



INFORMATION SHEET FOR PARTICIPANTS (WITHOUT A PALL CENTER CUSTOMER CARD) OF THE GOODNESS GROCERIES PILOT STUDY (Ref: 23-005 GGAPP)

Goodness Groceries is a University of Luxembourg consumer study piloting a sustainable food shopping App in partnership with the Pall Center. The App acts as a virtual shopping companion providing eco-responsible and ethical product information of selected food products.

The App serves several functions. You can scan QR codes of selected food products in the shop or browse the product information at any time to learn more about the products and how they perform in different areas of sustainability. The information is based on self-assessments by the product suppliers. The assessment of indicators was developed by the Sustainable Food Practices team at the University of Luxembourg. Each product is awarded with indicators in the areas of Environment, Social well-being, Economic well-being and Good Governance. You can compare the selected food products and find out how they meet the different sustainability indicators. According to your own areas of interest, you can activate the indicators you are most keen to know about.

The objective of the study is to assess how an App providing information about food products' sustainability performance can be helpful with food choices, and if such a food shopping App can strengthen more sustainable consumption in the long-term. It also aims to understand what is important to consumers in terms of eco-responsible and ethical information, and in terms of their preferences for how to find out and learn about such qualities.

The study for participants without a Pall Center client card begins February 2023 and ends in May 2023. It has been approved by the University of Luxembourg's Ethics Review Panel (Ref: 23-005 GGAPP).

To participate you must be between 18+ years old and shop (even occasionally) at Pall Center Oberpallen and/or Steinfort. You must consent to taking part in the study by submitting your consent (via pop-up window in the App). Once your account is validated you can begin to use the App. You can also participate in a short anonymized user survey at the end of the study, which will help us to understand if and why the app was useful to you or not.

Purpose of the research

This project aims to create and pilot an experimental mobile App, which provides ethical and

eco-responsible product information when consumers are browsing in the shop, at the moment of their purchase decision, as well as by browsing product information in their own time. We aim to examine if such a practical tool is useful in providing such information to consumers, and if it may influence their shopping behaviour.

The project is a transdisciplinary collaboration between sociologists and social scientists in the Sustainable Food Practices team, the information technology researchers and specialists at University of Luxembourg IT team, and the shopping center Pall Center.

Your involvement in this project

Thank you for your cooperation in taking part in this research. The purpose of this research project is to find out about your experience of using the sustainable food App during the pilot study within the Pall Center. This research project will be conducted by myself, Dr Rachel Reckinger, at the University of Luxembourg. The findings will be analysed by myself and my team members at the University and used for publications for the Sustainable Food Practices project, for example peer-reviewed journals, articles and a final report in monograph format due 2023.

Why have you been approached ?

You have been approached for this research project as a customer of Pall Center interested in taking part in the pilot study for the Sustainable Food Shopping App.

What would taking part involve?

You will be given access to a Sustainable Food Shopping App, which you can download to your smart phone.

You can take part in the study without using a Pall Center customer card. Within the App you can browse information about products and the suppliers of those products, whilst you shop, or at home. You can also use the App to scan a product in store, to find out more about the ethical and eco-responsible information of that specific product. That information has been provided by the suppliers of those products, who have also consented to taking part in this pilot study.

The App will record what products you have browsed and scanned.

You have the option of taking part in a short anonymous user survey asking you about your experience with the App at the end of the study. You will find a link to the survey in the App.

The first time you use the app

The first time you register and use the App, it will ask you to fill in a short socio-demographic survey, which is anonymous. It is optional and it allows us to categorise the study population along demographic and socioeconomic factors.

The App will ask you to select up to four indicators that matter to you, to arrange the products accordingly. It will ask you what kind of products you tend to buy (local organic, imported organic, local conventional, imported conventional) to arrange the products accordingly.

You will need to set your language requirement, permit the App to access the camera to scan

products, and authorise notifications from the App.

From time to time the App will send you push notifications to ask you further about your shopping experience, which you can choose to respond to.

What data will be collected?

The data that you browse or scan are collected by the App, and submitted to us anonymously via a web server for analysis.

All data are analysed by our research team at the end of the study. **No personal information will be collected through the App.**

What are the possible advantages of taking part?

Your shopping feedback is vital to this research and we are grateful to you for sharing your shopping behaviour data with us. It will help us understand what ethical and eco-responsible information of food products is interesting to consumers. Your data will be used to understand how Apps can be useful in providing food information to consumers and if it could be extended to other supermarkets and consumers in the future.

What are the possible disadvantages of taking part?

Participation in this research project will require the investment of your time. For example, you will scan products in the shop using your phone and access product information on the App, which requires a short reading time. However, we hope that you will find your involvement in the research project interesting and rewarding.

What will happen if you don't want to carry on with the study?

You may withdraw from the research at any time without having to give a reason. All data concerning participants who partake in an interview will be deleted at your request. You can withdraw by notifying us, or by de-installing the App.

What happens if I did not use the App during the study?

We assume that should there be no activity (nil data) from your unique ID number, you have not used the App during the study. There are no data to analyse.

How will your information be kept confidential?

If you give consent, the data extracted from the App are collected by a software programme and the data are stored on the university servers and on the computers of the principal researcher for up to ten years and then archived according to university data archive policy. The information that is generated from analysing the data will be written up in Word document format and stored on the university drives. All computers are password protected.

Any information obtained will remain confidential to the research team. The University of Luxembourg processes personal data for the purposes of carrying out research in the public interest. The University will endeavour to be transparent about its processing of your personal data and this information sheet should provide a clear explanation of this. If you do have any queries about the University's processing of your personal data that cannot be resolved by the research team, further information may be obtained from the University's Data Protection Officer by emailing dpo@uni.lu.

What will happen to the results of this study?

Results of the study will be submitted to a variety of publications and in a final monograph.

Please visit <https://food.uni.lu/> for updates on work in progress, and for our complete repository of publications that have already been published.

In the unlikely event that there are any unexpected research findings of this study that suggests that we amend the research design, cannot use the data or must in some way amend the data, or feel the need to share the findings with you unexpectedly, you will be notified.

What if I have any questions about the App or the information within it, including technical problems?

We have a website on which you can find help for most your enquiries. It also contains contact information for the Study Team. You can get to the website by this URL or from your App Help icon.

<https://food.uni.lu/goodness-groceries/>

Who is organising and funding this study?

Dr. Rachel Reckinger is the principal investigator for the study. The set-up of the research is done following international criteria of academic freedom and critical independence. The project is funded by *Ministry of the Environment, Climate and Sustainable Development* as well as the *University of Luxembourg*.

Contact for further information

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