

Appendix C-4 Large Organization Semi-Structured Interview Protocol

Probe for barriers, facilitators, local and contextual influences.

- What were the goals/reasons for engaging with the cluster? (e.g., Innovation, supporting the overall ecosystem, seeking funding)
 - Did the cluster help you achieve these goals? Did you encounter any difficulties achieving these goals?
 - What cluster events or activities were most beneficial to your business priorities?
 - Did cluster engagement allow you to achieve other goals that your organization would not have been able to achieve otherwise?
- What can the cluster do to encourage your participation or (if already engaged) to have a more proactive role in the cluster-sponsored events or services?
 - Do you plan on participating in future cluster events/activities, and if not, why?
 - What did the cluster do that was successful, what did not work?
 - How did the cluster connect your organization into business networks, suppliers, and/or clients in your region? What did the cluster do successfully to help you connect to the ecosystem? What did not help?
 - How did the cluster promote collaboration and exchange of information between your organization and small businesses?
 - Please provide suggestions for ways the cluster can improve collaboration and exchange of information and learning between large organizations like yours and small businesses in your industry and region (that is, local small businesses).
- How did the cluster promote innovation?
 - What did the cluster do that was successful, what did not work?
 - Please provide suggestions for ways the cluster can encourage innovation among your organization and small businesses.
- General feedback about the initiative?