

Online Resource 1: Semi-structured interview guides

For technology developers

Question topic 1: Discussing the development of technologies

Can you tell me more about the emission-reducing systems that your company has developed?

Can you tell me about the development process of this technology?

Can you tell me about the functioning of this technology? What is the mechanism that is used to reduce ammonia emissions?

What level of reduction does this technology achieve?

What do you think about the reduction percentage that was assigned to your technology?

Question topic 2: Discussing the fit of the technology with the livestock farming sector

How does the technology fit with livestock farms and with livestock farmers?

Why do farmers choose your system, or your technology?

What do you think the farmer wants out of this technology?

How much demand is there from farmers?

Who are the people adopting these technologies?

Question 3:

How do you see other technology developers who develop ammonia-emission reducing technologies?

How do you see the other technologies that are being developed (e.g. air scrubbers when interviewing a developer of floor systems)

Question topic 4: The role of emission-reducing technology in agriculture

What role do you see for emission-reducing technology in agriculture?

What are the impacts of this technology on livestock farmers?

Question topic 5: Innovation processes

Are there innovations that you are currently working on?

What would help to make these innovations available to farmers?

What actors are important for the development of your innovations?

Question topic 6: Role of the government

Can you tell me about the process of getting your technology on the approved list?

What role does the government play in emission-reducing technologies, and on your innovations?

How do you see emission policies at the moment?

How do you see the future, both for your company and for emission-reducing technology?

For other stakeholders

Question topic 1: General emissions

How do you see the current state of (ammonia) emissions in livestock farming?

How did this (current state) develop?

What do you think about the current measures taken to reduce emissions?

What would be needed for further emission reduction?

Question topic 2: Policy and government

How do you see the current government policies (at EU/Flemish level)?

What do you see as important for government policy?

How do see the current approaches in relation to that?

Question topic 3: Emission-reducing technologies

What role do you see for emission-reducing technology in livestock farming?

What is the impact of these technologies on livestock farming?

How do different technologies compare (e.g. air scrubbers vs low-emission barns vs feed technologies)

What potential do you see for emission-reducing technologies?

Question topic 4: Monitoring of emissions

How do you see the monitoring of emissions?

What do you think could/should change about the monitoring of emissions?

How do you see the current models to track emissions?

Question topic 5: Future of livestock farming

If we look at the future of livestock farming, what do you see?

Why do you think this scenario will happen?

What would be the ideal scenario for you?

How would this scenario be reached?

What is the role of (emission-reducing) technology in this scenario?

What would have to change to make this ideal scenario happen?