**P2 (Brazil):**

Interviewer: introduce myself, my role and overview of interview schedule;

Interviewer: before we jump it, it would be great to hear a bit about yourself and your background

P2: Yeah, sure, so I am Vini, I am a business consultant and have a background in industrial engineering. I mostly do market research, future strategy for fortune 500 companies. In the past 3 years, I have been studying futurism, so I did a course at singularity university and the university of Jerusalem, focused on innovation and futurism and strategic design, so this is where mainly my background is, and also I have helped the RCRC in the previous year on the WhatFutures Game.

Interviewer: I see, so is that how you hear about TalkFutures?

P2: hmm, I am part of a group of WhatsApp where we share trends and discussions about the future and impacts on society, and one of the guys shared the WhatFutures game and I gathered a group of friends and that’s how I found the WhatFutures.

Interviewer: So, what about the more recent one (TalkFutures): how’d you hear about that?

P2: through the email; because I joined in a previous campaign I received details about this one through email, then joined.

Interviewer: what interested you about this campaign/project?

P2: the first thing is to help RCRC. I really like what the institution does and I think it’s very noble, and also, it was related to futurism and future thinking, and this is one thing that I really like to study and be connected with. Also, since the proposition was to be an innovation correspondent, then I could talk to other people with different backgrounds and interests, so this also expands my reach and connections and networking, so this was very interesting to me.

Interviewer: so networking was a key reason for taking part? Was there any other motiviators for you?

P2: Also because the core of what the RCRC does is very important, and I think that on the previous years and next years we will need that very much, specifically in Brazil. We have been through a tough election here, and a lot of social issues were brought up, so we needed to and I got involved in these discussions and how to redesign society and you know, tackle these issues, and I think RCRC would have a very big role in this situation. This is one thing that also interested me.

Interviewer: So you signed up to be both an innovation correspondent and researcher, so what motiviated you to take on multiple roles?

P2: So, mainly because I think that to split these roles would be incomplete, because if I only did the research, then I could not see what the impact I had, so I would do many intervirws and you know it would be available for anyone to use it …

<< wifi cuts out >>

P2: Sorry, I think we disconnected … it was me, someone called me. So I was saying that I could also only do the research, but not see the impact, and I also wanted to have my own point of view. Also you have context and closness with this interview data, you can connect and match some concepts and create your point of view, and I think it’s very difficult for me to split those two roles.

Interviewer: You’re totally right, and from a researchers perspective that’s how we operate.

P2: Exactly.

Interviewer: So what I’d like to do is talk about each role in turn, but before we do that, there was another role, the communication assistant, and I am wondering how come you didn’t pursue that one?

P2: I didn’t pursue that one … I don’t know why? As I read the description, I saw that it would require a lot of communication tools, editing, etc, and creating assets to engage with community, and I don’t have those skills, so this was a no go for me, for these reasons.

INTERVIEWER: totally and I am the same to be honest, and because everyone has different skills we wanted to support this broad participation across the network.

INTERVIEWER: So when you were conducting your interviews, was this your first time?

P2: No, as I mentioned on my background, I worked and am currently a business consusltant and work for a research center, called Frost and Sullivan, and work for them doing mainly interviews with clients and experts in the industry, so I already have these experiences. Also, on my current job I do interviews to understand the big picture, to frame the problem, and then to discuss the hypothesis, so this is one thing I am used to.

INTERVIEWER: In your previous experiences, what was the most useful skill you applied when participating in this TalkFutures campaign?

P2: the main skill is to be able to capture one point that is big, then deep-dive. Once you interview, there are many points brought up by the interviewee, and you need to get one or two main points, and quickly understand the big picture: where to focus and where not to focus. This is one thing …

P2: The interview can be very big, so you need to focus and bring the interview back in, and cut the … like reduce interview as many as you can?

INTERVIEWER: it would be great if you could talk me through how you prepared for your interviews as using the TalkFutures app might be different to your previous interview experiences?

P2: Yeah, it’s somehow different, as the questions were already predefined, and were very generic in some way, but what I really liked to explore was the one questions. The first interview I really followed the questions one-by-one, but then once I interviewed more, I was like mixing the questions, then created my own (to actually deep dive), to make it more of a conversation than an interview.

INTERVIEWER: Yeah, and in order to do that you had to understand the process and realise that this was possible. So in that case, what did you think of the questions in TalkFutures?

P2: I think that they were very … well written… well said…you know you start from the big picture to the more specific thing, so I think that in that sense it was cool, but I think that this was mixing … if I interviewed talking about the future of governance and then the future of health, I am sure that there are some specific questions that could be asked and stratified for those specific themes, so for that sense I felt that I needed to come up with those questions for the first interview, which was some how hard to do that, but once I got comfortable with the process, tool, etc, then I was able to, you know, create my own questions specific for the context and subject.

Interviewer: is there anything that you would have liked to change about this TalkFutures process?

P2: The first thing I would do is to make sure that the tool is available to record through Skype, because for example, in Brazil, there are many people, I spoke with a Brazilian guy in Torino and it was very difficult for me to, you know, rely on the tool to record, etc, as I didn’t know if the quality would be great.

P2: Also, I talked to one guy from the south of Brazil, and we were not able to meet, so that’s some how made it difficult for me to reach more people

Interviewer: So you recorded your interviews over Skype?

P2: Yeah, I did two of them over Skype.

P2: Also, on the process, it would be great to have one very specific and very big explanation, like what RCRC does, the programme, etc. Like, I had to send many times a link about the programme, etc, but if there were one document that summarises everything, then it would have made my approach much easier. For example, when we ask about what roles RCRC should have in the future scenario; if the person doesn’t know what the institution does, then it’s difficult for the interviewee to frame a vision. So in my process I had to, before recording, I used it to chat about 5 minutes about the process, programme (RCRC), before jumping into the recording. I read the questions before starting the recording, then we started recording that.

INTERVIEWER: Fantastic! So can you tell me a bit about your thoughts on the TalkFutures app and how it structured this interviewing process?

P2: it was not easy to see the quality of the recording, so that was difficult to rely on, some how, because you know, even though, for example, I had to record and upload, but I could not relisten to what I recorded, so I had to upload, enter website, and verify quality that way, which was very … difficult to rely on. I relied because okay, there’s nothing I could do, so that’s the way I operated.

INTERVIEWER: that’s true and a shame too, as it’s only after the recording that you can hear the quality. Perhaps you can tell me a bit about your thoughts on the consent process within TalkFutures?

P2: Yeah, like for the interviewer, I didn’t have any problems with that as my interviewees were very open to talk … so I didn’t have any problems with the consent, I sent them, but no one replied with issues or to tell me if it was okay. There was no issue at all.

INTERVIEWER: when you recorded your interview and went to listen to it, was it at that point that you started to listen to others on the website and really separate your role as a researcher vs interviewee?

P2: I waited until I completed the four interviwwees I did, then I moved to the next stage, then I listened to other peoples.

INTERVIEWER: so what was your process for doing the research assistant role?

P2: for me, you know, I took some notes during the interviewes, so I revisited my notes, listened again, and I really liked the way the website worked, so we could highlight and divide the audio, and from this point to that point, and there lies the essence of what the person is saying and it was very good from that sense.

P2: I had never seen a tool doing it like that, and it helped a lot, also to see the main points of other questions and what people were talking about. It then became very easy to work with, especially other recordings.

<< phone in background rings >>

INTERVIEWER: You’ve created many comments on the website … what was your process when creating those? Did you want to respond to the person, make notes? How’d that work?

P2: I did it for myself to summarise the content, then to see after that how I could connect the main points of interviews and that was mainly, you know, what I could extract the message from the questions like from the one hour interview there were 5 points that were very important. I tried to cover at least 1-2 comments per question, to start from broad picture and go more specific.

INTERVIEWER: How’d you then go about writing your thought piece? Did you go about using those five themes to structure your research blog post? What did you do to create that?

P2: The way I did it, I mainly, from the interviews I got the main points and see the connection between all of them, you know, and talking about overall because if you go on the more specific thing it is very difficult to find connection because there are too many words to connect, but if you do a zoom out you can connect, so I tried to zoom out on these topics and see the connection between the interviews and the different words, and also the challenges and opportunities that could be done and mainly specific in brazil, which I focused on, then I saw how this could be applied to many countries.

INTERVIEWER: when you were notes when recording interviews, what sort of notes were they?

P2: mostly words and concepts that came up, for example, when I talked about health, we talked about prevention, so prevention over reaction, so I really took some notes about that.

INTERVIEWER: before we move on to talk about the value you got from this process, in terms of contributing to strategy 2030, I am wondering if there’s anything you’d like to add from your experience undertaking this role?

P2: For me it’s a very, very great experience. I think that it could be more frequent, but if RCRC could manage to have these people doing frequent overviews and updating about NSs and having people engage with these, then that would bring a lot of value for the institution.

INTERVIEWER: Absolutely, then you would also have interviews from throughout the process given you’re talking about frequency here.

P2: No,no. From the process, I think it’s the two I mentioned, and also the explanation kit for approaching people.

INTERVIEWER: So with the Red Cross and Innovation Team, working on Strategy 2030 << reiterates what it is >>. I’m wondering how you feel that your contributions feed into that process?

P2: Ahh, I don’t know … like the thought piece?

INTERVIEWER: Yeah, and the interviews …

P2: I feel that it (the thought piece) contributed more than the research …

INTERVIEWER: How come?

P2: Sorry?

INTERVIEWER: Why do you think that?

P2: well the interview … I saw that many, many interviews on the website were not commented, I don’t’ know if people will hear. It’s like having a lot of data, but for you (RCRC) to not process that … so if you don’t process that, then the data is useful … so that’s my main concern and the way I think.

INTERVIEWER: Absolutely and because we have 10 thought pieces, but what you’re saying that on the website there is no way to see who has listened or engaged with your content.

INTERVIEWER: So how would you like that to be represented on the website?

P2: I don’t know … at least if you could have a ‘listen by X people’ or if people could like it instead of comment, because to comment on things … the other is to listen, so some metrics that maybe youtube has, to see the engagement of the audience. We have like a YouTube only about interviews, so I think the metrics would be mainly that.

INTERVIEWER: Absolutely and that’s something we want to explore because there’s so much richness, because kind the scenes we can see these metrics, how much they listened to conversations … so making that visible is something we would love to explore.

P2: and also if the two could have an optimisation to have like the ecommerce, so instead of the most frequent, most listened, to have the ones that the least, so for example, if something is new and didn’t have engagement, and people didn’t hear, then to be on the top of the website so people can listen to that and move and optimise that so at least (1) people can process that conversation;

INTERVIEWER: so if you were designing this campaign, would you have done anything differently?

P2: Instead of doing everything online, I would, you know, provide the innovation correspondents with the tools to engage locally and physically with the people, to do workshops, use RCRC branches to engage with the people and promote discussions, local workshops to you know, create a broad picture about this work.

P2: I would say, not to rely solely on online engagement: to work both online and offline and the offline is very important to create the great connections and true connections instead of only the online …

INTERVIEWER: you’re totally right, so that’s part of the innovation teams roles (such as Shaun) across different national soceities, but you’re right, having people on the ground leading those workshops would have been much more interesting. Absolutely.

INTERVIEWER: Would you have liked to contribute in any other ways or done anything differently than what you have done?

P2: I wish I had more time to engage with more people and you know, like create real impact on the community here an bring people together. I wish I could bring all the interviewees into one room and discuss. Like … that would be awesome to have everyone together and discussing that, so that’s what I wish I had done, if I had more time.

… what else? Mm

I think it’s mainly that, and I wish that I had more engagement with the other innovation correspondents as I imagine if we had some talks and chats … so we could discuss about brazil, etc.

INTERVIEWER: So what did you think about the WhatsApp group setup?

P2: I didn’t see a lot of engagement, and actually I thought about the whatsapp groups as more informative than social and constructive, social yeah … I saw them as much like a communication channel rather than a community to exchange and collaborate.

INTERVIEWER: Absoltuely and one thing I would have liked is to have a community and more social environment, but that’s of course very difficult to artifiacilatally create, but there are ways and something we will consider in future engagements.

INTERVIEWER: So that’s everything I would have liked ot chat about: is there anything you’d like to add in terms of the whole process, things that worked or didn’t, or anything about the process/tech too.

P2: I think that I really liked the support that you specifically gave me, Jay like, especially during the thought piece, I really liked the reviewing, the editing, so I really liked that, it was very helpful and thank you for that.

P2: Also, the information was very clear and people were available to quickly solve issues. I had issues installing the tool, and you also, really quickly helped me to solve that, so I think that the volunteers and people that were engaged were there to support. I think that to also highlight and pinpoint that the reviewing the thought pieces, you raised that to another level, and that’s one thing I think should be done in the next stage …

INTERVIEWER: I think that the reviewing process, we could have made it different, having other volunteers or research assistants in groups, and perhaps provided more engagement and feedback. We did try to do it through the WhatsApp group, but it didn’t really take off…

INTERVIEWER: so was there anything else, and thanks so much for taking part throughout the process; you recorded four interviews, and it’s very interesting as some are in Spanish and English, and Carlos from our team engaged with your Spanish interviews, etc.

INTERVIEWER: << asks about survey >>

INTERVIEWER: is there anything else you’d like to add?

P2: On the whole process no, but I would just like to know if there any other ways for me to get involved in this process? Like to be, you know, more constantly involved … rather than contribute from afar. I don’t know if there are any ways to get involved over here in Brazil to engage the community, etc, and if there are I would love to and happy to help.

INTERVIEWER: I’m not sure, but I can find out and let you know.

INTERVIEWER: << talks about final phase of S2030 >>

P2: thank you Jay, thank you for the whole support and if you need anything, let me know.