

# **Survey Methodology**

## **(Instructions for the interviewer)**

### **1) Distribution of questionnaire:**

- a) telephone or face to face interview with 25-30 defined organisations in each country
- b) via email to all known organisations
- c) on each partner's Web Site

### **2) Choice of organisations for the interview procedure:**

A number of 25-30 organisations per country should be contacted directly for the interview procedure before the distribution of the. The organisations should possibly represent all different types of NGOs in the country, namely:

- locally operating organisations
- regionally operating organisations
- nationally operating organisations
- internationally operating organisations
- different work focus such as nature protection, sustainable development, environmental protection, environmental education, public information, environmental lobby groups etc.
- operating in different areas of the country: capital, rural areas, cities, industrial areas
- possibly also 'traditional', more nature protection oriented organisations like ornithological societies, friends of nature parks etc.

### **3) Interview procedure**

- Interviews should be conducted in the local language, and the questionnaire should be translated as well.
- It could be useful to meet up with two or more people from the organisation at the same time to kick-start a more discussion-like interview and to better generate the reality of an organisation. Only presidents or high-level personnel might be biased.

- Questions should be asked verbally and answers should be noted down by the interview conductors. Please mark all the correct answers with a cross. In most of the questions, several answers are possible as noted in the questionnaire. It might make sense to note also comments which are made while answering the questions. This might help to make sense of the answers later or even change the way, questions are asked.
- When asking opened questions, the conductors should try to let NGO staff develop their own ideas and to enhance this, ask a lot of w-questions like: why, when, what, where and who. 'Why' is by far the most important question to find out more things in an interview! And even local REC staff might not know all about the situation 'out there'!
- It is always better to meet people in person than to conduct a telephone interview. But better to call even far-away organisations than to meet only organisations near the capital.
- Even with a verbal introduction in the beginning of the interview, it might make sense to copy the page 'Dear NGO Representative' and another page with a short introduction of REReP, REC and the project plus web links and information or contact addresses and to hand those to the people interviewed AFTER the interview. (If you give them these papers before, they will read them and not listen to you any more.)

During the interview, please put down the following

<p><b>Organisation's name :</b></p> <ul style="list-style-type: none"> <li>• Original name</li> <li>• Name in English</li> </ul>
<p><b>About the Organisation:</b></p> <ul style="list-style-type: none"> <li>• Number of active members</li> <li>• Location (capital, large city, small town/village)</li> <li>• Date of starting activities</li> <li>• Other:</li> </ul>
<p><b>Organisation's address and contact information:</b></p> <ul style="list-style-type: none"> <li>• Mailing address</li> <li>• Telephone number</li> <li>• Fax number</li> <li>• E-mail address</li> <li>• Home Page address</li> </ul>