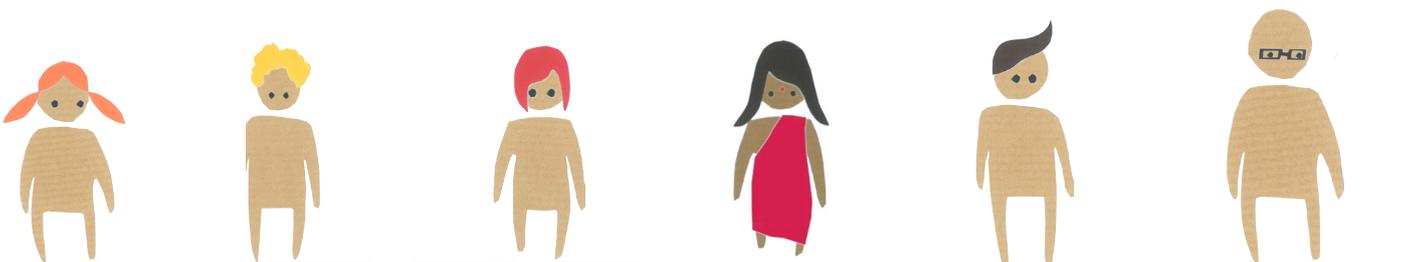


INTERVIEW STARTER KIT



Great insights start with people – so for our Recycling Challenge we encourage you to think about who you could talk with to build our collective awareness around building better recycling habits at home. Below we've included some tips on finding the right person to talk with, getting the most out of your interview and some question pointers to guide your conversation.

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GETTING READY

1. IDENTIFY WHO YOU WANT TO INTERVIEW

We're eager to learn from people from diverse cultural and socioeconomic backgrounds, professions, ages and abilities. Interviewing different types of people will give us a range of experiences and points of view to better understand the opportunity areas to tackle during the Ideas phase.

TIPS & TRICKS

Work with a friend or fellow OpenIDEO community member to brainstorm who you'd like to interview – including individuals in your community, workplace, school and family – and reach out to them.

Interview experts who can help us with technical information. Some examples of experts would be people involved in women's empowerment, teachers, police officers, artists or folks working on policy, urban development, health care or sanitation.

You could also pick a group for the interview. Talking with a group of teachers, middle schoolers or mothers could give you insight into different perspectives from a similar group of people.

Once you have picked a person or group make sure you contact them to let them know why you are meeting and what to expect.

2. SET UP AN INTERVIEW

Pick a place: Face-to-face interviews are best, but phone calls or Skype are also options. Whichever you choose, try to keep your interviewee feeling comfortable. Treat the conversation more like a friendly chat than a serious interview.

If you are meeting in person, pick a place that is convenient and comfortable for your interviewee.

Get a team together: If you are interviewing more than one person, think of grabbing some friends and dividing roles. Ideally, we'd recommend having one interviewer and one note-taker or doodler.

3. PLAN YOUR APPROACH

- **Introduce yourself and the purpose of the interview.** Be sure to start by sharing some background on the purpose of the OpenIDEO Recycling Challenge and our collaborative, solution-seeking community.
- **Think about what you want to learn.** We've included some question pointers below, though feel free to make up your own or build upon these. Effective interviews are all about **listening** – so you might find that your interviewee takes the conversation in their own direction. That's fine! If they drift too far, you can always ask a question that brings the conversation back in focus.
- **Allow awkward silences to happen.** Sometimes people take time to answer or can come to realisations during this moments.
- **Show interest.** Use body language to show you're interested.
- **Go in with a beginner's mind.** Even if you have prior knowledge about the person who you are interviewing or the subject at hand, pretend you don't know anything. Ask obvious questions. The answers might surprise you!
- **Be polite.** Remember to check if they want their names mentioned or to stay anonymous. And don't forget to say thanks!

4. MAKE IT VISUAL

Ask your interviewee if they are comfortable with you snapping a photo at the end of the interview. Include the interview setting in the photo if it helps tell your story.

5. DISCUSS IT WHILE FRESH

Plan some time after the interview to chat with your partner or to think about the interview. The best time to reflect is when thoughts are the freshest in our minds. Feel free to Tweet some early thoughts using #recyclechallenge

"While interviewing for @OpenIDEO #recyclechallenge, I heard from a family that they always rinse out the cans before putting them into the bin."

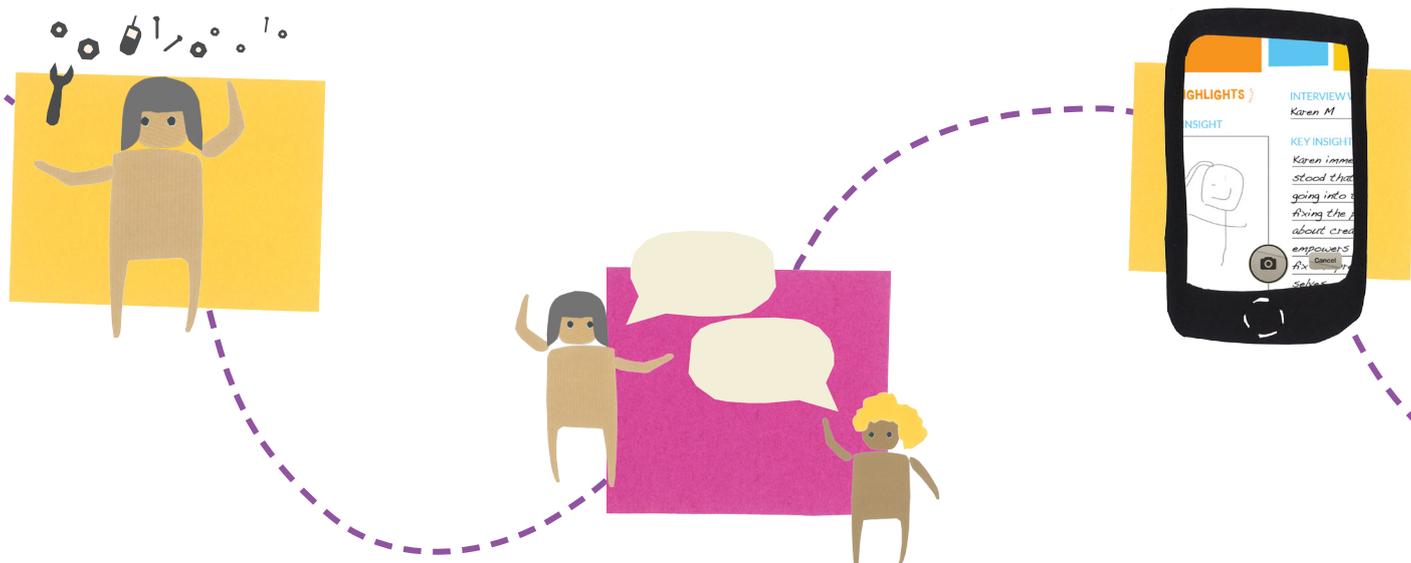
6. SHARE YOUR INSIGHTS ON OPEN IDEO

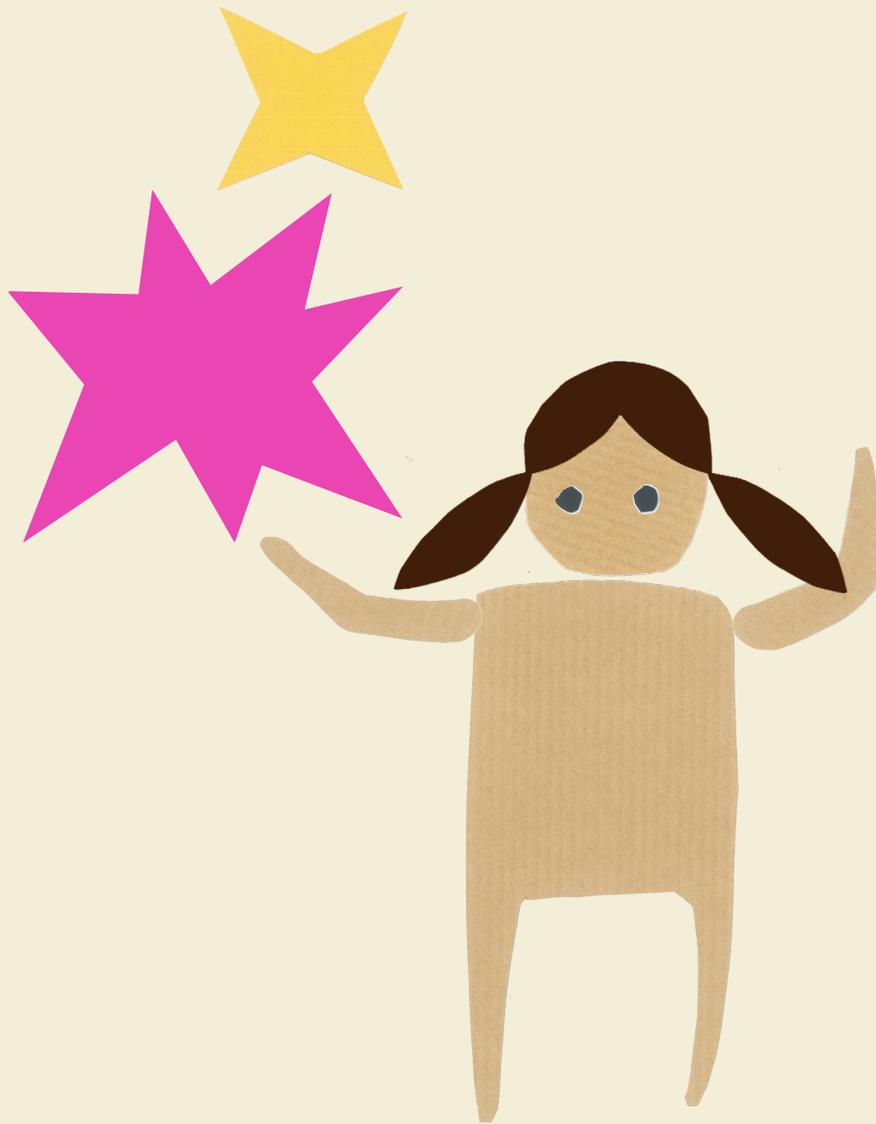
- When you're ready – organise your notes from the interview discussion, and your discussion after the interview
- Come post over on the Challenge's Research phase
- Link your entry to the Conduct Interviews. mission

TIPS & TRICKS

Rather than include your whole interview, try to edit your notes and focus on your most insightful and inspiring findings. Try to ask why your interviewee answered in a particular way. Sometimes we can learn a lot from reading in between the lines. Don't forget to upload pictures, drawings and/or scans of your capture sheet.

We're looking forward to your human-centred insights, the conversations they inspire and the impact it will surely lead to!





DISCUSSION GUIDE

Start broad, then go deep. It helps to structure your interview so that you start with general questions and probe more as your interviewee relaxes into the process and becomes more responsive.

The introductory questions are mostly to set the tone: relaxed and friendly. We are providing question samples for people in your community and for experts on specific fields. Feel free to build on this and add your own.

Be sure to check how much time they have to chat and give a broad overview of what you're here to chat about. Feel free to make up your own questions or build on these, depending on where the conversation takes you

Once your interviewee gets comfortable, transition into these questions:

1. FOR INTERVIEWING PEOPLE IN YOUR COMMUNITY

- Why do you recycle?
- Why do you think it's important that we all recycle?
- What frustrates you about recycling?
- Have you ever tried to form a new habit?
- What was difficult about new habits and behavior changes?
- Who or what helps you establish new habits?
- What's the dynamic like in your household – do some encourage others to recycle, and if so, how?
- How do the views and habits in your household differ around recycling?
- What are some of the common misconceptions people have about recycling?

TIPS & TRICKS

Start with icebreaker questions that ease people in:

- How do you introduce yourself at a party?
- What did you do earlier today?
- Looking around you right now, what catches your attention? Comment on something that sparks your eye: the neighbourhood, an item nearby. What's noticeable about it?

- How's your kitchen organised around recycling? Are there areas in your home where it's particularly easy or hard to recycle, and why?
- Do you use any special devices or tools to make recycling easier or more convenient?
- What were your recycling habits like in your home as growing up?

If your interviewee seems keen to keep going then by all means carry on with the flow of the conversation. Otherwise – wrap it up here with a big thanks for helping on our challenge for social good.

2. FOR EXPERTS ON RECYCLING:

- What's the biggest misconception that consumers have around recycling?
- What are some of the best practices across the globe for helping people recycle?
- How do habits and attitudes spread through communities or even go viral?
- What are some of the best ways of changing consumers behaviours and helping people stick to specific changes?
- What surprised you most when you first started learning about recycling?

Think of other experts you might want to interview. We would love to hear about them. and the questions you asked on OpenIDEO.

TIPS & TRICKS

Show & Tell. You might encourage your interviewee to draw their responses while they are talking you through their experiences. Try to be patient and allow your interviewee to tell their own story before jumping in to comment. Once they are done, you might try prompting them to dig deeper:

- How did that make you feel?
- Why do you think that happened?
- How did your community respond?
- Can you think of motivations and enablers that led to this?



INTERVIEW HIGHLIGHTS

INTERVIEW WITH _____

SKETCH THE KEY INSIGHT

KEY INSIGHT



IN TODAY'S INTERVIEW I DISCOVERED

#recyclechallenge

CAPTURE AND SHARE!
email to hello@openideo.com
or tweet [@openideo](https://twitter.com/openideo) #recyclechallenge