

# Objectives

Identify and understand participants' perspective regarding the duty of care for PFAS

## Research Question

What should the Duty of Care for PFAS using companies entail?

- What are the most environmentally-friendly procedures of dealing with PFAS?

## Target Audience

- Water polluting companies who use PFAS (Motivated to change and not)
- PFAS researchers- backup
- Lawyers- maybe not

### Who

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.

### Why

Selecting focus groups from non-motivated PFAS production companies ensures direct industry expertise and insights into PFAS emissions. These companies, as major players in-play, offer reasons and perspectives for producing PFAS; why PFAS is being the predominant choice, indicating the restraining power for the Duty of Care. Motivative companies specialize in environmental remediation and have extensive experience in managing PFAS contamination. They offer activation power for the Duty of Care, practical insights into cleanup technologies to reach for a Duty of Care norm. Including researchers complements the two sides by providing scientific expertise, unbiased perspectives, and innovative solutions, bridging the gap between science and industry.

### How

## **Focus Groups Sampling**

Non-Probability Sample purposive

## **Recruitments**

By email