**Appendix S1**

**Interview Guide**

Below is the interview guide I used to structure the semi-structured interviews. The guide was not static and thus continually refined in response to respondents’ comments. It was important to update the guide based upon new information, in order to triangulate the information to ensure validity of the points raised (Newing et al. 2010). This ensured optimal quality and allowed me to remain receptive to key points raised by respondents. This is the final guide used at the end of the interviewing period, with a complete set of questions. However, based on the respondent’s position in the trade (eg. orchid hobbyist, commercial trader), certain questions did not apply as so were not asked. The interview guide was split into sections, and certain sections were focused on more thoroughly if they were more relevant to the respondent’s answers to the introductory questions. In the instances where the respondent didn’t engage in a particular activity, or didn’t admit to engaging in a particular activity, the question was modified to ask what they knew about how other people engaged in that activity.

**Aims**

The aim of the interviews was to address 3 research questions which feed into the overarching research question for the project. These were as follows:

1. What is the process by which wild collected orchids enter the supply chain to be sold both domestically and internationally?
2. Who are the key actors that sustain this supply chain?
3. What are the key drivers that motivate people to participate in orchid trading?

**Free, prior and informed consent**

All participants were required to read, or be read, the participant information sheet (For English version see Supporting Information 2) . This detailed the purpose of the study, and that the interview would be audio recorded for transcription purposes only.

The participant information sheet made clear that the participants were under no obligation to participate and could withdraw at any time with no consequences. It also detailed that the interviews were anonymous and assured respondents that the data could not be linked back to them. It also outlined the procedure for the production of unique ID numbers that the respondent could use to contact to project supervisor to withdraw their data after the interview had finished.

Participants were required to sign the associated consent form to indicate they understood and agreed to the participant information form.

**Introduction to the interview**

* Thank respondent for taking part in the project
* Aim of the interview – “this interview is part of a project focused on understanding how people use natural plants in Vietnam and is being carried out in partial fulfilment of the requirements for the researchers Master’s degree at Imperial College London.”
* This interview is an open discussion, and I encourage questions. If you feel that a point is important, please do feel free to tell me about it.
* This interview will be audio recorded for transcription purposes only. If you would prefer to not be recorded, please let me know.
* Your contributions will remain anonymous and you may withdraw at any time.
* A free, prior and informed consent form has been provided, signed by the principal investigator. Please read the associated participant information form and sign the form to indicate your agreement before we commence the interview.
* Do you have any questions before we begin?

**Interview Topics**

**Introductory questions**

* Tell me about how you/people you know use the forest/plants from the forest.
* Tell me about your orchid garden/farm/use of the forest.
* What made you want to collect/grow/buy/sell orchids.
* Where do you get the orchids from? Eg. the forest, a person, a garden, a market etc.

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| --- | --- | --- |
| Theme | Topic | Questions |
| Collection | Process of collecting * What is collected?
* Where is it collected?
* How often is it collected?
 | * What do you/people collect from the forest?
* Tell me more about how often you/people collect from the forest.
* What kinds of things do you/people collect?
* Describe where you/people collect orchids from.
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|  | Motivations for collecting* Who collects?
* Why do they collect?
* Wat do they prefer to collect and why?
 | * Who collects from the forest, do they get paid to do it?
* Tell me about which orchids you/people prefer to collect. Why?
* Describe how you/people choose which products to collect.
* Tell me about collecting in the past compared to now.
* Describe what you/people do with the orchids once you’ve collected them.
* Tell me about the circumstances under which you/people choose to collect products.
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| Trading(Questions to be modified based on whether the respondent indicates that they are seller or buyer of orchids.  | Process of trading* How do orchids move from person to person?
* Who buys and sells orchids?
* How do they get the original orchids?
 | * Tell me about how you/people sell to customers.
* What kind of customers do you/people get? Describe who buys orchids.
* How do customers find you/people?
* How do you/other orchid growers use the internet to sell?
* Describe what happens if someone from another country wants to buy from you/another orchid grower.
* Tell me about how you/people get new orchids.
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|  | Motivations for trading * Why do people want to buy/sell orchids?
* What underpins the value of an orchid?
 | * What kinds of orchids do people prefer to buy? What’s the best seller?
* Tell me about what makes an orchid valuable.
* Why do people want to buy orchids from you/people?
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