HOW CIVIL-SERVANT ATTITUDES, SOCIAL NORMS, AND COMMUNICATION SHAPE WOODEN MULTISTORY PROJECT IMPLEMENTATION IN FINLAND

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Why Civil-Servants?

Municipalities are Gatekeepers.

Municipality authority is legitimized in the Land Use and Building Code (2000)
Honkasuo detail plan (2008)

→ Court case argued by Concrete Builder Association:
  → Material choice should be made by builder (2008)
  → Discrimination of concrete was unconstitutional by EU trade regulations (2012)
→ Administrative court ruled municipalities justified to zone for material/construction
Theory of Planned Behavior. How beliefs about wooden multistory construction drive project involvement. 
(Ajzen 1985, Ajzen & Fischbein 2005)

- Interrelation between attitudes and personal beliefs
- Societal belief and pressure form subjective norms
- The power to act
Building Research Questions Through TPB Framework

Frame 1: Attitudes
- What attitudes do civil-servants hold concerning wooden multistory construction (WMC)?

Frame 2: Actors’ Attitudes
- What attitudes do civil-servants perceive external actors influencing WMC projects to have?

Frame 3: Communication
- What types of communication exist between the civil-servants and the exterior actors?
Topic Exploration Through Interview Questions

**Attitude**
- City planning strategy with wood?
- City branding through materials?
- Individual perceptions towards wood & wood technology

**Subjective Norms**
- End-user wants and needs?
- Channels of communicating with actors?
- Actors influencing WMC decisions?
- Actors' beliefs?

**Perceived Control**
- Processes for gathering new information on WMC technology?
- Communication about WMC technology information?
11 face-to-face semi-structured interviews
  – municipality civil-servants involved in high-level strategic planning or land use questions

5 municipalities included
  – Espoo, Helsinki, Rauma, Seinäjoki, Turku, Uusikaupunki,
Civil-servants perceive path-dependency restrictions.

“Because, Finland used to be very much, we called it one truth land, yhden totuuden maa. It works very well when it comes to that there is one way to do it, but if you try to do something else it’s almost impossible.”

BUT…Civil-servants want to change path-dependency restrictions through WMC!

“What we, I’m (a) city planner and I put, when I put those, regulations to my plan I, hope, to, courage the, business to.. develop the production lines or production processes”
Civil-servants lack technological information

“I think, I guess in municipality there are almost nobody who knows about these [technologies] things except ATT.”

“But I’m not too familiar, with the technologies that I could, answer to your question about the technology, more specific than that.”
Very limited communication with the end-user.

“They are using [surveys] but I guess there aren’t asked, in those questions if they want to, live in wooden houses. Not that kind of questions”

“I don’t know if the city has any, [chuckles] research about that. It’s, kind of my own impression, [...] the feedback I have, I get from the citizens or the residents (of the, these) neighbourhoods”

“No we don’t have that kind of, measurement going on. That would be very interesting to have that kind of measurement.”

“We are not, communicating with the end users"
Project Timeline
What’s Next?

- Target remaining interviews (November/December)
- Build QCA coding frame (November 31)
- Coding e-transcripts (January 31)
- Data analysis and results (February onwards)
- Target for thesis completion: Spring 2018


Thank You!
Questions?
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