

APPENDIX 2

SURVEY AND INTERVIEW PROTOCOLS

Institutions/organizations/agencies in the green economy

A. Background information

1. What is your role in this institution/agency?
2. What kind of assistance does your organization give to emerging companies in the green economy (e.g., technical, business management, capital raising, etc.)? Has this changed over time?

[Consider doing network questions here.]

B. Green economy

We are talking about the green economy as economic activity that reduces energy consumption or improves environmental quality. We are particularly interested in new technologies (rather than new activities using old technologies, such as building retrofits).

1. What's your organization's strategy for attracting cleantech firms (e.g., size, sector)? (What businesses would be a good fit?)
2. Characterize the market demand for green products and services in your region. What challenges do you face in building a market? (Probe for specific examples)
3. What types of investors do you see that are willing to invest in green firms? (Probe for specific examples)
4. How do local policies – regulations or incentives – facilitate green development? (Probe for specific examples)
5. How have state or national policies affected your involvement in the green economy? In particular, have you taken any actions related to AB 32? How about the federal economic stimulus package?
6. How does your region differ from the rest of California when it comes to the green economy?

C. Innovation

1. Where do technological advancements in your sector often originate? How do they then disseminate?
2. Are there incubator spaces in the region? What about green campuses? Is there demand for such space?
3. What are the risks businesses are taking in an effort to compete in the green economy? (Examples?)

D. Networks

1. Who are the top five people you interact with in the “business”? Please tell us the name and company/organization of each. How often do you interact? (Prompts: Daily, weekly, monthly, several times a year...)
2. What are the main organizations, partnerships and associations that promote green innovative companies in the region?
3. What relationships are there between universities and businesses in the region? What about training programs?

E. Conclusion

1. What would you identify as the major assets that would support green economic development in the region?
2. What could your organization do to increase green innovation?

Companies in the green economy

A. Background information

1. What is your role in this company?
2. Describe how this company was formed:
 - Was the founder part of a related industry in the past?
 - What are the main motivations to develop green products/services?
 - How was this company financed?
 - Why are you in this area?
3. How has your business changed in the recent past?
4. What technologies are you developing at present?

B. Green economy

We are talking about the green economy as economic activity that reduces energy consumption or improves environmental quality. We are particularly interested in new technologies (rather than new activities using old technologies, such as building retrofits).

1. Characterize the market demand for green products and services in the region. What challenges do you face in building a market? (Probe for specific examples.)
2. What types of investors do you see that are willing to invest in green firms? (Probe for specific examples.)
3. How do local policies – regulations or incentives – facilitate green development? (Probe for specific examples.)
4. How have state or national policies affected your involvement in the green economy? In particular, have you taken any actions related to AB 32? How about the federal economic stimulus package?
5. How does your region differ from the rest of California when it comes to the green economy?

C. Innovation

1. How do you get new ideas?
2. Tell the story of how you develop a product (using an example from your company). With whom did you collaborate? What vendors or suppliers do you serve or serve you? Where are they located?

3. Where do technological advancements in your sector often originate? How do they then disseminate?
4. Are there any incubator spaces or green campuses in the region? Is there demand for such space?
5. What are the potential risks and returns to the green businesses in the region?

D. Networks

1. Who are the top five people you interact with in the “business”? Please tell us the name and company/organization of each. How often do you interact? (Prompts: Daily, weekly, monthly, several times a year...)
2. What are the important sources of investment funding for businesses like you?
3. Who are the most important suppliers for your company, and what do they do for you?
4. To whom do you go for help with your business? For what do you need external assistance? (E.g., technical assistance, management, access to capital...)
5. Who are your main competitors?
6. What relationships are there between universities and businesses in the region? What about training programs?

E. Conclusion

1. What would you identify as the major assets that would support green economic development in the region?
2. Who would you see as future partners in order to increase green innovation?
3. What is the company’s growth plan for the near future? Long term?

