To write the impact narrative, you need the right information. Sometimes you already have that information, or you can find it in documents. In other cases, you need other people as conversation partners to gather it. When selecting conversation partners, always consider the purpose and target group of your story.

# **Impact Narrative ToolThe interview questions**

We provide a set of questions for each of the five essential elements that you can ask during the conversation with others. Of course, you can add or remove questions as desired. Grab a cup of coffee and have an insightful conversation!

**Tip 1:** You can use the impact narrative template to structure the information you have collected based on the questions below and convert it into a sequenced impact narrative. You will find the template on the same web page (Module 4) as where you found this document!

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Before the interview:

- Invite your interviewee for the interview in person, by telephone or by e-mail.

- Send an information sheet about the interview in advance

- Ask for permission to use the interview to develop the narrative.

Introduction to the interview:

- Thank your interviewee for the conversation you are about to have.

- Explain the purpose of the interview: what are you going to use the interview for?

- Explain the structure of the interview: what are you going to ask questions about?

- Ask if you can mention the name (and possibly the name of the organization) of your interviewee in the narrative. If not, ensure anonymity.

- Ask whether you can use quotes from your interviewee, anonymously if requested.

- Ask if you can record the interview if you find that helpful.

- Ask if your interviewee has any questions before the start of the interview.

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| 1. The societal problem
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| Set the scene* Can you tell me about the issue that you are experiencing/What problem or issue are you working on?
* What are recent developments or events regarding this problem or issue?
* What do you ultimately hope to achieve? What would the ideal world look like if this problem were solved?
* Why is this a problem?
* Why is it important to work on this problem?
* Who thinks this is important?
* What would happen in the long term or short term if you stopped the work you are doing on this problem tomorrow?
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| 1. **The involved people, groups and organizations**
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| * Who is this a problem for? Which people feel the consequences of this problem the most? Can you make this(more) specific?
* In the ideal world or situation, which (other) people or groups will benefit the most?
* Which people and/or groups are most closely involved in the change or solution surrounding the problem? Can you make this(more) specific?
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| 1. **What did you do? The role of you and/or the organization**
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| * How do you work on solving the problem?
* What was the first step towards a solution or change for the problem?
* What steps or activities were subsequently taken or carried out to implement changes?
* Will you also share this solution with others? How? And why? Are there other ways you share your knowledge?
* What collaborations have been set upwith others? Inside or outside your organization?
* How did these collaborations contribute to the change or solution?
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| 1. **The impact: what change(s) occurred because of your efforts?**
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| * Can you explain what has changed as a result of your research/policy/activities and actions?
* What is different now than when you started the (first steps towards) solving this problem?
* How does this change contribute to the solution of the (social) problem?
* Why does this change contribute to the solution? What is the reason for that?
* What would the situation be like now if this change had not taken place?
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| 1. **The evidence of the change(s)**
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| * How would you demonstrate the change(s) you have brought about? How can you tell that something has changed?
* Do you have concrete examples of how you can demonstrate the change? Are these documents, figures, or people's stories and experiences?
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| **Additional information (optional)** |
| Challenges and biggest lessons learned* What are the challenges or obstacles encountered so far?
* How were these challenges or obstacles resolved? What has been your role or the role of the organization in this?
* What are the biggest or most important lessons you've learned in working toward the solution so far?
* What would you have done differently?
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| Next steps* What are the next steps you will take?
* What requires more exploration or further research regarding this problem or issue?
* What does the ideal future look like for you or from the perspective of the organization?
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Closing:

- Thank your interviewee again for the interview.

- Ask if the interviewee would like to share anything or return to an earlier statement.

- Ask if and how the interviewee would like to be kept informed of the impact efforts.

- Ask if the interviewee would like to receive the impact narrative.