



**RESOURCE**

# Interview Notes

**#impact  
Best Practise**

## Resource - Interview Notes

*This is an example for Interview Notes as I am bringing them to my Podcast recordings.*

*I do NOT share these notes with my guests but **these notes guide me through the interview**. Usually I have these notes open on my computer so I can take a quick peek as the recording happens.*

*In these notes, I add reminders for myself, highlight topics I definitely plan to bring up and additional research information that I usually read through once more just before I meet my guest for the interview.*

*[Here is the final episode](#) that was created based on these notes if you like to check it out.*

*What you will notice if you listen to the final cut is that I did not stick to my interview notes 100%. I adjusted questions and topics as the recording went on, picking up on things my guest shared.*

**Interview Guest:** Sonalie Figueiras, Founder and CEO of Green Queen and Eko Warehouse

**Website:** <https://www.greenqueen.com.hk>

**Episode airing:** August 2019 (date tbc)

## Check before recording

- Check title: Founder and CEO correct?
- Any exciting things coming up we should address in episode: E.g. UN SDG dinner series?? Job Fair?
- Shall we bring up your growing team?

## Intro (Regina)

Today I am sitting down with Sonalie Figueiras, Founder and CEO of Green Queen and EkoWarehouse. In 2011, she founded Green Queen, an award-winning impact media platform advocating for social & environmental change in Hong Kong. Green Queen's mission is to shift consumer behaviour through inspiring & empowering original content in Asia and beyond.

I want to start off with quoting from one of my all time favourite TED talks "People don't buy what you do, but why you do it."

Sonalie, why do you do what you do?

## Questions/Topics to address

### Trends

The last time recorded you mentioned that you are a hyper observer and that **you love to analyse trends**.

What is one trend you see for the **coming year when we look at sustainability** and how do you integrate this trend in your own activities?

### What didn't work?

What's one thing that **did not work out** at all since we last spoke. Something that really

shook you up and disappointed you and how did you move past it?

### **Learnings from Zero Waste Journey?**

Since we spoke last we actually started a **Podcast Project together - A Zero Waste Journey Live on Air**. What was your biggest learning when bringing these conversations to the audience?

### **Evolving the business (it takes discipline and grit)**

Looking at all the founders we are featuring this Season you are one of the more experienced ones. **Looking back at when you just started out, how has your business model evolved over time?**

### **Becoming a parent (and the impact on being a eco-warrior)**

There is a big thing that happened in your life since we last spoke....you became a mom. How did this impact you in business?

**Eco Anxiety:**Your thoughts?

**A Movement needs all kinds of people! You need the sceptics, you need the extremists, the centrists, the researchers** - how do you feel about that?

### **How can people take action?**

From one of her latest guides:

Don't buy anything!

Take a 5 minute or less shower.

Take the public transportation.

**Spend some time with trees you shared last time, what would you like people to do today?**

### **Coming up?**

There are some exciting new formats that you are launching this year. What can you already tell me about?

## **Quick Fire Round**

Making an impact means...

What I wish I knew when I was 20

What's one thing everyone could do right now to make the world a better place?

## Research, Notes

### From another interview with her:

Sonalie: "I see Green Queen as Impact Media. The entire platform's mission is to get people to 1) Eat More Plants 2) For with Their \$ 3) Be inspired by eco and wellness leader and 4) Invest in their own health."

### Other Resources

Interview with Asian Entrepreneur

<https://www.asianentrepreneur.org/sonalie-figueiras-founder-of-green-queen-media/>

Her TEDx talk

<https://www.youtube.com/watch?v=SEPTIfya-S4>

### From her newsletter:

Warrior /<sup>l</sup>wɔːrɪə/ noun

"A fighter or soldier, especially one in former times who was very brave and experienced in fighting."

*This past Saturday I gave a talk called 'Should You Eat Less Meat,' and while I spoke about all the facts surrounding the benefits of a plant-based diet, I began with a simple question: Which (plant-based) warrior are you?*

*I believe there's a warrior inside all of us is ready to fight for what we believe in. The question is: what do you believe in? Are you anti-plastic? Do you care deeply about health? Do you want to fight for our animal friends? Is climate change a cause you feel strongly about? All roads lead to Rome. Or in this case: reducing animal protein consumption. All of these issues are worsened by our reliance on animals as food.*

*In a recent issue, the Economist named 2019 as the year of the vegan. I believe 2019 is the year of the warrior, i.e. the year that the warrior within us will no longer be quieted. The year the warrior within us will fight for a better way to eat. So tell me, what kind of (plant-based) warrior are you?*

#LetterFromTheEditor