

Code list for coding  
business partner interviews  
Work Package 2:  
Evaluating leading approaches and tools  
in collaborative green venturing

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## PROPOSAL FOR CITATION

Fichter, K., Hurrelmann, K., Seela, A., Hjelm, O., Larsson, M., Sundberg, C., Wisdom, K. & Stel, F. (2020). *S4S Code list for coding business partner interviews. Evaluating leading approaches and tools in collaborative green venturing (Work Package 2)*. Oldenburg, Linköping and Zuidlaren.

This publication was produced as part of the Erasmus+ project:

ScaleUp4Sustainability. Project Reference: 601150-EPP-1-2018-1-DE-EPPKA2-KA

This publication is available on the Internet as a pdf file at:

[www.ScaleUp4Sustainability.de](http://www.ScaleUp4Sustainability.de)

Oldenburg, Linköping, Zuidlaren, 2020



## **CODE LIST FOR CODING BUSINESS PARTNER INTERVIEWS**

### **Business partner**

- Function in the company
- Role sustainability (profession)
- Role entrepreneurship (profession)

### **Motivation and interest**

- Reason for participation
- Initiative for participation
- Expectations
- Interest in innovation before module
- Interest in sustainability before module
- Interest in entrepreneurship before module

### **Experiences and competencies before**

- Experiences with innovation before
- Experiences with entrepreneurship before
- Experiences with sustainability before
- Content/ knowledge helpful for project

### **Activities**

- Venture idea
- Project target
- Size of the student team
- Methods and tools used
- Support of lecturers (positive, negative)
- Biggest challenge
- Sufficient knowledge of students
- Sufficient knowledge of business partners

### **Assessing the module**

- Uniqueness of module/ challenge
- Strength of module/ challenge
- Weakness of module/ challenge



- Need for improvement in module/ challenge
- Need for improvement in support system/ challenge
- Scalability and transferability of module/ challenge

### **Outputs and outcomes**

- Result of project
- Importance of results for business partner (high, low)
- Attitude towards innovation (change of attitude, confirming attitude)
- Attitude towards entrepreneurship (change of attitude, confirming attitude)
- Attitude toward sustainability (change of attitude, confirming attitude)
- Entrepreneurial competencies (change of entrepreneurial competencies, confirming entrepreneurial competencies)
- Learning outcome/ experience
- Influence on career/ personnel development (yes, no)

### **Impacts**

- Effect on society
- Effect on natural environment
- Effect job creation
- Contribution SDGs (yes, no)