

Lead in to the introduction

- Ask Ayoub what he understands so far after first meeting with Zeynep?
And any questions he has?

Intro

Who we are? MKF, CLAIM & ICPA?

- CLAIM is a network of over 50 NGOs working to support the Muslim community and tackle broader Islamophobia/AMR in Germany
- ICPA supports activists to develop and advocate for narrative change on issues that are polarising in society (Beratung & Begleitung). Supported by DL and Family Ministry in Germany. Working in Europe and Germany for the last 10 years.

What is the RESET project – what CLAIM is trying to do and how reset supports

- To support CLAIM Allianz in changing the public narratives on Islam in Germany and tackle polarisation in this area, RESET is helping to develop strategies for members, support them to experiment and learn, and professionalise their narrative change work

What is the story for and how will it be used?

- one part of content for a one-month social media pilot to see if stories of the normal lives of German Muslims can connect and change the tone of the debate
- emphasise shared experiences, aspirations and values and act as a bridge to talk about the more challenging issues
- to engage middle audiences who are not involved/active in this debate but may hold sceptical, but movable opinions
- focus on experimenting and testing in spring of 2023

How will data be used? Role of protagonist and consent.

- One of 3 or more picture-based story to be used in a one-month social media rollout to target middle audiences
- open to sharing your story and pictures – personal and professional & having portrait taken and to sharing some personal photos
- open to being part of a small-scale pilot for a month by CLAIM members in 2023
- open to your story being part of further social media dissemination in 2024 and beyond, if the results of the pilot are positive

Consent clarifications¹

- The idea is to build the story using own words so will be quoting from transcript, therefore recording audio on both days
- Audio will never be shared
- Option to be anonymous – can be I or Ayoub or full name + location
- Hope is a warm response and this has proven so in the past with this shared values approach – but there could be trolling and attacks
- Of course, you can say parts are “off the record” at any time
- Develop and share draft stories with you as we go and ask for your approval. You can of course say no to a story or part of one.
- Not asking you to be a representative or speak for the cause – unless you want to.
- No expectation of broad scale media coverage in the pilot, but some could happen.

Process Overview for the Interview

Over 2 days we'd like to talk to you in 2 blocks:

- **Day 1** – spend time together and get to know you/your work & ensure that you know what's entailed through being a protagonist in this social media pilot
- **Day 2** – talk more in-depth

Themes for interview

A. Starting out as a baker/learning

- Why did you want to be a baker/pastry chef? How did you get started?
- How was your apprenticeship? Who did you learn from?
 - Pastry chef 2007 to 2015 in Algiers

Values – intergenerational future, interdependence [of wanting to be an artisan in the community]

B. Journeys in pastry

Told Z that you wanted to see how other people bake ☺ Tell us about that.

- Moved from Algeria to France.
 - Why France? Where? And how was it? What did you learn?
- Came to Germany to learn how to bake German bread! (best in the world)

¹ based on principles from Spradley (1979) *The Ethnographic Interview* - “Must do everything to protect the physical, social and psychological welfare and to honour their dignity and privacy.”

- Why Germany? [heard stereotypes of industriousness, have to see Germany with my own eyes!]
 - What were your first impressions? How did you settle in? (elicit an anecdote of something that was challenging, and how he overcame it)
 - How did you end up in Lünen? [refugee assignment process?]
 - How did you find Bäckerei Kanne?
- Learning something new is very important to him.
 - Key things you've learned and from you?

Values – intergenerational future, interdependence, challenges of moving

C. Working in Bäckerei kanne

Tell us about working at Bäckerei Kanne, how did it start and how has it grown?

- Deciding to do Ausbildung in a bakery? Started with Praktikum? (probe: how was it to start from the beginning again?)
- And now 'Bäcker Geselle' – what does that entail? Hopes to study to become a Meister?
- Ambitions to apprentice others later or happening now already?
- Family business and their values. How do you connect with or experiences them?
 - Quality, tradition, diversity [integrations prize handwerk], sustainability
 - Classic handwerks tradition
- Following the traditional German recipes or adding new Algerian ideas to those (anecdote-example of traditional German pastry with a new twist-flavour) – innovation? And new ideas?
- Becoming Head of pastry – What does that mean? Responsibilities?
- Betriebsrat – workers council - Tell us the process of become a member and why decided this?
 - young to be in this role, so must be responsible

Values: Intergenerational future; Interdependence, participation, contribution

D. Living in Lünen - Nachbarschaft/interdependence/participation

- How's life in Lunen?
- Where you live? Flatmates/WG and your neighbours?
- What does community mean for you? Challenges too?
- How have you/do you build connections in the community?
 - Step by step to building trust to colleagues and friends [like david]
 - Football supporter – BVB – Borussia Dortmund?

Values: Nachbarschaft/interdependence/participation, challenges of moving

E. Challenges of moving

- What have been the more challenging parts of moving since you left Algeria?
- What/who helped you settle into life in Germany?
 - Hard to leave Algiers
 - 3 married sisters who are at home
 - 1 brother looking after his mother
 - Didn't get to go to his father's funeral

Values – shared challenge of moving,

F. Closing question

Working as an artisan. What does it mean to you?

- “Handwerkskunst” + precision

General open questions [that could be used anywhere]

- Talk us through a typical day?
 - Including before and after work
 - as we want to talk about normal lives
- Arriving in Germany 2016, what's changed since then?
 - This can get to opportunities and challenges
- Tell us about your life goals
 - Very can do, with clear goals and open about them
- You talk about loving working hard.
 - What does that mean to you?