

Project information: BUDDIE-PACK

You are invited to take part in a research project that is looking at how we can reduce single-use plastic packaging in everyday life by encouraging the use of reusable packaging. Before deciding whether you would like to take part, we would like to explain why we are carrying out this study, and what taking part will involve. If you have any questions about the project we will be happy to answer them.

What is the purpose of the project?

The University of Sheffield is working with several European partners on a project called BUDDIEPACK, which will develop and test new **reusable plastic packaging** prototypes based on insights from research. As a society we are becoming increasingly concerned about the amount of waste generated through single-use packaging. The introduction of reusable packaging that can be refilled and/or returned is one way that we can reduce plastic waste and its environmental impact.

We are interested in how reusable packaging is currently used in a range of environments such as shopping in supermarkets and online, eating out, and ordering takeaway food. We want to understand how people interact with reusable packaging in everyday life, for example - where you see it, whether you use it and what for, and what makes it easy or difficult to use.

Why is it important?

We hope the research will identify opportunities to encourage the use of reusable, sustainable alternatives to single-use plastics and reduce packaging waste.

Can I take part and what will it involve?

We are delighted to hear from a broad range of households, including those who reuse regularly, who have tried it in the past, or those who are new to it and might be experimenting by buying one or two reusable products. If you are willing to talk to us about this and agree to take part in the study, our researcher Dr Kristina Diprose will aim to arrange the following activities with you:

- A home visit and tour of the types of product packaging you use
- Joining you for a shopping trip or online shop
- A WhatsApp digital diary on reusable packaging over the course of a week
- A wrap up interview to reflect on your diary

These activities will be organised at a time that is convenient for you. With your permission we will record observations and interviews, and may take photographs (e.g. of packaging). You will be anonymised to maintain confidentiality. As a thank you, you will receive a £50 Love2shop voucher on completion of these activities.

Do I have to take part and will my participation be confidential?

Your participation is completely voluntary; it's up to you to decide whether or not to take part in the study. All recordings and information will be treated in confidence and all information will be stored securely in password-protected files that only the research team can access. Please feel free to discuss this with us if you need to through the contact details at the bottom of this leaflet

What will happen to the information I give?

Data collected for this research project will be anonymised and will be used for illustration in reports, academic papers, and conference presentations. A summary of our findings will also be sent to our research partners when the study is complete.

We are required to offer the data we collect for archiving with the UK Data Service ReShare: <https://reshare.ukdataservice.ac.uk>. The archive is accessible only to approved researchers. It is up to you what, if any, information you decide to share and you can review this and change your mind at any point. Your personal details and any identifying information will not be shared.

Who is funding the research?

The project, 'BUDDIEPACK- Business-Driven Systemic Solutions for Sustainable Plastic Packaging Reuse Schemes in MassMarket Applications' is funded through the EU Horizon Europe scheme (grant agreement no: 101059923).

Has it received ethical approval?

The research has received formal approval from the University of Sheffield and complies with the university's ethical policy on research involving human participants: <https://www.sheffield.ac.uk/rs/ethicsandintegrity/ethicspolicy>

What if I have any complaints about the research?

If you are dissatisfied with any aspect of the research and wish to make a complaint, please contact the research team (details below) in the first instance. If you feel your complaint has not been handled in a satisfactory way you can contact the Head of the Department of Geography, Prof. Jenny Pickerill: hodgeography@sheffield.ac.uk.

For further information, please contact one of the members of the research team:

Dr Kristina Diprose - Email: k.diprose@sheffield.ac.uk Tel: 07517829784

Dr Rorie BeswickParsons - Email: r.parsons@sheffield.ac.uk

Or visit the project website at: www.buddie-pack.com