

Interview guidelines for business partners  
Work Package 2:  
Evaluating leading approaches and tools  
in collaborative green venturing

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## **GUIDELINES FOR EXPLORATIVE INTERVIEWS WITH BUSINESS PARTNERS**

Give a brief introduction to the aims and background of the interview

Explain what we do with the interviews and its results

Underline that the interview is anonymous and that privacy / data protection is guaranteed

Ask whether the interview can be recorded

- Interviewer
- Date of interview
- Location of interview / telephone/Internet interview
- Duration of interview

### **General Questions**

- What is your role or function in the company?
- How long have you been working in the company?
- Does sustainability play a role in your professional life? If so: can you give some examples
- Does entrepreneurship play a role in your professional life? If so: can you give some examples

### **Motivation and interest**

- Why did your company participate in the Eco-Venturing module / Fujifilm future challenge / in the module Environmentally Driven Business Development?
- Who took the initiative and the decision to participate?
- What were your expectations?
- Have you been interested in sustainability (or sustainability-oriented business model development) before the module?
- Have you been interested in entrepreneurship before the module?

### **Experiences and competencies before**

- Have you had experiences with entrepreneurship/ starting-up a business before the module?
- Have you had experience with sustainability issues before?
- Which content/ former knowledge that you gained in your education or professional life before the module was helpful for your project?

### **The activities**

- What venture idea or challenge did you provide for the module / challenge?
- What was your project target?



- How big was the student team that worked on your venture idea or challenge?
- What methods and tools have they used during your project?
- Support of lecturers: What role did they play?
- What was the biggest challenge during the module?
- Was the knowledge and competencies of the students and lecturers sufficient to tackle the project properly? If no, what did you miss?

### **Assessing the module**

- What is unique about the module/challenge?
- What are the strengths and weaknesses of the module/challenge?
- What could or should be improved in the module/challenge?
- What could be improved in the university-support system for (sustainable-) entrepreneurship?
- Do you think the module / challenge can be scaled up for more students and business partners and transferred to other HEIs?

### **Outputs and outcomes**

- What was the result of your project?
- How important are these results for your company?
- Has the participation of your company in the module/challenge changed your attitude towards entrepreneurship? If yes, how?
- Has the module /challenge changed your attitude towards sustainability? If yes, how?
- Has the module changed your entrepreneurial competencies? If yes, how?
- What was the most important learning outcome/ experience?
- Has the module /challenge influenced your further career/ personnel development?

### **Impacts**

- To your knowledge, has the project with the students/university have had a positive or negative effect on society or the natural environment?
- E.g. in regard to job creation?
- E.g. in regard to environmental benefits such as reductions in greenhouse gas emissions?
- E.g. in regard to social effects?
- Do you think that the project results contribute to the Sustainable Development Goals (SDGs). If yes, how?

Thank you very much for your time and participation!