



ePOP INTERVIEW GUIDE

A great ePOP capsule is a real-life testimony filled with emotion. To achieve this result, you need to successfully guide the discussion and help the witness express themselves in the best way possible. If you don't know how to do this, here is a list of questions you can follow to structure your interview and make sure you don't forget anything!

#1 Presentation

- Can you introduce yourself?
- What do you do for a living?
- + 1 or 2 questions to slowly introduce the topic at hand

#2 Testimony

- Can you tell me exactly what changed? What was it like before and what is it like now?
- Can you describe to me the impact this had on your daily life?
- What were the things you were able to do before, and can't do now because of these changes?
- What are the consequences for your family, your loved ones?
- Do you have a story or details you could give for those who refuse to believe these changes?
- How do you explain these changes?
- When did you start to notice these changes?
- What exactly happened, and how do you personally experience it?
- What are you doing on a daily basis to adapt to these changes?

#3 Putting things into perspective

- How do you feel when you look around and think about it all?
- Are you worried? Angry? Why?
- What are you most worried about? /Who makes you the angriest? / Who do you find outrageous?
- How do you see your future and that of your loved ones?
- Do you have any regrets?
- Had you ever imagined that such a situation could happen one day near you?
- What, in your opinion, could convince people who refuse to believe in environmental or climate change, and especially in its consequences on local populations?
- How do you think your testimony could help raise awareness among humans and our political representatives about the gravity of the situation?

#4 Questioning

- Why do you think it's come to this?
- Do you see this as a specific or collective responsibility?
- Do you have any suggestions, proposals to improve things?
- What message would you like to pass on to the scientific or political community?
- What message would you like to give to children and future generations?

BONUS: Some important points

Confidence

This is the real key to a successful interview. To put someone at ease, you have to **be sincere** as well. Show them that you're genuinely interested and concerned about what they're sharing with you. Feel free to share your own testimonies with them, to talk about your motivations. Tell them that their ePOP testimony could help raise awareness, help place mankind back at the heart of the debates on the future of the world. And above all, **thank them for agreeing to testify** by looking them in the eyes to show them that you are attentive; The testimony of an intimate conviction can only take place between two people who feel close to each other.



Take your time

Take the time to listen. Enjoy this rare moment of exchange. Don't interrupt your witness. On the contrary, let them talk at their own pace and slowly set the pace for this exchange

If necessary, respectfully ask your questions again, rephrasing them until their answers can easily be understood by any viewer. Sometimes the issue has not been properly grasped, or the person needs time to gain confidence and bring back memories. In any case, give it time. Silences are often good beginnings for confessions.

Focus on stories and details

Whether it's an eye movement, a nod, clenched hands, **emotions are often hidden in the details**. To approach these emotions, start your exchanges with general questions before gradually steering the discussion towards more personal and intimate subjects, to give your witness the opportunity to share their feelings. With serenity and mutual respect, suggest that they share **details and specific examples, personal anecdotes** that they enjoy telling. Take an interest in their story and their life.



A serene conversation

It is important that your interviewee feels free to talk and is **happy to engage in these exchanges with you**. This is not a political interview, much less an interrogation.

It is a moment of **human sharing**, a transmission of feelings that will nourish the intangible heritage of humanity for our common future.

So, to do this, **ask open-ended questions**: "Could you tell me how..." or "Could you tell me about this experience?", "How do you feel at that moment...", "If you had to do it all over again, what would you do?" and so on; rather than so-called "closed questions whose answers will often be "yes" or "no" and leave the viewer in doubt.

Silence is your friend

Don't be afraid of pauses.

Let them guide you through your interview. They're your friends. A close shot of an emotional person who stops talking is more than just a beautiful statement. Maybe the person wants to tell you what's on their mind. That's where you can respectfully help them move along with their testimony: Would you like to share a memory that moves you? Would you like to tell us something?

