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# Quick chat guide for social innovation process

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★ First iteration - Quick interviews



AGIRRE LEHENDAKARIA CENTER  
for Social and Political Studies



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## First iteration - Quick interviews

Usually the collective listening processes start with a massive quick interview process with four main questions, with the goal of mapping what is going on.

### Introduction

Hello! I'm \_\_\_\_ and I'm calling you from the Municipality of [city]. We're exploring a new and innovative approach to problem solving in the city. We're doing this through a social innovation process that better connects all the agents and actions of the city and the region, to begin to design what we call a People Powered Portfolio. There are no simple, singular solutions to complex problems and these require an approach that is based on learning and experimentation.

To begin with, we are collecting diverse opinions to check if the existing initiatives respond to the needs and aspirations of the people of the city. In a first database of people to talk with, your name has been suggested and this is why we would like to know your general opinion about what is happening here. It is a totally anonymous interview, what you tell us will not be linked in any way to your name or surname. It won't take you more than 15 minutes. And if you find it interesting, we will invite you to participate in the contrasting sessions and in the initiatives that may be promoted in the future.

We would like to record it, but only to be able to transcribe it, then we will erase all the recordings. **Please respond YES or NO: Is it okay with you if we record the interview?**

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### Confidentiality

*(Needed only if interview participant questions about confidentiality or would like to know more about treatment of data)*

We assure the confidential treatment of the information through the following measures:

- All interviews will be tracked through a coding system for protecting confidentiality of participants.
- The coding file will be a password protected file that will be shared only with the Listening Team.
- Answers given are never linked to a specific person but used in an aggregated way. Any identifying information will be removed from the final report or any versions of the report that will be shared with participants and a larger audience.

We will continue to deepen in what you tell us, but if this is OK with you, we would like to begin by knowing what, in your opinion, is currently happening in the city... ([Form template](#))

*It is normal if they are shocked at the beginning and start asking questions like: what do you mean by that? Please, note the interviewees shouldn't be topic-guided. Try to reformulate the question and make a clear way for them to answer what first comes to mind.*

Each of the interviews will have its own folder inside the "Interviews" drive folder and include:

- Interview **audio recording** (best quality possible)
- **Transcription** of the most important literal quotes in a Word document (one page maximum)
- **This tool** with a summary of impressions
- **Picture** of interview environment, interviewee, other materials (alternatively, we can ask the interviewee to send a picture about the area – what he/she would emphasize)



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