**P4 (Spanish Red Cross)**

**Tell me a bit about yourself?**

**How are you involved with the Red Cross?**

I am from Argentina, but currently participating with the Risk Reduction programme at Spanish Red Cross.

This is the first time I have taken part in a global activity.

**1.**    How did you hear/learn about **TalkFutures**?

o   What motivated you to participate?

One of the local branches [at Spanish Red Cross] shared this initiative by email. What motivated me was the emotion of sharing what volunteers live day to day and link it to a global initiative. Also, the possibility of engaging with the International Federation.

In a way, I wanted to use my professional skills in communications to engage with other volunteers.

o            What motivated you to take on multiple roles?

·  **I did:** do you prefer one role of another? Why?

I think that, again, I as a journalist have this curiosity to unpack the truth about a topic. For me only having the interviewing experience with TalkFutures was… I wanted more. And how could I find more? Well with writing an article. This was my motivation.

o   What was it like interviewing these people?

These people were part of a group I belonged to. I realised that they were from different sectors, for instance I interviewed the director of Argentinian Red Cross, someone from the Ecuadorian Red Cross. This gave me a broader perspective. For TalkFutures, I interviewed my coordinator in Spanish Red Cross. Therefore, this opened my mind to get to know the different sides of the coin.

o   What were the *main challenges* with this interviewing process?

The main challenge was posing the questions I really wanted to ask based on my knowledge about the strategy. I wanted to talk about Strategy 2030, relating it to the future. So my questions needed to be thought in a way that not directs the participants to a certain response, but that really extracts their relevant knowledge about topics of interest for the International Federation. My interview objective variated along the way as I was realising what is this Strategy about.

o   Do you think that the mobile app (TalkFutures) added value to this process? If so, in what ways?

In my view, it was fine. I think it was a good tool within the Red Cross. What I didn’t like is that I had to access my interviews from a computer and if I wanted some changes, I had to do them from the app. Those were minor failures. If I wanted to delete an interview, I had to contact the admin to do it. I would have liked to delete or modify parts of the interview myself.

[RA SECTION]

*I think now would be a good time to chat a bit about the specifics of the comments you created and your thought piece.*

First of all, having done the interviewer role, it helped me empathise with my colleagues. I opened up to listen to content that I found different. It struck me amount of information that was captured. It was incredible the level of details some people contributed. I think because this [initiative] was backed up with a Red Cross emblem. I, as an interviewer, felt very confident that my institution was backing me up.

o   How did your comments help you create your thought pieces?

First, the platform [ifrc.org/s2030] helped as a source of inspiration as I was reading what other colleagues wrote there. Second, it helped me reading other comments to understand maybe perspectives I never thought of.

o   What were you thinking about when you created this comment?

I did not create comments as I did the interviews.

o   Talk me through your research process when selecting content for your thought piece?

I started with delineating the story I wanted to tell. The last thing I wrote was the title because it had to reflect the content. Then I went back to the interviews, that in my view were sufficient to demonstrate my point. The research process was… considering relevant work from the Red Cross, for example featuring different personalities some of them pioneers with the movement. Then I wanted to make sure that their views were captured meaningfully in the article. This is because they are the ones deployed globally. Then, I framed the objective which varied. Thirdly, I listened again to the interviews I chose. Once I had the interviews, it was easier to do minor adjustments. I wanted to use my words to express people’s feelings in the interviews. What led to my conclusion was the converging of viewpoints around the movement and the strategy that construct a conclusion.

**1.**    How do you really feel that your contributions helped the Strategy2030 process?

o   Are there any ways that you would like your insights and data you captured to be reflected in Strategy2030?

Well, my article was not an analysis with hard data. Therefore, I think that my article aims to reach an emotional part of the audience… that touches the reader’s sensible tissue. This reader could be a complete stranger or from inside the movement. My goal was to generate an emotion and create more empathy with the people who are on the ground asking for a change.

My primary contribution is in terms of communication because when we talk about communication [in the movement] we often relate to a horizontal type. This exercise opened up the chance to communicate with any stratum of the movement, and collectively think of what can be done. This is why it is important to invest in developing these apps for the movement… to encourage more volunteers to give their opinions and rise their voices.