

PRODJUS DATA COLLECTION INSTRUMENT 22: CORPORATE INTERVIEW

This guide is for corporate level actors involved in timber harvesting and trading. This could involve saw millers, traders, factories, importers, exporters or retailers.

Before starting the interview, be sure to:

- explain the purpose of the research to the respondent
- inform the respondent that her or his participation is voluntary
- inform the respondent how to contact you if they want to change their answers
- agree on anonymity level as:
 - completely anonymous
 - name anonymous, but organisational affiliation not anonymous
 - no anonymity
- Note the interview code based on the coding schedule
- Ask how much time the respondent has
- Gain permission to proceed and note that permission has been granted.

This instrument is a guide. Each interview should touch on each section as appropriate.

Questions may have the following markings:

* = Always Ask

// = related to another question. [000//] = related questions follow [//000] = dependent on previous question.

[000] = root question number for coding reference

NOTE: Use the name of the local FLEGT/ EUTR-related programme.

	Sample Questions	Description	Likely variables
0	BASIC DATA		
	Would you classify your company as small, medium or large?		
	How many employees do you have?		
	In what year was the company established?		
	Who owns the company [Domestic - national; Domestic-Foreigner; Foreign]		
	What percentage of your business is derived from timber or wood products?		
A	GOVERNANCE		
--	<i>NORMAL / ABNORMAL TIMES</i>		

	* What are most important changes in forest management and governance [cultivation, harvesting, processing, manufacturing, policies], in the last 10 years? Why? [078]	Historical reflection on important changes- this will highlight the key issues that are important to the respondent either inhibiting or enabling their ability to benefit from timber.	Claim - other - constitutional Claim - other - technocratic Claim- other - functional or efficiency Globalisation Governance - FLEGT Governance - FSC Governance - Other State Governance - Other non-State Land tenure Land use Legality Notions of Justice- recognition Notions of Justice- distribution Notions of Justice- representation Actor mention Limitation Claim- formation
	* If you could make three changes to the way that timber is cultivated, harvested, traded or processed, what would they be? Why? [012]	Aspirations can be important for understanding claims. The question evokes responses that reveal the respondent's hopes for an ideal world in which claims are satisfied.	Claim - other - constitutional Claim - other - technocratic Claim- other - functional or efficiency Governance - FLEGT Governance - FSC Governance - Other State Governance - Other non-State Land tenure Land use Legality Notions of Justice- recognition Notions of Justice- distribution Notions of Justice- representation Actor mention Limitation
	Are changes in forest management and timber use more extreme now than they	Looking for changes from "business as usual" or	Corruption / malfeasance

	have been over the past several decades? [If yes], what were the main factors that created these 'abnormal times'? How do we evidence that these times are abnormal? [If no], In what ways are they similar to the past to justify your view that these are 'normal' changes or no changes? [013]	"normal" that could indicate changes in the ways justice norms are practiced or implemented.	Environment - climate change Environment - deforestation Environment - sustainability Governance - FLEGT Governance - FSC Governance - Other State Governance - Other non-State Market- challenges Market- competition Market- fairness Participation/ exclusion
	Has it become more or less difficult to obtain documents to [timber activity] than 10 years ago? Has it become more or less expensive? What types of expenses have increased or decreased? [077]	Permits and documents are a proxy for the bureaucracy and burden placed on timber actors.	Authority Change over time Claim- other - functional or efficiency Corruption / malfeasance Legality Legitimacy - procedural Notions of Justice- distribution
	Do you think that the forest is currently managed in a way that will leave future generations with sufficient access to forest resources- both timber and non-timber? Why? [014]	Generational and sustainability claims are important for understanding the basis of claims in fairness to the future.	Environment - sustainability Governance - FLEGT Governance - FSC Governance - Other State Governance - Other non-State Limitation
	To what extent have 'global norms', 'global perceptions of fairness', or 'EU perceptions of fairness' influenced forest governance in [country]? [086]	Fairness of outside influence.	Globalisation Governance - FLEGT Notions of Justice- recognition Notions of Justice- distribution Notions of Justice- representation Claim- formation
--	RULES		
	What kinds of rules are in place here around cultivating, collecting, trading or processing timber or wood products?	A general idea about the 'rules' as people see them. Rules (institutions) can be the basis of justice claims as	Rules- transparency Rules- adequacy

	- do these rules apply differently to different people? (describe) - do you understand these rules? - do you think other people understand the rules? [044]	either justifying the status quo, or reflecting it.	
	* Please tell me which of the following best represents your view over how timber resources are managed here in terms of the types of rules that allow people to access timber resources: (a) Too restrictive, there are too many rules that affect my livelihood (b) About the right level of rules (c) Too lenient: if harvesting continues like this, the sustainability of the forest will be threatened (d) I don't know of any rules or I don't know about them Why? [011]	Used for comparative analysis by actor type to understand what actors perceive the rules in what ways.	Rules- transparency Rules- adequacy
	Who sets [forest management or timber product trade] rules? [016//]	Getting at authority and perceptions who has control over access to the forest or resource trade.	Authority Governance - FLEGT Governance - FSC Governance - Other State Governance - Other non-State Market- fairness Actor mention
	[//016] Who enforces [forest management/ timber processing or trading] rules? [017//]	Actor mention for authority figures for enforcement (maintaining access/exclusion).	Authority Rules- Penalties- customary Rules- Penalties- other Rules- enforcement
	[//017] Who is involved in setting and enforcing [forest management and timber processing or trading] rules? Are certain people invited or excluded from the process? [prompt for customary and statutory] [018//]	Looking for mention of authority figures and actors excluded from the decision making process. Primary purpose of question is actor mentions or gaining access.	Legitimacy - procedural Notions of Justice- recognition Notions of Justice- distribution Notions of Justice- representation Rules- defiance

	[//018] Why do specific people have the ability to set and enforce [forest management or timber trade and processing] rules? Why should people listen to them? [019]	Looking for how respondents legitimise or dismiss authorities based on specific claims and notions of justice.	Communication Corruption / malfeasance Legitimacy - outcome/ effect Legitimacy - procedural Limitation
	What happens when someone breaks the [forest management / timber product processing or trading] rules? Are the consequences fair? [021]	Implications for breaking the rules and claims of fairness for consequences are important for understanding justice claims.	Rules- Penalties- customary Rules- Penalties- statutory Rules- Penalties- other Rules- compliance Rules- enforcement
	Do people follow the [forest management / timber processing and trading] rules? -Do most people follow the rules? - Do you follow the rules? - Why do people not follow the rules? [020]	Understand the importance/ weight of the rules and whether the benefits outweigh the costs of following the rules. This also indicates the legitimacy of authority.	Authority Corruption / malfeasance Legitimacy - outcome/ effect Rules- compliance Rules- defiance Rules- enforcement
	Is your [harvesting/cultivation/processing] system inspected by anyone? Who? (a) Government (which department and level) (b) NGO (c) Company (d) Not sure [042]	Perceptions of accountability and authority through third-party verifiers.	Accountability- upward Governance - FLEGT Governance - FSC Governance - Other State Governance - Other non-State Forest management
--	FSC / FLEGT		
	* Do you know what [FLEGT/FSC] is? [if yes] How would you describe it? [if yes] How do you think [FLEGT/FSC] have influenced forest management and governance? [032//]	This question both acts as a filter for following questions and gets an idea of what people's perspective on FLEGT / FSC is. They may describe in terms of market access, governance, or environmental protection, or others.	Environment - deforestation Governance - FLEGT Governance - FSC Definition Market- relations
	[//032=YES] How much influence did non-State actors have in the formulation of [FLEGT]? In the VPA process? How did they	Participation of non-state actors is variable by country and different actors are likely to have different perceptions	Legitimacy - procedural Participation/ exclusion Claim- formation

	influence; or how were they excluded from influencing and why? [Probe for FSC and other third-party certifiers] [080]	on the extent to which non-state actors were involved in the formulation of FLEGT.	
	[//032=YES] What [would happen / would have happened] if [country] [did not / doesn't] sign the VPA? [085]	This is a hypothetical question that builds the scenario of the country not joining the VPA. The answers will be interesting to understand the effect of the VPA or perceived potential effect of the VPA.	Claim - other - technocratic Claim- other - functional or efficiency Governance - FLEGT Market- challenges Market- competition Market- fairness Market- relations
	[//032=YES] Who is accountable to [FLEGT] and to whom are they accountable? Do these accountabilities seem appropriate to you? If yes, why? If no, why not? [046]	Accountability is a key concept in power relations and this question will evoke responses that indicate perceptions of accountability.	Accountability- downward Accountability- upward Authority Governance - FLEGT
	[//032=YES] In what ways has [FLEGT] changed the levels and types of authority (state and non-state) that timber and wood furniture actors have over forest product trading? [051]	Authority changes, and getting at issues of globalisation and the influence of local authorities and how they have changed leading up to FLEGT.	Authority Change over time Governance - FLEGT Forest management
	In what ways have trading relationships changed among timber and wood furniture products changed with the [introduction of FLEGT] or in the last 10 years? [IF //032=YES] How would you contrast that with other influences on forest governance, such as FSC or PEFC? [053]	Looking at how altered governance structures affect governance through trading relationships.	Change over time Corruption / malfeasance Governance - FLEGT Governance - FSC Governance - Other State Governance - Other non-State Legitimacy - outcome/ effect Loyalty Reputation Trust Market- relations

	[/032=YES] How effectively do [FLEGT/FSC] address the most important forest issues today? Which of those issues remain today [ie the ones that FLEGT/FSC were unable to address]? [031]	Overall assessment of FLEGT/FSC as addressing most important issues. This is a nice closing question for the section and an effective transition to the next section.	Change over time Environment - climate change Environment - deforestation Environment - sustainability Globalisation Governance - FLEGT Governance - FSC Land tenure Land use Legality Market- fairness
	[/032=YES] What are the advantages and disadvantages (to different actors) of state-led legality verification schemes (such as FLEGT, the US Lacey Act and others) compared with market-based non-state solutions such as FSC and PEFC? [060]	Comparing FLEGT TO FSC	Governance - FLEGT Governance - FSC Governance - Other State Governance - Other non-State Land tenure Land use Legality Legitimacy - outcome/ effect Legitimacy - procedural Loyalty Market- fairness Notions of Justice- recognition Notions of Justice- distribution Notions of Justice- representation Reputation Trust Actor mention Conflicting perspectives Market- relations
	[/032=YES] How are workers in different countries and at different points of production (foresters, furniture workers etc) affected by FLEGT? [058]	Specifically targeting the effects on workers and labour relations in case it has not come up already.	

B	JUSTICE		
--	FSC / FLEGT		
	[//032=YES] What do you think about FSC/FLEGT? [Do you agree or disagree with it?] Why are you interested/ disinterested in FLEGT/FSC? Why? [033]	Starts to get a general opinion about FLEGT/FSC and to understand what they think about it.	Governance - FLEGT Governance - FSC Notions of Justice-recognition Notions of Justice-distribution Notions of Justice-representation Forest management Limitation
	[//032=YES] How does [FLEGT/FSC] affect [your activity]? [034]	Looks for attribution perceptions.	Corruption / malfeasance Environment - deforestation Globalisation Governance - FLEGT Governance - FSC Market- sales prices (USD) Market- sales volume Forest management
	Is [FLEGT/FSC/ forest management practice] more fair to some people than others? - What about for your business, is it fair? - Why or why not? [035//]	Perceptions of equality and how it affects some actors differently than others. This will be key to understanding how claims are based and how the claims of others are perceived or refuted.	Governance - FLEGT Governance - FSC Market- fairness Limitation
	[//035] In what ways is [FLEGT/FSC/ forest management] fair and in what ways is it not fair? - To whom do these different levels of fairness apply? - Why do you think they apply differently? [040]	This question is useful following [035] because it probes more deeply into the specific ways that FLEGT/FSC/ forest management is fair or unfair, substantiating claims.	Notions of Justice-recognition Notions of Justice-distribution Notions of Justice-representation Conflicting perspectives Conflict
	[//032=YES] How do you think other actors' perspective on what is fair or not fair in terms of [FLEGT, FSC and forest management] is different than yours? [036]	This question looks at perceptions of the claims of others and is important to understand perceptions about how claims are made.	Claim - other - constitutional Claim - other - technocratic Claim- other - functional or efficiency Market- fairness

			Notions of Justice- recognition Notions of Justice- distribution Notions of Justice- representation Actor mention Conflicting perspectives
[//032=YES] How do others communicate their ideas of what is fair in terms of [FLEGT, FSC] and forest product management? [Prompt for: publicly or privately, officially or unofficially] [Try to mention specific actors or actor types] [038]	Communication of ideas is important for understanding how claims are formed, to whom they are made, and on what basis they are made.	Communication Notions of Justice- recognition Notions of Justice- distribution Notions of Justice- representation Claim- formation	
[//032=YES] How would you try to convince someone else that [FLEGT/FSC] is fair or not fair? OR Why do your supporters agree with your perspective? [037]	Gets at the basis of claim making	Communication Market- fairness Notions of Justice- distribution Notions of Justice- representation Conflicting perspectives Limitation Claim- formation	
[//032=YES] How do [FSC and FLEGT] actors respond differently, or are they likely to respond, to multiple and often conflicting legitimacy and accountability claims? [049]	From Black 2008 in which she asks how different organisations respond to conflicting claims of legitimacy. This is important in understanding how claims are taken up or not by different institutions and the the perceptions of others about how different organisations defend or assert their claims.	Accountability- downward Accountability- upward Communication Corruption / malfeasance Governance - FLEGT Governance - FSC Governance - Other State Governance - Other non-State Legitimacy - outcome/ effect Conflicting perspectives	
[//032=YES] Are there any [the same type of actor] who agrees or disagrees with your thoughts about [FSC and FLEGT] being fair? On what basis do they disagree? How do you try to convince them?	Looking for alliances or justification through the agreement or disagreement of others.	Communication Governance - FLEGT Governance - FSC Market- fairness Notions of Justice- recognition	

	[039]		Notions of Justice- distribution Notions of Justice- representation Conflicting perspectives Alliance / coalition Conflict Claim- formation
	[//032=YES] Why do you think [FLEGT/FSC] have adopted some of notions of 'fairness', and not others? - What does it mean for your personally? - What does it mean for your business? - What does it mean for other people, who are not included in [your activity]? [041]	The effect, at several levels, of the uptake of claims. Inevitably some will be taken up and others not- this questions tries to dissect which ones are and not and what that means.	Claim - other - constitutional Claim - other - technocratic Claim- other - functional or efficiency Notions of Justice- recognition Notions of Justice- distribution Notions of Justice- representation Participation/ exclusion Conflicting perspectives Limitation
	[//032=YES] Among the various [companies, communities and governments] involved in the timber trade and wood furniture processing, which of them stand to gain and lose the most from FLEGT? What are the types of gains or losses? How do different actors respond to the losses? [047]	Differential effects are important- this question tries to understand the perceptions to differential impacts of FLEGT and perceptions of how responses are made by different actors.	Claim - other - constitutional Claim - other - technocratic Claim- other - functional or efficiency Environment - deforestation Governance - FLEGT Notions of Justice- recognition Notions of Justice- distribution Notions of Justice- representation Actor mention Conflicting perspectives

C	MARKET & FOREST		
--	FSC / FLEGT		
	Is the timber you harvest or cultivate certified by FSC or other party other than the government? Yes - If yes, who?	Test awareness of certification and interest in knowing more., as well as possible benefits.	Accountability- downward Accountability- upward Authority Governance - FLEGT Governance - FSC

	- What are the advantages and disadvantages of certification? b) No - If no, are you familiar with FSC or any other certifiers? - If yes, are you interested in learning more about certification? Why or why not? c) Don't know [023//]		Actor mention
	[//023=YES] Before you got [FSC certification/ FLEGT] was enforced, to whom did you sell (from whom did you buy) your timber/ furniture? [Prompt for all buyers and get names] How has that changed since [FLEGT/FSC] was put in place? [024]	Looking for market relation changes due to FLEGT and FSC	Change over time Market- transaction - buy Market- transaction - sell
	What do you think recent changes related to [FLEGT/FSC] in timber markets mean for the overall timber/ wood furniture market? - Will it better more sales, sustainability, equal distribution of revenues, land tenure security or do you think that any of these will get worse? - Why? [025]	Looking for specific market effects- eg difficulty to source or sell products, price changes, volume changes and so on.	Change over time Governance - FLEGT Governance - FSC Governance - Other State Governance - Other non-State Market- challenges Market- fairness Limitation
--	LEGALITY		
	* How important is it for the timber and wood product market to trade 'legal' timber? How important is 'illegal' timber and wood products for the market? [084//]	Different actors are likely to have different impressions of level of importance of illegal and legal. This will be an interesting contrast for understanding justice.	Legality Market- fairness
	* [//084] What do you mean by legal timber / wood products? What do you mean by illegal timber/ wood products? [081]	Question gets at definitions of legality. The contrasts by different type of actors will be interesting and we will highlight typologies of definitions by actor type.	Claim - other - constitutional Legality Notions of Justice- recognition Notions of Justice- distribution Notions of Justice- representation Definition

	Why would someone [you] want to or not want to trade legal or illegal timber or wood products? [083]	Looks for motivation or incentive. Likely responses will be that illegal is less complicated and legal is safer and more responsible.	Claim - other - constitutional Claim - other - technocratic Claim- other - functional or efficiency Legality Notions of Justice- recognition Notions of Justice- distribution Notions of Justice- representation Claim - other - generational
--	MARKET RELATIONS		
	* Who are the main people or companies that you [sell to / buy from]? [follow up with exact names and contact numbers at the end of the interview] [026]	The purpose of getting this questions is for snowball sampling.	Market- transaction - buy Market- transaction - sell Actor mention
	Do you have enough choices about who to sell to/ buy from? If your choices are limited, how are the limited? Would you like to have more options of people to sell to? [IF //032=YES] How has that changed since [FLEGT/FSC] was put in place? [027]	Choice and dependency are linked closely. By asking about choice, we will understand more about how dependent the actor is on other actors and whether or not there have been any changes to that due to FLEGT/ FSC.	Change over time Choice Market- transaction - buy Market- transaction - sell Market- competition
--	MARKET BENEFITS		
	What have been the historical sales prices for timber from this area over the last 10 years? [year-by-year] [SPECIFY UNIT] ALTERNATIVE 1: Express in percentage the change historical sales prices for timber from this area year-over-year for the past 10 years.	Be sure to specify the unit. This is sometimes a difficult question to ask. Use discretion. While actual amounts don't really matter, we are looking for change over time with reference to other variables. Two alternatives could help to get to this issue, in order of preference.	Change over time Market- sales prices (USD)

	ALTERNATIVE 2: How have historical sales prices for timber from this area changed over the past 10 years? [Prompt for change and try to get percentage or value per unit] [028//]		
	[//028] How much timber have you sold historically over the last 10 years? [year-by-year, percentage or values (use unit)] ALTERNATIVE: How much have sales volumes of timber from this area changed over the past 10 years (express in percentage). [029//]	This is sometimes a difficult question to ask. Use discretion. While actual amounts don't really matter, we are looking for change over time with reference to other variables. The alternative could help to get to this issue.	Change over time Market- sales amount (USD) Market- sales volume
	[//029] Why do you think the prices or volumes have changed over the last 10 years? [IF //032=YES prompt for FLEGT/FSC] [030]	This question indicates perceptions of attribution for 028 and 028 above. it will also indicate other possible influences on markets.	Choice Claim - other - constitutional Claim - other - technocratic Claim- other - functional or efficiency Corruption / malfeasance Governance - FLEGT Governance - FSC Market- challenges Market- sales amount (USD) Market- sales prices (USD) Market- competition Market- fairness Market- sales volume

At the end of the interview, follow up with contact details for any actors mentioned.