

NEWCOTIANA PROJECT – INTERVIEW GUIDE

Introduction (5 mins)

The information and feedback generated from these initial interviews with the consortium members will be key to our stakeholder engagement strategy. Interviews will allow us to identify the stakeholders that are most relevant to the work of our partners. Also, your particular views, needs and concerns will inform and give great direction to our future communications and stakeholder activities.

Inform

- Not to disclose commercially sensitive information
- Confidentiality
- Transcript of the interview can be provided

Request permission for audio-recording.

Any questions?

1- Participant's background (5-10 minutes)

To start, could you briefly describe your background and your/your institution's role in the Newcotiana Project?

- Probes:
 - What experience do you or your organisation have with plant bioreactors?
 - How long have you been in the field more generally (e.g. did you study this or a similar field at University)?

2- The benefits and risks of NPBTs (in tobacco) (5-10 minutes)

What are the potential impacts of NPBTs in tobacco?

- Probes:
 - What are the potential products?
 - How is your product/technology different than the alternative(s)?
 - What concrete changes could this lead to in the industry?
 - Could there be agronomic impacts of modified tobacco?

3- Attitudes towards NPBTs (5-10 minutes)

- a. What are the groups or publics that are/may be affected by plant molecular farming?
 - Probes:
 - In which ways?
- b. How do you think different groups will react to this use of biotechnology? (These may be different/the same as groups affected)
 - Probes:

- Examples could be tobacco growers or the public.

4- Previous experience with stakeholder/end-user engagement (5-10 minutes)

Talk to me about any previous work/experience with communicating NPBTs and/or PMF to any of the groups that we've been talking about, or to any other groups or publics in general.

- Probes:
 - Briefly discuss any concerns raised by these groups.
 - Tell me more about the outcome of this activity.
 - Have you had any contact with existing tobacco-growing communities?

Closure (5 mins)

Anything else?

Thanks.

Inform

- Expect to receive an email requesting the names/contact details of the stakeholders identified/recommended for inclusion in our engagement work
- Further questions/comments please contact