



Information Letter Implied Consent

Title of the study: Developing a Brunswik Lens model for Sustainable Food Product Selection on Campus

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Invitation to Participate: You are invited to participate in this research study about consumption during climate action. In the first year of the study, 2023, this research focuses on one of the seven psychological barriers to climate action: limited cognition.

Purpose of the Study:

- 1) develop a system of rating food products (i.e. food index) based on a Brunswik lens model that outlines Food and Agriculture (FAO) operational definitions of sustainability practices promoted by the university
- 2) help the scientific community develop a tool to communicate with and measure sustainable food products across Canada leading to innovative holistic solutions for Climate Action.
- 3) increase participant cognition about sustainable food products and
- 4) facilitate and provide examples of innovative problem solving later for UN Sustainability Development Goals with people in Africa and Asia.

The objective is to promote sustainable food products and recipes submitted by community members based on a published and measurable goal for University of Victoria and Lethbridge to achieve net zero through the reduction of greenhouse gas (GHG) emissions.



The justification for the study is to better understand, situate and contextualize how increasing information and cognition through optimized messaging measures may reduce participant psychological barriers to climate change and dietary GHGE.

Participation: If you wish to participate in this study, please feel free to immerse yourself in the content of the website and to interact through uploading recipes, downloading materials, viewing e-Agricultural videos or leaving inspirational messages to others in the community that have contributed.

Benefits: The immediate benefits for participants is the measurement rating for the sustainable food product and a sense of community from participating in Climate Action and the reduction of greenhouse gas (GHG) emissions. There may not be any direct benefits for participating in the research. Participants could benefit from the study findings or the individuals seeing other recipes, or seeing their recipe posted for others to use. and rating food products (i.e. food index) based on sustainability practices that can be modelled for University students, staff and community.

Risks: There is a possible risk for the loss of privacy when contributing to a community website with personal/family/well known recipes, or if the participants want to leave a comment on the website or have their name shown with their contribution for recipe. Participants who chose to contribute to a website have a choice to conceal their identity and are not face to face.

Confidentiality and Anonymity: Participants who chose to contribute to a website have a choice to conceal their identity and are not face to face. The website data is considered part of researcher's data. For each website, the data will be stored on the university server for the university location is. The researcher will "own" that data and follow the ethical guidelines for storage and deleted records according to protocol. All website collected data is stored on the university server that collected it. No electronic data that contains participant identifiers for recipes will be stored by the researcher away from the website. No other data will be collected with identifiers.

Voluntary Participation: You are under no obligation to participate and participation is voluntary. Participants are free to withdraw from any portion of the study and remain in others. If participants start to complete the study survey responses are unable to be withdrawn from 3rd party websites linked to the university website. Information uploaded to the university website can be removed or edited at any time by contacting the researcher and webhost at the contact details below. Requests for data to be withdrawn after August 2024 will not be considered.

Information about the Study Results: Information related to each case study is presented on the website. Case Study- Pea Protein Burger and Case Study- The Urban Market. There are not any plans to destroy any data.

Contact Information: If you have any questions or require more information about the study itself, you may contact the researcher or her supervisor at the numbers mentioned herein.

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The plan for this study has been reviewed by a Research Ethics Board at the University of Alberta. If you have any questions regarding your rights as a research participant or how the research is being conducted you may contact the Research Ethics Office at 780-492-2615 (reoffice@ualberta.ca).

Please keep this form for your records, a link to a pdf version that can be downloaded is provided

Completion and submission of the survey, recipe or comment means your consent to participate.