

jOiNEd For sUsTainability - bUilding climate REsilient communities in WB and EU

WP2: Task 2.4 Conduct surveys and interviews with public and private institutions, business communities and other stakeholders

Eberswalde Project Meeting
University of Tirana

Date: 13 October 2023
Place: Eberswalde



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Overview of the Task 2.4

Chapter 5: Market study analysis in WBC countries - Climate action Plan

- The aim of the questionnaire and interviews for the business sector and public sector is to identify business attitude toward collaboration for achieving sustainability goals and business needs in terms of capacities and knowledge in the areas of climate action and sustainability.
- Increase of synergies between academia, the business sector and government to implement joint climate and sustainability initiatives.
- Identify also the willingness of business sector to engage in projects and practices aiming at reducing emissions and pollution, ultimately embracing a circular economy approach in their processes.





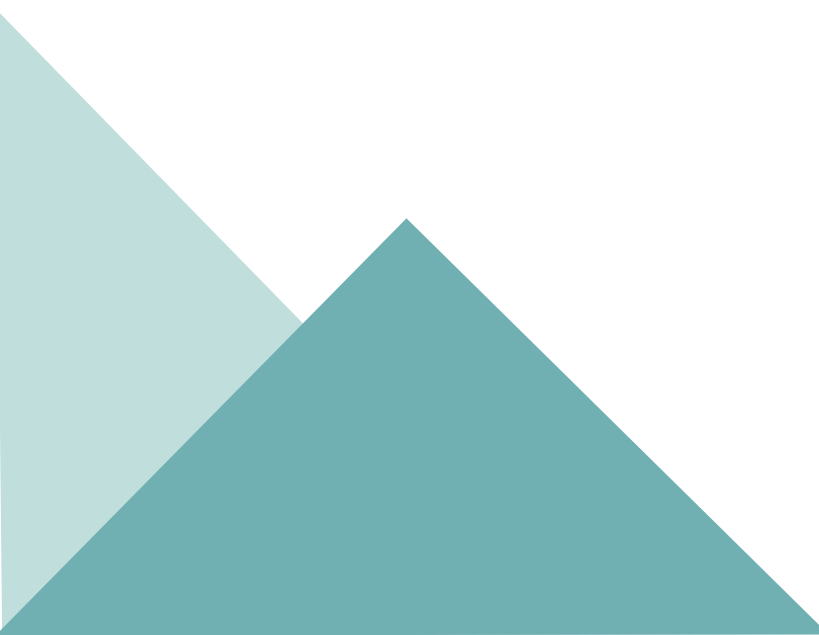
Overview of the Task 2.4

- Questionnaires to be prepared by teams in the WB countries and reviewed by EU HEIs.
- Two types of data collection methods will be used:
 1. Questionnaire for business sector.
 2. Interviews with public institutions representatives





QUESTIONNAIRE FOR BUSINESS SECTOR





Action steps for the Questionnaire

Adapt/translate the questionnaire in Albanian, Montenegrin, and Bosnian language

Select the sample in collaboration with Business associations- in each WBC will prepare contact details of the target group of companies and forward/conduct the survey (we propose ***at least 200 companies***).

Face to face questionnaire

Example of a methodology: Quota sampling: Selected from INSTAT the number of active companies per each sector and we devised the quota for each category.

Recommendation : Engage student to collect data

Use a google form to store the data





Strategies to achieve a high response rate

Face to Face

**Engage the Business Associations and NGO-s in each country:
Language and Translation**

Follow-Up:

provide a summary of the key findings once the research is complete.

Collaborate with relevant organizations, associations, or industry groups to help distribute the questionnaire and reach a wider audience.

Continuous Engagement: Sustainability also for the 1Future Platform





Sampling/ Time frame of Data collection for Business sector

- At least 200 companies per country
- October-November 2023
- Draft of responses and pre-eliminary analysis in the Novi Sad Meeting
- Google form to store the data
- Keep also the hard copy of the surveys.





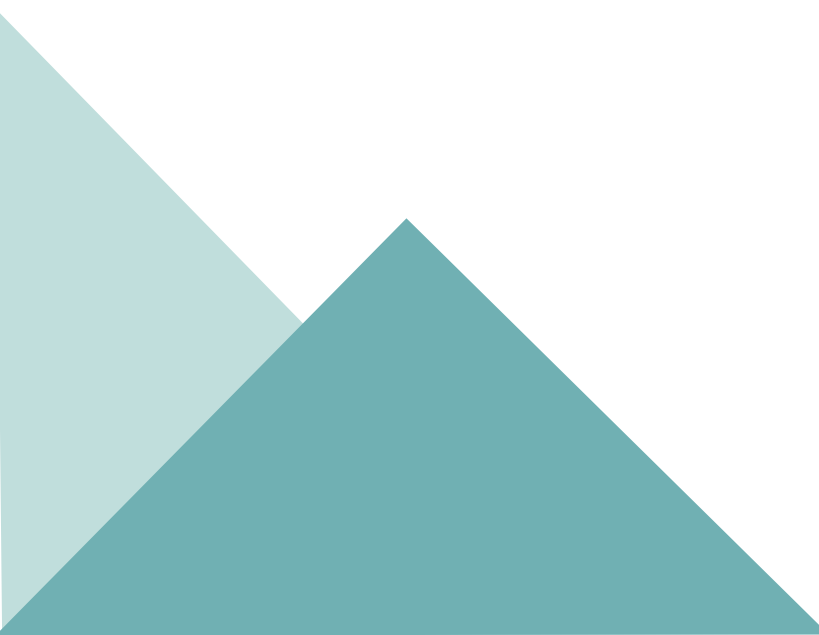
Train students to assist with questionnaire distribution

- Start by providing students with a comprehensive overview of the research project
- Ensure that students are familiar with the questionnaire's content, structure, and the types of questions it contains
- Training on Ethical Considerations
- Communication Skills
- Outline the process of data collection, including how students will approach potential respondents, distribute questionnaires, and collect completed surveys. Discuss the importance of accuracy and completeness
- Scheduling and Coordination- During a fair, a workshop organised by the NGOs
- Conduct Role-Playing and Practice
- Supervision and support
- Documentation and Reporting





INTERVIEWS WITH PUBLIC INSTITUTIONS REPRESENTATIVES





Interview form/content

- Can you please tell me about your role and responsibilities within the institution?
- Tell me about the environment sustainable practices at your institution. Tell me about who is responsible for implementing these practices.
- What are the focus areas of the practices?
- Why do you implement the practice?
- How do these practices affect you and in what ways?
- What are the barriers to implementing environmentally sustainable practices?
- What are the drivers to implementing environmentally sustainable practices?
- What are current levels of execution, patterns/trends, gaps, issues, challenges, opportunities, barriers and motivations in the implementation of environmentally sustainability practices?





Check-List for a successful interview process

- Provide interviewees with an agenda or topics to be covered in the interview in advance
- Give clear instructions on how to join the interview, whether it's in person or virtual.
- Assure interviewees that their responses will be kept confidential and that their personal information will not be shared without their consent.
- Clearly communicate the expected duration of the interview and the format (in-person, video, etc.). Let the respondent know that the interview will be recorded.
- Begin with a clear and concise introduction to the research and the purpose of the interview. Explain how the respondent's input is valuable and how it will be used.





Sampling/ Time frame of Data collection for public institution representatives

- At least 10-20 relevant public institutions or other stakeholders
- October-November 2023
- Draft of responses/ Transcript in the Novi Sad Meeting
- Recording an interview can be a valuable way to ensure accuracy and capture all the details of the conversation





Highlights of the presentation

- Business Associations in each WBC will prepare contact details of the target group of companies and forward details of survey.
- The teams in each WBC will engage in interviewing public institutions representatives, to disseminate about the project aim and expected outcomes, and to define their willingness to engage in the collaboration.





Thank you for your attention

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