

# 2021

## Digitization in the landscape gardening profession



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Thank you for participating in this interview.

We really appreciate that you set aside some of your time to help us with our examination for the Bachelor thesis.

The purpose of this interview is to map the digitalization of the landscape gardening profession and compare it with other Nordic and European countries. How far have we come regards to digitalization and what do we think about the digital future?

All information given in this interview will be used exclusively for the Bachelor thesis under the auspices of NTNU Norway (Norwegian University of Science and Technology) and will be published publicly. The interview can be conducted anonymously if desired. From our side, it is desirable to record the interview so that we can spend time doing this with a good flow and efficiently. Recordings will be used to write down afterwards and deleted after the submitted assignment. See attached consent form for signing.

In this interview, we will spend time going through different processes of digitization. What programs you use, as well as your thoughts about digitization now and in the future. To do this as efficiently as possible, we want to use digital platforms such as Zoom, Google Meet or Teams, whichever suits you and your company best.

The interview will be conducted as a semi-structured setup with free talk around each of the questions.

We will estimate that the interview can take between 30-60 minutes

We want to go in depth on some topics with these headliners.

1. What digital tools do you use?
2. What challenges does digitalization bring to your company?
3. What are the benefits of digitization?