

Introduction:

1. Turn on Tape Recorder

2. Welcome

Introduce yourself, and provide PIS and Consent Sheet for signature

Review the following:

- Who we are and what we're trying to do
- What will be done with this information
- Why we asked you to participate

3. Ask the interviewee if there are any questions before we get started, and address those questions.

4. Introductions

- Name, Type of enterprise/organization, employee numbers

Questions:

1. (Social) Entrepreneurship

Let's start the discussion by talking about what you understand by (social) business & entrepreneurship.

a. How would you define yourself i.e. identity

Identity in term of political economy; cultural background & context

- b. Have you ever come across the term social business / enterprise / entrepreneur? Definition!!**
- c. What type of business is it and how long have you been running it?**
- d. What are some of the reasons that you motivated you to open this business,**
(social transformation or mainly profit maximization with a social element)
- e. What are some of the main challenges you face in the day to day operation of your business?**
- f. How do you overcome these challenges?**

2. Embeddedness - Community engagement & Output

- a. Do you use your business as a platform to engage in social activities & projects? Or**
- b. Do you use some of the profits of your business to support social projects as an individual?**
- c. What type of social/community projects do you support, sponsor or are you active in?**
- d. What are your motivations for supporting these projects?**
- e. How do you support these projects –**
 - 1) Income from business is used to subsidise/fund social programmes (service subsidization model)
 - 2) Providing training & employment opportunities for people with high barriers to employment through the business (employment model).
 - 3) Selling business support and financial services to individuals/small firms, which then sell products/services on the open market (entrepreneur support model).
- f. Do you carry out these projects alone or do you receive any financial/material/moral support from e.g. your friends, family, njangis, NGOs or government?**

- g. Do you think your connections/relationships with your family, community and other stakeholders is an advantage or a disadvantage to your business? If so how or why not?
 - h. Have you considered expanding or stopping these activities/projects? If so, why or why not?
 - i. What factors contributed to your decision to expanding or stopping your social projects?
3. Do you belong to or are you a member of any (socio-cultural) association/group?
 - a. Since when did you join/create this association?
 - b. Can you please describe the main goals/activities of this association?
 - c. What are some challenges that you face in undertaking these activities?
 - d. Do you receive any form of support from other NGOs, government, individuals to support your business activities and/or projects? Clarify...
 4. Do you think the collective action of the group(s) helps you (or your enterprise/business) in engaging in more activities that engage the communities and transform society?
 - a) Action in terms of consensual thinking – like minded individuals
 - b) Joint funds to run common agreed upon projects
 5. Structural and hierarchical context in which members belong to groups and associations and how this influences trust and opportunities. – context in which interviewees find themselves and resultant opportunities and constraints arising from them
 - a) Structural – family bonds and relationships which trap people from breaking out especially when not in position of authority
 - b) Hierarchical vs lateral bonds in terms of position within the family, society and associations
 6. **Sustaining entrepreneurship**
 - a. Are women better in running/managing certain types of businesses? If so, why or why not?
 - b. What do you think makes them (women) more efficient managers and networkers?
 - c. Do you have any particular business strategy or are you running your business by instinct?
 - d. What approach do you use i.e. Top-down or consultative or bottom-up approach?
 - e. Do you think your business is successful because of leadership, strategy or organizational culture? Or all three!
 - f. Do you think this strategy/approach has an influence on the success/failure of your business and how?
 - g. Do you think (our) society is better off encouraging particular groups (e.g. women & young people) as opposed to different groups and what are the benefits of doing this to society?
 - h. What would make you continue carrying out your business and these projects?
 - i. What suggestions do you have to improve the business environment here so that you would want to engage more in social activities through entrepreneurship?
 7. How/when do you consider your business to be successful and how do you measure this i.e. profit, community engagement, employment creation, personal satisfaction, etc?
 8. Dynamics of employment characteristics – Does precedence i.e. role of past success and failure in (SE) ventures influence the way you manage your business and projects now i.e. what have you learnt from these experiences?

9. What can business models that employ Fair Trade, microfinance, crowd-funding, and/or green entrepreneurship teach you (management) about social change, political impact, business ethics, and sustainability?

NB: Restructure and Ask question 6 about women to men at the end of questions

Probes for Discussion:

- *Motivations & goals*
- *Social needs and societal challenges addressed*
- *Benefits*
 - *Financial, moral*
- *Cultural influences – managing complexities around organizations*
 - *Relationships*
 - *Networks*
- *Means used to address these needs – areas of engagement*
 - *Education (primary, secondary, higher and further education)*
 - *Professional training*
 - *Orphanages (HIV/AIDS)*
 - *Social care/services (women and children)*
 - *Societal reintegration*
- *Training conditions*
 - *Access to supplies, equipment, extra funds*
- *Respect/recognition from peers, society, government or others*
- *Opportunity, achievement, career, growth, growth*
 - *Advancement, further education, responsibility, giving back*
- *Management and supervision*
- *Is there a sense of ownership of the outcomes here?*
 - *Work/training content, responsibility*
- *Standards of living*
 - *Cost of living*
 - *Housing*
 - *Electricity*
 - *Water*
 - *Transportation*
- *Education for children*
- *Work/home/life balance*

That concludes our interview. Thank you so much for coming and sharing your thoughts and opinions with us. We have a short evaluation form that we would like you to fill out if you have time. If you have additional information that you did not get to say in the interview, please feel free to write it on this evaluation form.

Materials and supplies for Interview

- Consent forms (one copy for participants, one copy for the team)
- Evaluation sheet
- Pads & Pencils for each participant
- Interview Guide for Interviewer
- 1 recording device
- Batteries for recording device
- Extra tapes for recording device
- Notebook for note-taking

- Refreshments