

INFORMATION SHEET

You are being invited to take part in a research study. Before you decide, it is important for you to understand why the research is being done and what it will involve. Please take time to read the following information carefully and discuss it with others if you wish. If you have any questions about any aspects of the study, please contact Gozel.Shakeri@glasgow.ac.uk or Claire.McCallum@bristol.ac.uk.

What is the purpose of the study?

Food choices can have a considerable effect on climate change as around 30% of the total greenhouse gas emissions correspond to the food sector. There is a growing trend in “**eating environmentally consciously**”, however given the endless influx of new products, changing packaging, dietary trends, etc., it can be hard to keep track.

This study explores a system that supports grocery e-commerce customers. It allows them to make environmentally conscious and friendly decisions during their shops. It is called Envirofy and works with the standard **e-commerce website of Tesco PLC**. The first 150 participants that agree to fill in a **short questionnaire after each shop, will receive a £20 Amazon voucher** at the end of the study.

We wish to explore eight different versions of this system, each containing different combinations of visual feedback, to see if one version is more useful than the other. Please be advised: the system collects your Tesco shopping data. The browser extension is **not active** on any other website but Tesco.com. The purpose of this research is not to analyse or judge you and your food purchases, but to help us understand the system, and allow us to improve it.

Why have I been invited to participate?

You have responded to an advertisement about the research expressing your interest. You can only take part in this study if:

- you are 18+ years old
- you are based in the UK
- you are not colour blind
- you have shopped online for groceries at least once in your life
- you have the Chrome internet browser installed (or are willing to install it)

Do I have to take part?

No, it is up to you to decide whether to take part. If you do decide to take part, you will be given this information sheet to keep and be asked to sign a consent form. If you decide to take part, you are still free to withdraw at any time and without giving a

reason. If you are a student at the University of Glasgow, a decision not to participate will not affect your grades in any way.

What will happen to me if I take part?

Taking part in the research involves shopping on the Tesco groceries website as you would normally.

You will install the Envirofy addon into your browser. To help us understand the usefulness of the web browser add on, we have created eight versions. You will be randomly allocated and will receive a version with or without feedback on the environmental impact of all the grocery options on your online retailer's website. The visual feedback can help to make informed decisions about the environmental impact of your food purchases.

The first 150 participants that agree to fill in a **short questionnaire after each shop, will receive a £20 Amazon voucher** at the end of the study.

What do I have to do?

This study will consist of following stages (detailed explanations below):

1.) Please read the information sheet and consent form **fully**. If you agree to continue with this study, you will sign the consent form electronically.

If you find this study objectionable, you are free to withdraw without giving a reason. If you are a student at the University of Glasgow, a decision not to participate will not affect your grades in any way.

2.) Follow the instructions to downloading and installing the addon.

3.) Fill in the questionnaire.

4.) After you have installed the addon, you simply behave normally when browsing. The addon is **not active** on any other website but Tesco.com. The addon does **not collect** any data except your Tesco shopping data. The purpose of this research is not to analyse or judge you and your food purchases, but to help us understand the system, and allow us to improve it.

The study will last 8 weeks. During that time we will collect your Tesco browsing data. At the end of the study, you will fill in a short post-study questionnaire, and you will be asked to de-install the addon from your browser.

Important:

You will need a Tesco online account to do grocery shopping on either online retailer. If you do not have one yet, please follow the instructions on Tesco.com.

What are the possible benefits of taking part?

The possible benefit of taking part in this study is that you may

1. understand the connection between food and its impact on the environment better;
2. lower your weekly carbon footprint.

The first 150 participants that agree to fill in a **short questionnaire after each shop, will receive a £20 Amazon voucher** at the end of the study.

Will my taking part in this study be kept confidential?

All the personal data you submit is processed by staff and students at the University of Glasgow in the United Kingdom. All your data will be anonymised from the outset of the project and none of your answers to the survey questions will be traceable back to you. If you choose to provide your contact details, these will only be used for the reason you provided them (either entry into the prize draw, interest in further participation in studies relating to environmental impact of food choices, or interest in being informed of the outcome of this project). All your data will be stored on password-protected university servers and will only be accessible by the research team running this project. Your data will not be shared outside of the research team.

What will happen to my data?

Your data will be stored in archiving facilities in line with the University of Glasgow retention policy of up to 10 years. After this period, your data will be securely destroyed in accordance with the relevant standard procedures. All study data will be held in accordance with The General Data Protection Regulation (2018).

What will happen to the results of the research study?

The results of this research study will be published in peer-reviewed journals and conferences, and disseminated at meetings of learned societies. You will be given an option at the end of the survey to provide your contact details if you wish to be informed of the outcome of this study. Direct quotes that you give as answers to the questionnaire may be used in any publications or reports resulting from this study, but these will be anonymised and none of your personal data will be identifiable.

Who is organising and funding the research?

This research is funded by the EPSRC, grant number EP/R511705/1.

Who has reviewed the study?

The study has been reviewed by the College of Engineering Ethics Committee (Application Number: 300200166).

Contact for further information

If you have any questions about any aspects of the study, please contact a member of the research team listed below:

Primary Investigator: Gözel Shakeri

Email: Gozel.Shakeri@glasgow.ac.uk

Researcher: Claire McCallum

Email: Claire.McCallum@bristol.ac.uk

Line Manager: Stephen Brewster

Email: Stephen.Brewster@glasgow.ac.uk

Thank you very much for taking the time to read this information sheet.