

PARTICIPANT INFORMATION SHEET – FOCUS GROUPS

WOMEN AS VECTORS OF SOCIAL ENTREPRENEURSHIP IN CAMEROON

INVESTIGATORS:

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BACKGROUND

You are being invited to take part in a research study. This sheet gives you information about the study to help you decide if you would like to take part. Please take the time to read the information carefully, talk about it with others if you would like to and decide if you would like to take part.

INFORMATION FOR PARTICIPANTS

What is the study about?

We are studying the role of women in promoting social entrepreneurship (SE). SE is any activity that is undertaken by a person, which contributes to business creation, economic growth, emancipation and empowerment of vulnerable people in a society. As you know, although many successful micro and small businesses in Cameroon are now owned and/or run by women, they still face many challenges in our society compared to men. We are interested in hearing some of these success stories and also the challenges that women face. We would like to discuss with you how women build self-confidence in the face of community traditions, social norms, financial and economic challenges when engaging in social entrepreneurship. For this, we would like to conduct focus group discussion with selected owners and/or managers of micro and small hospitality and tourism businesses in Cameroon.

Why have I been chosen?

We have studied published documents and have informal discussions with people in Cameroon and you are among those identified to be in a better position to participate.

Do I have to take part?

No. It is optional. If you choose to take part, you will sign a consent form and keep a copy of this information sheet for your record.

What will happen to me if I take part?

We will book an appointment with you for the Focus Group meeting. Apart from signing the consent form, you will not be asked to do anything different from normal.

What are the advantages of taking part?

In our research we want to look at how women can be empowered to achieve maximum benefits from their business activities while contributing to economic development. Refreshments will be provided during the focus group. A small financial incentive will also be

offered for attending and fully participating in the focus group discussion. At the end of our study we shall organise a free workshop to share the results from our study with all participants and hope that this can help you to improve your business. Even if you do not get any direct personal benefits, your involvement may help improve the conditions of other fellow women entrepreneurs in Cameroon.

Are there disadvantages to taking part?

Although some people are sometimes nervous at the idea of being recorded, they usually feel comfortable very quickly. We do not know of any disadvantage.

How will you record the focus group meeting?

We want to use a video and audio recorder because it tells how people communicate verbally. We will position the recorders carefully so that they are not in your way.

What if I don't want to be recorded?

Some people are nervous at the idea of being audio recorded but they usually feel comfortable very quickly. If you are interested in the study, but feel you really don't want to be audio recorded, please talk to us about it and we can discuss alternative methods of recording.

How else will you guarantee confidentiality?

We will take care to respect your confidentiality throughout the project. We shall use code numbers for the participants and none of the participants will be quoted by name in all future documents. All the information we collect – consent forms, recordings, and so on – will be stored carefully.

What if I have a complaint about the study?

If you have a concern about any aspect of this study, we will do our best to answer your questions. If you are not satisfied we will refer you to our relevant university contacts.

What will happen after the focus group?

We will transcribe the discussion into data (written notes) and use it produce academic articles, reports and workshop notes. We will contact some of you to discuss date and time for follow-up interviews.

What will happen to the results of the research study?

We will report the results in journal articles and conferences and to students through the teaching that we do. We will also organise a free workshop to share the results with all the participants. If you are interested in the written results, please talk to me and I will arrange to send you a summary.

Who is organizing and paying for the study?

This research is funded by the British Academy / Leverhulme Small Research Grants (<http://www.britac.ac.uk/funding/guide/srg.cfm>). Apart from the incentive for participation, the British Academy / Leverhulme will not pay those who accept to participate in this study.

Thank you for taking time to read this information sheet. With your acceptance I will contact you later to decide a suitable date and time for the focus group.

Milton Keynes, 20th August 2014