**Table S1. Interview structure.**

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| Thank you for your willingness to participate in our research.  We are interested in your drives to do something for nature or for society, something you do with your heart and conviction. In this interview we want to talk with you about this endeavor, this main thing, and your passion to do so, whether this main thing is nature or something else and whether it is big or small. Together we want to try to identify your motivations and inspirations.  This interview consists of three parts. First, we want to briefly talk about the things you consider to be important for you to do for society or nature. After that we want to investigate, together with you, how these ideas and motivations came about, and how they are connected with your life course. Finally we would like to explore some of these motivations, to deepen our insight.  I ask permission to record this conversation. This is for methodological reasons. It makes it easier to work out the interview, guarantees punctuality and prevents misquoting. It also enables me to write less during the interview, although I will make some notes. Is that all right with you?  All data will be dealt with in confidence. | |
| **PART 1 main thing** | |
| Main questions | Probes/checklist |
| *For the interviewers: choose an introduction you feel comfortable with. If you already know something about what the person is doing (can be the reason that he/she is selected for this interview) you can start with that.*  What would you describe as the main thing you do in society? | *Main thing can be nature; can be something else*  *Main thing can be something in work; can be something else* |
| We will take a more detailed look later, but could you already tell me now roughly what you think are the major drivers for [main thing]? |  |
| What is the role of [main thing] in your work? | Try to get a broad idea of the work he/she does and the connectedness of work with [main thing] |
| **PART 2: life course**  We are looking for the connections between the main thing you do with the history, the course of your life. Life experiences and the place where you grew up, for instance. . That is why we want to go back with you to some periods in your life and see whether we can detect a few of those connections. | |
| Main questions | Probes/checklist |
| Period till 15th year | |
| Did this [main thing] emerge in early youth ? (till 15th year) | If yes, ask for more details. For instance frequency of actions; important persons; feelings etc. |
| We have some questions to go a little bit deeper into that period and we would like to talk about the physical and the social environment of your childhood.  **Physical:**  - where did you grow up? | *To get a main picture of the physical place of growing up*  -is this a city, a village, or the countryside  -can you describe the house wherein you grew up?  - in case of the countryside; is it a farmhouse  -was there a garden by the house; if so, can you describe it? |
| -in what kind of neighbourhood did you live? | Busy/quiet; many/less buildings; places to play; |
| **Social:**  **Family & role of parents**  -how was the composition of the family in which you were raised? |  |
| did your parents work? | Both?  -What kind of work did he/she/they do?  -What did your parents really like to do in their free time? (hobbies) |
| -did the family undertake a lot of activities? | -what kind of activities  -Were they active in some sort of club? |
| Do you think your parents played an important role in the emergence of [main thing] | If yes, how? What was it ? *action/attention/encounter?* |
| Are there, besides your parents, other significant people playing a major role in your early childhood?  Did these people play an important role in the emergence of [main thing]? | If so, who and why was he/she important and what role did this person played in your life  If so, how? |
| **School**  Do you think that this[main thing] also emerged at school? Are there any important experiences or persons at school that are of influence on your enthusiasm for [main thing]? |  |
| **Peak experiences**  Are there in your early youth any peak experiences of which you think were of importance for you? Were they of influence on your enthusiasm for [main thing]? | *Can be positive or negative experiences; can be nature or social (e.g. confrontation with poverty)*  Supervised or not? |
| *If main thing is not nature: skip this section*  **Role of nature**  How would you describe the role of nature in your childhood, and how did you relate to nature?  -did you play in nature ? | * Was nature important or not (why) * What was nature for you? What did you consider as nature (nature-image) (wild versus cultivated etc.) * a lot? * what did you do in nature (level of activity: playing in nature versus playing with nature) action/encounter * did you also do things for nature? (help, protect, ….) * did nature play any role at for instance school, in your peak experiences or in the things you did with your parents? |
| Period between 15th and 25th year | |
| Did this [main thing] emerge in later youth ? (between 15th and 25th year) | If yes, ask for more details. For instance frequency of actions; important persons; feelings etc. |
| - can you tell us something about the place or places you lived between your 15th and 25th year? | -moved for study or living on their own or starting a family?  - were these cities/villages/countryside |
| - what were your main activities in this period? | (*get an idea of the main life course activities*)  -work? What kind of work  -study? What kind of study |
| -what did you do most in your free time?  Were you active in some sort of clubs? | -alone or in groups  What kind of clubs/ how active |
| What were the most important people for you in this period? | -why were they important  -What role did they play in your life  -What did kind of influence did they have on you? |
| Did these people played an important role in the emergence of [main thing]? | If yes, how? |
| **Peak experiences**  Are there in your later youth any peak experiences of which you think were of importance for you? Were they of influence on your enthusiasm for [main thing]? | *Can be positive or negative experiences* |
| *If main thing is not nature; skip this section*  **Role of nature**  - In a more general way: how would you describe the role of nature in this period of your life, and how did you relate to nature? | * Was nature important or not (why) * What was nature for you? What did you consider as nature (nature-image) (wild versus cultivated etc*.)( is image of nature changed*?) * did you do things *in* or (also) *for* nature? Level of activity * did nature play any role at for instance school, in your peak experiences or in the things you did with your parents? * How much free time did you spend on these activities? (approximate hours/week) |
| Period from 25 till today | |
| As a last period in your life course we want to look at the time from you were 25 till now. It is too long a time to go through all the details of what happened in your life. So, we want to ask you if you want to tell about the most important events that connect to your [main thing]  Did this [main thing] emerge in adulthood ? (after 25th year) | If so how? Ask more details. |
| * What do you regard as the most important events in your work life? |  |
| * Did [main thing] or motivation for [main thing] play a role in this events? How? | Big changes? Or not.  If big change or event: was it a choice or something that happened to you without you having a lot of influence on it? |
| * What do you regard as the most important events in your private life? | Big changes? Or not.  If big change or event: was it a choice or something that happened to you without you having a lot of influence on it? |
| * Did [main thing] or motivation for [main thing] play a role in this events? How? |  |
| * How much free time did you spend on [main thing] in the peak period of your enthusiasm? (approx. hours/week) |  |
| *If main thing is not nature; skip this section*  **Role of nature**  - In a more general way: how would you describe the role of nature in this period of your life, and how did you relate to nature? | * Was nature important or not (why) * What was nature for you? What did you consider as nature (nature-image) (wild versus cultivated etc*.)( is image of nature changed*?) * did nature play any role in your work or private life? * did you do things *in* or *for* nature? Level of activity. * what was the role of other people or organisations in this? |
| Up till now we talked about your work, your life course and your motivations for [main thing]. Can you say something about what you think are your main motivations? And when and where did these motivations come from?  Do you see a main path?  Do you see any patterns or tensions?  One of the patterns we can look for is whether someone is motivated mainly for oneself and immediate family, or for being a good member of groups, or for making a difference in the wider world. Could you say something about this? | *First open question, then discuss patterns when you see them* |
| **PART 3: cards and reflection**  In this last part of the interview we want to go deeper into what motivates you. We will do this with the help of cards . |  |
| *(For the interviewers: show the category cards, while explaining).* We have twenty cards representing different motivations . It is possible for you to lay these the cards, ranging from motivations, which are not at all important for you (to do your main thing), to motivations that are very important, to do so. We have six categories. You can place more cards in each category. |  |
| When looking at the cards like you choose to lay them in the figure, do you see any relations or patterns between the things we discussed about your life course and these cards? | Do you see any relations or patterns between your current work/projects and these cards? |
| *Is there something I did not ask for, of which you think it is important? Or is there anything else you want to tell me?* |  |

**SECOND PART OF THE INTERVIEW ABOUT NATURE**

*Only when main thing is not nature*

Intro: We talked about your motivations for[main thing]. However, because our project focus on nature, we want to ask you to tell us something about your relation with nature. We will follow the same structure as in the first part of the interview.

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| **PART 1: life course**  We are looking for the connections between acting for nature with the history, the course of your life. Life experiences and the place where you grew up, for instance. . That is why we want to go back with you to some periods in your life and see whether we can detect a few of those connections. | |
| *Main questions* | *Probes/checklist* |
| Period till 15th year | |
| **Role of nature**  How would you describe the role of nature in your childhood, and how did you relate to nature?  -did you play in nature ? | * Was nature important or not (why) * What was nature for you? What did you consider as nature (nature-image) (wild versus cultivated etc.) * a lot? * what did you do in nature (level of activity: playing in nature versus playing with nature) action/encounter * did you also do things for nature? (help, protect, ….) * did nature play any role at for instance school, in your peak experiences or in the things you did with your parents? |
| Period between 15th and 25th year | |
| **Role of nature**  - In a more general way: how would you describe the role of nature in this period of your life, and how did you relate to nature? | * Was nature important or not (why) * What was nature for you? What did you consider as nature (nature-image) (wild versus cultivated etc*.)( is image of nature changed*?) * did you do things *in* or (also) *for* nature? level of activity * did nature play any role at for instance school, in your peak experiences or in the things you did with your parents? * How much free time did you spend on these activities? (approximate hours/week) |
| Period from 25 till today | |
| **Role of nature**  - In a more general way: how would you describe the role of nature in this period of your life, and how did you relate to nature? | * Was nature important or not (why) * What was nature for you? What did you consider as nature (nature-image) (wild versus cultivated etc*.)( is image of nature changed*?) * did nature play any role in your work or private life? * did you do things *in* or *for* nature? level of activity. * what was the role of other people or organisations in this? |
| You told me your actions for nature are…..  [*or get clarity about the thing he/she does for nature]*  Can you say something about what you think are your main motivations to do this for nature? And when and where did these motivations come from? | Are they different or comparable to motivations for main thing? |
| **PART 3: cards and reflection** |  |
| Finally, we will like to know if the things you do for nature show the same pattern as the things you do for [main thing] or a different one. We do it again with the cards.  *How would you lay the cards for this?*  When looking at the cards like you choose to lay them in the figure, do you see any relations or patterns between the things we discussed about your life course and these cards? | *If things done for nature is so insignificant that respondent protest, skip the cards.*  Do you see any relations or patterns between your current work/projects and these cards? |
| *Is there something about your relationship with nature I did not ask for, of which you think it is important? Or is there anything else you want to tell me?* |  |