

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 retail and hospitality businesses 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.

The University of Sheffield is working with several European partners on a project about **reusable plastic packaging**. Our University's role in the project is to explore how consumers interact with reusable packaging in mainstream retail and hospitality environments such as shopping in supermarkets and online, eating out, and ordering takeaway food.

What is the purpose of the project?

The BUDDIE-PACK project ultimately aims to encourage the sustainable use of reusable packaging, through the work of European partners who will develop and test new reusable packaging prototypes based on insights from the research. The specific purpose of the University of Sheffield's research is to understand more about how people encounter and interact with reusable packaging in everyday life. As well as observing and talking to customers, we are interested in how businesses promote reusable packaging and how staff deal with customers who use 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 are working with businesses that are trialling reuse schemes to recruit customers and also to observe reuse in practice. You have been chosen to take part because you work in a business that is trialling reuse, and because of your role in and knowledge of this environment.

If you agree to take part, a researcher will spend a day observing reuse in action at your workplace and will speak with you about the issues we're interested in. The researcher will take notes and may ask to record short snippets of their conversation with you, with your permission. This is for transcription purposes only and will be anonymised to maintain confidentiality. The researcher may also take photographs with your permission, for example of store signage or reusable packaging in use. Photographs will not include faces or any identifiable features.

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.

What will happen to the information I give?

The notes and recordings made during this research will be anonymised and may be used in reports, academic papers and conference presentations. A summary of our findings will be sent to our research partners when the study is complete, and we can also present our findings at your workplace 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