INDUCE – interview reporting format

This format will be used to report the results of the interview for use in the synthesis report. The reporting of the interviews consists of three stages:

1. **Stage 1: Report the results per interview**. This implies that you will fill in the same questions for each pilot five times (once per interviewee). I recommended filling in the format as soon after the interview as possible. The reporting in stage 1 should be a summary of your interview and stay as close as possible to what the interviewee has actually said during the interview.
2. **Stage 2: Compare the interviewees for each pilot.** In this stage, you will compare the interviews for each pilot. The goal of this step is to come up with conclusions about drivers and barriers for each pilot.
3. **Stage 3: Review and cross-pilot comparison.** In this stage, you will review a pilot report from another country (i.e. another INDUCE partner). Theses reviews serves as a quality check for the reporting. In addition, you will compare the results to one of your own pilots. The goal of this step is to come up with general conclusions about drivers and barriers for energy efficiency in the agro-food industry (for use in the synthesis report).

## Stage 1: Results per interview

## Interviewee #1

### Personal information, goals & ambitions

Pilot company:

Location:

Job Title:

According to the interviewee, what are the main **goals** of the company? Have targets been formulated for these goals? If so, what targets have been formulated? (Question 1.a)

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According to the interviewee, what is the company’s main **competitive advantage** (question 2)?

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According to the interviewee, what should be the company’s **future ambition?** Is this ambition shared by others? (question 3)

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According to the interview, how important is **improving energy efficiency**, in relation to other goals, targets or ambitions? (question 4)

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What are the main **responsibilities and professional goals** of the interviewee (interview intro & question 1.b & 5)? *Describe succinctly.*

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Describe the **day-to-day work** **activities** of the interviewee (interview intro).

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How is the **day-to-day work** of the interviewee affected by energy efficiency goals or targets (question 1.a)?

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What are the **personal** **goals and future ambitions** of the interviewee (question 1.c & 3.c & 5)?

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### Drivers & barriers

Report the findings for interview questions 7 to 14 in the Table below:

* Report the ranking of the drivers (question 11) and the barriers (question 14) using the columns ‘driver rank’ and ‘barrier rank’, respectively. If the interviewee assigned the same rank to two or more drivers/barriers, you can assign the same number to two or more drivers / barriers.
* Report to how this driver/barrier affects energy efficiency improvements at the pilot company, according to the interviewee, in the right-most column. Please fill in the table completely; there should be an answer to the above question for each concept in the table. Keep in mind that other partners in the consortium should be able to understand what is written here, without knowing the details of the pilot.
* You can add new rows for any additional drivers / barriers that were mentioned by the interview, but were not included in our initial inventory (see questions 10 and 13).

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| **Driver rank****(top 5)** | **Barrier rank****(top 5)** | **Driver/barrier** | **If barrier/driver was added by this interviewee, please explain its meaning clearly.** | **Please summarize how this driver/barrier affects energy efficiency improvements at the pilot company, according to the interviewee.** |
| **Resources** |
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| **Communication** |
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| **Organizational culture** |
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| **Organizational structure** |
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| **Decision criteria** |
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In discussing the **specific situation**, did any additional drivers or barriers come up? If so, explain these drivers or barriers below. (questions 15 to 20)

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Share two or three vivid **examples** of drivers and/or barriers mentioned by the interviewee.

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Share two or three well-formulated **quotes** of the interviewee with regard to drivers and/or barriers.

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What specific suggestions did the interviewee give for the **trainings** (questions 21 and 22)?

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What other **insights** have you gained about the role of energy efficiency measures or energy management in the pilot from this interview?

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