieve sustainable urban transition (Klimatkontrakt Malmö 2030, 2023; Malmö stad, n.d.-c). Those seven areas are (1) circular economy to minimise waste and maximise the reuse of resources; (2) electricity supply with 100% renewable or recycled energy by 2030; (3) climate-neutral construction by 2030; (4) climate-smart consumption targeting lifestyles since 60% of consumption-based greenhouse gas emissions can be influenced by lifestyle choices (Malmö stad, 2023a); (5) mobility, aiming to increase people moving by public transportation, bike or by foot instead of a car; (6) Malmö municipality becoming a net zero organisation by 2030; and lastly, (7) heating with the goal to reduce the ~30% of the overall emissions coming from heating (Malmö stad, 2023e). Also, as concluded in Voytenko Palgan et al. (2019) mobile lab report, Malmö municipality aims to utilise sharing practices to work towards sustainability goals and tackle urban sustainability challenges.

In March 2024, Malmö was awarded the EU Mission Label, a recognition of the city's efforts working towards sustainability. *"The label is an acknowledgement of your hard work and commitment to making your cities climate neutral and better places to live."* Iliana Ivanova (European Commission, 2024a).

4.2 History of re-born Sege Park



Figure 2. Sege park in Malmö map (Kjellander Sjöberg, n.d.)

The geographical area analysed in this master's thesis is one of the most innovative and sustainability focused neighbourhoods Malmö – Sege Park. It is a part of the Kirseberg district and is located in the eastern part of the city (see Figure 2.). The territory covers around 25 ha. It is an airy and green neighbourhood that was initially developed as a psychiatric hospital area in the 1930s. Since the hospital's dismantling in 1995, the area was abandoned until Malmö municipality decided to use it to build new housing. The holistic idea is to repurpose the almost 100-year-old buildings, preserve the park, and allow it to coexist with the new buildings when densifying the area (Malmö stad, 2024).

² Seven priority areas in Swedish: cirkulär ekonomi, elförsörjning, klimatneutralt byggande, klimatsmart konsumtion, mobilitet, nettonollorganisation, uppvärmning (Malmö stad, n.d.-c).

Majority of the residents started moving into the neighbourhood in early 2023, and as of April 2024. The full capacity is not yet reached with almost final outcome planned of 1000 newly built apartments (Malmö stad, 2023c). Also, as of now, the area is still under the construction of streets and footpaths, as well as the establishment of plantings. Initially, the construction was expected to be completed in the spring of 2024, but it is now postponed to further notice.

4.3 Sustainability at Sege Park

The municipality uses Sege Park as a testbed and a model for social, environmental and economic sustainability – “*a showcase for sustainable urban development*” (Malmö stad, 2024). It is an interesting case to analyse for this master’s thesis because the residents are directly introduced to concepts of sharing and circular economy, and the city expects more sustainable behaviours and attitudes (Leonette et al., 2021). According to the municipality, sharing has been incorporated into the design of the area in a way that premises, tools and vehicles can be co-owned or used by everyone in the neighbourhood (Malmö stad, 2023c). The vision is for people to own less than an average citizen but have access to much more, and that way, to create a shift in consumer values from ownership to access. Some examples of sustainability initiatives in the area are community hub (Navet), car-pooling, bike-sharing, tools library, urban farming, knowledge-sharing activities via workshops, co-working spaces and community gatherings (*Hållbarhetsstrategi För Sege Park*, 2015).

Another goal for the Sege Park neighbourhood is to inspire and engage the residents, as well as create incentives and make it easy to follow a climate-smart lifestyle. According to the architectural office (Kjellander Sjöberg, n.d.), the area was planned with the idea of long-term sustainability and by providing opportunities for people to engage and interact with their local environment. The landscape architects say: “*Sharing resources, time, and knowledge is a red thread throughout the neighbourhood*” (Kjellander Sjöberg, n.d.). Sege Park’s sustainability strategy document identifies major ambitions and goals for the area still in development (*Hållbarhetsstrategi För Sege Park*, 2015) One of the visions is neighbours’ “collaboration in farming and sustainable solutions” (p4), with a goal of guaranteeing access to local urban farming and gardening opportunities to all interested residents. There is also a target of having a “maximum of 0.5 cars per person” (p12). The establishment of communal facilities and services, such as the community hub Navet, which offers a co-working space, workshops, gatherings, and a tool library, invites residents to collaborate. By combining the efforts of sustainable construction, renewable energy supply, the sharing economy, and engaged citizens, Sege Park appears to be a great showcase of sustainable urban development.

5 Analysis and results

To solve the urban sustainability challenges of today and accelerate the green transition, it is crucial to have civic engagement (outlined in the introduction; see Chapter 1). Consequently, knowing what drives people to participate and collaborate is important to successfully achieve ambitious goals set out in the environmental agendas (Calvin et al., 2023; Jordan, 2021; UN, 2015b, 2015a). However, the literature points out that it is challenging to recruit and retain an adequate level of engaged participants, as well as to ensure the longevity of the projects (Ryan et al., 2001; Seymour & Haklay, 2017). Understanding patterns of and motivations for participation is fundamental, and this master's thesis aims to address that. The research questions this study aims to answer are: *What motivations drive citizen participation in local sustainability initiatives in the Sege Park neighbourhood of Malmö? How does citizen participation affect the five inner dimensions (being, thinking, relating, collaborating, acting) explored by the Inner Development Goals Framework?*

This chapter presents results derived from the qualitative data collected by nine semi-structured interviews on motivations for citizen participation in local sustainability initiatives. The chapter mainly follows a theme-based structure that is also inspired by the theoretical framework. In this study, the theoretical framework is an adaptation from Bruyere & Rappe (2007) and Clary et al. (1998) framework called the Volunteer Functions Inventory (described in 2.3 and 3.5). The sub-sections are written on the key themes that emerged from the analysis of the data, including and beyond what the theoretical framework suggested. Firstly, the information on where and how the interviewed participants collaborate is described (see 5.1). Then, the sub-sections based on the themes present the results on motivations for participation in terms of *social* (see 5.2.1), *learning* (see 5.2.2), *values* (see 5.2.3), *enhancement/protective* (see 5.2.4), *user* (see 5.2.5), and *other* (see 5.2.6) drivers. Following that, the indicated barriers to participation are described (see 5.3). Lastly, the results on how participants observed changes in their inner development are described. See the relevant sub-sections for the participation effects on *being* (5.4.1), *thinking* (5.4.2), *relating* (5.4.3), *collaborating* (5.4.4) and *the ability to take action* (5.4.5).

5.1 Participation in Sege Park

Sharing goods

The interviews started with questions about how locals engage with sustainability initiatives in the Sege Park neighbourhood. Car-pooling and bike-pooling are transportation-related sharing initiatives that are part of the area strategy of making low-carbon intensive commuting possible amongst the neighbours. All of the interviewees were aware of the opportunity to lend a bike or car, but only several have done so. One participant shared that it is *“very handy and convenient for the collective to just borrow a car and get things for the whole collective – with one trip, there are many people benefitting instead of everyone travelling one by one to get what they need individually.”* (P3) Another participant reflected that even though he owns a car and is not an active user of car-pooling, he is glad to have an opportunity to borrow a car in case his car breaks or when a bigger vehicle is needed. None of the interviewees were actively using the shared bikes. Moreover, the cargo bikes were stolen in the early months of 2024.

A sharing activity initiated by some of the houses was goods exchange amongst the house residents, such as clothes or kitchen utensils that were still in good condition but not needed by some. On a bigger scale, another initiative is tool-sharing. At the moment of study, the tools were located in the community hub, Navet, but participants indicated that the structures were still developing, and the system of how and where the tools could be used was still being decided. Fixoteket, or repair-café, happens once a week and follows the concept of caring for, repairing and rebuilding gadgets, bikes or clothes. People can use a variety of tools, workstations, sewing

machines, and repair kits that are available at the community hub during the opening hours, but once a week on a set date, there are supporting staff on site who can help. Surprisingly, slightly less than half of the participants indicated that they had used the tools or attended repair-café.

Sharing knowledge

There are many community-oriented events in the neighbourhood that address the environmental agenda. One of the examples is community gardening or farming. Whilst a minority was a part of the gardening initiatives, all agreed it is an appreciated activity that makes the area cosier and the community tighter. One of the reasons for low participation was indicated to be the early stages of the official gardening association (established in ~March 2024). Consequently, the interested participants so far were only planning on what to plant, but the majority of actual work will happen only next year.

Interview participants mentioned many activities that aimed to grow sustainability awareness, such as workshops for kids, environmental awareness workshops for adults, wood-working classes, upcycling workshops or discussion groups on local democracy. Commenting on the latter one, one of the interviewees expressed: *“I believe in local democracy. I believe in people having power locally, wherever that might be. Where they live, or work, or online. Everywhere you participate, you're affected by the decisions. It's also your right to be part of the decision-making.”* (P2)

A theme that reoccurred throughout the interviews was that such sustainability activities in the community have multiple goals. The activities are set up not only to work on some sustainability aspects but simply to connect people. Referring to that, one participant said: *“These [activities] are just an excuse to bring people together so that they can talk to one another, to meet one another and exchange.”* (P8)

Community-building

All the participants highly appreciated the local community space, Navet. The hub is known to offer many community-building opportunities, such as space for after-work crafts, board game events, co-working and yoga or dance classes. Each interview participant attended at least one activity. Some of the participants connected such activities to low environmental impact entertainment. Additionally, participants also indicated several communal activities outside of those organised by or inside Navet. Some locals gather for weekly book clubs to discuss books and practice language learning skills, as well as get to know the neighbours. Others attend monthly fika³ or potlucks to meet those newly moved-in and share festivities together, such as Iftar or Christmas, alongside making decorations with re-used or upcycled items.

A prominent theme that emerged from the interviews with participants residing in collectives was food-sharing as a way to build a sense of community and increase efficiency in terms of food and time. The interviewees reflected on the benefits of cooking and eating together to save food and money spent on food, reduce food waste, increase efficiency, and save time. As one participating from a collective put it: *“Life feels easier living in a collective because more things are possible. You can establish more structures if there are more people investing time and energy and their specific knowledge into it. [Living collectively] has been enriching my life.”* (P3)

Organisation and overall participation tendencies

Organisation skills are closely connected to collaboration and taking action dimensions of the IDG in terms of mobilisation, creativity and courage. To see whether there are initiative-taking

³ Fika – coffee break in Sweden as a popular way to take time to talk to people while enjoying a cup of warm beverage like coffee or tea.

tendencies among the study participants, during the interviews, they were asked not only to describe what local sustainability initiatives they take part in but also whether they organise or co-organise any. Responses differed and were almost split in half, with some of the participants feeling eager to organise while others appeared uninterested. Five out of eight interviewed Sege Park residents reported that they had been a part of the organisation team of an activity that, in their opinion, relates to sustainability. Examples included many low environmental impact⁴ activities or entertainment such as workshops on Christmas decorations and upcycling or reusing, the creation of “a shelf of shared things” in the block of individual flats, workshops on how to repair things or learn new skills, and board games nights. On the other hand, the other three interviewees expressed that so far, they have not been organising any activities. One elaborated that a reason for not taking up planning comes from being scarce with time, while the others do not enjoy organising in general and prefer to rather join in on what others organised.

Furthermore, the majority of the study participants agreed to the statement that they are involved in sustainability activities outside of their residential neighbourhood of Sege Park. A few collaborate in the region, some internationally, and others get to contribute via work. The activities outside the neighbourhood include degrowth community groups, climate activism, transforming under-used spaces into community spaces, well-being alliances or repair cafes. Overall, many of the participants commented on their desire to contribute more both within and outside the neighbourhood – whether by participating more often, joining a bigger array of activities, or organising more.

5.2 Motivations to participate

When asked an open question, “*Why do you engage in sustainability-related initiatives in your neighbourhood?*” the initial responses differed amongst the interview participants. Some directly referred to social motivations; for example, one interviewee said: “*It goes back to my main motivation, which is why I even live in this house and neighbourhood. It is connected to my direct needs. I want community in my life, and I want to feel a connection with people.*” (P3) Others connected the motivation with their personal values of sustainability, and the following quote illustrates that:

“I feel like, as a society, we need to really work on our approach to sustainability as a whole and as a system, particularly in Europe and the West. I see lots of problems and lots of things that are going wrong. I care. I care deeply about society, about fixing injustices and preventing suffering, which I think is currently happening.” (P5)

Another individual connected their motivation to participate to self-enhancement and quality of life by saying: “*I join because I'm striving towards a richer experience of life. So it's more fulfilling, more balanced. I get to exchange skills and knowledge, which [satisfies] just all kinds of needs that we humans have...like self-actualisation, community, growing as a person.*” (P2)

Connection to nature was another response that stood out: “*I feel actually that connecting to nature is the biggest reason for me as of why I join. I want to have more of such connection in my life, and participating is one way to do it.*” (P7)

5.2.1 Social motivations

Social motivation, which is one of the functions in the VFI framework, emerged as a consistent theme across all the interviews. The theme revolved around participation as a way to create new or strengthen existing social relationships. Being part of various activities was described as

⁴ Activities with low environmental impact can be referred to as reducing consumption, repairing, re-using or upcycling goods, not spending money on buying unnecessary goods or unsustainable brands (United Nations, n.d.).

fulfilling social needs, supporting social cohesion or creating a sense of community. The majority of the participants talked about the joy of having a close local community and particularly valued having people in their lives. It was often connected to the opportunity to have new experiences and meet new people. One interviewee noted: *“I see people gardening outside, and it feels like it's not the gardening that is the main purpose of why they're doing it, but because they want to socialise and do something together.”* (P6) Furthermore, a sense of belonging that appeared after attending local events was described as follows: *“It feels like we are a family. It fills up a need that I have as a human – belonging.”* (P2) Connecting to others was also a strong motive, as one participant said:

“Human contact is the biggest drive for me to join sustainability activities in my area. <...> Now I know a lot of people here. They know my name, I know their names, I know who their kids are, what they study, where they lived before... basically their life story. It is not necessarily common in the rest of Sweden. That's something I appreciate a lot, to be honest.” (P8)

The participants appreciated having a close community where people relate and care for each other and spend time in various ways. Collaborating in local initiatives was seen as one of the ways to experience a sense of belonging, as one interviewee put it: *“As an adult and non-student, it is not easy to feel that you belong. So taking part in sustainability events and tackling issues that we all care about is a big way for me to experience the sense of community”* (P5) Also commenting on the community feeling, one interviewee summarised it as:

“There's a community that comes together to celebrate, to go through different rituals, through seasons together. They raise kids in a community... All these things that I think are so, so helpful for everybody in terms of what kind of human beings we can become, how we learn to solve conflicts, how we learn to interact with each other. I think it strengthens us. It strengthens me.” (P3)

Such a community contributes to another social factor, described by one interviewee as a support system. A support system for families with kids, where participating and meeting new local people can support parents in situations when an extra hand is needed or when kids get ill, for example. Similarly, getting to know your neighbours creates a support system for the elderly residents, who trust and feel comfortable asking for help when in need. Moreover, when discussing social motivations to participate in local sustainability initiatives in Sege Park, some interviewees reflected on their experiences living in other areas before this. The number of opportunities in Sege Park is described as much bigger, and people get to meet each other through various initiatives, which is highly appreciated.

In the interview data, participants often mentioned two aspects – satisfying social needs as a reason to participate, and also practising social skills while participating. In particular, skills such as communication, listening, collaboration, inclusion, and building trust closely relate to the Inner Development Goals framework. It was also noticeable that social motivations were often interconnected with other motivations, such as learning, self-enhancement or protective motivations, for example, experiencing joy or avoiding the feeling of loneliness. As one participant described it: *“When I feel lonely, I am more inclined to participate. I enjoy participating in activities with other people, where you get to talk and share knowledge.”* (P7) It was to be expected since previous literature also states that motivations are often intertwined and there is rarely one single reason why a person decides to do something (Clary et al., 1998).

Nonetheless, it is important to mention that the majority of the participants also reflected that the sense of community in Sege Park is still not as idyllic as one could expect it to be from reading the strategy and vision reports from Malmö municipality. People living in the area are

still getting to know each other and learning how to trust. More people are moving in every month, and the area is slowly but continuously populating, which reflects on the community.

To sum up, among the eight interview participants residing in the Sege Park neighbourhood social motivations were the most prominent drivers to participate in local sustainability activities. Whilst satisfying those social needs, the participants also practised communication skills that connect to the *relating* and *collaborating* dimensions of the IDGs framework.

5.2.2 Learning motivations

Learning motivation, also known as understanding function in VFI literature, was a prominent theme throughout the interviews. As one interviewee put it: *“I feel like I've learned a lot from participation, and I'm still constantly learning.”* (P3) All except one participant reported having learned something through participation; however, only two participants referred to learning as a strong encouragement to participate. Others saw it more as a benefit of participation and not as a direct motivation. Some of the skills learned were more physical, such as building, woodworking or planting. While a few international participants also reflected on their opportunity practice of the Swedish language, other more common learnings through participation were about local issues and solutions, the circular economy and how to share goods.

Nevertheless, the data analysis showed that learnings related to inner growth, soft skills and overall learnings from other people were the most widespread. One participant described it as: *“I learn a lot about myself. I learn a lot about how to better coexist with others in general and how to make that existence just more joyful and more secure for all in a way.”* (P3) Another example was that participants not only commented on learning about new local solutions but also reflected on their learning how to find solutions together, working together towards a common goal. As one participant reflected: *“I feel like you can learn so much more from people and do so much more with people than by yourself.”* (P1) This also connects to collaboration skills and the understanding that combined effort and mobilisation are important when facing complexity. Linking to these, learning to be open-minded and practising conflict management were also mentioned by half the participants. These results confirm the author's expectation that participation has an effect on participants' inner development and allows improvement of the skills developed by the IDG initiative. The learning function relates the most to the *being* and *collaborating* dimensions.

According to the data, during participation communication skills were practised by all the interviewees. Half the respondents also reflected on practising their skills in organisation and planning, explaining things and teaching others, as well as skills of working with children. The Sege Park neighbourhood is family-friendly as well as accommodative to elderly people, and a few of the respondents mentioned that participating in events with diverse groups makes one learn a lot in terms of flexibility, acceptance and patience, as a few examples. These soft skills connect well to the IDG framework, especially the *collaborating* dimension.

The majority of the participants reported learning a lot from interacting with other people: *“I feel like the more people you get to know, the more different ways of life you also get to know”* (P7) Learning from as well as about other people and perspectives. Another participant echoed this view of learning skills from others by saying:

“When I see other people I learn a lot by copying others. I see – oh, wow, so this person communicates really nicely, like the way they phrase things, the way they pay attention to others – and it makes me want to do that more, so I start to incorporate those ways into my life and behaviour.” (P3)

Lastly, most of the participants agreed that through participation they got to practice many soft skills that are likely to help them in future employment or career. Skills such as communication,

collaboration, listening, teaching, explaining, and problem-solving. Moreover, in regards to career development, a few participants reflected on the opportunity to network with potential future colleagues or employers, as one participant said: *“By participating, I also meet new contacts since people are working at different companies or organisations.”* (P7)

To sum up, when talking about learning as a motivation to participate in local sustainability initiatives, the majority of the participants do not agree that learning drives motivation to participate. Instead, learning was perceived as a very much appreciated benefit that comes from participating and meeting people with diverse experiences, and learnings from those can be applied in participants' lives or future careers. Moreover, when reflecting on what have they learnt from participation, only a few respondents referred to hard skills, while the vast majority reflected on soft skills that connect to *being* and *collaborating* dimensions in the IDG framework.

5.2.3 Value-related motivations

When asked about value-related motivations for participating in local sustainability initiatives, the participants tended to believe that values were an important driver; however, personal values fueling it differed. According to the VFI framework, living alongside one's values or putting what you believe into action often motivates participation in various activities matching the values. Additionally, participation allows people to meet others with similar values, which is enriching, as one participant put it: *“When I meet people who share the same values as me, I feel like those values get enhanced and feel even stronger.”* (P7)

In the interviews, seven participants referred to contributing to the community as an important value and motivation for them to act. Moreover, it could be seen that challenging the status quo and changing society were also important for a few of the participants. When asked about it, one participant said: *“I feel like, as a society, we need to really work on our approach to sustainability as a whole”* (P5), and another one added: *“I want to show that we, as a society, can do things differently. There are ways to live more sustainably and in coexistence with nature without negatively impacting it with our every step.”* (P6)

One interviewee connected motivations for participation to his values from long ago by saying: *“From very, very early on, even before my master's in human ecology, I've had this inner motivation to contribute to sustainability structures.”* (P3) Later, he also added, that *“I believe that when we participate in sustainability activities, it also helps us to express our political beliefs and show what kind of world we want to see, what kind of society we want to have.”* (P3) It could be seen that inspiring others by showing example was reoccurring in other conversations as well. Another participant added that: *“I practice as I want other people to do, as I think we need to move towards. <...> I mean, we do this for future generations, for... For children and grandchildren. It's just empathy with others.”* (P5)

The quote above also connects inspiring others with values of social sustainability and intergenerational justice. Three other participants also talked about social sustainability when asked about values and whether local sustainability activities in Sege Park relate to them. One more particularly addressed her aim to act against segregation when participating, whilst another talked about justice:

“I'm trying to prevent the future suffering of other people. I mean, in terms of climate sustainability, I think about the people who will be disproportionately affected by unsustainable practices of consumption. I feel a personal duty to, kind of, be responsible for that.” (P5)

Surprisingly, environmental sustainability was directly mentioned as a value by only two of the respondents. Yet it manifested itself in other responses and in connection to other motivations or values. For example, in the quote below, a participant shared their view on motivations to

participate and mainly referred to the sense of duty or responsibility. At the same time, she also mentions the climate crisis and the future, which indicates that environmental responsibility plays an important factor: *“What I land at all the time when I think about the climate crisis and future, is that I think the most important thing that people can do is actually to be part of their communities and the civil society.”* (P4)

To conclude, living according to one’s values plays an important role for some people when deciding to participate in local sustainability activities. According to the interview data, social sustainability—more particularly justice—and challenging the status quo were the most prominent values.

5.2.4 Enhancement/protective motivations

The enhancement/protective theme includes motivations to collaborate that make participants feel good about themselves, support personal growth, and increase their self-esteem, as well as motivations to reduce negative emotions, for example, guilt or climate anxiety. In most literature (Clary et al., 1998; Ryan et al., 2001), enhancement and protective functions are separated, but when analysing this study’s data, the researcher decided to group them for simplicity since both refer to the ego (protective aims to protect the ego from negativity while enhancement encourages ego growth, positivity). It has been previously done by Asah and Blahna (2012).

All the interviewees agreed that participating in local sustainability initiatives is fun and creates satisfaction, which drives their participation. They described the experience as exciting, enriching, rewarding, and providing a confidence boost. One interviewee connected enhancement and social motivations, as well as what drives continuous participation:

“My experience with participation is... that the more excitement you feel, the more you are intrinsically motivated to do that again. If it gives you joy, it gives you something that enriches you, then you automatically want to do that again because it's been such a good experience. I think that so much joy comes from connecting to other people while participating.” (P3)

The vast majority of the participants confirmed that participation improves their quality of life. One participant phrased it like this: *“Participation makes me feel happy and fulfilled. It definitely increases my quality of life.”* (P3) Another interviewee opened up about how it feels being part of such initiatives: *“It prompts a lot of questions about life, people’s purpose and society as a whole. We’re all just trying to figure out life,”* (P2) they said. This also indicates that personal growth is affected by participation, and people seek such activities in order to increase their development and quality of life. Consciously or not, while engaging, participants learn new things about themselves. Three of the interviewees reported changes in their personal growth due to participation, whilst one believed not much has improved so far but expects it to happen in the long term. An interviewee summarised it by saying:

“You get to flourish and contribute, you feel like you grow, you expand. It’s kind of a connection to the existence and you are being part of this existence, sensing where we [as humanity] are at the moment.” (P2)

From an ego-protective side, there were motivations to participate that grew from the desire to escape negative emotions. For example, one participant decided to participate to ameliorate climate anxiety⁵. At least two participants have expressed a feeling of guilt and thus feeling the need to contribute to society and sustainability. In this instance, the guilt was described to be coming from facts such as being from and living in *“the west – consuming and emitting the most.”* (P8)

⁵ Climate anxiety refers to distressing feelings (uncertainty, lack of control, safety concerns) related to climate change impacts.

Two other participants have reflected on their sense of duty to the world, and using their power, voice and capacity to contribute towards a better future. One explained: *“I feel like I must do something because I can do it while others aren’t able to. Yeah, kind of using my privilege of where I live, my spare time.”* (P5) Another one elaborated on their view of responsibility: *“What I land at when I think about the climate crisis and future, is that I believe the most important thing that people can do is actually to be part of their communities and be active in the civil society.”* (P4) The positive experiences enhancing the participant’s well-being were described as: *“Any kind of negative things or crises in life are outweighed by the positive things I feel when participating in different sustainability activities.”* (P7)

Generally, participants who considered themselves quite active in the community were also feeling a lot of pride and joy from it, as one interviewee described it: *“I’m very excited and proud when I tell my friends and family outside of Malmö about how this [Sege Park] community works. How we are able to do all these beautiful things together and how it enriches me.”* (P3) Lastly, the same interviewee said: *“I see [contributing to sustainability structures] important to create an environment around everybody but also for myself, where I feel more safe, I experience a higher quality of living.”* (P3), which connects enhancement motivations with user motivations, which will be discussed next.

5.2.5 User motivations

User motivation refers to a person willing to participate when their work improves something that they use in any way. As an example, it can be an area used for recreation, a community they live in, or a garden they pass by every day coming home. In this study, user motivation was described as a driver to contribute to the initiatives in Sege Park because of being a user of the area by living and spending time there. All the interviewees admitted that being a user served as a strong motivation. When asked about user motivation, one participant answered:

“Yes, I do think it plays a big role that I am a user of Sege Park. In a sense, it’s like an opportunity to give yourself what you want. What do you want to see around you, or what do you want to experience or learn... And it’s close to you. It’s where you are, where you live. You’re both a user and a creator. Creator-user.” (P2)

Quite a few interviewees sensed the opportunity to be a co-creator of something beneficial for the community and also themselves. The following quote illustrates it well: *“It’s a win-win. I am able to do stuff in the community that both benefit me, because I think it’s fun or interesting, and also it benefits the whole area.”* (P4)

One participant elaborated on the easiness of joining various sustainability activities in the local area: *“It is the easiest and most obvious thing to engage with. It has the advantage of easy access because it is in your neighbourhood, and you don’t need to travel to participate.”* (P5) Another participant reflected on the sense of responsibility that grows from being a user of an area (resident):

“I take a little bit more ownership here just by knowing that we are co-creating this whole area in a way. The nearby parks [Sege Park and Beijers Park] feel closer to me than others in Malmö because I use them a lot, and they’re like part of my home. Our house is right next to the park, so our back garden just goes into the park, and that feels nice. It feels like – really, okay, this is my home turf in a way. This is also where I spend my life. I want it to be taken care of.” (P3)

However, the data also revealed that often user motivation was only initial and did not necessarily drive sustained participation, as one interviewee put it: *“Being a user definitely was a starting point, the initial driver, but it is not really the reason why I keep participating.”* (P1)

To sum up, the user motivation was evidently encouraging locals’ participation in sustainability initiatives. However, the satisfaction coming from other needs served by participating (e.g. social or learning) was necessary to keep participating in the activities.

5.2.6 Other motivations

During the interviews, while discussing the reasons why people decided to join local sustainability initiatives, a few motivations emerged that were not covered by the VFI framework or appeared in the literature reviewed. Such motivations will be described in this section. Three main new motivations were indicated: financial savings, trend following, and looking for inspiration or aiming to inspire others.

Two participants referred to potential financial savings that might come from participating in sharing activities among neighbours. One of them said: *“I enjoy finding ways to share things that also help me save money.”* (P6). Even though such motivation might not be relevant in all types of citizen collaboration, it is worth mentioning it.

Next, another participant brought up a new and unanticipated thought that some people might be joining sustainability-related activities just to follow what other people are doing, in other words, to follow the trend. The participant described it: *“It’s more popular now to care about the climate, and maybe some people are just following patterns without thinking about it so much. Like having oat milk in their coffee because that’s what everyone else does.”* (P5) However, it is important to mention that it was a single perception that was not repeated by other interview participants and, thus, holds less gravity in comparison to other findings.

The most prominent theme that emerged outside of the framework was related to inspiration. More than a few participants shared that they decided to engage in sustainability-related initiatives for two reasons connected to inspiration – either to get inspired or to inspire others. *“After participating, I often feel so inspired to try something new, to take action, keep contributing to change and find ways of expressing my values while finding solutions.”* (P7) said one interviewee and another one added: *“I had dreams of sharing economy, but I did not feel inspired or supported to apply it in my life and did not experience a welcoming infrastructure until I moved to Sege Park.”* (P1) The participants reflected on the feeling of inspiration as a motivation that makes them feel alive and empowered. When asked whether knowing that participation gives inspiration encourages them to participate more often, the interviewees agreed that participation is one way of seeking inspiration, especially when feeling low: *“Sometimes participating helps you get back on the track. When I feel emotional down, I go to a local activity or event, and it often inspires me.”* (P6)

Four other interviewees also touched on the inspiration aspect, but from a different perspective—they felt motivated to collaborate in order to inspire others. While two simply stated that they want to set an example to other people, one elaborated more by saying: *“I practice as I want other people to do, as I think we need to move towards. Trying not to consume too much, eating vegetarian mostly, being an active part of the civil society, these types of things.”* (P5) Lastly, when asked about their general experience of taking part in local sustainability initiatives, one participant shared their view:

“I like to think that it’s an impression, it’s a perspective that [others] might not have heard of. It’s a type of lifestyle that they are not familiar with, but it inspires them to think of alternative ways to live in a community than they are used to.” (P3)

5.2.7 Summary of motivations to participate

Citizens feel motivated to collaborate in local sustainability initiatives for a variety of reasons that serve different needs. This study's qualitative data analysis of nine semi-structured interviews found that social motivations were by far the strongest ones. More particularly, participants felt motivated to participate to experience a sense of community, get a sense of belonging, meet new people, or get to know their neighbours better. Furthermore, user motivations were also mentioned by all participants, meaning that the geographical location of

the sustainability activities played a big role when deciding to participate. However, user motivation was described as the initial motivation as to why residents decided to join an activity in the first place. On the other hand, social needs, learning, and self-enhancement were very important motivations for residents to keep participating. However, it is important to note that every participant mentioned several motivations, which reiterates that motivations are complex, varying from person to person and can change over time. The results of this study showed that participation in local sustainability activities serves diverse residents' needs, and a quote from one of the interview participants illustrated it well:

“Just by the design of how we [people] structure our days or how we interact, it makes it easier for us to fulfil our needs. All kinds of needs. Whether it's food, learning or emotional needs, or closeness, or a sense of community, or participating in a project that excites you.” (P2)

5.3 Barriers to participation and ways for improvement

During the semi-structured interviews, to not be one-sided, the researcher also asked participants what barriers to participation they experience and what they see as ways of improvement. Findings in regard to barriers or participants' ideas for improvement will be described in this sub-chapter.

5.3.1 Barriers to participation

Even though the interviewed participants can be described as quite active citizens in the community and local sustainability initiatives, all of them reported some barriers restricting or reducing their participation. According to the qualitative data from the nine interviews, some of the biggest barriers to participation identified were the lack of time and energy as well as the difficulty of prioritisation among other responsibilities in life. A few participants mentioned other aspects that made it harder or inconvenient to participate, such as a lack of trust or awareness, poor communication from the organisers' side and language barrier. Lastly, the last few reasons pointed out were feelings of hopelessness, overwhelming climate anxiety and disconnectedness. The lack of time was mentioned by five interviewees, alongside three commenting on the difficulty to be able to prioritise participation in local sustainability activities. The following quote illustrates the common perception of the interviewees:

“I think internally, it's always the difficulty of prioritising time. <...> Obviously, everybody has their personal life and connections outside the area, plus responsibilities to family or job. It's a constant process of prioritising and re-prioritising time to invest in different things, and I think that's for me the most limiting factor” (P3)

Next to time, three others also added the lack of energy to the list of barriers: *“I feel like for many people, it's about the time; if you have a full-time job, how do you find time and energy?” (P2)* The language barrier is an expected finding since only three out of nine interviewees were from Sweden, while the majority of others were international people who were learning to master the Swedish language. However, it is important to notice that not all the activities are held in Swedish, so evidently, the organisers take the inclusivity and accessibility aspects into account.

There were a few indications of barriers growing from poor communication, mistrust, disconnectedness, and a sense of hopelessness or lack of presence. These barriers are worth noting and discussing because they could be linked to the Inner Development Goals framework and the skillset identified by the IDG initiative. The VFI framework (theoretical framework for this study described in section 3.5) does not discuss barriers at all, and thus, the use of the IDG framework as a theoretical lens in this study provides additional insights that will be discussed in more detail in the upcoming chapter 6.

5.3.2 Way forwards

After discussing barriers, the interview participants were asked how participation could be encouraged, barriers addressed, or sustainability initiatives improved. The majority of the responses leaned towards topics of setting good foundations for sharing and participation, setting the tone for communication, and having mediators or facilitators promote a welcoming, open, and inclusive culture. Moreover, most of the interviewees also mentioned that increased financial support would be appreciated.

At the moment, the community hub Navet and its employees are acting as mediators for community development in the newly built residential area of Sege Park. However, interview participants agreed that more capacity is needed in terms of the amount of planning, organisation, execution, and facilitation needed in the area to achieve the ambitious visions for the neighbourhood. What is expected from mediators is not an easy task and was summarised by one of the interviewees: *“Mediators should promote a certain culture in the neighbourhood. Actually, they should not only promote but ensure that the principles are in place and people adhere to those. They are responsible for making sure that happens.”* (P1)

Participants understood that the municipality and local government have a task and budget to solve sustainability issues and provide certain services to communities. However, the majority believed that the municipality does not need to or maybe cannot even do it themselves but instead can empower the local community to achieve the visions. As one interviewee described:

“[Municipality] can outsource [the task] to local citizens in the neighbourhood. They can give them the budget and also provide some money for the participants so that they can take some time away from the work or other things, and people themselves will run everything.” (P2)

Another interviewee reflected that in comparison to other countries Sweden seems to be quite good with having lots of different sustainability initiatives (like Drevet) which are addressing social and environmental sustainability. In order to improve the existing activities, the participant expected *“more funding for sustainability activities and community outreach, more diverse sustainability programmes. The initiatives could do much more with extra resources.”* (P5) Four other interviewees saw a similar way of improvement by increasing financial support to those organising the activities or local residents that are not employed but take an active part in planning and supporting the initiatives. One added: *“I think that would make active locals less dependent on a full-time job, which, in my opinion, is one of the major limiters of community participation because most of your time and energy is spent elsewhere.”* (P3)

The interview data showed that most of the participants had been contemplating about affordability to participate in local sustainability initiatives. Affordability in terms of time, energy and money. Interview participants discussed the current ways of living and how people are reliant on money from income sources outside the local neighbourhood or community. A few participants had visions of money coming from “inside”, for instance, a budget for local people willing to work with the community and local sustainability structures development. This would mean *“the city relying on community participation to really make sustainability initiatives work, be maintained and used.”* (P3) Financial compensation was regarded as a way to support the people who organise or support sustainability activities on a regular basis that would potentially allow them to go to a part-time job and re-focus more time and energy on the structures in Sege Park. One participant vocalised that *“the community hub Navet could benefit from more government support like financial aid”* (P7), while another participant added that *“it’s usually not really prioritised in that way, and it’s assumed that people just always do it [organisation] for free, but there’s just a very hard limit on how much can be done for free.”* (P3)

Two other ideas for improving local sustainability activities as well as sustainability awareness overall were to invite residents of Sege Park as well as people from other neighbourhoods to come to the local community hub Navet and organise workshops, courses or stand-alone events, where people get to learn new things. Additionally, it was mentioned that getting a certificate proofing attendance and new learnings after some of the workshops or courses could be appreciated by the participants.

5.4 Participation and inner development

During this master's thesis study, the author was also interested in analysing how participation affects people's inner development. This sub-chapter will present the findings regarding the effects of participation in local sustainability initiatives on participants' inner development using the lens of the Inner Development Goals. When discussing how being active in the community and participating in social and environmental sustainability activities affects people, one participant said: *"The more people get in touch with those experiences, the more it changes people."* (P2)

The sub-sections below elaborate on reported changes in participants' *being, thinking, relating, ability to collaborate* and *take action*. The structure follows the five dimensions taken from the Inner Development Goals initiative (Jordan, 2021). During data analysis, the author looked for IDG skills (described in section 2.4 and Table 5) and also identified aspects that stood out of the IDG framework.

5.4.1 Participation effects on being

Interview participants experienced some changes to their being. As one participant put it: *"When I participate, I feel like I exist."* (P6) Around half the respondents referred to the inner compass by commenting on feeling a sense of responsibility and commitment to acting through values relating to the betterment of the whole. The ability to be non-reactive when facing complexity was reported by two interviewees. One of them said: *"Participation makes me feel at peace <..> even though there are external problems."* (P4) Because of participation in local sustainability activities, a bit more than half of the interviewees felt improved self-awareness, integrity and authenticity. They discussed how participation helped them find their sense of self and their own voice, understand themselves, learn what is important to their being and find which contexts suit them and which do not. As one interviewee shared: *"Through participation, I've learnt how to be comfortable with myself and how to express my thoughts. Also, how to ask for help."* (P7) Another interviewee said: *"Participation has made me feel more comfortable with myself and within the community, which helps me to be able to feel present and involved."* (P5), which also connects to a different aspect of *being* – presence⁶.

In connection to the ability to stay present, one interviewee said that *"participation is certainly a good way to feel more present."* (P8), while another agreed: *"I definitely feel more present. I connect more with the people around me, and that makes me feel more at home in the place. Both in the house where I live and in the area where I live."* (P3) Also, it is worth noting that four interviewees felt that participation had supported them in creating an openness and learning mindset, which, according to the IDG framework, refers to curiosity and preparedness to be vulnerable, embracing change and growth. (Jordan, 2021) One participant said: *"I feel like you become more accepting and open to different ways of doing things and being"* (P3). Lastly, in the being dimension, three interviewees reported improvements in their reflection on themselves, their actions, and their contributions.

⁶ Presence – the "ability to be in the here and now, without judgement and in a state of open-ended presence." (IDG, n.d.)

5.4.2 Participation effects on thinking

All participants experienced that participation affected their thinking. The thinking dimension of the IDG framework encompasses skills such as complexity awareness, perspective skills, long-term orientation and visioning, critical thinking, and sense-making. When talking about complexity awareness, one interview shared: *“I think most people who live here [in Sege Park] are aware of the climate issues and different crises that come with that <...> I think a big community can build up resilience and counteract that.”* (P3)

In all the interviews, there was a general discussion that the power to actually achieve well-functioning and, most importantly, used structures is in people’s hands. People are the core of the community and have the power to decide whether things like the sharing economy in the neighbourhood pick up or not. At least four of the participants shared the thought that community action is important and citizen participation is crucial in the long term, as well as that attaining citizens' inner motivations is key to any successful initiative. In terms of long-term orientation and visioning one participant put it: *“I think that everything that benefits the area will benefit me personally.”* (P4) and added: *“I don't want Sege Park to become this island of its own. I don't want us to be like the climate-engaged rich white people.”* (P4) A common experience among the interviewees was that their critical thinking and perspective skills and long-term orientation had been positively affected by participating in local sustainability initiatives. When talking about flexibility and considering diverse perspectives, one participant put it:

“When I participate, I just naturally get to know different perspectives on topics and learn different ways of going about a certain process. When I am confronted, I feel like – oh, yeah, it can be done also this way. I got more open to other perspectives. You sort of get out of your own tunnel vision of how certain things must be, and you suddenly learn things don't have to be exactly like that.” (P3)

5.4.3 Participation effects on relating

According to the IDG initiative, caring for others and the world, or in other words, being able to relate and appreciate others, helps people create more just and sustainable systems and societies (Jordan, 2021). Others can be neighbours, people in the same generation, future generations, or even the biosphere and nature.

When asked whether and how their relation to others has changed because of participation in local sustainability initiatives, they first reflected on their previous areas of residence (both in and outside Sweden). They shared the feeling of a disconnected society and a common trend of not knowing their neighbours and having no sense of community, or even more broadly, not feeling connected to their surroundings. One participant said: *“I do find it hard to connect with nature when living in a city. That is a big problem, the feeling of disconnectedness.”* (P5) Another participant observed: *“When I think about caring for the environment... I feel like people are so disconnected from their surroundings. I see how people throw trash and cigarettes in the city and I'm like, would you do it in your house?”* (P1) Third participant added: *“Because of digitalisation, as a society, we grow more and more detached from reality. I think these kind of sustainability activities...they bring us back together. And bring us joy.”* (P8) Finally, when comparing the past experiences of the residential communities and it is in Sege Park, one participant said:

“I have a feeling like there really is a community here. In my previous experience in Sweden – it's not common to feel like there is a community... because the community you feel is usually with the friends you have, and they are in very different parts of the city. I haven't felt the community with my immediate environment or the people living in that environment up until recently.” (P3)

However, most of the interview participants reported increased connectedness, empathy and appreciation of others. In short, one participant summarised connectedness and relation that

comes from active participation by saying: *“I started seeing people more like family members.”* (P2), while another one agreed and added: *“We are all just people living on this planet trying to make it work out. It feels very grounding and unifying.”* (P7) Another one added how everyone contributes to the creation that sense of connectedness, meaning-making and a fulfilled community:

“You know, when you move to a new place, it's like it doesn't really have a soul yet and then every time you do something, it gives it more soul. It becomes more meaningful to you and others. <...> So I feel like every time we do something at Sege Park, we make it a little bit more alive.” (P4)

At least six interviewees shared that their connection to others improved even beyond their immediate neighbours. A few added that they learnt to rely on other people than their immediate family and trust in being supported by the community as well. One participant used a metaphor: *“Now, for me, society feels like a collective body of a sort. If one part is in pain, then the resources would go there.”* (P2) In the context of increased empathy and compassion followed by the drive to support those in need, one participant elaborated: *“Participation is definitely teaching a way to support each other in difficult times, be it difficult because of your age or a certain disability or different crises that people go through.”* (P3) Another one simply put it as: *“I feel more empathy for people now. I see that everybody is so different and struggles with different stuff. It's easier to see it from somebody else's perspective when you are talking to people at these activities.”* (P7)

“By relating to others, a person gains a lot of things, not gain as a monetary profit, but rather a sense of safety and belonging.” (P1), said one of the participants and this thought connects to the social need to belong and one of the motivations listed in the VFI framework. Another learning was that when people connect to others, they might also get inspired to connect to nature, as one participant contemplated: *“I don't know if it's connected to Sege Park activities, but recently I'm feeling a lot more drawn to nature. <...> I longed for this wild nature connection.”* (P7)

Lastly, in regards to appreciation and gratitude to others in the world was mentioned by three participants. One said: *“I appreciate the community around me. Having this safety knowing if I am in need, I will get help. It's like a safety net with mutual aid. I believe it makes life more meaningful for everyone.”* (P2) And another interviewee added: *“For me, it's a mindset. A mindset to value everyone and understanding that people might be feeling or thinking differently from you, and you will never know unless you ask them directly. You should never assume.”* (P1) This quote connected appreciation with skills such as listening, space-holding, inclusion, and co-creation that are covered by the collaboration dimension discussed below (5.4.4).

5.4.4 Participation effects on collaborating

According to the interviews, the majority of the participants' inner changes stimulated by participation in local sustainability initiatives were noticed in the collaboration dimension. This sub-section will share how the interview participants described collaboration and what skills they viewed as crucial for successful collaboration, as well as how participation in local sustainability initiatives affected those skills.

In the interviews, participants made some general comments about collaboration that are worth noting. One had a nice way of describing it by saying: *“If everyone does a bit, then we all get much more.”* (P2), and another one contemplated collaboration being a skill: *“I think if you stop using your collaboration skills – they get rusty in the sense that you become less aware again and that's because you are focusing more on yourself only, and not on the interconnectedness of it all.”* (P3) There was a consensus that collaboration was quite common in the Sege Park neighbourhood and that there was a safe space to start new initiatives if desired: *“There is a spirit of collaboration in the area, and the threshold to take on a new initiative or join an existing one is lower.”* (P4) Moreover, a few of the interviewees that lived collectively, shared how easy it is to set up initiatives within the community, for example,

buying bulk food or cooking together. Such an initiative does not only encourage the sense of community and requires collaboration, but also it reduces some negative environmental impacts.

According to the IDG initiative, to tackle global issues, people should develop their capabilities to include and communicate with diverse stakeholders who potentially have dissimilar values, a varying range of skills and abilities (IDG, n.d.). Trust is an important aspect in terms of creating, showing and maintaining trustful connections. More than half of the interview participants brought up the topic of trust without the interviewer mentioning it. One participant said: *“A lot of problems in this world start because of lack of trust or when communication does not flow.”* (P1) Another participant reflected on experiencing more trust in people, mainly in the neighbourhood:

“Now I find that I have a lot of trust in the people without even knowing them very well. Just by seeing how they live in this neighbourhood and by how they engage, I developed a lot of trust, and I think that's a big part of making sharing and community structures work. When you see that you have a very similar motivation to other people, you are less afraid to trust them with your privacy, to trust them with caring for your needs.” (P3)

An inclusive mindset and intercultural competence are other significant parts of having successful collaboration. Seven participants felt that these skills were positively affected by participating in local initiatives. To exemplify, one interviewee said: *“I learn to include realities of different people. <...> How to facilitate a diverse group of people and create an inclusive space where everyone's voice is heard”* (P2), while another response echoed: *“I care about the democratic process, about everyone having a voice and being heard.”* (P5) Furthermore, one participant connected inclusivity and trust by saying: *“Inclusive planning and activities build trust. I think that's a thing – everybody wants to be included, and you want to give everybody a voice because, in turn, they feel more motivated and inspired to participate and to engage.”* (P3)

Communication skills are described as the ability to manage conflicts, truly listen to what others say, to foster honest dialogue and to speak your mind skillfully (Jordan, 2021). Around half the participants said their communication skills were boosted due to participation, while some expressed learning that *“even though communication is sometimes hard, it needs to happen.”* (P1) Five participants mentioned that their conflict management skills improved, one interviewee reflected on how participation affected her: *“Over time, participation allowed me to be more comfortable disagreeing with people. I learnt that it's okay to not agree with everything, and that it doesn't mean the relationship is destroyed between the people. One can manage the conflicts.”* (P7) Additional learnings in regard to communication were the importance of creating space to have difficult and even unpleasant discussions, as one participant shared: *“I learnt how important it is to create that space. <...> To actually really hold space for different feelings and different needs is not so easy, but so important.”* (P3)

Genuine listening and caring about what others think, feel and say was mentioned in four interviews. As one participant described it: *“Truly listening and hearing others is important. Individuals need to work on understanding what people are really trying to say, which isn't always obvious at first.”* (P5) Also, participants discussed the understanding that people might have various “languages” or ways of expressing themselves, and one needs to try being attentive. Lastly, embracing diverse views and opinions was described as another key aspect learnt from participation. Other important skills were mentioned by the interviewees, such as co-creation⁷ was mentioned by five participants, having respect for others – by three, and acceptance – by two.

⁷ Co-creation can be described as “skills and motivation to build, develop and facilitate collaborative relationships with diverse stakeholders, characterised by psychological safety and genuine co-creation.” (IDG, n.d.)

Mobilisation, or the ability to inspire others to act, is the last key aspect of the collaboration dimension, according to the IDG framework. (Jordan, 2021) Interestingly, as reported in section 5.2.6, inspiring others emerged as one of the motivations to participate, and four interviewees shared that it acts as a driver. *“I feel like participating in the local activities creates a ripple effect.”* (P3) said one participant when connecting participation and inspiration: *“I enjoy seeing people being inspired after having a really good time and feeling more connected to the community, and connection to the community again builds trust and makes people want to engage more. It’s all connected.”* (P3) Another one added: *“I want to encourage people to do, instead of just thinking about it, to try moving like one step closer to their vision.”* (P2) Lastly, the excerpt below summarises how participation and collaboration train various skills of the participants:

“Participation trains you. It makes you consider all the different needs; it makes you consider very creative solutions to try to meet all these needs. It challenges your own way of thinking; it challenges you to consider others and how certain things might contribute to the better well-being of everybody in the neighbourhood. Collaboration really can challenge you in ways that you are not challenged otherwise. You would not be forced to think in that way, not be forced to consider all these solutions.” (P5)

5.4.5 Participation effects on the ability to take action

The fifth dimension in the Inner Development Goals framework talks about acting and enabling change. It is comprised of courage, optimism, perseverance and creativity. In comparison to other inner dimensions, the participants referred to changes in their ability to take action the least. In the responses, courage and optimism were more prominent than perseverance and creativity. However, many agreed that *“finding a more practical expression of your, or any, vision is very important.”* (P2), which showed that interview participants are aware of the need to take action. A few participants reflected on the effects of participation on taking action; one said: *“Just by participating, you increase your ability to take action. You get in contact with many possibilities because just by taking part you meet people. People tell you things. You get new ideas and then take action. Participation stimulates action.”* (P2) Another one added: *“Participating in local sustainability activities creates a positive reinforcement to take more action.”* (P5)

Gaining courage and building up confidence to stand up for your values was mentioned by half the participants. *“I realised that my voice and opinion matter.”* (P7) expressed one interviewee, while a few others reported that taking decisive action that is inspired by their values became easier. Courage is also important when challenging old patterns and breaking the status quo. Four participants expressed that they feel more empowered to challenge the old views; one said: *“I think people are just so into their habits that the change of those habits seems so much work. I believe that it can be easily changed within a community that is connected and that has an exchange between ideas.”* (P3) Another also shared: *“Participating and collaborating sets an agency and makes me feel like I can make a change even in my small little housing in the corner of Sege Park.”* (P1) Optimism and a sense of hope when it comes to the future and solving pressing issues were mentioned by three participants, whilst persistence when actions do not bear fruit fast was mentioned only scarcely. One of the few shared:

“Sometimes communication, collaboration and acting are unpleasant. It brings out pain or unpleasant emotions like awkwardness... and of course, people don’t want to experience pain; they want to avoid it. But I think even if it’s awkward, even if I feel like a lost puppy sometimes, I still go there and participate and keep up the work because, in the end, I’m not going to lose anything, but I might benefit from it.” (P6)

To end, one participant well connected the learning motivation from the VFI framework and collaboration, courage, perseverance and optimism from the IDG:

“It’s exactly those things that we need to figure out how we work as a group. Of course it’s hard because we never learned to do it in a good way. So that is the mindset I want to have – let’s just learn. It’s good for me, it’s good

for us. It's good even if I feel some sort of some sort friction. It's still this friction that pulls us and moves us forward. The more insights we have, the more knowledge, the more experience, the more of everything – we will get better and then lead by example.” (P2)

5.5 Summary of study results

This section aims to summarise Chapter 5 on the study results. Firstly, it is important to mention that the interviewed participants described themselves as quite active in the community and local sustainability initiatives. Some of the most prominent types of where participants collaborate were sharing goods, sharing knowledge and participating in community-building activities. More specific examples were co-organising or attending workshops to learn new skills or raise awareness, community gardening, and the use of sharing pools for bikes, tools, and cars. A reoccurring thread throughout the interviews was that overall sustainability activities in the Sege Park neighbourhood have multiple goals. The activities are set up not only to work on the sustainability aspects but also they are in place to connect people and build the sense of community that is a basis for a successful sharing economy.

According to the qualitative data collected from nine semi-structured interviews with residents at the Sege Park neighbourhood of Malmö, Sweden, the strongest motivation for citizen participation in local sustainability initiatives is social motivation. Social motivation refers to meeting new people, getting to know your neighbours and satisfying social needs, such as a sense of belonging to a community, safety and connectedness. However, all the other motivations from the VFI framework were also mentioned as relevant. Results suggested that learning motivation was seen more as a benefit of participation than a direct drive to participate. Some of the hard skills examples of what participants learnt through collaborating in various initiatives were planting, building, woodworking and language skills. However, more widespread responses covered soft skills such as communication, organisation, teaching others, expressing yourself and problem-solving, to name a few.

Value-based motivations, in other words, acting in line with one's values and working towards what one believes, were a strong driver for many of the participants to join collaborative activities. The most prominent values named were social sustainability, especially justice, as well as challenging the status quo and working towards environmental sustainability. Enhancement of ego or ego-protective motivations, as well as user motivations were felt by all of the interview participants. The interviewees agreed that participating in local sustainability initiatives is fun and creates satisfaction, which drives their participation. Their participation experience was described as exciting, enriching, rewarding, and providing a confidence boost. Also, it was noted that by collaborating on local initiatives, participants expected to increase their quality of life and have something to be proud of. Moreover, the fact that the initiatives were local and participants were residents of that area played a crucial role in joining the activities in the first place. The most outstanding motivation from those that were not anticipated by the VFI framework was inspirational, which better connects to the IDG framework than VFI.

Another key finding was that getting involved in local sustainability activities was proved to affect participants' inner development. The majority of the interviewees experienced changes in their *being*—namely, improved openness and learning mindset; thinking—becoming more critical and aware of complexities; relating—especially connectedness and empathy; collaborating—namely, trust, inclusion, and communication skills; and acting—feeling more empowered to challenge the status quo.

Overall, this study's results indicate that being connected to others and self is crucial for citizens to feel motivated, improve, grow their inner dimensions, and act. The next chapter discusses these results in the context of global challenges and previous literature studies.

6 Discussions

This research aimed to gain insight into what drives citizen participation in local sustainability initiatives. This chapter discusses the identified motivations in the context of previous literature on motivations (see 6.1), then, it analyses how participation seems to affect participants' inner development (see 6.2). Next, the chapter briefly discusses barriers to participation (see 6.3), and lastly, it reflects on the identified motivations, barriers and other learnings in a larger context.

6.1 Motivations in this vs prior studies

The aim of this master's thesis was to gain insight into what drives citizen participation in local sustainability initiatives by building on the research on volunteer motivations. Since there is a lack of scientific studies particularly looking into citizen motivations to participate in local sustainability initiatives, when reviewing the literature, this study had to rely on volunteer motivations, especially in environmental programmes. This should be taken into consideration when comparing the study results to previous literature.

Upon analysing the qualitative data, the researcher identified motivational factors that are important to locals collaborating in sustainability activities in the Sege Park neighbourhood of Malmö, Sweden. Social, learning, value-based, enhancement/protective, and user motivations were all evident to drive citizen participation, which means that the present study confirmed the findings about motivations identified in previous research papers by Clary et al. (1998), Ryan et al. (2001), and Bruyere & Rappe (2007). Consequently, the results of this research suggest that what motivates people to volunteer, according to these scientists, is also true for what motivates people to participate in local sustainability initiatives. Another similarity to the previous studies is the finding that the motivations are complex and interrelated, as well as they can change over time (Bruyere & Rappe, 2007; Clary et al., 1998; Ryan et al., 2001). In the previous studies, as well as in this one, people named several motivations that make them act instead of just having a single one.

However, contrary to the findings of Bruyere & Rappe (2007) and Ryan et al. (2001), this study did not find *"helping the environment"* to be the strongest motivation. According to the results of this study, social motives are the most prominent, which was unexpected due to prior literature not indicating it as the strongest motivation (for example, it scored fourth in Bruyere & Rappe's as well as Ryan et al.'s study, in Koekkoek's study it was named as tertiary motivation, and for citizen scientists, according to Geoghegan, it was almost non-existent). Previous studies (although mainly quantitative) were almost unanimous in stating that *"helping the environment/wildlife"* is the main motivation for environmental volunteers (Bruyere & Rappe, 2007; Geoghegan, 2016; Koekkoek, 2021; Ryan et al., 2001). This proves that the Sege Park neighbourhood is clearly not only aiming for environmental sustainability but is also targeting the social aspects. This unmatched might arise because local sustainability activities in Sege Park are closely connected to community building, whereas Bruyere and Rappe analysed motivations of volunteers at natural resource organisations, and Ryan et al. looked into environmental stewardship volunteers. However, social and personal motivations were indicated as the most important by Asah and Blahna (2012), who analysed urban conservation volunteers.

It is important to note that same as the present study, majority of the reviewed studies (Asah & Blahna, 2012; Bruyere & Rappe, 2007; Geoghegan, 2016; Koekkoek, 2021; Ryan et al., 2001) did not follow Clary et al.'s (1998) VFI framework blindly. Often the functions were renamed or adjusted depending on the type of volunteering or participation studied. Quite a few of the studies renamed value-function into something related to environment, wildlife, nature, because of the assumption that those volunteers would have such values. In the present study, the researcher decided to keep the value-based motivation without naming it in relation to caring for the environment, in order to leave space for interview participants to share whatever their

values are. Finally after reviewing results, it can be seen that more common personal values were related to social rather than to environmental sustainability. If looking at it from this perspective, then all the studies discussed below had similar findings – that following one’s values motivate participation the most.

Moving on to another prominent motivation, Bruyere and Rappe’s (2007) emergent finding and, finally, the addition of *user* motivation to the VFI framework have proved very useful for the present master’s thesis. The *user* motivation was clearly evident in this study, and such a result ties well with Bruyere and Rappe’s (2007) findings. Participants appeared to care about their immediate environment and had the desire to contribute to its improvement by participating. In comparison to Koekkoek (2021) study on people’s motivations to join community gardening both study results align in regards to *user* motivation being prevalent, but are also once again, in terms of the main motivation. Apart from the user motivations, community garden volunteers cared the most about the environment, while responses from the participants of the current study focused on the social needs being met.

In line with the previous study by Ryan et al. (2001) the learning motivation was perceived as an ongoing benefit rather than an initial motivation to participate. This might connect to the fact that people do not necessarily decide to participate in order to learn something, but they nevertheless do learn new things or skills, and the learning, in turn, boosts satisfaction and a sense of achievement. Learning combined with career motivations also scored high (second after caring for environment) in Asah and Blahna’s (2012) study, while Bruyere and Rappe’s (2007) study as well as Bramston (2011) found it unimportant.

Ego enhancement or protection motivations were generally important in all the prior studies, as well as in the present study (Bramston et al., 2011; Bruyere & Rappe, 2007; Geoghegan, 2016; Koekkoek, 2021; Ryan et al., 2001). It shows that people do want to have a positive experience, have fun, improve their well-being and contribute to their growth when participating. Similarly, if one is sensing negative feelings, such as guilt or worry, one of the goals when participating is to escape those emotions and feel better.

Emergent inspiration

An unexpected motivation that emerged in the present study was connected to inspiration. Multiple interview participants brought it up, even though not as their main motivation, but the one that still plays an important role. It is appealing to discuss because this motivation has not been mentioned in any of the previous studies that were reviewed, nor is it covered by the Volunteer Functions Inventory that served this study as a theoretical framework. Participants shared that getting involved in local sustainability activities gives them inspiration and, in some sense, new motivation to keep participating or to start something new. From another angle, other participants shared that they go to various activities because they want to inspire others. For example, by showing a different way of being and acting, inspiring others to follow their lead, be it lifestyle, ways of thinking or acting.

Interestingly, inspiration can be connected to the Inner Development Goals. The fourth inner dimension, called *collaborating*, points to people’s development of mobilisation skills as crucial to enable any change. The IDG framework describes mobilisation as “*skills in inspiring and mobilising others to engage in shared purposes.*” (Jordan, 2021) It was compelling to hear that participants saw inspiring others as one of the motivations why they participated. It suggests an inner understanding that mobilisation for changing the status quo is needed. Since the VFI framework does not address gaining/giving inspiration as one of the potential motivations, it might benefit from an update.

6.2 Inner Development Goals

The results of this study go beyond previous reports because the present study also applies the Inner Development Goals as a lens to assess how participation affects participants' inner development. Many sustainability initiatives in Sege Park can also be seen as community-building activities. They are closely connected to building trust, supporting collaboration skills, and improving the ways people connect. With trust, people are more willing to join and participate in local sustainability initiatives. Moreover, the community feeling that is created incentivises people to return and stay engaged.

Participants reported that participation affected their inner development. As described in the results chapter, the inner dimension that was affected the most seemed to be collaboration. This shows that engaging in sustainability activities, such as sharing, co-creating, or simply co-working, develops people's ability to communicate, hold space, embrace diverse views and opinions, and manage conflicts when needed. Participants also shared improved self-awareness, sense of integrity and authenticity, and positively reinforced openness and learning mindset. Moreover, all the participants experienced an increased feeling of connectedness to others. In connection with these findings, Wamsler et al. (2024) They described changes in participants' awareness of their emotions, value orientation, and increased sense of connection and compassion. They also found that participation in the Climate Leadership Programme affected participants' sense of hope, courage, and agency. The present study participants also reported feeling empowered to speak up and act more and feeling more hopeful about the future.

It is important to note that none of the interviewees of this study had heard of the Inner Development Goals before, nor could they expect questions about inner development. That allows the researcher to believe that the answers regarding changes to participants' inner development were honest because they would not know what fits into the framework and what does not. However, even though participants feel that participation affected their being, thinking, relating, and ability to collaborate and act, it is still difficult to rule out that other contextual events in their personal lives did not play a role in such development. Potentially, personal growth in these dimensions would have happened even if they had not participated in local sustainability activities. Notably, Wamsler et al. (2024) concluded that "*true internalisation takes time*" and referred to a time of a year or more. It means that a true understanding of whether participation in local sustainability activities in Sege Park has affected participants' personal growth might not even be established yet. The fact that the majority of the Sege Park residents lived in the area and participated in local sustainability initiatives for less than a year needs to be taken into consideration.

It is being discussed in the literature that the inner dimensions (*being, thinking, relating, collaborating and acting*) connect, support and build on each other. During the data analysis, it was also evident that the five inner dimensions introduced by the IDG initiative are interrelated. Being true to self helps one recognise one's values, as well as having an open-minded and learning mindset improves critical thinking and allows one to take on diverse perspectives, which in turn nurtures relating to others and oneself. All the mentioned capacities are important when collaborating, communicating, listening and upholding a genuine dialogue, as well as mobilising people to take action. Finally, taking action requires courage and optimism, which builds on trust in oneself and others. By not trying to convince the reader that this is the only way to interpret the interconnectedness of the inner development goals, it is evident that each skill builds on the basis of other skills.

The motivational functions from the VFI framework can be related to the IDG framework (see Figure 2). Note that this is just one personal interpretation made by the study author inspired by study results and personal perceptions. Figure 3 below visualises that, first of all, motivations for citizen collaboration are complex and interconnected rather than singular.

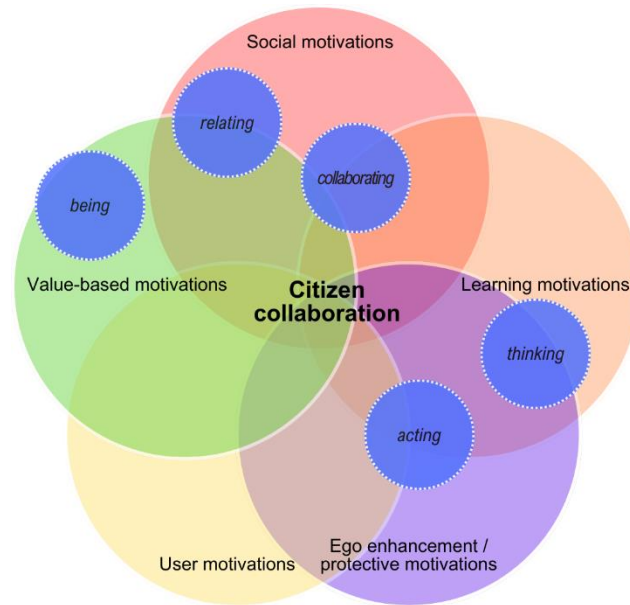


Figure 3. *Volunteer Functions Inventory and the Inner Development Goals. Author's own interpretation based on study results.*

Secondly, being driven by different motivations to participate, people satisfy different needs, which also leads to participants' inner growth in various dimensions. For example, when people are driven by social motivations to participate, during the engagement, they satisfy their social needs, be it by meeting new people, talking to others, or creating a sense of community or belonging. While interacting with other people, they naturally build trust and improve their *collaboration* skills, such as communication, listening and inclusion. Moreover, social interactions were described as also strengthening the sense of connectedness among people overall, which links it to the *relating* dimension as well. Additionally, interviewees shared that while participating, they learn or boost their soft skills, which directly connect to the collaboration dimension and the learning function of the VFI.

When talking about their motivation as an opportunity to contribute to systemic change, one study participant from Wamsler et al.'s (2024) study stated: *"I learned that even small contributions matter. Now I feel less helpless and more motivated"* (p.5). Similar responses were evident in the present study with participants reflecting on feeling empowered by engaging in local sustainability activities.

Evidently, participation can be seen as a way to encourage inner transformation, and recently, researchers have been arguing that inner transformation leads to outer change. For example, Ives et al. (2023), who, among other things, talk about the latent human capability to enact transformation, summarised that inner dimensions build on each other and inner contributions are relevant for all kinds of sustainability activities. The authors also highlight that the inner transformation should not be treated as a stand-alone area of concern but rather seen in a systematic way alongside the external matters requiring people's attention.

Summarising learnings from this study and reviewed literature, the author interpreted how participation affects inner development, which in turn supports outer transformation. Figure 4 below visualises the author's interpretation with the assumption that by participating people satisfy various needs, that contribute to their inner development and change, which lead to outer change and increased understanding that engagement is crucial to achieve any type of change.

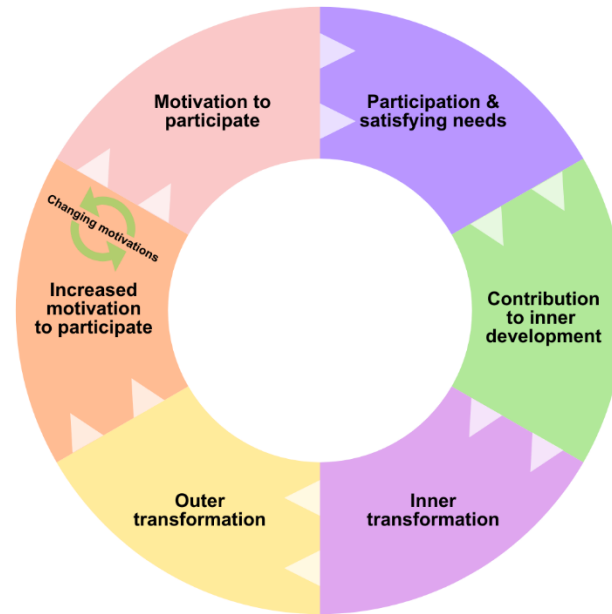


Figure 4. Participation and inner-outer transformation. Author’s own interpretation based on literature and study results.

Furthermore, Wamsler et al. (2022) identified a false societal belief that “*individuals and individual inner capacities are unimportant in supporting broader system change*” (p.7). Authors discuss that this belief, among other things, hampers citizens’ motivations and levels of participation. Together with recent research, the present study argues that inner capacities have an effect on outer change, also adding that participation is one of the ways to foster inner transformation.

6.3 Barriers to participation

According to the results of this study, some of the identified barriers to participation are poor communication, mistrust, feelings of hopelessness or that the efforts are not being effective, disconnectedness and experiencing strong climate anxiety. As discussed above, the IDG framework emphasises the importance of communication skills, trust, perseverance, and optimism, which are some of the crucial aspects for people to be able to achieve change or the ambitions set by the Sustainable Development Goals. Even if only briefly, it is important that the present study looks into barriers to participation; acknowledging the barriers is the only way of trying to address them. Since the theoretical framework used in this study (VFI) does not address the barriers to participation at all, applying the IDG framework as a lens was useful. Looking from the IDG perspective, there is a connection to the lack of certain skills or capacities (such as communication, trust, and perseverance) that become barriers to participation. Since the Inner Development Goals help explain some of the barriers, thus it was worth trying to combine them with the VFI framework.

Disconnected society

From the interviews, there was a red thread among the responses that currently, in the world, there is a lack of human connection. A few participants mentioned a disconnected society in terms of connection to self, others and nature. It relates to what Wamsler and others discussed in several recent studies (Ives et al., 2023; Wamsler et al., 2022, 2024). These studies argued that people must first re-connect to their inner selves and each other before being able to solve global issues. It is interesting to relate it to the findings of the present study on participation. The main finding of this study is that the biggest driver to participate in local sustainability initiatives comes from the desire to satisfy social needs. If following the idea that society is

disconnected, naturally, people crave that. One way of looking at it is the mismatch between modern society and human nature. Today's society, especially in the West, is disconnected and individualistic, and Wamsler et al. (2024) call it modern society's social paradigm by mentioning *"self-centred individualism, dualist thinking, overwhelm, exhaustion and stress"*. On the other side, human nature is to be more collectivistic and in need of social connections, interactions and safety. Such a view could explain why the interviewed people from the Sege Park neighbourhood felt so much joy from the sense of belonging and living in a caring community, which they might not have experienced before. Wamsler et al. (2024) well summarise this thought by saying that today's global crises are a *"reflection of an inner, human crisis of disconnection or separation from self, others and nature"* (p.15).

This study's results showed that people felt more connected after engaging in local sustainability activities. Thus, participation could be one tool for addressing the issue of a disconnected society. In this case, municipalities would have responsibility for attaining the diverse motivations of citizens to encourage participation, while individuals would have to be engaged and be able to communicate their needs and experienced barriers clearly so that they can be addressed.

Lastly, regarding external barriers, the discourse about the "lack of time" was evident in every conversation. After working eight hours a day, many people do not have the energy or motivation to spend time volunteering or joining local sustainability activities. One way of increasing participation would be to reduce the work hours, in other words, give people more time. However, that would challenge the present-day work culture and ethics and such discussion goes beyond the current scope of this master's thesis.

Who can achieve the ambitious visions?

Malmö municipality envisions a collaborative and forward-thinking Sege Park community thriving with nature. The vision is beautiful, but how can people working at the municipality ensure this happens? Many promises or visions cannot be reached by the municipality itself and require local people to take on and believe in such a vision and potentially adapt their behaviour. Facilitators and empowering the local community in question might be the way. Facilitators in the area could steer and encourage action and neighbourhood culture. People in the neighbourhood feel the welcoming atmosphere for collaboration and seem willing to take action if strong structures are put in place and support is offered in skillset and various resource means.

When discussing potential ways of encouraging participation and empowering the community, financial support was mentioned quite often. Financial compensation to those actively engaged in organising or co-organising local sustainability events is crucial because of the common burn-out by volunteers. Active citizens tend to be in the process of finding the balance between prioritising their drive to participate and maintaining a healthy lifestyle by not overwhelming themselves. It is important to remember that in sustainability-related structures, it is common for people to easily overwork themselves. Especially when driven by strong motivations but not being compensated properly. Since it often comes as an unpaid service, people just do that during their free time, after working a full-time job potentially. It creates a risk of burnout, which leads to pulling back from activities completely.

Thus, providing more financial means and facilitators could be a way. Another that is important is to open the door for personal growth and working on the skillset needed to achieve these visions. In the case of Sege Park, it could be that more workshops are held on the sharing economy and sustainability as a whole.

7 Conclusions and recommendations

Effective collaboration and citizen participation are essential for accelerating sustainable urban transitions. This research aimed to analyse what motivates citizens to get involved in collaboration initiatives that accelerate the sustainable urban transition. To achieve this aim, the researcher investigated the motivations for citizen collaboration in local sustainability initiatives in the Sege Park neighbourhood of Malmö, Sweden. Furthermore, the researcher looked into how participation in sustainability-related initiatives affects citizens' inner development. Firstly, the answers to the research questions are summarised. Thereafter, some broader conclusions that can be drawn from this study are presented, followed by recommendations and potential directions for future research.

This master's thesis paper evolved around two research questions with the following answers:

RQ1: What motivations drive citizen participation in local sustainability initiatives in the Sege Park neighbourhood, Malmö?

According to this research, the biggest motivations for citizen participation in local sustainability initiatives were social. Social motivations identified included getting to know your neighbours, experiencing a sense of belonging and community, creating connectedness to others, or meeting new people. Value-driven participation was also evident, and the sample of this study had strong values on social sustainability. Another relevant motivation was ego enhancement, which refers to feeling better about oneself because of participation. For example, feeling proud, joyful and experiencing a sense of achievement. Furthermore, user and learning motivations were also present, however, not as continuously as social or enhancement. Participants felt more inclined to start engaging in local sustainability initiatives because they were active users of the area. Meaning that they live in the neighbourhood and, thus, want it to thrive. In terms of learning, it was more seen as a benefit of participation rather than an initial motivation to join the activities. People reported having learnt a lot of soft skills from participation but did not directly see it as a reason as to why they feel driven to participate in the first place.

RQ2: How does citizen participation affect the five inner dimensions (being, thinking, relating, collaborating, acting) explored by the Inner Development Goals Framework?

According to this study's findings, participation positively affects participants' inner dimensions explored by the Inner Development Goals. Participants reported changes in their being, especially the boosted openness and learning mindset, increased self-awareness and authenticity. In terms of thinking, participants developed more critical thinking and complexity awareness, as well as the ability to take on diverse perspectives. Relating and collaboration were affected the most. Participants felt much more connected to themselves, each other and nature and experienced more empathy and compassion. As to collaboration, an increase in trust, conflict management and mobilisation skills was noticed. Lastly, the ability to act was only touched upon briefly in comparison to other dimensions. Because of engagement, participants did feel more empowered to act and use their voices to challenge the traditional ways of thinking. However, perseverance and optimism were only lightly reflected.

To tackle today's global challenges of climate change, environmental degradation, and living outside planetary boundaries, it is crucial to build resilient communities that feel capable and empowered to be a part of the change. As prior research has shown, people have various motivations to participate in local sustainability initiatives, and it is important for facilitators and

municipalities to adapt to those (Bramston et al., 2011; Clary et al., 1992; Jones, 2004; Ryan et al., 2001). So far, the topic of motivations has been mainly researched in psychological fields, with only a few studies from environmental science. According to this study's findings, social experiences such as connectedness and creating a sense of belonging between participants are particularly important.

Additionally, social and environmental sustainability go hand in hand. Sharing and the collaborative economy practice create a win-win situation for the planet and for the people. Win for people because the sharing economy allows people to live more affordably but with access to many things (cars, bikes, tools, toys, books, games, clothes, activities, food), as well as it creates opportunities to meet new people and socialise, share cultural events, and thus satisfy the natural social needs. Win for the planet because sharing physical goods means fewer goods that just stand unused or end up wasted before their end of life. Also, following sharing practices might bring people closer to life within the planetary boundaries.

Local sustainability activities also proved to nurture people's inner being and contribute to their personal development, which, according to the IDG initiative, is the way to achieving ambitious global goals of sustainability. Participation allows people to learn new hard and soft skills and practice those that they already possess. Addressing people's inner transition and re-connection to self, others and nature while working on the outer urban transition to sustainability is the holistic way to tackle global issues.

Recommendations

To conclude this master's thesis, the author provides some guiding recommendations for municipalities aiming to improve citizen collaboration, as well as some ideas for future research.

Recommendations to practitioners working with citizen collaboration:

- Show citizens that they have the power to achieve the visions set up by municipalities and that their voices and actions matter.
- Remember that it is important to know what motivates citizens to engage in local sustainability activities, such as sharing.
- It is a good practice to ask those participating why they decided to engage in the first place and what keeps their engagement. Reoccurring surveys or discussion groups adjusted to each context specifically should be prioritised.
 - Note that motivations can vary greatly between different neighbourhoods
 - Consider citizen motivations at different stages of participation (first time, occasional or continuous), as they can change over time.
- Provide a platform for participants to share feedback on how the initiatives could improve or become more accessible to them. Most importantly, address what citizens share to show their voices are heard.
- Reach out to citizens who do not participate to learn about what barriers they experience and see how the municipality or the local community can help overcome those.
- Ensure that facilitators advocate for an inclusive and welcoming culture where every citizen feels heard.
- Provide reflection opportunities, for example, where participants can reflect on what skills they have learned or practised through participation. This can reinforce enhancement and show that their time spent was worthwhile.
- Social motivations are very important to the citizens, address this as an opportunity when calling residents to participate. For example, say, "*Connect to your neighbours and have fun by urban gardening together!*"

Suggestions for future research:

- Citizen motivations for participation can vary greatly even between different neighbourhoods within the same city. One suggestion could be to analyse motivations in a different neighbourhood of Malmö or maybe even look at several case studies and then compare the results, including what the present study found.
- There are not many qualitative studies using the Volunteer Functions Inventory. It would be beneficial to gain deeper insights into volunteer motivations by conducting interviews or focus groups.
- Since the present study looked into motivations for citizen collaboration in Sege Park more broadly, it could be relevant to analyse the various initiatives more specifically. For example, look into citizen motivations for participating in the sharing economy in Sege Park.
- This study focused mainly on the motivations for citizen participation and only briefly touched upon the barriers. A suggestion would be to look into the barriers to citizen participation in Sege Park or other neighbourhoods.
- More studies on how participation affects inner development and its significance would be relevant, especially in the emergent field of connection between inner-outer transformation.
- A suggestion to conduct further analysis of how the Volunteer Functions Inventory is supplemented by the Inner Development Goals framework.

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Appendix A – Consent form

Voluntary participation in the master’s thesis research project on motivations for citizen collaboration to accelerate the sustainable urban transition.

Thank you for expressing your willingness to participate in the interview and contribute to my master’s thesis research project conducted at the International Institute for Industrial Environmental Economics (IIIEE), Lund University, as part of the M.Sc. programme in Environmental Management and Policy (EMP). The thesis title is “*Motivations for citizen collaboration to accelerate sustainable urban transition*”.

The research project investigates the motivations for citizen collaboration in the Sege Park neighbourhood of Malmö, Sweden. The findings could enhance the effective encouragement of citizen participation in future sustainability initiatives.

During the interview, we will discuss your experience participating in sustainability initiatives in the Sege Park neighbourhood. Such initiatives include the sharing economy (car, bike, and tool-sharing), community building (co-creation, knowledge sharing, co-working spaces), community gardening etc.

The interview will take approximately 45 minutes.

The results of this research will be used for educational purposes only. Ensuring the anonymity of the participants and not disclosing any sensitive information is of the utmost importance to the researcher.

If you have any additional questions regarding the study, please do not hesitate to get in touch:

Student researcher: Lukrecija Vaišytė

Contact information: lu5556va-s@student.lu.se

Mandatory fields to be filled in the digital consent form:

Participants full name: ____

Participant’s email address: ____

By signing this form, I agree to participate in the interview voluntarily and, with my answers, contribute to the master’s thesis project for the EMP master’s programme at IIIEE, as introduced above. I understand that at any time, I have the full right to withdraw from this study without providing any further explanation.

By signing this form, I agree to the interview being recorded for research analysis purposes (the name and other personal information about the participant, as well as the recording of the interview, will be kept safely and deleted within 3 months of the completion of the thesis).

Appendix B – The interview guide

All the semi-structured interviews followed the same interview guide, which was pilot-tested prior to the data collection process to ensure the questions were clear and to estimate the interview length. The student researcher used follow-up questions to probe deeper into participants' responses.

1. Welcome & introduction:

- Greet the participant and thank them for their time.
- Introduce myself (EMP, IIIIEE), briefly explain my research aim, why it is important, and the purpose of this interview.
- If not already done, ask the participant to sign the digital consent form.
- Remind them that participation is voluntary, and they have the right to withdraw from the study at any point without further explanation.
- Explain that they should ask for clarification if a question is not clear and ensure that it is completely fine to skip some questions if they do not feel comfortable answering.
- Ask for approval to record, and then start the recording.

2. Demographic information (warm-up):

- How old are you?
- To ensure I address you correctly throughout the interview, what pronouns do you use?
- What is your current occupation and field of work/studies?
- Do you currently reside in the Sege Park neighbourhood?
 - How long have you been living here?
- What is your living setting? (*Living collectively or alone, with family or friends, etc.*)

3. Engagement in the sustainability initiatives:

[Note to the researcher: provide some context on what I mean when saying “sustainability-related initiatives/activities”. I mean participating in or collaborating in car-, bike-pooling, tool-sharing, community gardening, knowledge-sharing, going to events/workshops, or using the co-working space for work/studies... So, recycling at home, etc., is not what I am referring to.]

3a. What types of activities in Sege Park have you been a part of?

3b. Have you ever been the initiator/organiser of any sustainability activities in the area?

3c. Are there any activities you have not been a part of but are aware of?

3d. Are you involved in other sustainability activities outside Sege Park?

4. Motivations/drivers for participation:

4a. Why do you engage in sustainability-related initiatives in your neighbourhood?

4b. What would you say is **your main motivation(s)** for participating in sustainability-related activities in your neighbourhood?

- When you participate in sustainability-related initiatives in Sege Park, what do you hope to gain?
- Do you expect to gain any personal benefits from your engagement? [*Note to researcher: It means anything that promotes or enhances the well-being of the individual/their immediate family.*]

4c. Why do you think other people get involved in local sustainability initiatives?

- Are there any reasons for participation that you feel encourage others, but maybe not you?

5. Potential barriers, what is lacking and ways for improvement:

5a. Is there anything that prevents you from participating in some activities? Or something that makes it difficult for you/or others to participate more actively?

5b. What kind of support from the local government would encourage you to participate more?

5c. Is there some sustainability initiative you feel is missing in the area?

5d. Anything you would do differently in the area regarding community participation in sustainability activities?

6. Motivations for participation (adapted from VFI):

Social function:

6a. Could you tell me how you experience the sense of community in the Sege Park neighbourhood?

6b. **How important** are social connections and networking to you when participating in local sustainability initiatives?

Values function:

6c. How do sustainability activities proposed by the local government (Sege Park/Malmö Stad) align with your values (*what's important to you in life*)?

- Is there anything missing?

6d. Do you believe participating in these initiatives helps protect your neighbourhood / the city from environmental damage? **Why and how?**

6e. Do you believe that undertaking such activities can improve the quality of life for yourself and future generations? **Why and how?**

Understanding/Learning function:

- 6f. Have you learnt anything new by participating in sustainability initiatives in Sege Park?
- What new things have you learnt or skills developed when participating in such activities?
 - Are there any skills that you are practising when participating?
- 6g. Do you think your engagement helps you stay informed about current sustainability challenges and solutions?

Enhancement function:

- 6h. **How do you feel** when you engage in these activities?
Would you say a **sense of accomplishment** or **satisfaction** acts as an important driver for you to keep participating?
- 6i. Are there any ways that participation in sustainability initiatives **contributes to your personal growth or development**? *[Note to researcher: it consists of activities that develop a person's capabilities and potential, build human capital, facilitate employability, enhance quality of life, and facilitate the realisation of dreams and aspirations.]*

User function:

You and your family are a direct user of the Sege Park neighbourhood.

- 6j. Do you think you experience any direct benefit from participating in these local government initiatives (in Sege Park / Malmö City)? **What are the benefits?**
- 6k. You (and your family, for example) are a direct user of the Sege Park neighbourhood. Does this fact serve as a driver to collaborate in the sustainability initiatives in the area?

7. Inner Development while participating

- 7a. How has participation affected your **being** and ability to be present?
- 7b. How has participation affected your **thoughts and ways of thinking**?
- 7c. How has participation affected your **relation** to others?
- 7d. How has participation affected your ability to **collaborate**?
- 7e. How has participation affected your ability to **take (climate) action**?

8. Final remarks:

- Make sure to ask follow-up questions.
- Announce that I don't have any more questions; ask if they have any last comments to add to the conversation or if they have any uncertainties/questions regarding the research.
- Express my gratefulness for their input and time.
- Ask if they know anyone else who might be willing to participate in the interview.
- Stop the recording.
- Remind the participant of my contact information.