

**Grant Number**: NE/V010654/1

**Sponsor:** NERC

**Project title**: Reducing Plastic Packaging and Food Waste Through Product Innovation Simulation: Packaging Innovation and Development.

**Folder Structure:**

The folder structure for this dataset is described below. The contents of each folder are compressed in a folder with the same name.

1. Data
   1. Transcripts
2. Documentation [Contains: ReadMe.rtf, InterviewTopicList.docx, ConsentForm.rtf, InformationSheet.rtf, InterviewDataList.csv]

**Participant codes and suffixes:**

P0(number) is the unique identifier for each participant. These are followed by a suffix.

The suffixes refer to the type of data associated with each participant. These include:

IT: Interview transcript.

Example:

P04IT

**The following files have been archived:**

|  |  |
| --- | --- |
| **File name** | **File description (Short description of content, sample size, format, any linking between different types of data, i.e. survey and interviews/focus groups)** |
| ReadMe.rtf | This file. Description of files that have been archived. |
| InterviewTopicList.docx | List of topics covered in interviews. |
| Consent\_Form.rtf | Consent form used in study. |
| Information\_Sheet.rtf | Information sheet used in study. |
| InterviewDataList.csv | Summary of interview files along with participant characteristics. |
| P01IT | Interview transcript. |
| P02IT | Interview transcript. |
| P04IT | Interview transcript. |
| P05IT | Interview transcript. |
| P06IT | Interview transcript. |
| P09IT | Interview transcript. |
| P010IT | Interview transcript. |
| P011IT | Interview transcript. |

**Publications**: (based on this data, if any)