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Innovation in urban agriculture: Evaluation data of a participatory approach (ROIR)



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ABSTRACT

The data in this article represent an evaluation of a participatory process called Regional Open Innovation Roadmapping (ROIR). The approach aims at the promotion of regional development. In this case, it was carried out to develop a specific innovation in the field of 'Zero-acreage farming' (ZFarming), which is a building-related subtype of urban agriculture. For the evaluation of the process, an online survey was sent to the 58 participants of the ROIR on March 4, 2014. The survey ended on April 8, 2014, and a response rate of 53.54% resulted in a sample size of 31 respondents. The survey was divided into seven different blocks. We analyzed the ROIR process's contribution to knowledge generation, the establishment of networks among the participants, the implementation of new projects related to ZFarming, and the increase of acceptance of ZFarming and the selected ZFarming innovation. Furthermore, other remarks, and personal information were collected. Hence, the objective of the survey was to assess whether ROIR is a useful tool to promote the aforementioned innovation drivers, and thereby, the selected innovation, which was developed throughout the process. The data were used in the research article "Application and evaluation of a participatory "open innovation" approach (ROIR): the case of introducing zero-acreage farming in Berlin" (Specht et al., 2016) [1].

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Specifications Table

Subject area	<i>Socio-economics</i>
More specific subject area	<i>Technology roadmapping, Open innovation, Urban agriculture, ZFarming</i>
Type of data	<i>Excel tables</i>
How data was acquired	<i>Through an online survey using QuestBack EFS Survey 10.3 software</i>
Data format	<i>Raw and processed data</i>
Experimental factors	<i>Ex-post evaluation of a participatory process (ROIR)</i>
Experimental features	<i>Data include information on the ROIR's influence on knowledge generation, the generation of new networks, the implementation of new projects, the acceptance of ZFarming and the functioning of the ROIR method.</i>
Data source location	<i>Berlin, Germany</i>
Data accessibility	<i>Data are with this article</i>

Value of the data

- The data are useful to further analyze the impact of ROIR on innovation drivers, such as knowledge generation, the establishment of stakeholder networks, the impact on the acceptance of the innovation and the implementation of new projects.
- The data can be used as a benchmark to compare the evaluations of the implementation and outcomes of future ROIR processes.
- The assessment of the ROIR method can be used to structure and organize future ROIR processes and, hence, improve the conduction of such processes.

1. Data

This article contains raw and processed data related to research published by Specht et al. [1]. The data were obtained through an online survey among stakeholders involved in a Regional Open Innovation Roadmapping (ROIR) process [2,3]. The data is presented in an Excel-file (xls), which contains three data sheets: i) raw survey data (partly coded and supplemented by averages and sums); ii) default variables and iii) codebook, containing the original set of survey questions and answers. The statistics of the evaluation are shown in Table 1 (see also Table 1 in [1] for empirical basis).

Table 1
Statistics of the survey.

Responses		
	Absolute numbers	Percent
Total sample	58	100.00%
Adjusted total sample	38	65.52%
Completed surveys	31	53.54%
Incomplete surveys	7	12.07%
Time		
Medium completion time (arithmetic mean)	11 min 9.77 s	
Medium completion time (median)	10 min 38.5 s	

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