

## **Project description**

### **“Hobby gardening with peat-reduced and peat-free substrates based on renewable raw materials” (HOT - Subproject 3)**

Reducing peat in horticultural used substrates is a significant step to reduce greenhouse gas emissions and to prevent climate change. Therefore, the German Government resolved different strategies in its “Climate Protection Plan 2050” and their program of measures for climate protection 2030. Within this program, the Federal Ministry of Food and Agriculture (BMEL) implements a strategy to reduce and avoid using peat by focusing on hobby gardening. In the next years, alternatives for peat should be available. In this context, the HOT-project wants to accelerate the replacement of peat-products in hobby gardening by using substrates based on renewable raw materials.

As there are many differences in composition of peat-free substrates, they are not as functional as peaty substrates. To be still successful, consumers gardening behavior has to change. This project wants to identify influencing factors changing the consumer's buying behavior as well as using customer's experience to train them and producers and sellers of substrates. A long-term support for interested hobby gardeners and thus – indirectly supporting the switch to peat-free substrates - is possible by elaborating a practical digital application guide (app or browser).

The project is funded within the framework of the Renewable Resources Funding Program (FNR) of the Federal Ministry of Food and Agriculture (BMEL), and is expected to run for three years from 1.2.2022.

The project partners are University of Applied Sciences Weihenstephan-Triesdorf, University for Economy and Environment Nürtingen-Geislingen and GreenSurvey – Institute for market research GmbH.