

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 population 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. Motivated 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 method 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

Aim of the study

This project is part of Computational Social Science bachelor program of the University of Amsterdam. The results of this focus group will be used for educational purposes. By the end of the project, students will develop a report and an interactive and collaborative website to motivate the use of PFAS (per- and polyfluoroalkyl substances) alternatives and collaboration between companies in the context of Duty of Care.

What kinds of questions to expect

Participation will involve responding to questions about your experience/perceptions/thoughts on corporate Duty of Care in PFAS management.

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 that will be attributed to your professional role, instead of your name. Therefore, your responses will be unidentifiable. In the case, you prefer that we do not mention your professional role, you have a right to mention this to the focus group moderator, and you will be identified simply as *Participant #*.

Collaborations

In this study we collaborate with Studio Waterrecht and Jobien Monster (contact partner). We will not share your personal data with this organization but we will share the aggregated results of the study.

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 focus group recordings will be stored on Canvas and OneDrive until September 30, 2025.

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. Eliana Vitolo can be reached at 0629791105 or by email eliana.vitolo.sosa@student.uva.nl. This project is supervised by Szilvia Zörgő (s.zorgo@uva.nl), whom you can contact for additional questions about this research.

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

By signing this form, I consent to participating in the research and having my contributions sound-recorded.

Name:

Signature:

Date: