

# Weekly Goal 2 - Focus Groups

## Recruitment Plan

Our target audience of the website are companies that use or produce PFAS. We have categorized these companies into 2 subcategories – intrinsically motivated and not motivated. To clarify, intrinsically motivated companies go above the standards of Duty of Care and actively try to lead the way in the sustainable PFAS use. While, companies that are not motivated comply with the minimum requirement of Duty of Care. Inside these companies we hope to reach R&D teams and workers in managerial positions. Therefore, this will be the main focus of our recruitment for the focus group.

Selecting focus groups from non-motivated PFAS production companies ensures direct industry expertise, historical context, and practical insights into PFAS emissions. These companies, as major players, offer their reasons and perspectives for producing PFAS, why PFAS is being the predominant choice, indicating the restraining power for the Duty of Care. Motivational companies specialize in environmental remediation and probably, have extensive experience in managing PFAS contamination, offering an activation power, practical insights into cleanup technologies, regulatory compliance, and on-the-ground challenges to reach for a Duty of Care norm for the industry. Including researchers complements this by providing scientific expertise, unbiased perspectives, and innovative solutions, bridging the gap between science and industry.

The main methodology we will be implementing to recruit our participants is contacting them via LinkedIn as this is the easiest platform to get in contact directly with the professionals we are aiming to join us for the focus group. Nonetheless, we have found some emails and phone numbers that are indeed more likely to have a quicker answer, however, contacting people via telephone could be perceived as an intrusive approach, and this is the reason why we are not planning to use phone numbers unless it is extremely necessary. This way we will give priority to emails and

LinkedIn messages as are the most professional ways to approach our potential participants.



# Consent Form

## Consent Form Duty Of Care in Terms of PFAS

### Aim of the study

This project is part of the educational program at the Computational Social Science bachelor program of the University of Amsterdam. The results of this study will be used for educational purposes. By the end of the project, students will develop a report and an interactive and collaborative website regarding different techniques for companies to implement the duty of care regarding PFAS.

- The aim of this study is to understand how companies fulfill the duty of care in controlling PFAS including analyzing different strategies that they can take to ensure it minimizes the impact regularly.
- The goal of this study is to describe the best practice for the company regarding PFAS duty of care and evaluate the effectiveness to help them manage strategies.
- You are invited to participate in a study that will examine corporate responsibilities and actions in PFAS management and explore how the duty of care can be implemented in business.

### What kinds of questions to expect

Participation will involve responding to questions about your experience /perceptions/thoughts on corporate duty of care in PAS management , its challenges ,and mainly strategies that the company uses.

1. This interview will be around questions about the following topics.
2. Does your company have a PFAS controlling policy? What are its key ways?
  3. What's the main challenges when your company faces PFAS challenges?
  4. How does the current PFAS regular policy impact your company?
  5. Has your company taken measures to reduce PFAS or develop other alternative ways?

### Confidentiality

Your privacy is protected as a participant in this study. We treat your personal data confidentiality, as required by law (the General Data Protection Regulation or GDPR). Any reports generated might use paraphrased wording or quotes and can be attributed to your professional role. If you would not like for your responses to be identifiable, you have a right to mention this to the focus group moderator. In this case, we will make sure your responses are unidentifiable and use only paraphrased wording or quotes that cannot be used to identify you.

### Collaborations

In this study we collaborate with Jobien noster, in order to enhance companies understanding of the duty of care for PFAS and explore some effective ways to implement it. We will not share your personal data with this organization but we will share the aggregated results of the study.

### Data sharing

The results of this study will be shared with other researchers, without any (directly identifying) personal data. The results may be used in other future research, which may investigate a different topic than the study you are currently participating in.

### Retention period

Directly identifying personal data will be retained as long as necessary, but no longer than 10 years from the moment of data collection. The retention period of the other research data is at least 10 years.

### Withdrawal

Participation in this study is completely voluntary; it is entirely up to you to choose whether to participate or not to participate. You can withdraw at any time or refuse to answer any question without consequences of any kind. If you experience discomfort, you may leave the focus group at any time.

### Contact

The study is conducted by Joana Caseiro, Eliana Vitolo, Wenhao Chen, Pija Chmieliauskaitė, PeiLin Zhang of the University of Amsterdam. Wenhao Chen can be reached at 06 48414706 or by email [chen.chen14@student.uva.nl](mailto:chen.chen14@student.uva.nl). This project is supervised by Szilvia Zörgő, whom you can contact for additional questions about this research.

I hope to have provided you with sufficient information. I would like to take this opportunity to thank you in advance for your assistance with this research, which I greatly appreciate.

Signature:

Date: