# 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.

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”, which is really good, however given the endless influx of new products, changing packaging, dietary trends, etc., it can be hard to keep track.

We developed a system called Envirofy. Envirofy is the first science-based web-browser extension that presents behaviour change techniques to allow you to automatically make environmentally conscious and friendly decisions during you shops. 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. A behaviour change technique is a strategy that helps an individual change their behaviour to promote – in this case – environmental sustainability.

We wish to explore eight different versions of Envirofy, each containing different combinations of Behaviour Change Techniques, to see if one version is more useful than the other. If you agree to participate, you will install one of the Envirofy versions. And, please stick to the version you installed first.

You will install Envirofy into your Chrome browser and use it for 8 weeks. Envirofy works with the standard e-commerce websites of Tesco and Waitrose. Please be advised: Envirofy collects your Tesco and Waitrose shopping data. Envirofy is not active on any other website but Tesco.com and Waitrose.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. The first 160 participants that agree to fill in a short a questionnaire after each shop, will receive £20 at the end of the study. Please make sure you meet the requirements for participation (see the installation page).

If you have any questions or feedback for us about any step in the entire Envirofy process, please do not hesitate to let us know on [info@envirofy.eu](mailto:info@envirofy.eu).

And at this point, we wish you happy environmentally friendly shopping. Your Envirofy team.

# 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.