

US EPA ARCHIVE DOCUMENT

## Stakeholder Interview Protocol

<b>Measure:</b>	WIIFM	Level of Influence
	WAMI	Level of Support
	Pot. Improvements	

### Introduction:

DEQ is identifying improvements to be made to the Virginia Environmental Excellence Program (VEEP). This effort is fully funded by EPA and the EPA is looking to leverage these lessons learned to improve their programs as well. As part of the process, we are speaking with representatives from groups who might have an interest in or be affected by the Virginia Environmental Excellence Program (VEEP). Our conversation should take about 10-20 minutes of your time. Is this a good time for you to talk?

### Questions for all stakeholder groups:

Before we get started, I want to make sure I have a good understanding of your organization and your role in the organization.

1. Confirm Stakeholder Group
2. What is your position in the organization?
3. How long have you been with the organization?
4. How long have you been in your position?
5. Approximately, how large is your organization/group?

(skip to appropriate next set of questions)

### Questions for *Current or Potential Members*:

The next set of questions is more specific to the Virginia Environmental Excellence Program. Please feel free stop me for clarification or to elaborate on any of these questions as we go through.

6. Does your organization participate in Virginia Environmental Excellence Program? (y/n) At what level? (E2/E3/E4)
7. A: What is your familiarity with the Virginia Environmental Excellence Program? B: What are your impressions of it? C: Where did you hear about VEEP? D: What have you heard about it?
8. How would you rate your knowledge/understanding of the Virginia Environmental Excellence Program? (High/Med/Low)
9. Do you know what an Environmental Management System is? How much value do you think an Environmental Management System gives an organization?
10. Do you have an Environmental Management System? (if no, skip to 12B)
11. How much involvement do you have with your VEEP/EMS participation? (High/Med/Low)
12. A: Why does your organization participate in the Virginia Environmental Excellence Program? What are the benefits for you? B: What might make your organization interested in participating?

13. Are you considering moving to the next level? Why/why not?
14. What are some reasons people in your organization might be resistant to participating/promoting the Virginia Environmental Excellence Program?
15. What are the best and worst features of VEEP membership?
16. Overall, how supportive/interested would you say your organization is in the Virginia Environmental Excellence Program? (rate 1-5 with 1 as very little and 5 as very much)
17. What changes to the Virginia Environmental Excellence Program might improve participation/make it more attractive?
18. How much do you think Virginia Environmental Excellence Program helps the environment? (rate 1-5 with 1 as very little and 5 as very much)?
19. Where do you get most information about the Virginia Environmental Excellence Program?
20. Anything else to add?

**Questions for Supporters and External Stakeholders:**

The next set of questions is more specific to the VEEP program. Please feel free stop me for clarification or to elaborate on any of these questions as we go through.

7. Do you know what an Environmental Management System is? How much value do you think an Environmental Management System gives an organization?
8. A: What is your familiarity with the Virginia Environmental Excellence Program? B: What are your impressions of it? C: Where did you hear about VEEP? D: What have you heard about it?
9. How would you rate your knowledge/understanding of the Virginia Environmental Excellence Program? (High/Med/Low)
10. How does the Virginia Environmental Excellence Program interest/impact your organization?
11. What do you see as the value/ benefits of Virginia Environmental Excellence Program?
12. What are some of the disadvantages or weak aspects of Virginia Environmental Excellence Program?
13. What changes to Virginia Environmental Excellence Program might improve the value of the program?
14. What are your expectations from an organization if it is a Virginia Environmental Excellence Program participant?
15. How much do you think the Virginia Environmental Excellence Program helps the environment? (rate 1-5 with 1 as very little and 5 as very much)
16. Overall, how supportive/interested would you say your organization is in improvements to the Virginia Environmental Excellence Program? (rate 1-5 with 1 as very little and 5 as very much)?
17. Where do you get information about the Virginia Environmental Excellence Program?
18. Anything else to add?

**Questions for DEQ Internal Stakeholders:**

The next set of questions is more specific to the VEEP program. Please feel free stop me for clarification or to elaborate on any of these questions as we go through.

7. Do you know what an Environmental Management System is? How much value do you think an Environmental Management System gives an organization?
8. A: What is your familiarity with the Virginia Environmental Excellence Program? B: What are your impressions of it? C: Where did you hear about VEEP? D: What have you heard about it?
9. How would you rate your knowledge/understanding of the Virginia Environmental Excellence Program? (High/Med/Low)
10. How do you interact with VEEP/EMS on a weekly basis? (Rate High/Med/Low)
11. What are your impressions of the Virginia Environmental Excellence Program?
12. What are some of the reasons you might promote the Virginia Environmental Excellence Program to potential customers?
13. What are some reasons people in your organization might be resistant to promoting the Virginia Environmental Excellence Program?
14. What are your expectations of an organization that is a Virginia Environmental Excellence Program member?
15. How much do you think the Virginia Environmental Excellence Program helps the environment (rate 1-5 with 1 as very little and 5 as very much)?
16. How would you describe your level of support for the Virginia Environmental Excellence Program (High/Med/Low)
17. What do you see as the best and worst features of the program?
18. What changes to the Virginia Environmental Excellence Program would make it better/help it earn more of your support?
19. Where would you want to get more information?
20. Anything else to add?

**Interview Closing**

That was our last interview question. Thank you for taking the time to provide your thoughts and feedback on the Virginia Environmental Excellence Program. You've been very helpful and your insights will help us make some good improvements to the program. Do you mind if we contact you again in the future for similar feedback? (Yes/no) Thanks again for your time. Please feel free to contact us or Sharon Baxter with any additional feedback you may have or to check in on how we're using your contributions.