

In-Depth Interview Guide: Government Officials

I. Introduction, Informed Consent and Voluntary Participation

Thank you for agreeing to talk to us. We are very interested to hear your valuable opinions on the consumers' rights to safe and environment friendly products.

- ♦ Good.....! I am <NAME OF THE MODERATOR> and I represent <NAME OF THE ORGANIZATION>. This is my colleague <NAME OF NOTE TAKER> who's going to help me by taking notes on our discussions today. Our organization works for strengthening consumer voice by way of generating awareness and by working with the stakeholders to promote development of consumer friendly products and policies.
- ♦ The purpose of this study is to understand key factors that impact purchase and consumption of safe and environment friendly products by consumers. The information you provide will help us to develop advocacy programmes for manufacturers, distributors & retailers, and will help us to work with the consumers and policy makers to promote consumer friendly products and policies.
- ♦ The information you provide us will be treated as completely confidential. No names will be associated with anything that gets discussed today. We will only use the information gathered through this discussion for learning about the manufacture and marketing process.
- ♦ We would like to tape the discussion so that we can make sure to capture the thoughts, opinions, and ideas we hear from you. As explained, no names will be attached to the discussion and the tapes/recordings will be used only for analysis when we go back and want to remember about what we learn from you.
- ♦ You may refuse to answer any question or withdraw from the discussion at anytime.
- ♦ If you have any questions now or after you have completed the discussion, you can always contact a study team member like me, or you can call <INSERT PROJECT DIRECTOR'S NAME> on <INSERT MOBILE NUMBER> if you have any further questions related to this research.
- ♦ Please complete the page given to you and sign below to show you agree to participate in this discussion.

II. Discussions:

1. Standards to ensure safe and sustainable (environmentally and socially friendly) products for consumers
 - a. What are the major standards to ensure safe and sustainable products for consumers? PROBE DIFFERENT STANDARDS FOR DIFFERENT PRODUCT CATEGORIES – EXAMPLE FOOD PRODUCTS OR TOILETRIES VERSUS ELECTRONIC GOODS?
 - b. How do you ensure that manufacturers and sellers (distributors/retailers) adhere to these standards? What kind of regulatory mechanisms exist to ensure compliance of the standards? PROBE SPECIFICALLY FOR PRODUCT TESTING/STAR RATING/LABELING/ HALLMARKING OF DIFFERENT PRODUCTS.

- c. What actions do you take in your operational area (jurisdiction) to ensure that consumers get safe and sustainable products? Actions taken at the level of manufacturers, distributors, and retailers and other supply chain members?
 - d. What challenges or problems do you face in implementation of regulations and safety standards? Do the manufacturers, distributors, retailers and supply chain members comply with the regulations and safety standards? Why? Why not?
2. Consumer awareness and education
- a. How aware are the consumers about their right to safe and sustainable products?
 - b. What actions do you take to generate awareness among consumers and educate them about their rights to safe and sustainable products?
 - c. Do you conduct any consumer awareness and education campaigns? When was the last one conducted? When is the next one planned?
 - d. Do consumers consider safety and sustainability as key attributes when buying and consuming different products? Why? Why not?
 - e. What are the major barriers that prevent them from buying and consuming safe and sustainable products?
 - f. Any other important issue related to this that you would like to share with us.

Thank you so much for sharing your thoughts and opinions with us.