# Script for "How it Works" on envirofy.eu

Hello and thank you for your interest in Envirofy. I am Gözel Shakeri, one of the researchers on the Envirofy project.

Envirofy is part of a research initiative at the University of Glasgow and the University of Bristol. The aim of our research is to investigate which behaviour change technqiues are most effective in supporting YOU in shopping your groceries more environmentally friendly.

To do so, we developed

Envirofy is the first science-based web-browser extension that supports YOU in shopping environmentally friendly. Envirofy works on top and independently of the standard websites of Tesco and Waitrose & Partners. Envirofy displays eco-friendly information on the current webpage which will support you in making eco-friendly decision – automatically.

For example, Envirofy displays four traffic light colour coded labels under each product allowing for high level information at a single glance: overall, production, transport, and packaging carbon footprints.

# Script for "Quick Start" on envirofy.eu/install

Hello and thank you for your interest in Envirofy. I am Gözel Shakeri, one of the researchers on the Envirofy project.

Envirofy is part of a research initiative at the University of Glasgow and the University of Bristol. Therefore, installing Envirofy, automatically enrolls you in our research. Please check out the "How it Works" video on our website to learn what the research is about!

Before installing the addon, please read the Information Sheet, the Consent Form, and the Privacy Notice fully.

The Information Sheet describes what the study is about, and what your contribution is;

the Privacy Notice describes the data we collect and what your rights are;

and the Consent Form informs you about what you are consenting to.

If you tick all the boxes, you should be redirected to the Google Chrome Webstore, where you can install the Envirofy addon with a single click. It's that easy.

First time you visit Tesco or Waitrose after installation, pop-up boxes will appear. Please fill in these two very quick questionnaires. We do not ask any personal information, we simply want to understand how informed our participants are on environmental issues.

If you have any feedback for us about any step in the entire Envirofy process, please do not hesitate to let us know on info@envirofy.eu.

And now you're all setup! Enjoy shopping environmentally friendly on Waitrose and Tesco.