# Semi-structured interview questionnaire

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| **Nutrition** | |
| What is your approach to nutrition? | |
| What is important to you when you choose your food and why? | |
| What is your opinion on animal-based products? | |
| You stated that **you are** actively reducing your consumption of animal proteins.   * Why do you do it? * And how are you getting on with it? | You stated that you **are not** actively reducing your animal proteins.   * Why don’t you? * How aware are you of the impacts of those products on your health, the environment and animal welfare? |
| Would you support higher prices on animal-based products to:   * improve animal welfare standards? * reduce the prices of plant-based alternatives? | |
| **Environmental behavior** | |
| You stated to **do things** for the environment. | You stated to **don’t do things** for the environment. |
| Can you give a few examples of what you do for the environment? |  |
| What motivates you to keep these behaviors going? | Why do you choose to not do things for the environment? |
| How does it make you feel when you do things for the environment? | How would it make you feel if you did things for the environment? |
| What does ‘nature’/’environment’ mean to you? | |
| **Mindfulness** | |
| You stated that **you practice** mindfulness. | |
| What do you understand by mindfulness? | |
| What kind of mindfulness do you practice? | |
| What is your practice routine? | |
| When did you start and why? | |
| Have you observed changes in your life due to the practice?   * If yes, what are the major ones? * If no, what keeps you doing it? | |
| **Mindfulness & Behavior change** | |
| How do you perceive yourself as an individual in the world? | |
| Did you have a different perspective before you started practicing mindfulness and how was it? | |
| In short, what has mindfulness changed in you as a person? | |
| How has/does mindfulness affect(ed) the way you understand and approach nutrition? | |
| Has mindfulness changed your perspective on nature, and how? | |
| If you look back, what came first into your life: mindfulness or environmental awareness? | |
| What do you think is the relationship between mindfulness and environmental behavior? | |
| **Is there anything else you would like to add?** | |