



Project information: BUDDIE-PACK

You are invited to take part in a research project that seeks to reduce single-use plastic packaging in retail and hospitality businesses by encouraging sustainable 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.

The University of Sheffield is working with several European partners on a project about **reusable plastic packaging** (RPP). Our project partners are developing 6 large scale RPP demonstrations across different use cases such as food on-the-go and retail. Our University's role is to provide insight into how consumers interact with reuse systems. We're particularly interested in consumer engagement with reusable packaging in mainstream retail and hospitality environments such as shopping in supermarkets and online, eating out, and ordering takeaway food and drink.

What is the purpose of the project?

The BUDDIEPACK project ultimately aims to upscale and encourage the sustainable use of reusable packaging. The specific purpose of the University of Sheffield's research is to understand more about everyday engagement with reuse systems, and the drivers of and barriers to their adoption. As well as observing and talking to customers, we are interested in how businesses promote reusable packaging and how staff deal with customers who make use of reusable containers.

Why is it important?

We hope the research will identify both enablers and barriers when it comes to using more sustainable packaging throughout supermarkets and other businesses.

Why have I been invited to take part and what will it involve?

We would like to work with businesses that are trialling reuse schemes, to recruit customers who are likely to have encountered reusable packaging. We aim to recruit a mix of people who regularly engage with reuse, those who've tried it once or twice, and potential users. Our customer-focused research will involve an accompanied shopping trip, an interview and kitchen tour, and completion of a diary task. We hope to recruit 15 households in total across a range of reuse initiatives. Participants will be given a £50 Love2shop voucher incentive on completion of the fieldwork tasks.

We'd like your help to recruit customers through in-store and/or online advertising (e.g. posters, flyers, social media, newsletters). We would also like to arrange, if possible, to see reuse in practice at participating locations - for example, to observe reuse systems in-store and speak informally with staff and customers.

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. If you do take part, it's also up to you whether you wish your business/reuse scheme to be named. All information will be treated in confidence and will be stored securely in password-protected files that only the research team can access.

What will happen to the information I give?

The notes and recordings made during the consumer research will be anonymised and may be used in reports, academic papers and conference presentations, along with insights from our observations of reuse in practice. We'll discuss whether you wish your business/reuse scheme to be identified in the research, and agree on an anonymisation strategy as required. A summary of our findings will be sent to our European research partners when the study is complete. We can also arrange to present our findings to you, if this is of interest. 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.

Who is funding the research and has it received ethical approval?

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). 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