

1 **Cross-site analysis of perceived ecosystem service benefits in**  
2 **multifunctional landscapes**

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49

## 50 **Abstract**

51 Rural development policies in many Organization for Economic Co-operation and Development  
52 (OECD) member countries promote sustainable landscape management with the intention of  
53 providing multiple ecosystem services (ES). Yet, it remains unclear which ES benefits are  
54 perceived in different landscapes and by different people. We present an assessment of ES  
55 benefits perceived and mapped by residents (n=2,301) across 13 multifunctional (deep rural to  
56 peri-urban) landscapes in Europe. We identify the most intensively perceived ES benefits, their  
57 spatial patterns, and the respondent and landscape characteristics that determine ES benefit  
58 perception. We find outdoor recreation, aesthetic values and social interactions are the key ES  
59 benefits at local scales. Settlement areas are ES benefit hotspots but many benefits are also  
60 related to forests, waters and mosaic landscapes. We find some ES benefits (e.g. culture and  
61 heritage values) are spatially clustered, while many others (e.g. aesthetic values) are dispersed.  
62 ES benefit perception is linked to people's relationship with and accessibility to a landscape. Our  
63 study discusses how a local perspective can contribute to the development of contextualized and  
64 socially acceptable policies for sustainable ES management. We also address conceptual  
65 confusion in ES framework and present argumentation regarding the links from services to  
66 benefits, and from benefits to different types of values.

## 67 **Keywords**

68 Cultural ecosystem services; landscape management; landscape values; landscape  
69 characteristics; PPGIS; Europe

70

## 71 1. Introduction

72 People perceive a variety of benefits in their everyday landscapes in which they live, work, engage  
73 in recreational activities, encounter other people and search for relaxing and restorative  
74 experiences (Stephenson, 2008). These perceptions are place-specific (Williams, 2014) and can  
75 be defined as the benefits that people derive from the structures and processes generated by  
76 nature, i.e. ecosystem services (ES) (Millennium Ecosystem Assessment, 2005). Recently, there  
77 has been an increased effort to map ES benefits as perceived by people (Scholte et al., 2015). The  
78 existing empirical evidence is, however, typically limited to studies that address specific socio-  
79 economic and landscape contexts. Such studies are unlikely to illustrate ES benefits across wider  
80 societies and regions. An approach that moves beyond single case studies is necessary to  
81 understand the role of common global drivers of landscape change, such as urbanization,  
82 agricultural intensification, land abandonment, and landscape simplification in shaping the ways in  
83 which people appreciate landscapes (Levers et al., 2015). Increasingly, these drivers of change  
84 have raised concerns since they may be linked to a diminishing capacity of the landscape to  
85 provide ES, thus compromising human well-being (Wu, 2013).

86 Participatory mapping is a powerful tool for grasping the socio-cultural realities of communities,  
87 regions, landscapes, and ecosystems. This method, which often combines surveys with a mapping  
88 component, has successfully engaged stakeholders in identifying and mapping a range of ES (e.g.  
89 a review of empirical studies by Brown and Fagerholm, 2015; Garcia-Martin et al., 2017; Ridding et  
90 al., 2018; Samuelsson et al., 2018). Based on Public Participation Geographical Information  
91 Systems (PPGIS) and other participatory methods, such approaches highlight ecosystem benefits  
92 to people (Termorshuizen and Opdam, 2009) and the spatial heterogeneity of ES benefits. The  
93 relevance of such local knowledge has been particularly emphasized by the Intergovernmental  
94 Science-Policy Platform on Biodiversity and Ecosystem Services (IPBES) (Turnhout, 2012).  
95 Conceptually, participatory mapping of ES benefits communicates assigned values, i.e. the  
96 judgement regarding the appreciation of objects such as places, ecosystems and species  
97 (Nahuelhual et al., 2016; Seymour et al., 2010; Van Riper and Kyle, 2014). It focuses on the  
98 personal perception, which is typically place-based, that emerges from everyday embodied  
99 experience and accumulated knowledge (Stephenson, 2008; Williams and Patterson, 1996),  
100 having roots in human geography and post-phenomenological discussions (Brown and Raymond,  
101 2007; Hausmann et al., 2016). It is also valuable for understanding broad public benefits of ES and  
102 generating insights beyond proxy-based studies that often only address single ES (e.g. Raudsepp-  
103 Hearne et al., 2010; Weyland and Lattera, 2014). Globally, PPGIS approaches have been applied  
104 for socio-cultural ES assessment and mapping in a variety of contexts such as national forests and  
105 parks (Crossman et al., 2013; Sherrouse et al., 2014), agricultural landscapes (Fagerholm et al.,  
106 2016, 2012; Plieninger et al., 2013) and conservation lands (Brown and Brabyn, 2012; Hausner et  
107 al., 2015).

108 Multifunctional landscapes in Europe make an interesting case study for the assessment of ES  
109 benefits. Landscape multifunctionality as a normative concept recognizes that rural landscapes  
110 have multiple functions beyond agricultural and forest-based commodity production. Accordingly,  
111 multifunctional landscapes generate a diverse set of ES that are accessible to a broad range of  
112 beneficiaries (Fischer et al., 2017). The concept underpins many agricultural support and rural  
113 development policies of the OECD member countries and also the Common Agricultural Policy

114 (CAP) of the EU (OECD, 2001; Renting et al., 2009). Several studies have examined the multiple  
115 benefits that people derive from ecosystems in multifunctional landscapes. However, these have  
116 either used multiple indicators at local scales (Oteros-Rozas et al., 2018) or a single, coarse  
117 indicator at continental scales (van Zanten et al., 2016). An empirical analysis across several  
118 landscapes can improve understanding of the linkages between multiple ES benefits as  
119 subjectively perceived by different actors, with different socio-demographic characteristics and  
120 backgrounds, and multifunctional land use systems, where landscapes and their components have  
121 multiple uses and purposes (Sayer et al., 2013; Scholte et al., 2015; Small et al., 2017).  
122 Understanding the spatially explicit patterns of ES benefits is crucial for integrated ES  
123 assessments and for the development of effective land development policies in the coming  
124 decades (Crossman et al., 2013; Maes et al., 2012).

125 The aim of this paper is to analyze ES benefits as perceived by local communities across  
126 European multifunctional landscapes. Across 13 study areas in ten countries 2,301 local residents  
127 responded to a web-based mapping survey and located (as mapped point locations) subjectively  
128 perceived ES benefits in their everyday landscape. The study areas comprise multifunctional  
129 farming landscapes in Europe, representing a broad range of land-use systems and varying  
130 degrees of rurality and peri-urbanity as well as different levels of landscape protection (Fig. 1 panel  
131 a, Supplementary Table A.1). Based on the conceptual framework presented by Scholte et al.  
132 (2015), we explore both the role of the characteristics of the survey respondents as well as the  
133 characteristics of the landscape as determinants of ES benefit perception (Fig. 2). Our research  
134 questions are:

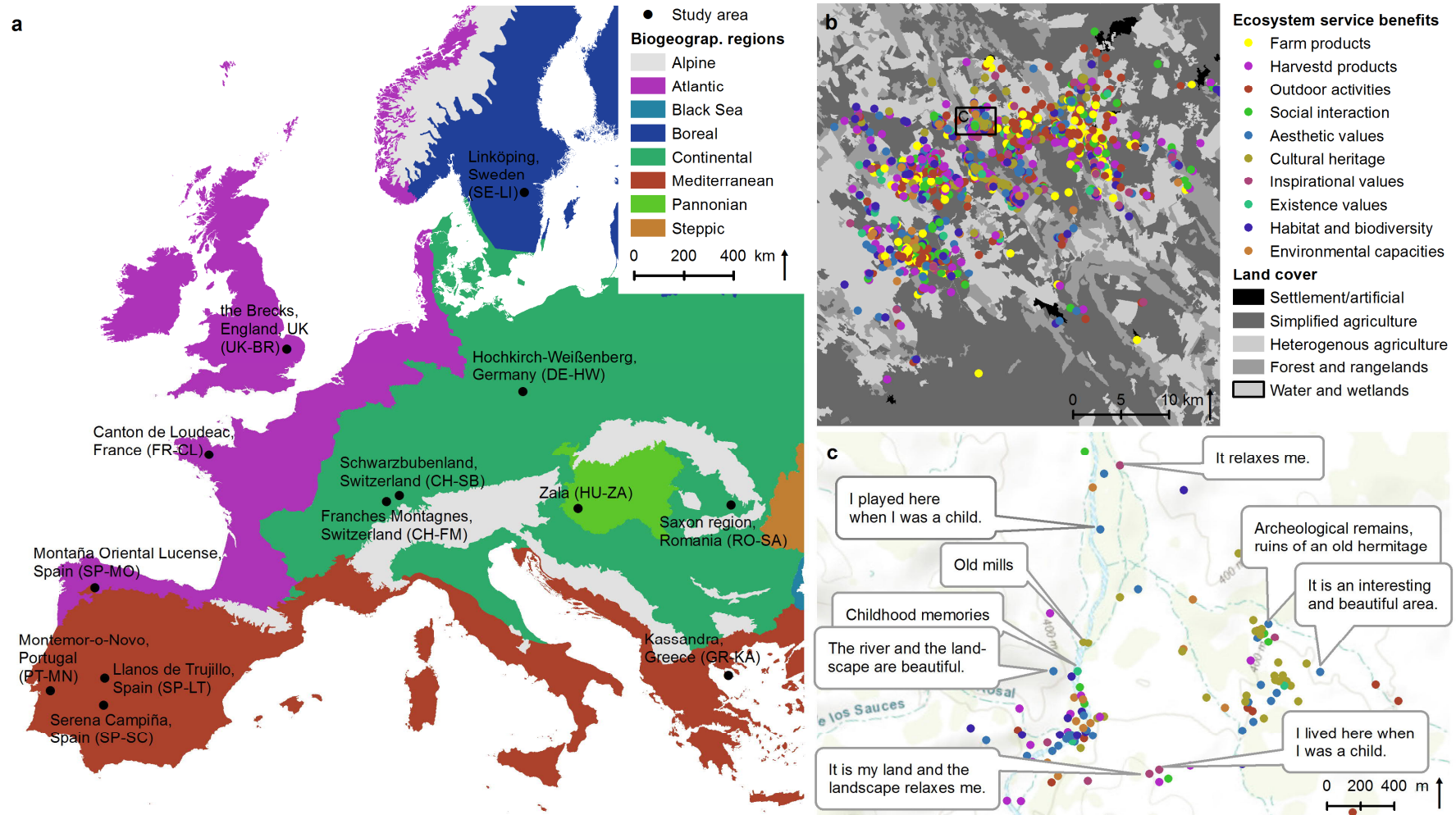
- 135 1) Do identified ES benefits vary across 13 European sites and are they spatially clustered into  
136 landscape-level hotspots?
- 137 2) Is the type of perceived ES benefits influenced by the respondents' socio-demographic  
138 characteristics and their relationship to the landscape?
- 139 3) Is the type and intensity of the ES benefits influenced by landscape characteristics such as  
140 land cover, accessibility, and the presence of conservation areas?

## 141 **2. Material and methods**

### 142 **2.1 Study areas**

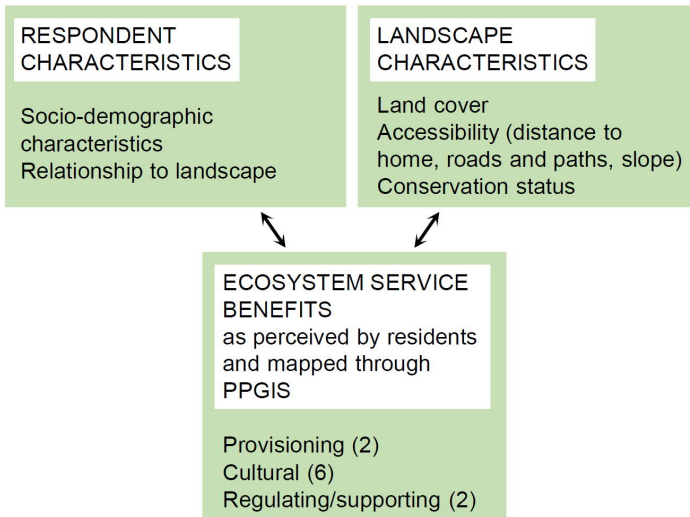
143 This study was conducted at 13 different study areas in ten European countries: Montaña Oriental  
144 Lucense, Spain (SP-MO), Canton de Loudeac, France (FR-CL), the Brecks, United Kingdom (UK-  
145 BR), Linköping, Sweden (SE-LI), Franches Montagnes, Switzerland (CH-FM), Schwarzbubenland,  
146 Switzerland (CH-SB), Hochkirch-Weißenberg, Germany (DE-HW), Saxon region, Romania (RO-  
147 SA), Llanos de Trujillo, Spain (SP-LT), Serena Campiña, Spain (SP-SC), Kassandra, Greece (GR-  
148 KA), Montemor-o-Novo, Portugal (PT-MN), and Zala, Hungary (HU-ZA) (Fig. 1). The study areas  
149 were identified as landscapes that most residents identify with and/or depend on for their lifestyles  
150 and livelihoods based on knowledge of local members of the research team (Brown et al., 2015b).  
151 They represent the major types of multifunctional landscapes in Europe and spread across a large  
152 gradient of land-use and biogeographic conditions (Kay et al., 2017) and degrees of rurality  
153 (Supplementary Table A.1). Following the FARO typology of rurality (van Eupen et al., 2012), our

154 study areas cover situations from “deep rural” (e.g. SP-MO) to “peri-urban” (e.g. CH-SB) and  
155 represent a gradient of economic density and accessibility (the key parameters describing the  
156 degree of rurality). Conservation areas account for between 0.4% and 84.0% of each study area.  
157 Each study area was located within a larger rural area with similar land-uses and socio-economic  
158 characteristics. Our approach resembles other cross-site studies (e.g. Billeter et al., 2008; Kleijn et  
159 al., 2006; Schneider et al., 2014).



160

161 Figure 1. Study areas and example of mapped ES benefits. Panel a shows location of the 13 study areas within five biogeographic  
 162 regions of Europe. Panel b illustrates the spatial distribution of ES benefits in Serena Campiña, Spain (SP-SC). Panel c visualizes  
 163 descriptive attributes given to mapped places.



164

165 Figure 2. Study design. Framework for analyzing the role of survey respondents' characteristics  
166 and landscape characteristics as determinants of ES benefits.

167 **2.2 Typology for mapping ES benefits**

168 In our socio-cultural ES assessment, we recognise the links from services to benefits, and from  
169 benefits to values (cf. Chan et al., 2012; Haines-Young and Potschin, 2010). We mapped  
170 perceived ES benefits (cf. Van Riper et al., 2017) in multifunctional landscapes with local residents  
171 and connected these benefits to different ES (Table 1). Based on existing ES frameworks and  
172 empirical studies applying participatory approaches (Brown and Reed, 2000; Millennium  
173 Ecosystem Assessment, 2005; Raymond et al., 2009; Roy Haines-Young and Potschin, 2013;  
174 Vallés-Planells et al., 2014), we developed a typology of ES benefits that aims to capture both the  
175 material and symbolic/intrinsic benefits of ES in relation to local actors' everyday landscape and  
176 covers provisioning, cultural, regulating/supporting services and biodiversity. ES benefits were  
177 mapped through operationalized statements (Table 1) and include, for example, places where a  
178 person practices various outdoor activities, harvests wild products from nature, spends time  
179 together with other people or appreciates aesthetic landscapes, culture and heritage or plants,  
180 animals and ecosystems. Respondents were always asked about their personal perceptions, not  
181 about the general perceptions about a specific ES benefit. This way, when a respondent mapped a  
182 place, for example, as a source of inspiration or as a place to practice outdoor activities, he/she  
183 referred to his/her personal view. The typology was tested in the ES-LT study area (Fagerholm et  
184 al., 2016), where the chosen ES benefits were meaningful for residents and applicable and  
185 practical for participatory research.

186 The typology particularly addresses both the subjective perceptions and uses of the landscape  
187 (Scholte et al., 2015). It also connects to the on-going discussion on benefit-relevant indicators of  
188 "what is valued" by particular beneficiaries (Olander et al., 2018). As we understand that these  
189 benefits are provided by perceptions that emerge from the interaction with the landscape (Setten et  
190 al., 2012) and from the relationships among the people and between people and the landscape  
191 (Pascual et al., 2017), we followed the common approach in PPGIS studies where mapped ES  
192 benefits stress the subjective values and activities of respondents in the landscape which are often  
193 linked to the cultural ES category (Brown and Fagerholm, 2015). In fact, socio-cultural approaches

194 to ES mapping commonly target landscape level and landscape perceptions (e.g. Brown and  
195 Raymond, 2014; Casado-Arzuaga et al., 2013; García-Nieto et al., 2015).

196 Similarly as Nahuelhual et al. (2016) and Van Riper and Kyle (2014), our typology of ES benefits  
197 targets a subset of individual anthropocentric self-regarding values, particularly values assigned by  
198 a person to the landscape (assigned values) leaving out possible other types of values discussed,  
199 for example, by Chan et al. (2012) and Kenter et al. (2015). These anthropocentric values are both  
200 instrumental (e.g. the ES benefits related to farm and harvested products) and relational (e.g. the  
201 ES benefits related to social interaction and inspiration) but cannot always be placed to one  
202 category only (e.g. ES benefit related to harvesting practised both for subsistence, recreation and  
203 inspiration) (cf. Pascual et al., 2017). An exception to the anthropocentric values is the inclusion of  
204 existence values (appreciation of a place just for its existence regardless of benefits for humans),  
205 which is an “other-regarding value” (Kenter et al., 2015) and, similarly as in Raymond et al. (2009),  
206 we decided to include it as an intangible ES benefit with potentially interesting place-based  
207 character.



208 Table 1. ES typology and respective operational definitions (related survey question: Do you find some particular place or area special in  
 209 this landscape?) applied in the mapping exercise.

ES category	ES	ES benefit	Operational definition	ES benefit acronym in figures and tables
Provisioning	Food Food	Farm products	I appreciate, produce or can buy farm products here	Farm products / Farm pro
		Freely harvested wild products	I harvest fruits, berries, mushrooms, fish, game etc.	Harvested products / Harv pro
Cultural	Recreation	Outdoor recreation activities	I practice outdoor sports, walking, hiking, biking, dog walking etc.	Outdoor recreation / Outdoor
	Social relations	Social interaction	I spend time together with other people	Social interaction / Social
	Aesthetic values	Beautiful landscape or landmark	I enjoy seeing this beautiful landscape or landmark	Aesthetic values / Aesthetics
	Cultural diversity, cultural heritage values	Appreciation of local culture, cultural heritage or history	I appreciate the local culture, cultural heritage or history	Cultural heritage / Culture
	Inspiration, spiritual and religious values	Inspirational, spiritual or religious place, feeling or value	I am inspired by feelings, new thoughts, religious or spiritual meanings etc.	Inspirational values / Inspiration
	Existence value	Appreciation of a specific place as such, independent of any benefit to humans	I appreciate this place just for its existence regardless of benefits for me or others	Existence values / Existence
Regulating/ supporting	Provisioning of habitat, biodiversity	Appreciation of plants, animals, wildlife, ecosystems etc.	I appreciate the plants, animals, wildlife, ecosystems etc.	Habitat and biodiversity / Habitat
	Erosion control, soil fertility, water and climate regulation, air quality maintenance	Appreciation of environmental capacity to produce, preserve, clean, and renew air, soil and/or water	I appreciate the environmental capacity to produce, preserve, clean, and renew air, soil, and/or water	Environmental capacities / Env cap

210 **2.3 Data collection**

211 Our survey covered full or part-time local residents who were recruited through purposive stratified  
212 sampling based on the following three stratification criteria: 1) municipality; 2) gender, and; 3) age  
213 (young: 15-29 years, middle-aged: 30-59 years, seniors:  $\geq$  60 years). The first criterion was based  
214 on the geographical balance of respondents within each study area, while the latter two were in  
215 proportion to local census data (except for RO-SA where local census statistics were unavailable).  
216 Respondents were approached in key public locations such as market places, cafés, streets,  
217 schools, and health care centers (Bieling et al., 2014; Scolozzi et al., 2014). A crowdsourced  
218 sample (allowing any interested person to fill in the survey) through distributing an URL link was  
219 additionally included in CH-SB. Data collection was tested in SP-LT and CH-SB in May-August  
220 2015 (Fagerholm et al., 2016). At the other study areas, the interviews were carried out in  
221 February-September 2016 through a web-based PPGIS survey (Maptionnaire platform) on tablets  
222 and laptops. Due to the lack of internet coverage, we performed the surveys using paper  
223 questionnaires and maps in RO-SA and then inserted the data to the survey platform. The survey  
224 was filled in with the help of facilitators who were trained to use a standardized protocol. In the  
225 survey introduction the facilitators stressed the focus on the informant's personal relationship to  
226 nature and landscapes in the everyday surroundings. The survey started by identifying the  
227 respondents' home locations and then subsequently ES benefits as points (Table 1, Fig.1, example  
228 survey from ES-SC, accessible at: <https://app.maptionnaire.com/fi/869>). Respondents could map  
229 an unlimited number of ES benefits or choose also not to map a specific ES benefit. The  
230 background map was a Bing satellite image with overlaid Open Street Map objects. A minimum  
231 zoom level of 1:25 000 was enforced to ensure spatial scale coherence in mapping. After each  
232 mapped item, a pop up window opened asking description of the mapped place (these descriptions  
233 helped to contextualize the mapped places but are not systematically treated in this paper). ES  
234 benefit mapping was followed by an open question "How does this area and the opportunities it  
235 offers contribute to your well-being?" (not discussed in this paper). The final survey pages included  
236 questions on socio-demographic characteristics (gender, age, education, household income) and  
237 relationship to the study area landscape (landownership, self-estimated knowledge of the area,  
238 length of residency and field of work in agriculture) addressing the 'personal characteristics' and  
239 'social context' presented in the Scholte et al. (2015) framework .

240 **2.4 Respondents, ES benefits and relationship to personal characteristics**

241 Identified ES benefits and respondents' characteristics were analyzed in SPSS 24 through  
242 descriptive statistics and by cross tabulation, where Chi square tests were applied and  
243 standardized adjusted residuals explored to identify significant associations. The family-wise error  
244 rate in multiple pair wise tests (type I error, 80 tests) was controlled by the Benjamini-Hochberg  
245 method (Benjamini et al., 1995) to 5%. The reported p-values are the original ones. Cramer's V  
246 test was applied to measure the strength of association across the cross classification tables.  
247 Identified ES benefits were also interpreted in the context of wealth level (GDP/capita), population  
248 density, and rurality of the study area (Supplementary table A.1.).

249 **2.5 Sample representativeness and comparison of facilitated and crowdsourced sampling in**  
250 **CH-SB**

251 Representativeness of the sample for the population of the study areas was assessed with census  
252 data on the variables of age and gender. Overall, the difference between the sample and census  
253 was good with less than 3.7% difference per age/gender group with the exception of elderly  
254 women, who were difficult to reach and 6.8% less represented compared to sample  
255 (Supplementary Table A.3). Among individual study areas, men aged 30-59 years were  
256 challenging to interview in CH-FM, DE-HW, SP-LT and UK-BR (sample-census difference: -6.3-  
257 14.8%) and were compensated by men of other ages. Young people were proportionally less  
258 represented in CH-SB (sample-census difference: men -14.8%, women -11.2%), but were more  
259 represented in DE-HW (sample-census difference men 11.5%, women 9.2%) and SE-LI (sample-  
260 census difference: men 8.3%, women 14.5%).

261  
262 CH-SB survey participant profiles were examined for differences in facilitated and crowdsourced  
263 sample. There are no statistically significant differences between the facilitated (130 respondents)  
264 and open (91 respondents) approach in CH-SB related to gender, age or level of education. The  
265 number of mapped places per ES benefit is different depending on the survey approach ( $X^2(10,$   
266  $N=2877)=116.54, p=0.00$ ). In the facilitated approach, respondents mapped more points (16.0 vs.  
267 8.7) compared to the crowdsourced approach. Crowdsourced respondents mapped more  
268 recreational benefits and facilitated respondents more farm and harvested products, culture and  
269 heritage, inspirational, spiritual or religious values, and environmental capacities. This could  
270 indicate that facilitation encourages respondents to map a broader range of benefits and not only  
271 recreation (Brown, 2012). However, when comparing the distribution of mapped ES benefits in CH-  
272 SB to the other Swiss study area (CH-FM) there is a similar trend, and the share of outdoor  
273 recreation in CH-SB is the same as the average across all study areas (Fig. 3). Hence, the  
274 crowdsourced respondents do not seem to bias the results significantly. The point mapping method  
275 also possibly contributes positively to the quality of the crowdsourced data as PPGIS participants  
276 tend to find point mapping straightforward (Brown and Pullar, 2012).

277 **2.6 Spatial patterns of ES benefits**

278 Spatial patterns of mapped ES benefits were analyzed in ArcGIS 10.4. We studied the spatial  
279 arrangement of the ES benefit point layers with nearest neighbor statistics (NN) to explore random  
280 distribution and clustering (Ebdon, 1985). NN statistics measures the average Euclidian distance  
281 between each point and its nearest neighbors and divides this by the average distance in a  
282 hypothetical randomly distributed point layer within the analysis area, i.e. the area of smallest  
283 polygon enclosing all mapped points for each study area excluding outliers. NN ratio below 1  
284 exhibits spatial clustering. Secondly, we calculated the Euclidian distance between respondent  
285 home and mapped locations as it was expected that variation in distance might explain spatial  
286 patterns (Fagerholm et al., 2012).

287 **2.7 Land cover overlay**

288 In order to analyse the relationship with land cover, mapped points were buffered with 250 m  
289 radius and overlaid with land cover data (CORINE Land Cover 2012 (CLC) version 18.5, available  
290 by the European Environment Agency (EEA) at: <http://land.copernicus.eu/pan-european/corine->

291 [land-cover/clc-2012](#)). CLC data had been reclassified into five major land cover classes: settlement  
292 and artificial surfaces (all artificial surfaces, CLC classes 111-142), simplified agricultural land  
293 (arable lands, permanent crops and pastures, CLC classes 211-231, 321), heterogeneous  
294 agricultural land (heterogeneous agricultural areas, CLC classes 241-244), forest (forests, scrub  
295 and herbaceous vegetation associations, open spaces with little or no vegetation, CLC classes  
296 311-313, 322-335), and water bodies and wetlands (water bodies and wetlands, CLC classes 411-  
297 523). Buffering the mapped point locations acknowledges the landscape context in which the  
298 specific benefits are found and also appreciates uncertainty in spatial precision of mapping. Based  
299 on the mapping scale, the aims of the survey to address local everyday landscapes and our  
300 experience from the surveys, a 250 meter buffer was chosen for our data. The proportional shares  
301 (%) of different land cover classes were compared between the different ES benefits and the  
302 analysis area. Z scores were calculated for each ES benefits and land cover pair (Supplementary  
303 Eq. A.1) to determine whether specific mapped ES benefits were represented statistically  
304 significantly more (z score  $>+1.96$ ) or less (z score  $<-1.96$ ) frequently than expected (two-tailed  
305 test,  $\alpha=0.05$ ) (Brown et al., 2015a).

## 306 **2.8 Analysis area**

307 In order to calculate the nearest neighbor statistics and different land cover classes in each study  
308 area, an analysis area was defined for each study area by creating the smallest convex polygon  
309 enclosing the mapped points. Single points located on the outskirts of the mapped point pattern  
310 were identified visually in each study area and a specific threshold distance from the study area  
311 boundary was specified to discard the outliers. Depending on the character of the study area,  
312 these threshold distances vary between 15 and 45 km (excluding GR-KA peninsula where the  
313 threshold was not applied as it is surrounded by the sea). Mapped points falling within the analysis  
314 area represent 95.5% of the original points.

## 315 **2.9 Generalized Linear Mixed Models**

316 A linear modelling approach (Bolker et al., 2009) was applied to quantify the relationship between  
317 biophysical landscape characteristics and mapped ES benefits. We decided to use a GLMM  
318 approach to deal with the potentially confounding effects derived from spatial autocorrelation.  
319 Although a variety of spatial regression-methods exist for dealing with spatial autocorrelation  
320 (Anselin and Bera, 1997), a GLMM approach was preferred because of the grouped structure of  
321 our data. Our dataset consisted of spatially separate sites within which spatially autocorrelated  
322 observations exist. GLMMs represent a natural framework for analyzing such data structured in  
323 groups or clusters (Gelman and Hill, 2007).

324 The model included the different categories of land cover, with interest in the comparison of  
325 simplified vs. heterogeneous agricultural landscapes, and these vs. natural (not agricultural)  
326 landscapes. As reported in literature (Hausner et al., 2015; Laatikainen et al., 2017), the use of the  
327 landscape is also determined by accessibility. Thus, additional predictors such as distance to  
328 home, density of roads, and slope were included. The protection status of the land was also  
329 included given that conservation areas can attract people for recreational and habitat-related ES  
330 benefits, but also can prohibit the use of the land for provisioning ES. We produced two databases  
331 for the modelling. The first one was based on the individual mapped points and a 250 m buffer  
332 around each point ( $n=27952$ , after removing 19 points as outliers with distance to home  $> 100$  km)

333 as a response variable. The second database was created as a grid with 400 m cell size (n=20497,  
334 after removing the outliers) where we calculated as response variables the sum of all mapped ES  
335 benefits (i.e. intensity) and ES benefit diversity (based on Shannon diversity index). Study area  
336 was included as a random effect to deal with confounding effects of spatial autocorrelation within  
337 each study area (n=13).

338 Nine different predictors of landscape characteristics were calculated for each point buffer and grid  
339 cell including:

- 340 • share of each land cover class,
- 341 • land cover richness (number of different land cover types),
- 342 • share of conservation area (Natura 2000 data by EEA, available at:  
343 <https://www.eea.europa.eu/data-and-maps/data/natura-7#tab-metadata> and Nationally  
344 designated areas by EEA, available at: [https://www.eea.europa.eu/data-and-](https://www.eea.europa.eu/data-and-maps/data/nationally-designated-areas-national-cdda-11#tab-metadata)  
345 [maps/data/nationally-designated-areas-national-cdda-11#tab-metadata](https://www.eea.europa.eu/data-and-maps/data/nationally-designated-areas-national-cdda-11#tab-metadata)), and
- 346 • accessibility (distance to home (calculated as metres from respondent home point to each  
347 mapped point), length of roads and paths (in metres based on OpenStreetMap data  
348 downloaded from <https://www.geofabrik.de/data/download.html> in February 2017), and  
349 average slope)).

350 Settlement and artificial surfaces and length of roads and paths were highly correlated ( $r>0.5$ ) and,  
351 therefore, only the latter was retained for modelling. All other variables were weakly or not  
352 correlated with each other. There were few significant correlations between the landscape  
353 predictors and socio-demographic variables (Supplementary Table A.4).

354 Models were fitted through a Bayesian framework using integrated nested Laplace approximations  
355 (INLA, Rue et al., 2009) in R v3.4.0. INLA was chosen as it represents an analytical short-cut for  
356 estimating Bayesian regression parameters without the need to employ computationally expensive  
357 Markov Chain Monte Carlo algorithms. Details of the fitted models including equations are reported  
358 in Eq. A.2 in Supplementary Material. Models were tested for sensitivity to priors for  
359 hyperparameters. Varying priors did not alter the results and we, therefore, kept INLA defaults.  
360 Models were checked for adequacy using data residuals plots. Moran's correlogram was computed  
361 to assess the degree of spatial autocorrelation. An inspection of residual spatial autocorrelation  
362 (SAC) through correlograms indicated that the models effectively removed SAC (Supplementary  
363 Fig. A.5).

## 364 **3. Results**

### 365 **3.1 Respondent profile**

366 Women (49.3% of respondents) and men (50.7%) were equally represented in the sample  
367 (Supplementary Table A.2). 21.2% of respondents were younger than 30 years, 48.5% were aged  
368 between 30 and 59 years old, and 30.3% were 60 years or older. Of the respondents, 27.2% had a  
369 university or polytechnic degree, 68.5% had a lower level of education and 4.3% had no formal

370 schooling. The lowest levels of education were found in DE-HW, SP-LT, SP-MO, SP-SC and PT-  
371 MN. Income level varied with 47.8% having income above the median in the region and 52.2%  
372 below. 61.6% of respondents were employed, 20.8% were retired, and 18.1% were parenting at  
373 home, students, or unemployed. 13.7% were working in agriculture, forestry or fishery (especially  
374 in RO-SA, PT-MN and SP-MO >25.0%), while 86.3% were not. 60.2% of respondents were  
375 landowners. 78.2% reported having extremely or quite good knowledge of the local area, 17.0%  
376 moderate knowledge, and 4.8% poor knowledge. Most people (77.0%) had lived for more than 15  
377 years in the area, 9.0% less than 5 years, and 14.0% between 6 and 15 years. Long residency was  
378 prominent in SP-MO, SP-SC and RO-SA (>60.0% more than 30 years).

### 379 **3.2 Identified ES benefits and their spatial patterns**

380 The 2,301 survey respondents mapped 28,878 places indicating ES benefits (Fig. 3). On average  
381 (mean±SD), each respondent mapped 12.5±5.2 places (ranging from a minimum in DE-HW of  
382 9.4±4.3 to a maximum in CH-FM of 14.8±5.2). Outdoor recreation activities were clearly the most  
383 mapped ES benefits with the highest share in eleven out of the thirteen study areas (Fig. 3).  
384 Across all study areas, outdoor recreation activities were attributed to 17.1% of places, but most  
385 prominently (>20% of mapped places) they were perceived in Central and Northern European  
386 study areas (CH-FM, CH-SB, UK-BR, SE-LI). These areas have high GDP/capita, population  
387 density and economic density, and high/average accessibility (Supplementary Table A.1). Other  
388 commonly mapped ES benefits were aesthetic values and sites for social interaction, representing  
389 13.1% and 12.9% of all mapped places respectively. Across all study areas, cultural heritage was  
390 related to 9.8% of places. Benefits of farm and harvested products linked to provisioning ES were  
391 also frequently mapped (10.6% and 9.5% of mapped places respectively). These benefits,  
392 particularly the harvesting of wild products, played an important role in Mediterranean and Eastern  
393 European study areas. These areas typically have the highest share of respondents working in  
394 agriculture (mostly >20%), and low GDP/capita, population density and economic density, and  
395 low/average accessibility (Supplementary Table A.1). Existence values, environmental capacities  
396 and, inspirational, spiritual and religious values attracted the least attention, with shares of 5.5%,  
397 6.6% and 6.8% out of all mapped places respectively. Across all the study areas, habitat and  
398 biodiversity was associated with 10.0% of all places.

399 We found a statistically significant spatial clustering of the mapped places (point patterns) for  
400 individual ES benefits in each of the study areas. The most clustered patterns were detected for  
401 appreciation of culture and heritage at seven study areas (DE-HW, SP-LT, SP-MO, SP-SC, UK-  
402 BR, GR-KA, and RO-SA), for farm products at four study areas (CH-FM, CH-SB, FR-CL, and PT-  
403 MN), and for habitat and biodiversity (SE-LI) and social interaction (HU-ZA) at one study area each  
404 (Table A.5, Fig. A.1). Patterns were most dispersed for harvesting (SP-SC, UK-BR, GR-KA, SE-LI),  
405 habitat and biodiversity (CH-FM, FR-CL, RO-SA), social interaction (DE-HW, PT-MN), outdoor  
406 recreation activities (CH-SB), aesthetic values (SP-LT), inspirational, spiritual or religious values  
407 (SP-MO), and existence values (HU-ZA). Places for the appreciation of farm products were closest  
408 to respondents' homes at seven study areas and ranked among the three closest at other study  
409 areas (range from CH-SB, mean 823±1162 m, to SE-LI, mean 9402±11 232 m) (Supplementary  
410 Fig. A.2). At ten study areas, harvested products ranked among the three ES benefits that were  
411 perceived closest to respondents' homes. Outdoor recreation activities and social interaction were  
412 also frequently situated close to homes. Aesthetic values were located furthest away from  
413 respondents' homes at four study areas and were among the three most distant ES benefits in six

414 study areas (range from CH-SB, mean  $1784 \pm 1571$  m, to FR-CL, mean  $14\,193 \pm 30\,085$  m). Benefits  
415 linked to regulating/supporting ES were among the three most distant in six study areas.

ES/Site	ALL (2169/29687)	ATLANTIC			BOREAL SE-LI (172/2299)	CONTINENTAL				MEDITERRANEAN				PANONIAN HU-ZA (167/2042)
		SP-MO (171/2640)	FR-CL (146/2104)	UK-BR (174/1731)		CH-FM (167/2574)	CH-SB (221/2877)	DE-HW (159/1551)	RO-SA (182/2036)	SP-LT (219/2594)	SP-SC (181/2438)	GR-KA (173/2254)	PT-MN (174/2547)	
Farm pro	10.6	12.0	12.4	7.3	5.2	10.5	10.6	15.3	10.3	11.3	8.9	15.9	8.2	11.1
Harv pro	9.4	12.4	7.3	3.6	9.5	9.0	5.9	8.5	10.9	12.8	9.5	8.9	13.9	7.3
Outdoor	17.1	12.2	17.2	20.4	23.1	21.0	25.8	19.2	10.4	16.5	16.9	10.3	14.4	13.4
Social	12.2	9.7	11.5	14.6	19.4	10.4	8.9	10.6	9.9	10.4	16.4	12.7	11.5	13.8
Aesthetics	12.0	9.1	14.3	13.9	12.0	10.4	12.9	14.2	9.9	11.8	12.7	14.8	11.1	11.2
Culture	9.1	11.3	8.0	6.3	6.1	9.0	8.8	7.0	9.6	9.8	13.4	9.8	8.3	8.8
Inspiration	6.3	5.9	6.5	6.4	4.3	7.4	5.5	5.0	8.2	5.2	6.6	7.4	5.4	8.7
Existence	5.1	6.3	7.1	6.2	4.0	4.1	4.3	3.0	5.9	3.9	4.2	5.7	4.9	7.3
Habitat	9.4	7.3	8.0	11.8	11.5	9.4	12.1	7.5	11.3	9.9	7.7	7.0	8.4	9.5
Env cap	6.1	7.6	6.7	7.9	3.9	5.0	3.2	6.1	9.7	5.4	3.6	7.5	6.2	9.0

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Figure 3. Proportion of mapped ES benefits in ten categories across study areas. Relative proportion (%) of ES benefits mapped by survey respondents at each study area and in total. Numbers in brackets refer to number of informants/number of mapped places (points). Study sites in biogeographic regions: SP-MO=Montaña Oriental Lucense, Spain; FR-CL=Canton de Loudeac, France; UK-BR=the Brecks, England, UK; SE-LI=Linköping, Sweden; CH-FM=Franches Montagnes, Switzerland; CH-SB=Schwarzbubenland, Switzerland; DE-HW=Hochkirch-Weißenberg, Germany; RO-SA=Saxon region, Romania; SP-LT=Llanos de Trujillo, Spain; SP-SC=Serena Campiña, Spain; GR-KA=Kassandra, Greece; PT-MN=Montemor-o-Novo, Portugal; HU-ZA=Zala, Hungary.



423 **3.3 Respondent characteristics as determinants of ES benefits**

424 Respondents' relationship to the study area was significantly related to the type of mapped ES  
425 benefits (Table 2). The differences between the respondent groups in terms of independent  
426 variables are, however, mostly between 10 and 20%, expressing a low degree of association.  
427 Owning land in the area increased the likeliness of mapping most types of ES benefits (except  
428 sites for outdoor recreation and social interaction) and was the most significant respondent  
429 characteristic. Land ownership showed the strongest (but still moderate) association with farm  
430 products (90.8% of landowners vs. 69.5% of non-landowners mapped these,  $X^2(1, N=2048)=152.01^{***}$ ,  $V=0.272$ ). The higher the self-estimated knowledge of the landscape, the  
432 higher the likelihood that respondents would map a specific ES benefit (except sites for outdoor  
433 recreation and social interaction). A similar pattern was also observed for length of residency,  
434 where longer residency was related to an increased likelihood of mapping farm products ( $X^2(3, N=2144)=34.00^{***}$ ,  $V=0.126$ ), harvested products ( $X^2=42.00^{***}$ ,  $V=0.140$ ), aesthetic values  
436 ( $X^2=9.90^*$ ,  $V=0.068$ ), and culture and heritage values ( $X^2=45.30^{***}$ ,  $V=0.145$ ). Long residency  
437 (particularly more than 31 years) is also related to work in agriculture ( $X^2(3, N=2112)=52.6^{***}$ ).  
438 Respondents working in agriculture mapped significantly more benefits linked to provisioning ES  
439 (farm products  $X^2(1, N=2261)=22.53^{***}$ ,  $V=0.100$ , harvested products  $X^2=29.32^{***}$ ,  $V=0.114$ ),  
440 regulating/supporting benefits (provision of habitat  $X^2=6.21^*$ ,  $V=0.052$ , environmental capacities  
441  $X^2=5.82^*$ ,  $V=0.057$ ), and culture and heritage values ( $X^2=6.32^{**}$ ,  $V=0.053$ ), but less outdoor  
442 recreation ( $X^2=11.56^{**}$ ,  $V=0.072$ ), compared to respondents in other fields of work. There were few  
443 statistically significant relationships between either gender, age, level of education, or household  
444 income and the type of mapped ES benefit (Supplementary Table A.6).

445

446 Table 2. Relationship between mapped ES benefits and respondent characteristics related to relationship to landscape. Information is  
 447 presented as percentage of respondents who mapped specific ES in each category with Chi square test of significance of association  
 448 (\*\*=p<0.001, \*\*= p<0.01 an \*=p<0.05) and Cramer's V test measuring the strength of association (0.0 to <0.1 negligible, ≥0.1 to <0.2  
 449 weak, ≥0.2 to <0.4 moderate association (Rea and Parker, 1997)).

450

	Farm products	Harvested products	Outdoor recreation activities	Social interaction	Aesthetic values	Cultural heritage	Inspirational values	Existence values	Habitat and biodiversity	Environmental capacities
<b>Land ownership<sup>1</sup></b>	V=0.272	V=0.098								
X <sup>2</sup> (df 1, N=2048)	152.01***	19.68***	ns	ns	V=0.050 5.16**	V=0.128 33.75***	V=0.123 31.04***	V=0.102 21.41***	V=0.051 5.31**	V=0.100 20.52***
Yes / No [%]	90.8/69.5	71.2/61.6			94.3/91.7	79.8/68.3	73.9/62.2	62.1/51.6	83.2/79.1	68.2/58.3
<b>Self-estimated knowledge</b>	V=0.093	V=0.162								
X <sup>2</sup> (df4, N=2263)	19.62**	59.55**	ns	ns	V=0.104 24.36***	V=0.090 18.26**	V=0.080 14.56**	V=0.100 22.71***	V=0.092 19.16**	V=0.101 22.91***
Extremely good / Good	84.6/84.2	72.1/70.9			94.3/93.7	79.5/74.3	69.7/68.8	56.7/57.8	85.9/81.1	67.5/62.7
Moderate	78.1	60.2			90.9	78.9	65.4	59.5	78.6	60.2
Poor /Extremely poor [%]	70.4/83.3	42.9/25.0			86.7/66.7	63.3/66.7	52.0/58.3	38.8/16.7	73.5/66.7	48.0/33.3
<b>Length of residency (yrs)</b>	V=0.126	V=0.140								
X <sup>2</sup> (df3, N=2144)	34.00***	42.00***	ns	ns	V=0.068 9.90*	V=0.145 45.30***	ns	ns	ns	ns
0-5 / 6-15	73.3/75.6	52.4/61.4			89.5/93.7	59.2/71.9				
16-30 / >31 [%]	83.6/86.6	69.1/73.4			91.5/94.6	76.0/80.7				
<b>Field of work in agriculture</b>	V=0.100	V=0.114	V=0.072	ns	ns	V=0.053	ns	ns	V=0.052	V=0.051
X <sup>2</sup> (df 1, N=2261)	22.53***	29.32***	11.56**			6.32*			6.21*	5.82*
Yes / No [%]	92.3/84.6	81.5/66.1	95.6/91.1			82.4/76.0			87.2/81.4	69.9/62.6

451 <sup>1</sup>Does not include SP-LT.

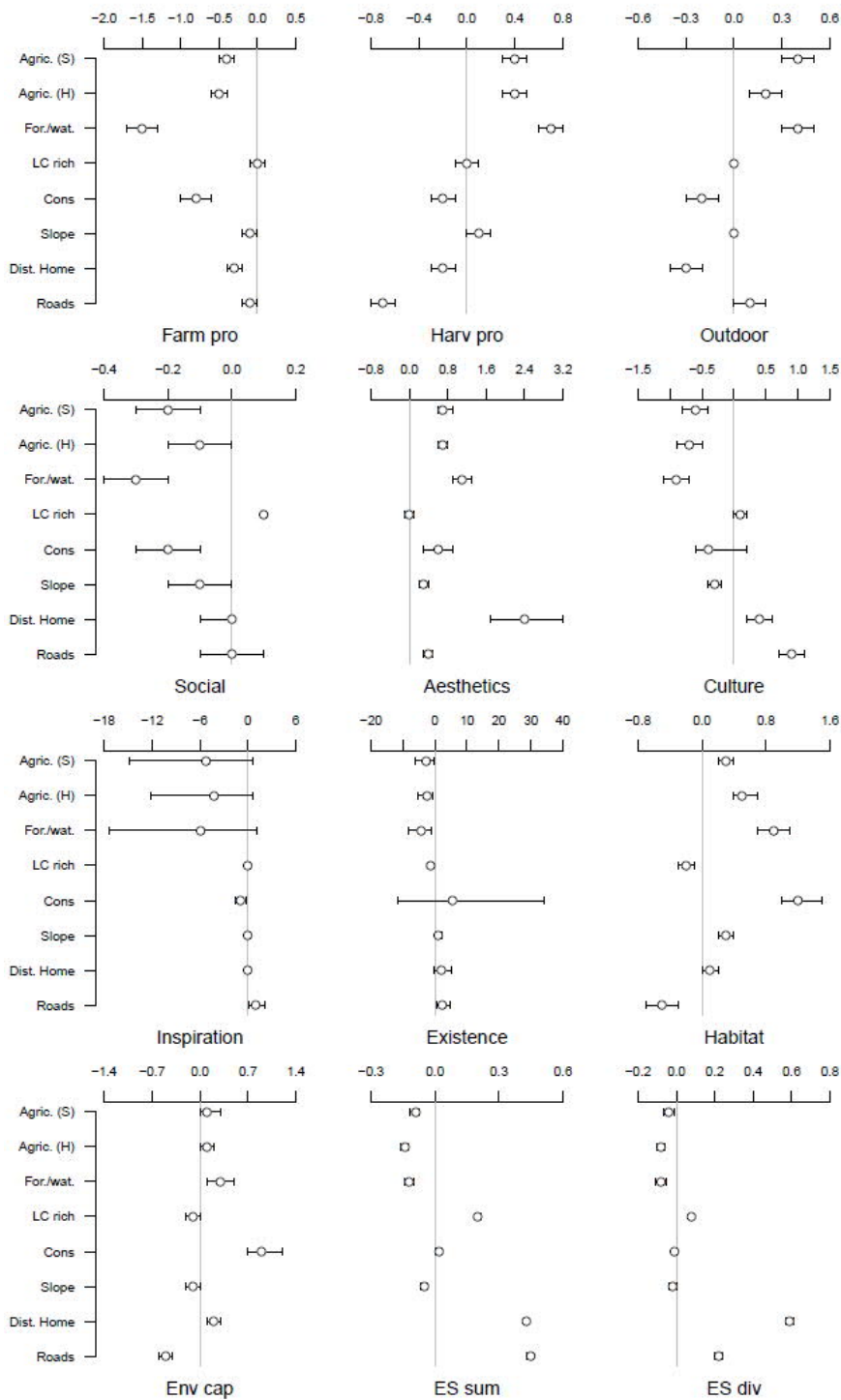
452

### 453 **3.4 Landscape characteristics as determinants of ES benefits**

454 Settlement and other artificial surfaces comprised only 3.1% of the analysis area, but mapped ES  
455 points were heavily over-represented in this land cover (20.0% of area in mapped locations,  
456  $z=173.44$ ,  $p\leq 0.05$ ). Settlement and artificial surfaces were particularly related to high amounts of  
457 ES benefits related to farm products (40.3% of area in mapped locations,  $z=119.25$ ,  $p\leq 0.05$ ),  
458 appreciation of culture and heritage (39.7%,  $z=108.58$ ,  $p\leq 0.05$ ) and sites for social interaction  
459 (29.5%,  $z=90.62$ ,  $p\leq 0.05$ ) (Supplementary Fig. A.3 and Fig. A.4).

460 Looking at all predictors of landscape characteristics, the multivariate regression revealed  
461 accessibility (distance to home, length of roads and paths, and slope) as the most important  
462 predictor of individual mapped ES benefits, ES benefits sum and ES benefits diversity (Fig. 4, Fig.  
463 5, Supplementary Table A.7). Benefits linked to provisioning ES and outdoor recreation activities  
464 decreased with increasing distance from the respondents' home. In contrast, aesthetic values,  
465 culture and heritage, regulating/supporting benefits (habitat and biodiversity, environmental  
466 capacities) and ES benefit sum and diversity showed an increase with greater distance from  
467 respondents' homes. Benefits linked to regulating/supporting and provisioning ES (especially  
468 harvesting) decreased with increasing length of roads and paths, while benefits linked to cultural  
469 ES increased, as did ES benefit sum and diversity. Slope played a less important role, showing a  
470 negative relationship (i.e. connection to flat terrain) with farm products and social interaction, but a  
471 positive one (i.e. connection to hilly and mountainous terrain) with aesthetic values, existence  
472 values and habitat and biodiversity perception.

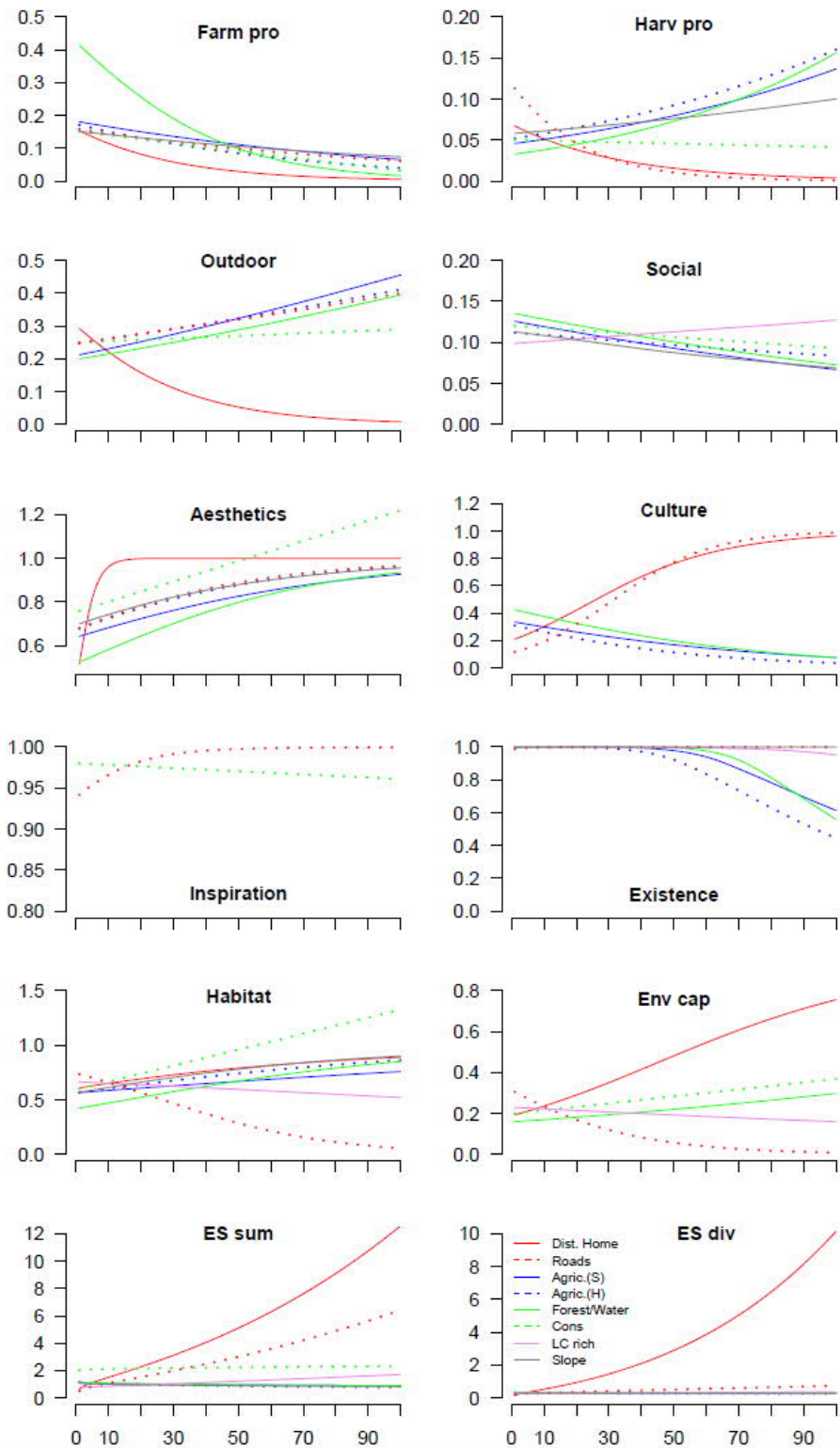
473 Each ES benefit showed the same general response to the three types of land cover (simplified  
474 agricultural land, heterogeneous agricultural land, forests/water) (Fig. 4 and Fig. 5, Supplementary  
475 Table A.7). The abundance of forest/water was more positively related to harvesting of wild  
476 products than other land covers, while forest/water was the most negative predictor of farm  
477 products. Forest/water was also a positive significant predictor of regulating/supporting service-  
478 related ES benefits (i.e. habitat and biodiversity and environmental capacities), outdoor activities  
479 and aesthetic values. Although land cover richness showed a low explicative power for individual  
480 ES benefits, it was positively associated with the sum and diversity of ES. Conservation areas  
481 were also relevant determinants of ES benefit perception. While regulating/supporting benefits and  
482 aesthetic values as well as the sum of ES benefits increased with a growing proportions of the land  
483 designated as conservation areas, a reverse trend was identified for provisioning service-related  
484 ES benefits (appreciation of farm products and harvested products), outdoor recreation activities,  
485 and social interaction.



486

487 Figure 4. Relationship between predictors of landscape characteristics and ES benefits. Parameter  
 488 estimates for the GLMM are based on summaries of the marginal posterior distributions of the  
 489 predictors. Predictors describing landscape characteristics are shown on the vertical axis and  
 490 include share of land cover class (Agric. (S)=simplified agricultural land, Agric. (H)=heterogeneous  
 491 agricultural land), land cover richness (LC rich), share of conservation area (Cons), average slope  
 492 (Slope), distance to home (Dist. Home), and length of roads and paths (Roads). Predictors with  
 493 horizontal bars (95% credibility intervals) not crossing the zero line are interpreted as significant

494 (with negative values indicating a negative correlation and positive values a positive correlation, for  
495 values, see Supplementary Table A.7). For ES benefit acronyms, see Table 1, ES sum=sum of all  
496 mapped ES benefits, ES div=diversity of mapped ES benefits.



497

498 Figure 5: Partial dependence plots between ES benefit datasets and landscape characteristics  
 499 predictors, as obtained from the GLMM analysis. Curves indicate how the probability that the  
 500 response variables (individual ES (for ES benefit acronyms, see Table 1), ES sum and ES diversity  
 501 displayed on vertical axis) varies in relation to landscape characteristics (share of land cover class  
 502 (Agric. (S)=simplified agricultural land, Agric. (H)=heterogeneous agricultural land), land cover

503 richness (LC rich), share of conservation area (Cons), average slope (Slope), distance to home  
504 (Dist. home), and length of roads and paths (Roads), displayed on horizontal axis, normalized to 0-  
505 100 range). The curves are only presented for the influential predictors (i.e. the bolded ones in  
506 Supplementary Table A.7). Partial dependence plots were created following the method suggested  
507 by Elith et al. (2005).

## 508 **4. Discussion**

### 509 **4.1 ES benefits in multifunctional landscapes**

510 This study addresses ES benefits perceived by people in their everyday landscapes across the  
511 major types of multifunctional landscapes in Europe. Many studies have addressed PPGIS in the  
512 context of national forests and parks (e.g. Brown, 2012; Palomo et al., 2013; Sherrouse et al.,  
513 2014). In contrast, our study focuses on rural landscapes that are of particular importance in  
514 people's everyday life. Our findings show substantial consistency across the 13 study areas, with  
515 outdoor recreation, aesthetic values, and social interactions being the key ES benefits perceived.  
516 The importance of these three ES benefits has also been observed in participatory mapping  
517 studies performed with residents (Garcia-Martin et al., 2017; Hausner et al., 2015) and tourists  
518 (Scolozzi et al., 2014; Zoderer et al., 2016) elsewhere. The importance of recreation (often  
519 combined with tourism) and aesthetics is further stressed by the fact that these have received most  
520 attention among cultural ES assessments that applied a variety of methods (Hernández-Morcillo et  
521 al., 2013; Martínez-Harms and Balvanera, 2012; Milcu et al., 2013). Social interaction has been  
522 targeted less often, but our analysis suggests that it is a fundamental ES benefit of multifunctional  
523 landscapes.

524 Some variation in ES benefits across the 13 study sites is observed highlighting the economic  
525 growth- and wealth-related drivers of these social-ecological systems (Nelson et al., 2006). The  
526 economically marginal study areas (common in Mediterranean and Eastern Europe) typically have  
527 a high proportion of people working as farmers (partly carrying out subsistence farming), who are  
528 more dependent on and invest more in local benefits linked to provisioning ES. In contrast, the  
529 study areas with a more peri-urban landscape character and higher GDP usually have fewer  
530 subsistence farmers and the proportion of people directly employed on the land (and therefore  
531 directly involved in generating provisioning ES) is low. In these study areas the appreciation of  
532 landscapes is more related to recreational and other benefits linked to cultural ES, which suggests  
533 that this is a sector where rural entrepreneurs should invest as a country becomes wealthier and  
534 more urbanized.

535 Our analysis reveals particular spatial patterns in the perception of ES benefits and highlights that  
536 settlements in multifunctional landscapes are hotspots for ES benefits perceived by respondents  
537 (c.f. Garcia-Martin et al., 2017; Ridding et al., 2018). Sites for social interaction are clustered near  
538 respondents' homes, highlighting the importance of everyday landscape in providing sites for  
539 planned and unplanned social encounters. Outdoor recreation activities, in a similar way as the  
540 harvesting of wild products, generally take place close to people's homes. Thus, easy access to  
541 nature in multifunctional landscapes seems a key for providing these ES benefits and crucial for  
542 people's well-being, similarly observed by Ridding et al., (2018). An immediately accessible natural  
543 environment is not, however, commonly associated with aesthetic values, which are the ES

544 benefits located furthest away from respondents' homes. Possibly, people find 'unusual'  
545 landscapes with less built structures more aesthetically attractive. ES benefits representing cultural  
546 and heritage values are highly clustered (typically displaying spot-like features, e.g. an ancient  
547 bridge or a wayside shrine), which suggests that there are well-known places which are valued by  
548 many people. These places can be easily identified and maintained through landscape planning  
549 and conservation efforts. At the same time, however, rural landscapes are intensively appreciated  
550 for ES benefits related to individual preferences and experiences such as aesthetic values,  
551 harvesting wild products, habitat and biodiversity, outdoor recreation activities, and inspirational,  
552 spiritual, religious and existence values. Since these ES benefits are not clustered, but dispersed  
553 across the landscape, they cannot be rigorously delineated and, thus, require careful land use  
554 planning for multiple types of uses to sustain them and for not to be compromised by development  
555 projects.

556 The respondents' deep-rooted relationship with the study area (rather than more general socio-  
557 demographic characteristics, similarly observed by Ode et al., 2009) is significantly linked to the  
558 type of ES benefits that they mapped. The appreciation of ES benefits is higher among  
559 landowners, agricultural workers, people who know the landscape well and long-term residents,  
560 generalizing earlier findings on the role of land ownership (Garcia-Martin et al., 2017) and local  
561 ecological knowledge (Barthel et al., 2010; Martín-López et al., 2012) as determinants of ES  
562 appreciation. Such understanding is important for those researching and managing rural  
563 landscapes, as it allows to identify key beneficiaries of ES. Howley et al., (2012) also suggest that  
564 people with overall appreciation of cultural and biological diversity in rural landscapes support  
565 actions aimed at landscape protection. To understand these relationships more deeply, future  
566 research should address the role of place attachment in the perception of ES benefits, e.g. by  
567 including community participation to contextualize the ES framework (Pascua et al., 2017).

568 Our study addresses the important role of accessibility in the perception of ES benefits (Schröter et  
569 al., 2014), applying a set of variables available across Europe, and shows that landscape  
570 characteristics related to accessibility are particularly important for the presence of perceived ES  
571 benefits. This same pattern has also been identified through analysis of geo-tagged social media  
572 photos and the pivotal importance of accessibility in terms of outdoor recreation and aesthetic  
573 values (van Zanten et al., 2016). The role of accessibility further highlights the settlements as ES  
574 benefit hotspots as distances to home are the shortest, and road and path network the densest.  
575 Although settlements host many ES benefits, particular benefits in settlement areas include the  
576 appreciation of agricultural products from home gardening and local farmers, the presence of  
577 culture and heritage sites, and sites for social interaction linked to easy accessibility. It is intuitive  
578 that more ES benefits are found in villages and towns where the landscape-people interaction is  
579 the most intensive and where heritage is prominently present. This points to the discussion on the  
580 co-production of ES, in this case especially of the cultural ES (Palomo et al., 2016). Our results  
581 highlight the interactions between biophysical and socio-cultural processes, people and place, as  
582 essential for generating these ES benefits (Fischer and Eastwood, 2016). Noteworthy is, though,  
583 that people often map places they have access to and are most familiar with and that these sites  
584 are not necessarily the most valuable areas in terms of biodiversity or provision of other ES.

585 In terms of farm products sold in villages, settlement land cover is an intermediate for ES benefits  
586 provided by the surrounding agricultural land. With our survey, we mapped how people perceive  
587 their everyday landscapes. However, our results revealed how these perceptions are driven by



588 personal characteristics and related to cultural and socio-economic conditions as well as to the ES  
589 capacity of the landscape to provide these; pointing out to potential mismatches between supply  
590 and demand of ES (Bagstad et al., 2014; Wei et al., 2017). This highlights the relevance of ES  
591 flows (Palomo et al., 2013, Bagstad et al., 2014, Villamanga et al., 2014) for future research on  
592 perceived ES benefits. It also highlights the challenges related to extrapolation and upscaling  
593 (Crossman et al., 2013). Nevertheless, PPGIS approaches may successfully complement  
594 integrated ES modelling and decision support tools (Grêt-Regamey et al., 2017) by particularly  
595 emphasising a wider variety of cultural ES compared to proxy indicators that are often restricted to  
596 recreation (Bagstad et al., 2017).

597 Our land cover analysis and regression modeling demonstrate particular appreciation of forest and  
598 water bodies which confirms the results from various landscape perception studies (e.g. Brown et  
599 al., 2015a; Howley et al., 2012; Petrova et al., 2015; Ridding et al., 2018). Both the ES benefit sum  
600 and diversity increase with land cover richness and suggest that mosaic landscapes (e.g. at the  
601 interface of settlement and artificial surfaces and other land uses) are favored by people, which  
602 highlights the importance of multifunctionality and spatial patterns for generating socio-cultural  
603 values (Van Zanten et al., 2014). Conservation areas are predominantly appreciated for benefits  
604 linked to regulating/supporting ES and aesthetic values, but less so for benefits linked to  
605 provisioning and some cultural ES (i.e. outdoor recreation activities, social interaction and  
606 inspirational values). These deficits may be addressed through protected area management and  
607 planning strategies that encourage more intensely tangible human-nature interactions (Chan et al.,  
608 2016).

#### 609 **4.2 Considering the method**

610 Our limited number of case studies makes it impossible to be representative of multifunctional  
611 landscapes in Europe as a whole and hence our study is not a continent-wide study. Rather it is  
612 illustrative of the diversity of European multifunctional landscapes. We acknowledge that residents  
613 represent a very relevant, but not the only group of stakeholders benefitting from ES in these  
614 landscapes. Published studies show that different stakeholders with variable power, interests and  
615 worldviews perceive ES benefits differently and at different scales (Martín-López et al., 2012; Van  
616 Riper and Kyle, 2014). Participatory mapping provides a means of assessing the less tangible  
617 benefits that landscapes and ecosystems provide to humans, the lack of which has been a  
618 recurring criticism of the ES framework (Daniel et al., 2012; Setten et al., 2012; Small et al., 2017).  
619 In our PPGIS approach the mapped individual benefits are aggregated without group deliberation.  
620 However, as these mapped ES benefits are tied to a place, connect to the sense of place,  
621 landscape, community and way of life, they are likely to be strongly shared as communal values  
622 (Kenter et al., 2015).

623 Our facilitated approach to survey data collection allowed, firstly, better control of respondent  
624 population compared to pure random household sampling which is the most common sampling  
625 approach applied in PPGIS mapping of ES benefits and frequently leads to samples that include  
626 older and male respondents disproportionately (Beverly et al., 2008; Brown and Reed, 2009;  
627 Raymond and Brown, 2007). However, as our sampling considered only gender and age, we  
628 acknowledge that the sample does not necessarily represent the population in terms of other  
629 socio-demographic factors. Secondly, the facilitated approach allowed in-depth discussion with the  
630 informants on the meanings and placement of the mapped ES benefits. We observed this

631 increased spatial data precision and also the amount of mapped places compared to self-  
632 administered surveys, as was shown in the CH-SB study area.

### 633 **4.3 Implementation in sustainable landscape management**

634 Covering 28-37% of the Earth's surface (Millennium Ecosystem Assessment, 2005), agricultural  
635 land has a key role in safeguarding ES, within which multifunctional production systems play a  
636 significant role. The multifunctionality of rural areas is globally promoted under the umbrella of  
637 "integrated landscape management" (ILM) (Denier et al., 2015). ILM is in line with international  
638 policies safeguarding biodiversity, ES, and human well-being, such as the UN-Aichi Biodiversity  
639 Targets (Secretariat of the Convention on Biological Diversity, 2014) and the European Union (EU)  
640 Biodiversity Strategy to 2020 (European Commission, 2011). It is highlighted as a central approach  
641 to reach the 17 Sustainable Development Goals (SDG) driving transformation towards sustainable  
642 development and a transition to sustainable lifestyles (Mann et al., 2018). ILM is also the main  
643 message of the European Landscape Convention (Council of Europe, 2000), which identifies the  
644 key role of human perception and attitudes as drivers of landscape change. ILM strategies  
645 particularly acknowledge the role of local stakeholders in designing unique and contextual  
646 sustainable landscape solutions (e.g. field, farm, and forest practices) and investment and  
647 innovation towards green economies (Creutzig, 2017; Denier et al., 2015). Participatory mapping of  
648 ES benefits as developed in this study could help to operationalize implementing ILM (Cowling et  
649 al., 2008; Sayer et al., 2013). We suggest that existing planning practices in multifunctional  
650 landscapes and efforts to map and assess ES and green infrastructure in general (such as those  
651 related to Actions 5 and 6 in the EU Biodiversity Strategy (European Commission, 2016, 2011))  
652 would substantially benefit from participatory approaches mapping perceived ES benefits on  
653 landscapes. Such a place-based approach integrating participation of local stakeholders through  
654 e.g. surveys, meetings, workshops or social media would have potential to identify ES benefits,  
655 concrete actions to sustain multiple ES and to counteracting the development of simplified,  
656 productive, mono-functional landscapes with decreasing landscape quality and increasing land use  
657 conflict potential (Gobster et al., 2007; Mann et al., 2018).

## 658 **5. Conclusions**

659 While most previous socio-cultural assessments of ES have been local-level case studies, we have  
660 assessed ES benefits perceived by residents across major types of multifunctional landscapes in  
661 Europe with a standardized methodology. Our study finds that settlement areas, the lived  
662 environments, are hotspots of ES benefits. Benefits linked to provisioning ES are emphasized in  
663 study areas with low GDP and population density, while benefits linked to cultural ES are more  
664 appreciated in peri-urban study areas with high GDP and population density. Some mapped ES  
665 benefits (e.g. culture and heritage values) are spatially clustered to same places but many others  
666 (e.g. aesthetic values) dispersed, highlighting individual preferences and experiences. Our results  
667 show that significant determinants of ES benefits are people's relationship with a landscape  
668 (particularly land ownership) and landscape characteristics related to accessibility. Many ES  
669 benefits are also related to forests, waters and mosaic landscapes. We expect the patterns we  
670 found are similar to those in other multifunctional landscapes in developed countries. Our study  
671 indicates that participatory mapping of ES benefits is valuable to highlight their multiple benefits for  
672 people.

673 Our data and results give weight to the growing body of knowledge on how people benefit from ES  
674 for those researching and applying the ES framework in research and management. As  
675 Nahuelhual et al. (2016) highlight, there should be more theoretical discussion on mapping social  
676 values for ES. In addition, the conceptual confusions among researchers' about distinguishing  
677 between services, benefits and values, the "conflation problem", may hinder the mainstreaming of  
678 ES framework in decision making (Chan et al., 2012). Hence, in this paper, we aim to offer an in-  
679 depth argumentation of the theoretical underpinnings of mapped ES benefits to promote further  
680 clarification regarding the links from services to benefits, and from benefits to different types of  
681 values. Our study emphasizes the importance of local-level perspectives to the development of  
682 contextualized and socially acceptable public policies for ES management. Deliberative and  
683 participatory methods can especially help to reinforce the currently weak link between ES  
684 assessment and decision-making with the on-ground implementation of contextual actions (Kenter  
685 et al., 2015; Raymond et al., 2014). Thus, participatory mapping supporting ILM has potential to be  
686 a mechanism for the operationalization of the SDGs in European multifunctional landscapes.

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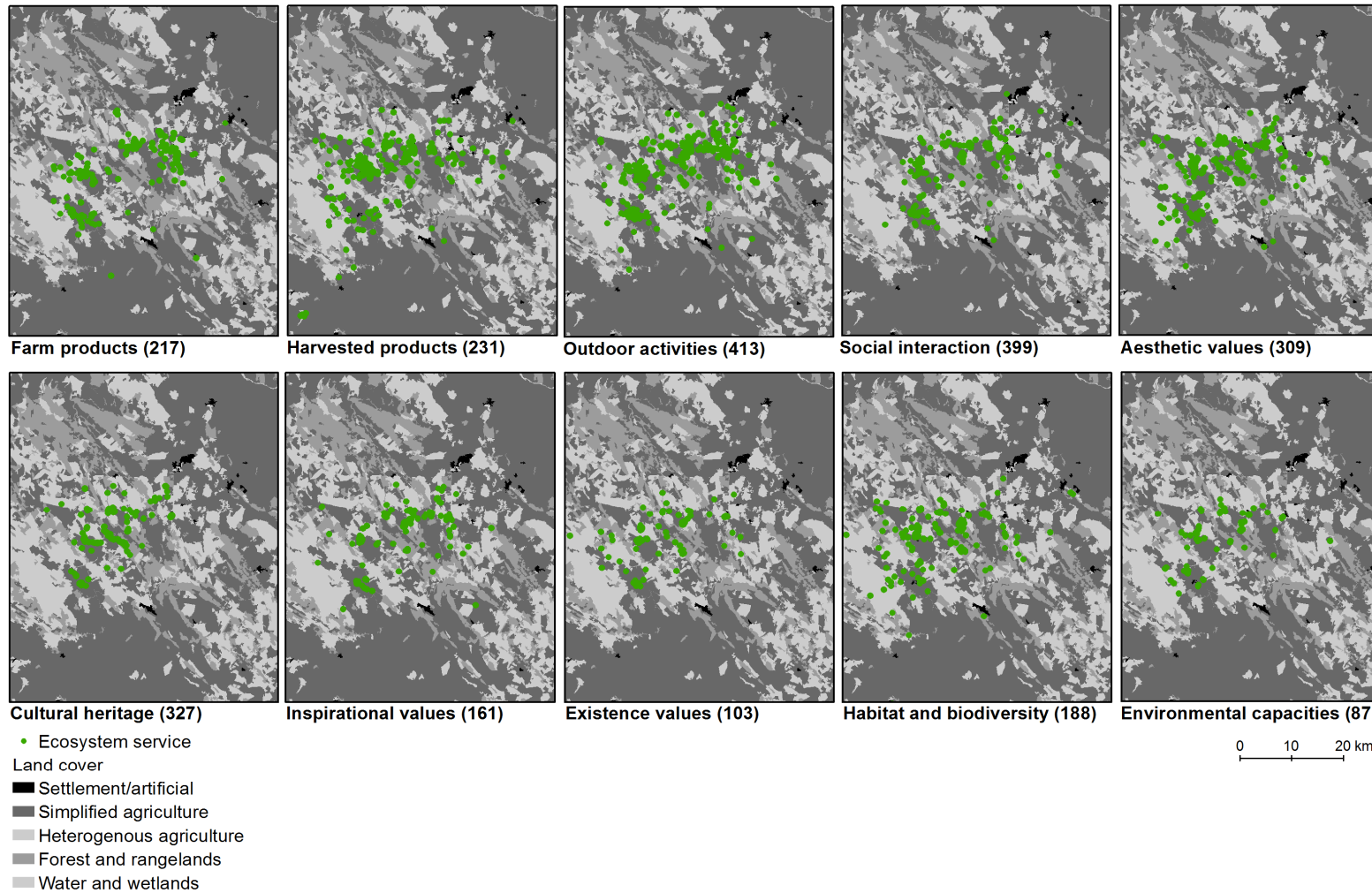


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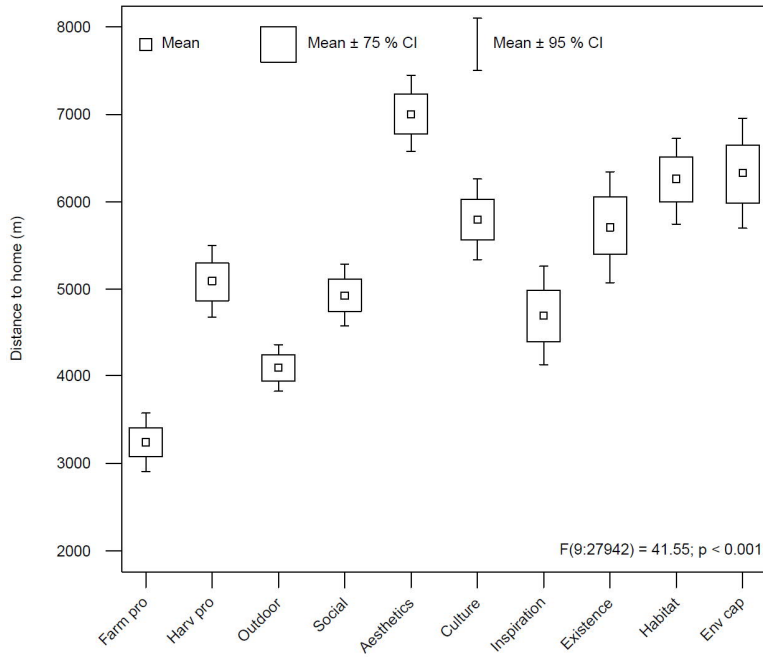
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1035 **Supplementary material**



1036

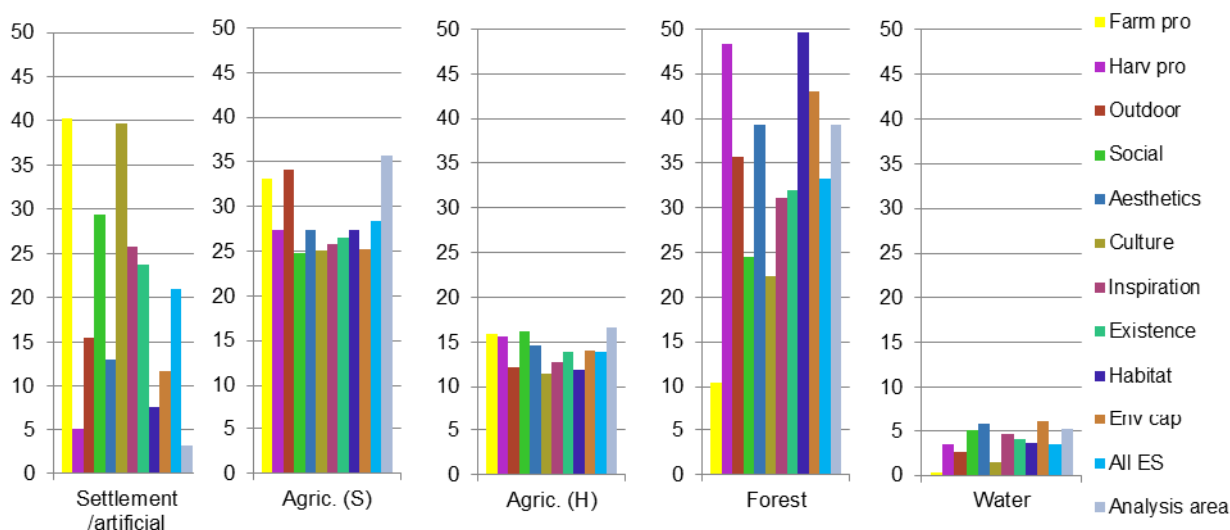
1037 Figure A.1. Spatial patterns of mapped ES benefits in Serena Campiña, Spain (SP-SC). 181 residents mapped in total 2,438 places (as  
 1038 point locations, in brackets the number of places for each service).



1039

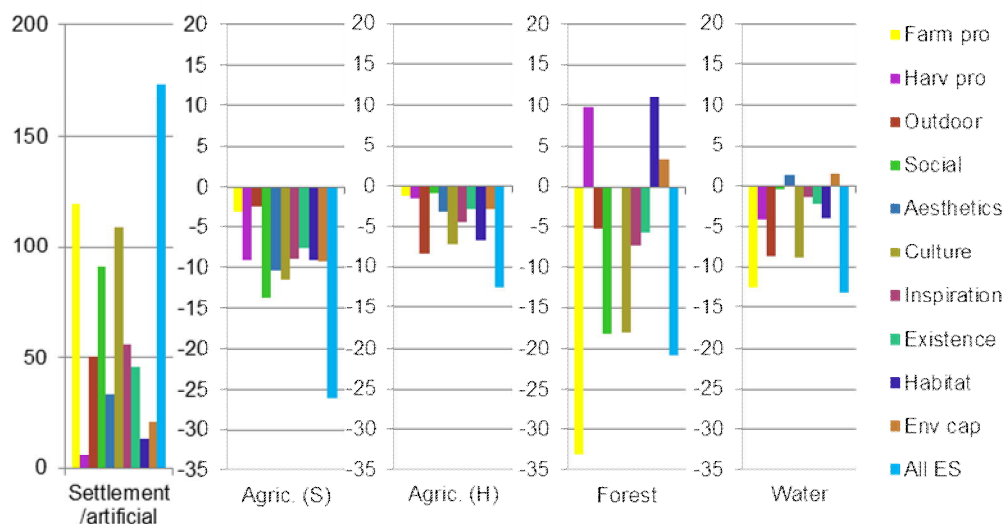
1040 Figure A.2. Mean distance (m) between respondent home location and mapped places for ES  
 1041 benefits. CI=Confidence interval. For ES benefit acronyms, see Table 1.

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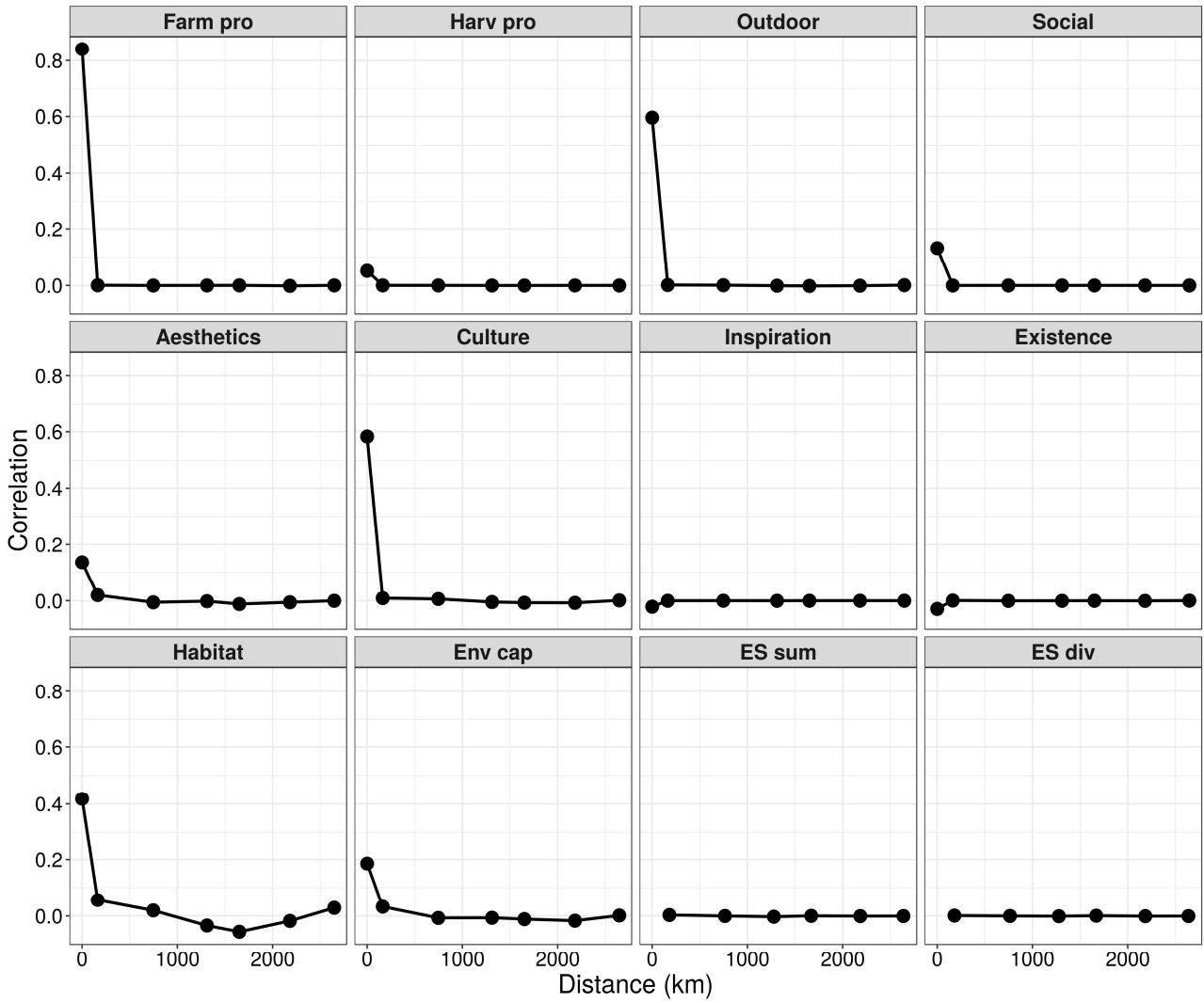
1043 Figure A.3. Relative share (%) of each land cover class in 250 m buffer around each mapped point  
 1044 categorized per ES benefit type. For comparison, all ES benefits (i.e. the total share of all ES  
 1045 benefits across all case study areas) and each land cover class in the analysis area (polygon  
 1046 enclosing the mapped points per study site) are also shown. Land covers: Agric. (S)=simplified  
 1047 agricultural land; Agric. (H)=heterogeneous agricultural land; Water=water and wetlands. For ES  
 1048 benefit acronyms, see Table 1.

1049



1050

1051 Figure A.4. z-Scores (y-axis) of mapped ES benefits by land cover class (x-axis) for each ES  
 1052 benefit and all services together. Z-Score bars higher than +1.96 and lower than -1.96 indicate that  
 1053 the specific ES benefit is statistically significantly ( $p \leq 0.05$ ) over- or under-represented in a specific  
 1054 land cover class based on the proportion of that land cover class in the analysis area. Land covers:  
 1055 Agric. (S)=simplified agricultural land; Agric. (H)=heterogeneous agricultural land; Water=water  
 1056 and wetlands. For ES benefit acronyms, see Table 1.



1057

1058 Figure A.5. Correlograms for residuals of GLMM models fitted to the individual ES benefits, sum of  
 1059 ES benefits and ES benefit diversity. For ES benefit acronyms, see Table 1, Sum ES=sum of all  
 1060 mapped ES benefits, ES div=diversity of mapped ES benefits.

1061 Table A.1. Characteristics of study areas.

Study site name	Biogeo gr. region	Analysis area km <sup>2</sup>	Landscape description	Land cover <sup>1</sup> within analysis area (%)	Conservation area cover within analysis area (%)	Pop. den. inh./ km <sup>2</sup>	Wealth level (gross domestic product/capita, € <sup>2</sup> )	Economic density <sup>3</sup>	Accessibility <sup>3</sup>	Most frequent ES benefits <sup>4</sup> (% of all mapped places)	Least frequent ES benefits (% of all mapped places)
Montaña Oriental Lucense, Spain (SP-MO)	Atlantic	3730	Mountainous area with river basin, small villages, suffering from migration to cities, forests, pastures, arable land, semi-natural traditional chestnut ( <i>Castanea sativa</i> ) groves	S: 0.8% AS: 4.9% AH: 28.6% F: 65.1% W: 0.6%	19.1%	15	19,500	Low	Low	Harv pro (12.4%), outdoor (12.2%), farm pro (12.0%)	Inspiratio n (5.9%), existence (6.3%), habitat (7.3%)
Canton de Loudéac, France (FR-CL)	Atlantic	3258	Flat terrain with villages, arable land with mixed diary, fodder and grain production dominating, some grasslands, traditional hedgerow networks on arable land ( <i>bocage</i> )	S: 3.5% AS: 61.2% AH: 23.6% F: 11.4% W: 0.2%	0.8%	20	22,300	Average	Low	Outdoor (17.2%), aesthetic (14.3%), farm pro (12.4%)	Inspiratio n (6.5%), env cap (6.7%), existence (7.1%)
The Brecks, England, UK (UK-BR)	Atlantic	1138	Lowland open rural landscape, with small towns and villages, free draining sandy soils which (with irrigation) can be used for intensive agriculture, but elsewhere used for outdoor pig production, crop and vegetable production, and plantation conifer forestry	S: 6.5% AS: 68.0% AH: 4.8% F: 20.2% W: 0.5%	39.0%	46	32,000	Average	Low/Average	Outdoor (20.4%), social (14.6%), aesthetic (13.9%)	Harv pro (3.6%), existence (6.2%), culture (6.3%)
Linköping, Sweden (SE-LI)	Boreal	9330	Flat peri-urban area with 10 municipalities, in north arable and urban land, southern part mostly coniferous forest, largest remnant area of cultural landscapes in Sweden with open and patchy oak	S: 2.8% AS: 26.0% AH: 3.7% F: 55.2% W: 12.3%	5.1%	96	34,440	High	Average/High	Outdoor (23.1%), social (19.4%), aesthetic (12.0%)	Env cap (3.9%), existence (4.0%), inspiratio n (4.3%)



			pastures of ( <i>Quercus robur</i> and <i>Quercus petraea</i> )								
Franches Montagnes, Switzerland and (CH-FM)	Continental	1854	Mountain plateau with small villages, forest and grasslands with trees, outdoor recreation tourism, wood pastures with free ranging horses and cattle	S: 4.4% AS: 44.6% AH: 7.5% F: 43.3% W: 0.1%	15.0%	75	56,400	High	Average	Outdoor (20.0%), aesthetic (10.4%), social (10.4%)	Existence (4.1%), env cap (5.0%), inspiration (7.4%)
Schwarzenbühl, Switzerland and (CH-SB)	Continental	320	Gently rolling hills with small villages, farmland, grasslands and traditional orchards (esp. cherry) with mosaic of forest patches, recreation area for nearby city	S: 20.7% AS: 33.3% AH: 2.4% F: 43.0% W: 0.7%	0.4%	168	61,200	High	High	Outdoor (25.8%), aesthetic (12.9%), habitat (12.1%)	Env cap (3.2%), inspiration (5.9%), existence (6.3%)
Hochkirch-Weißenberg, Germany (DE-HW)	Continental	3136	Gently undulating fertile loess land with small villages and intensive agriculture, forests, heterogeneous agricultural land with arable crops mixed with semi-natural features (hedgerows, farm trees, woodlots, riparian woodlands)	S: 10.4% AS: 54.5% AH: 2.0% F: 30.5% W: 2.6%	47.2%	62	20,700	High	Average	Outdoor (19.2%), farm pro (15.3%), aesthetic (14.2%),	Existence (3.0%), inspiration (5.0%), env cap (6.1%)
Saxon region, Romania (RO-SA)	Continental	957	Traditional land use practices and low levels of infrastructure development, small villages, pastures with scattered trees, typically oak ( <i>Quercus robur</i> , <i>Quercus petraea</i> ), forests and arable fields	S: 2.3% AS: 59.7% AH: 4.5% F: 32.9% W: 0.6%	84.0%	26	4,600	Low	Average	Habitat (11.3%), harv pro (10.9%), outdoor (10.4%)	Existence (5.9%), inspiration (8.2%), culture (9.6%)
Llanos de Trujillo, Spain (SP-LT)	Mediterranean	5931	Flat land with small villages around larger town, dry grasslands, dehesa, shrublands, extensive cereal crops, extensive grazed holm oak ( <i>Quercus ilex</i> ), pastures (Iberian <i>dehesa</i> ), livestock breeding (sheep, cattle, Iberian black pigs), increasing	S: 0.9% AS: 33.6% AH: 32.8% F: 31.6% W: 1.2%	53.1%	12	15,700	Low	Average/High	Outdoor (16.5%), harv pro (12.8%), aesthetic (11.8%)	Existence (3.9%), inspiration (5.2%), env cap (5.4%)

nature tourism

Serena Campiña, Spain (SP-SC)	Mediterranean	2479	Flat and hilly lands with small villages, arable lands, arable lands with scattered oaks ( <i>dehesa</i> ), forest and shrublands, increasing nature tourism	S: 0.8% AS: 60.6% AH: 24.6% F: 13.7% W: 0.3%	38.0%	10	15,600	Low/Average	Low	Outdoor (16.9%), social (16.4%), culture (13.4%)	Env cap (3.6%), existence (4.2%), inspiration (6.6%)
Kassandra, Greece (GR-KA)	Mediterranean	595	Gently undulating peninsula with 14 villages, small arable land (cereals) of small farms half of it covered by scattered olive trees, pine forests, olive groves with understory cultivation or grazing or both, tourism main economic activity	S: 3.0% AS: 23.9% AH: 13.7% F: 17.8% W: 41.6%	10.9%	49	15,000	Average	Low	Farm pro (15.9%), aesthetic (14.8%), social (12.7%)	Existence (5.7%), habitat (7.0%), inspiration (7.4%)
Montemor-O-Novo, Portugal (PT-MN)	Mediterranean	4470	Flat area with slight undulation, oak ( <i>Quercus suber</i> , <i>Quercus rotundifolia</i> ) pastures ( <i>montado</i> ) combined with dry lands agriculture (cereals)	S: 1.3% SA: 22.4% SH: 26.5% F: 45.0% W: 4.8%	37.2%	3	13,500	Low/Average	Low/Average	Outdoor (14.4%), harv pro (13.9%), social (11.5%)	Existence (4.9%), inspiration (5.4%), env cap (6.2%)
Zala, Hungary (HU-ZA)	Pannonian	1288	Hilly area, belongs partly to national park, mainly small scale farming: traditional agroforestry, vineyards, forest, woodland (dominated by oak and planted <i>Pinus nigra</i> ) and small patches of ancient oak wood pastures, and arable lands, water (Balaton lake) a crucial part of the landscape and the economy (holiday region)	S: 6.4% AS: 40.7% AH: 7.2% F: 29.5% W: 16.2%	43.5%	185	6,300	Low/Average	Low	Outdoor (13.4%), social (13.8%), aesthetic (11.2%)	Existence (7.3%), inspiration (8.7%), culture (8.8%)

1062 <sup>1</sup>S=settlement area, AS=simplified agricultural land, AH=heterogeneous agricultural land, F=forest, W=water and wetlands

1063 <sup>2</sup>Year of reference: 2011. NUTS 3 level. Sources: Eurostat, Swiss Federal Statistics Office

1064 <sup>3</sup>Following the FARO typology of rurality (van Eupen, M. et al. A rural typology for strategic European policies. Land use policy 29, 473–482 (2012))

1065 <sup>4</sup>ES: Farm pro=farm products; Harv pro= harvested products; Outdoor=outdoor activities; Social=social interaction; Aesthetics=aesthetic values;  
1066 Culture=culture and heritage; Inspiration=inspirational values; Existence=existence values; Habitat=habitat and biodiversity; Env cap=environmental  
1067 capacities

1068 Table A.2. Respondent characteristics (%) at 13 study sites and average for all sites.

Study site	Atlantic			Boreal Continental				Mediterranean				Pannonian		
	ALL	SP-MO	FR-CL	UK-BR	SE-LI	CH-FM	CH-SB	DE-HW	RO-SA	SP-LT	SP-SC	GR-KA	PT-MN	HU-ZA
<b>Gender</b>														
Men	49.3	48.8	49.0	52.3	51.5	45.3	52.8	45.6	49.4	51.1	49.2	48.5	54.2	41.3
Women	50.7	51.2	51.0	47.7	48.5	54.7	47.2	54.4	50.6	48.9	50.8	51.5	45.8	58.7
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<b>Age</b>														
15-29 yrs	21.2	9.8	16.8	25.4	28.6	29.4	6.4	24.5	19.1	24.2	17.3	26.6	21.8	28.7
30-59 yrs	48.5	42.1	51.7	46.2	54.2	38.0	56.8	48.4	54.5	45.7	49.7	50.9	45.9	44.9
≥ 60 yrs	30.3	48.2	31.5	28.3	17.3	32.5	36.8	27.1	26.4	30.1	33.0	22.5	32.4	26.3
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<b>Highest level of education</b>														
University degree or polytechnic	27.2	24.6	33.6	28.0	45.5	19.4	48.4	15.9	10.5	18.1	19.6	30.4	11.2	44.8
Vocational training. secondary school / college	41.8	25.1	52.7	53.6	47.9	63.0	47.9	44.9	50.0	25.4	22.3	52.0	23.7	40.5
Primary or secondary school	26.7	26.3	13.0	16.7	6.7	17.6	3.2	37.0	36.6	49.8	45.3	17.5	63.3	14.1
No formal schooling	4.3	24.0	0.7	1.8	0.0	0.0	0.5	2.2	2.9	6.8	12.8	0.0	1.8	0.6
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<b>Household monthly net income</b>														
Above median for region	47.8	70.3	79.3	59.9	71.6	40.6	81.7	38.2	29.5	30.3	19.9	26.2	8.5	79.6
Below median for region	52.2	29.7	20.7	40.1	28.4	59.4	18.3	61.8	70.5	69.7	80.1	73.8	91.5	20.4
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<b>Field of work in agriculture</b>														
No	86.3	75.4	80.7	96.5	91.2	90.4	94.0	95.8	71.3	81.7	92.7	87.8	74.1	89.6
Yes	13.7	24.6	19.3	3.5	8.8	9.6	6.0	4.2	28.7	18.3	7.3	12.2	25.9	10.4
	99.9	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<b>Landownership<sup>1</sup></b>														

Yes	60.2	88.9	26.9	30.1	37.6	46.4	80.0	58.4	80.2	no	61.8	82.0	30.1	87.7
No	39.8	11.1	73.1	69.9	62.4	53.6	20.0	41.6	19.8	data	38.2	18.0	69.9	12.3
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0
<b>Self-estimated knowledge</b>														
Extremely good	38.0	17.6	26.7	47.4	29.8	38.8	52.1	33.3	67.8	40.2	25.7	25.7	37.3	43.3
Quite good	40.2	52.9	43.8	42.7	35.1	46.1	37.4	52.0	24.3	39.3	33.5	44.4	34.3	40.2
Moderate	17.0	28.2	21.9	5.8	26.3	8.5	8.2	12.7	7.3	13.7	29.6	21.6	26.0	13.4
Quite poor	4.3	0.6	6.8	3.5	8.2	4.8	1.8	2.0	0.6	5.0	11.2	7.0	1.8	3.0
Extremely poor	0.5	0.6	0.7	0.6	0.6	1.8	0.5	0.0	0.0	0.0	0.0	1.2	0.6	0.0
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<b>Length of residency</b>														
less than 5 yrs	9.0	3.6	14.7	21.7	15.9	8.8	13.9	4.9	6.1	4.8	3.0	4.5	6.0	8.5
6-15 yrs	14.0	7.7	11.6	21.1	22.0	20.0	25.0	4.9	7.5	16.8	1.2	14.1	10.8	12.4
16-30 yrs	29.0	22.6	25.6	30.1	25.0	30.6	25.5	34.3	25.2	26.4	35.8	34.6	25.7	38.6
31 yrs or more	48.0	66.1	48.1	27.1	37.2	40.6	35.6	55.9	61.2	51.9	60.0	46.8	57.5	40.5
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

1069 <sup>1</sup>Not included in test phase data collection in SP-LT.

1070 Table A.3. Respondent characteristics at each study site by sampling scheme gender and age categories with comparison to census data  
 1071 (%)

	Atlantic		Boreal				Continental									
	SP-MO		FR-CL	UK-BR		SE-LI <sup>1</sup>		CH-FM		CH-SB		DE-HW <sup>2</sup>		RO-SA <sup>3</sup>		
	Sample	Census	Sample	Sample	Census	Census	Sample	Census	Sample	Census	Sample	Census	Sample	Census	Sample	Census
Male																
15-29	8.9	10.3	17.4	23.6	26.3	20.9	44.2	35.9	27.8	24.3	5.3	19.3	26.1	14.6	18.6	23.4
30-59	44.3	41.2	49.3	41.6	47.9	47.9	31.4	31.9	33.3	48.2	50.9	49.7	50.7	61.4	50.0	53.1
60-	46.8	48.4	33.3	34.8	25.8	31.2	24.4	32.2	38.9	27.6	43.9	31.0	23.2	24.0	31.4	23.4
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Female																
15-29	11.0	11.2	16.2	26.8	24.8	17.0	46.9	32.4	30.7	23.6	7.8	18.9	23.5	14.3	20.2	20.4
30-59	39.0	35.0	54.1	52.4	45.6	44.3	25.9	30.6	42.0	47.2	64.1	48.8	45.9	50.2	58.4	50.6
60-	50.0	53.8	29.7	20.7	29.6	38.7	27.2	37.0	27.3	29.2	28.2	32.3	30.6	35.5	21.3	29.1
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	Mediterranean						Pannonian									
	SP-LT		SP-SC		GR-KA		PT-MN		HU-ZA							
	Sample	Census	Sample	Census	Sample	Census	Sample	Census	Sample	Census	Census					
Male																
15-29		21.4	16.5	19.3	22.9	28.0	27.0	20.2	14.7		26.1	18.7				
30-59		47.3	54.4	52.3	48.1	51.2	49.7	43.8	41.7		46.4	52.0				
60-		31.3	29.1	28.4	29.1	20.7	23.2	36.0	43.5		27.5	29.4				
Total		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0				
Female																
15-29		27.1	14.8	15.4	21.2	25.3	26.9	24.7	12.4		30.6	13.2				

30-59	43.0	48.6	47.3	42.9	50.6	45.7	46.8	36.0	43.9	50.4
60-	29.9	36.5	37.4	35.9	24.1	27.4	28.6	51.6	25.5	36.4
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

1072 <sup>1</sup>Age categories 18-34 years, 35-54 years, ≥ 55 years

1073 <sup>2</sup>First age category 0-29 years

1074 <sup>3</sup>Based on Eurostat 2014 NUTS 3 statistics

1075 Table A.4. Correlation between landscape predictors and respondents' socio-demographic variables. Bold letters indicate the significant  
 1076 correlations. (Agric. (S)=simplified agricultural land, Agric. (H)=heterogeneous agricultural land), land cover richness (LC richness), share  
 1077 of conservation area (Conservation), average slope (Slope), distance to home (Dist. Home), and length of roads and paths (Roads).

	Agric. (S)	Agric. (H)	Forest/Water	LC richness	Conservation	Slope	Dist. Home	Roads
<b>Gender</b>	0.002 p=0.995	0.267 p=0.402	-0.043 p=0.895	0.188 p=0.558	-0.234 p=0.463	-0.074 p=0.821	-0.008 p=0.981	-0.080 p=0.805
<b>Age</b>	-0.320 p=0.311	0.409 p=0.187	0.322 p=0.307	0.085 p=0.793	-0.189 p=0.555	<b>0.745</b> <b>p=0.005</b>	-0.409 p=0.187	-0.313 p=0.322
<b>Education</b>	0.380 p=0.224	<b>-0.723</b> <b>p=0.008</b>	-0.114 p=0.725	0.005 p=0.989	-0.444 p=0.148	-0.167 p=0.605	0.274 p=0.389	<b>0.724</b> <b>p=0.008</b>
<b>Household income</b>	0.284 p=0.372	-0.445 p=0.148	0.249 p=0.436	-0.152 p=0.637	-0.456 p=0.137	0.246 p=0.441	-0.071 p=0.828	<b>0.633</b> <b>p=0.027</b>
<b>Field of work in agriculture</b>	-0.377 p=0.227	0.438 p=0.154	0.106 p=0.744	0.560 p=0.058	0.295 p=0.351	0.327 p=0.299	-0.167 p=0.604	<b>-0.757</b> <b>p=0.004</b>
<b>Land ownership</b>	-0.312 p=0.324	-0.099 p=0.760	0.324 p=0.304	0.358 p=0.254	0.170 p=0.598	<b>0.655</b> <b>p=0.021</b>	-0.505 p=0.094	-0.170 p=0.597
<b>Self-estimated knowledge</b>	0.291 p=0.359	-0.539 p=0.071	-0.241 p=0.452	0.476 p=.117	0.365 p=0.244	0.051 p=0.876	<b>-0.657</b> <b>p=0.020</b>	0.219 p=0.494
<b>Length of residency</b>	-0.260 p=0.415	0.559 p=0.059	0.098 p=0.763	0.151 p=0.639	0.355 p=0.257	0.298 p=0.347	-0.140 p=0.665	<b>-0.800</b> <b>p=0.002</b>

1078



1079 Table A.5. Nearest neighbour (NN) ratio and z-score for mapped ES benefits for each study site. Results are significant at the level of  
 1080  $p < 0.001$ .

	<b>Atlantic</b>				<b>Boreal</b>				<b>Continental</b>							
	<b>SP-MO</b>		<b>FR-CL</b>		<b>UK-BR</b>		<b>SE-LI</b>		<b>CH-FM</b>		<b>CH-SB</b>		<b>DE-HW</b>		<b>RO-SA</b>	
	NN ratio	z-score	NN ratio	z-score	NN ratio	z-score	NN ratio	z-score	NN ratio	z-score	NN ratio	z-score	NN ratio	z-score	NN ratio	z-score
<b>Provisioning services</b>																
Farm products	0.24	-25.79	0.32	-20.85	0.37	-13.52	0.34	-13.87	0.19	-25.46	0.23	-25.66	0.37	-18.51	0.21	-21.73
Harvested products	0.32	-23.59	0.38	-14.82	0.58	-6.35	0.58	-11.96	0.31	-20.00	0.32	-16.81	0.38	-13.67	0.31	-19.75
<b>Cultural services</b>																
Outdoor activities	0.33	-22.99	0.49	-18.62	0.53	-16.90	0.28	-31.84	0.36	-28.43	0.50	-25.92	0.41	-19.51	0.33	-18.46
Social interaction	0.21	-24.20	0.41	-17.44	0.37	-19.03	0.29	-28.72	0.25	-23.38	0.34	-20.09	0.50	-12.31	0.28	-19.52
Aesthetic value	0.34	-19.57	0.39	-20.07	0.52	-14.34	0.38	-19.50	0.39	-19.14	0.50	-18.35	0.43	-16.19	0.34	-18.04
Culture and heritage	0.14	-28.25	0.45	-13.50	0.28	-14.22	0.25	-17.07	0.27	-21.31	0.28	-21.80	0.19	-15.90	0.16	-22.40
Inspirational. spiritual or religious values	0.40	-14.45	0.36	-14.19	0.44	-11.19	0.51	-9.33	0.39	-16.07	0.36	-15.22	0.38	-10.44	0.31	-16.97
Existence values	0.27	-18.02	0.52	-11.28	0.49	-10.20	0.22	-14.41	0.27	-14.27	0.39	-13.14	0.43	-7.47	0.40	-12.72
<b>Regulating/supporting services</b>																
Habitat and biodiversity	0.27	-19.34	0.50	-12.48	0.46	-14.82	0.19	-25.17	0.40	-17.77	0.40	-21.60	0.29	-14.43	0.44	-16.33
Environmental capacities	0.25	-20.37	0.39	-13.84	0.46	-12.20	0.19	-14.67	0.34	-14.21	0.34	-12.19	0.26	-13.58	0.40	-16.19
<hr/>																
	<b>Mediterranean</b>				<b>Pannonian</b>											
	<b>SP-LT</b>		<b>SP-SC</b>		<b>GR-KA</b>		<b>PT-MN</b>		<b>HU-ZA</b>							
	NN ratio	z-score	NN ratio	z-score	NN ratio	z-score	NN ratio	z-score	NN ratio	z-score						
<b>Provisioning services</b>																
Farm products	0.30	-22.78	0.42	-16.38	0.40	-21.73	0.16	-23.19	0.20	-22.61						
Harvested products	0.47	-18.15	0.59	-11.95	0.64	-9.69	0.30	-25.16	0.31	-16.19						
<b>Cultural services</b>																
Outdoor activities	0.27	-28.88	0.38	-24.15	0.45	-16.08	0.21	-28.81	0.33	-21.09						

Social interaction	0.35	-20.25	0.27	-27.68	0.35	-21.11	0.31	-22.67	0.19	-25.86
Aesthetic value	0.48	-17.03	0.35	-21.84	0.42	-20.32	0.23	-24.70	0.31	-19.86
Culture and heritage	0.23	-23.32	0.16	-29.06	0.34	-18.79	0.19	-22.48	0.29	-18.01
Inspirational, spiritual or religious values	0.38	-13.80	0.42	-14.18	0.44	-13.73	0.24	-17.03	0.45	-13.87
Existence values	0.43	-10.54	0.35	-12.53	0.46	-11.76	0.25	-15.99	0.49	-11.96
<b>Regulating/supporting services</b>										
Habitat and biodiversity	0.41	-17.68	0.44	-14.71	0.49	-12.23	0.22	-21.69	0.34	-17.42
Environmental capacities	0.46	-11.76	0.27	-12.95	0.60	-9.96	0.19	-19.33	0.36	-16.43

1081

1082 Table A.6. Relationship between mapped ES benefits and respondent socio-demographic characteristics across all case study sites.  
 1083 Information is presented as percentage of respondents who mapped specific ES benefit in each category with Chi square test of  
 1084 significance of association (\*\*=p<0.001, \*\*= p<0.01 and \*=p<0.05) and Cramer's V test measuring the strength of association (0.0 to  
 1085 <0.1 negligible, ≥0.1 to <0.2 weak, ≥0.2 to <0.4 moderate association). For ES benefit acronyms, see Table 1.

1086

	Farm pro	Harv pro	Outdoor	Social	Aesthetic	Culture	Inspiration	Existence	Habitat	Env cap
<b>Gender</b>							V=0.076			
X <sup>2</sup> (df 1, N=2261)	ns	ns	ns	ns	ns	ns	12.94***	ns	ns	ns
Men / Women [%]							63.9 / 70.9			
<b>Age</b>	V=0.088			V=0.090						
X <sup>2</sup> (df 2, N=2264)	17.65***	ns	ns	18.24***	ns	ns	ns	ns	ns	ns
15-29 / 30-59 / > 60 yrs [%]	76.4/84.8/84.2			93.5/89.2/85.6						
<b>Education</b>	V=0.050	V=0.059							V=0.058	
X <sup>2</sup> (df 1, N=2038)	5.18*	7.19**	ns	ns	ns	ns	ns	ns	6.92**	ns
High / Low level [%]	84.3/80.1	69.0/62.7							80.6/85.6	
<b>Household income</b>			V=0.054							
X <sup>2</sup> (df1, N=2116)	ns	V=0.083	6.21**	ns	ns	ns	ns	V=0.076	V=0.052	V=0.055
Below / Above median [%]		14.63***	93.8/96.1					12.20***	5.82*	6.29*
		72.0/64.3	1					53.3/60.8	80.4/84.4	60.8/66.1

1087

1088 Table A.7. Parameter estimates for the GLMM models based on summaries of the marginal posterior distributions of the predictors.  
 1089 Values within brackets indicate 95% credibility intervals. Bold letters indicate the influential predictors (black for positive effects and grey  
 1090 for negative ones) based on credibility intervals that not include the zero.

Predictor	Intercept	Agric. (S)	Agric. (H)	For./wat.	LC rich	Cons	Slope	Dist. Home	Roads
	-1.68	<b>-0.39</b>	<b>-0.45</b>	<b>-1.52</b>	0.03	<b>-0.8</b>	<b>-0.1</b>	<b>-0.25</b>	<b>-0.14</b>
<b>Farm pro</b>	[-2.17, -1.16]	<b>[-0.49, -0.3]</b>	<b>[-0.56, -0.36]</b>	<b>[-1.72;-1.35]</b>	[-0.02;0.09]	<b>[-0.98;-0.62]</b>	<b>[-0.19;-0.02]</b>	<b>[-0.33;-0.18]</b>	<b>[-0.22;-0.06]</b>
	-2.49	<b>0.41</b>	<b>0.35</b>	<b>0.68</b>	0.01	<b>-0.18</b>	<b>0.07</b>	<b>-0.21</b>	<b>-0.66</b>
<b>Harv pro</b>	[-2.67, -2.17]	<b>[0.31, 0.51]</b>	<b>[0.26, 0.44]</b>	<b>[0.56;0.81]</b>	[-0.03;0.06]	<b>[-0.28;-0.08]</b>	<b>[0.02;0.12]</b>	<b>[-0.28;-0.14]</b>	<b>[-0.76;-0.57]</b>
	-1.51	<b>0.39</b>	<b>0.22</b>	<b>0.39</b>	-0.01	<b>-0.16</b>	-0.04	<b>-0.27</b>	<b>0.09</b>
<b>Outdoor</b>	[-1.73, -1.18]	<b>[0.33, 0.45]</b>	<b>[0.16, 0.27]</b>	<b>[0.32;0.46]</b>	[-0.04;0.03]	<b>[-0.25;-0.07]</b>	[-0.08;0.00]	<b>[-0.33;-0.22]</b>	<b>[0.04;0.14]</b>
	-1.83	<b>-0.24</b>	<b>-0.09</b>	<b>-0.27</b>	<b>0.07</b>	<b>-0.23</b>	<b>-0.07</b>	-0.02	0.01
<b>Social</b>	[-2.09, -1.12]	<b>[-0.3, -0.17]</b>	<b>[-0.14, -0.03]</b>	<b>[-0.35;-0.2]</b>	<b>[0.03;0.11]</b>	<b>[-0.33;-0.12]</b>	<b>[-0.12;-0.01]</b>	[-0.07;0.02]	[-0.04;0.07]
	0.82	<b>0.68</b>	<b>0.7</b>	<b>1.05</b>	0.04	<b>0.61</b>	<b>0.28</b>	<b>2.39</b>	<b>0.36</b>
<b>Aesthetics</b>	[0.42, 1.22]	<b>[0.54, 0.83]</b>	<b>[0.57, 0.84]</b>	<b>[0.86;1.24]</b>	[-0.05;0.13]	<b>[0.34;0.89]</b>	<b>[0.15;0.42]</b>	<b>[1.71;3.15]</b>	<b>[0.22;0.5]</b>
	-0.41	-0.63	-0.72	-0.90	0.07	-0.42	-0.28	0.35	0.87
<b>Culture</b>	[-1.00, 0.19]	<b>[-0.81, -0.47]</b>	<b>[-0.88, -0.57]</b>	<b>[-1.11, -0.7]</b>	[-0.01, 0.16]	[-0.62, 0.22]	[-0.38, -0.18]	[0.20, 0.53]	[0.71, 1.05]
	5.28	-5.17	-4.23	-5.86	0.03	<b>-0.88</b>	0.04	-0.04	<b>0.96</b>
<b>Inspiration</b>	[1.76, 11.31]	<b>[-14.89, 0.76]</b>	<b>[-12.18, 0.63]</b>	<b>[-17.24;1.1]</b>	[-0.29;0.37]	<b>[-1.52;-0.31]</b>	[-0.21;0.34]	[-0.21;0.17]	<b>[0.18;2.01]</b>
	7.39	<b>-2.69</b>	<b>-2.54</b>	<b>-4.23</b>	-1.31	5.53	<b>0.98</b>	1.96	<b>2.32</b>
<b>Existence</b>	[5.39, 10.11]	<b>[-6.28, -0.17]</b>	<b>[-5.37, -0.54]</b>	<b>[-8.37;-1.31]</b>	<b>[-2.11;-0.67]</b>	[-11.77;34.07]	<b>[0.02;2.29]</b>	[-0.12;4.97]	<b>[0.64;4.57]</b>
	-0.89	<b>0.31</b>	<b>0.46</b>	<b>0.85</b>	-0.15	<b>1.22</b>	<b>0.26</b>	<b>0.13</b>	<b>-0.53</b>
<b>Habitat</b>	[-1.39, -0.30]	<b>[0.18, 0.45]</b>	<b>[0.33, 0.61]</b>	<b>[0.65;1.09]</b>	<b>[-0.25;-0.06]</b>	<b>[0.98;1.51]</b>	<b>[0.14;0.4]</b>	<b>[0.03;0.25]</b>	<b>[-0.68;-0.37]</b>
	-0.93	0.07	0.12	<b>0.32</b>	-0.11	<b>0.85</b>	-0.06	<b>0.18</b>	<b>-0.53</b>
<b>Env cap</b>	[-1.30, -0.55]	[-0.07, 0.22]	[-0.01, 0.25]	<b>[0.16, 0.49]</b>	<b>[-0.2, -0.02]</b>	<b>[0.61, 1.1]</b>	[-0.16, 0.04]	<b>[0.07, 0.3]</b>	<b>[-0.67, -0.39]</b>
	0.88	<b>-0.09</b>	<b>-0.14</b>	<b>-0.12</b>	<b>0.20</b>	<b>0.02</b>	<b>-0.05</b>	<b>0.43</b>	<b>0.45</b>
<b>ES sum</b>	[0.75, 1.00]	<b>[-0.11, -0.07]</b>	<b>[-0.16, -0.12]</b>	<b>[-0.14, -0.10]</b>	<b>[0.19, 0.22]</b>	<b>[0.00, 0.04]</b>	<b>[-0.07, -0.04]</b>	<b>[0.42, 0.44]</b>	<b>[0.43, 0.46]</b>
	-1.40	<b>-0.04</b>	<b>-0.08</b>	<b>-0.08</b>	<b>0.08</b>	-0.01	<b>-0.02</b>	<b>0.59</b>	<b>0.22</b>
<b>ES div</b>	[-1.54, -1.25]	<b>[-0.07, -0.02]</b>	<b>[-0.11, -0.06]</b>	<b>[-0.11, -0.05]</b>	<b>[0.06, 0.09]</b>	[-0.02, 0.00]	<b>[-0.04, -0.01]</b>	<b>[0.58, 0.61]</b>	<b>[0.21, 0.24]</b>

1091 Equation A.1. Calculation of Z scores to indicate over or under-representation of ES benefits in  
1092 specific land cover classes.

1093 Z scores were calculated as follows:

1094  $Z = (P_s - P_\mu) / S_p$

1095 where  $P_s$  is the sample proportion (proportion of mapped ES benefits in a land cover class),  $P_\mu$  the  
1096 population proportion (proportion of the land cover class in the analysis area) and  $S_p$  the standard  
1097 error of the population. The Z scores give an indication of over or under-representation of ES  
1098 benefits in specific land cover classes. They need to be interpreted with caution as the assumption  
1099 (null hypothesis) is proportional distribution to land cover area, which is not the a priori assumption  
1100 in the mapped data as respondents do not randomly locate the ES benefits.

1101

1102 Equation A.2. Forms for the applied Generalized Linear Mixed Models.

1103 ES benefit occurrence was modelled as a function of landscape-scale predictors using a  
1104 Generalized Linear Mixed Model (GLMM) of the form:

$$\begin{aligned} 1105 \quad & ES_{ij} \sim ZIB(\mu_{ij}, N_{ij}, \pi) \\ 1106 \quad & E(ES_{ij}) = (1 - \pi) \times \mu_{ij} \\ 1107 \quad & var(ES_{ij}) = (1 - \pi) \times (V_{bin} + \mu_{ij}^2) - (1 - \pi)^2 \times \mu_{ij}^2 \\ 1108 \quad & logit(\mu_{ij}) = \eta_{ij} \\ & \eta_{ij} = \alpha + \beta_1 \times AgricS_{ij} + \beta_2 \times AgricF_{ij} + \beta_3 \times Forest_{ij} + \beta_4 \times Lcdiv_{ij} + \beta_5 \times Cons_{ij} \\ 1109 \quad & + \beta_6 \times Slope_{ij} + \beta_7 \times DistHome_{ij} + \beta_8 \times Roads_{ij} + a_i \\ 1110 \quad & a_i \sim N(0, \sigma_{Site}^2) \\ 1111 \quad & logit(\pi) = \gamma_1 \end{aligned}$$

1112 where the occurrence of a given ES benefit  $ES_{ij}$  at study area  $i$  at point  $j$ , is assumed to follow a  
1113 zero-inflated binomial distribution.  $\mu_{ij}$  and  $N_{ij}$  are the probability of success and number of trials for  
1114 the binomial part of the model. The term  $\pi$  is the probability of false zero. The  $V_{bin}$  is the variance of  
1115 the ordinary binomial distribution.

1116 The sum of ES benefits (sum ES) was modeled as a function of landscape-level predictors using a  
1117 GLMM of the form:

$$\begin{aligned} 1118 \quad & All\_ES_{ij} \sim ZIP(\mu_{ij}, \pi) \\ 1119 \quad & log(\mu_{ij}) = \eta_{ij} \\ & \eta_{ij} = \alpha + \beta_1 \times AgricS_{ij} + \beta_2 \times AgricF_{ij} + \beta_3 \times Forest_{ij} + \beta_4 \times Lcdiv_{ij} + \beta_5 \times Cons_{ij} \\ 1120 \quad & + \beta_6 \times Slope_{ij} + \beta_7 \times DistHome_{ij} + \beta_8 \times Roads_{ij} + a_i \\ 1121 \quad & a_i \sim N(0, \sigma_{Site}^2) \\ 1122 \quad & logit(\pi) = \gamma_1 \end{aligned}$$

1123 where  $All\_ES_{ij}$  is assumed to follow a zero-inflated poisson distribution with a mean  $\mu$  at study  
1124 area  $i$  in grid square  $j$ . The term  $\pi$  indicates the probability of false zero and  $a_i$  is a random  
1125 intercept for study area  $i$ .

1126 The ES benefit diversity (ES div) was modeled as a function of landscape-level predictors using a  
1127 GLMM of the form:

$$\begin{aligned} 1128 \quad & ES\_DIV_{ij} \sim Gamma(\mu_{ij}, \tau) \\ 1129 \quad & E(ES\_DIV_{ij}) = \mu_i \\ 1130 \quad & var(ES\_DIV_{ij}) = \mu_{ij}^2 / \tau \\ 1131 \quad & log(\mu_{ij}) = \eta_{ij} \\ & \eta_{ij} = \alpha + \beta_1 \times AgricS_{ij} + \beta_2 \times AgricF_{ij} + \beta_3 \times Forest_{ij} + \beta_4 \times Lcdiv_{ij} + \beta_5 \times Cons_{ij} \\ 1132 \quad & + \beta_6 \times Slope_{ij} + \beta_7 \times DistHome_{ij} + \beta_8 \times Roads_{ij} + a_i \\ 1133 \quad & a_i \sim N(0, \sigma_{Site}^2) \end{aligned}$$

1134 where  $ES_{DIV_{ij}}$  is assumed to follow a Gamma distribution with a mean  $\mu$  at study area  $i$  in grid  
1135 square  $j$ .  $\alpha_i$  is a random intercept for study area  $i$ .

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1137