

Circular Economy Entrepreneurship in Denmark (CEED) Research Project

Participant Information Sheet

Study title: Circular Economy Entrepreneurship in Denmark

You are being invited to take part in a research study. Before you decide it is important for you to understand why the research is being done and what it will involve. Please take time to read the following information carefully and discuss it with others if you wish.

Part 1 tells you the purpose of this study and what will happen to you if you take part.

Part 2 gives you more detailed information about the conduct of the study

Please feel free to ask if there is anything that is not clear or if you would like more information. Take time to decide whether or not you wish to take part.

Many thanks in advance for reading this.

PART 1

What is the purpose of the study?

Entrepreneurial activities within a circular economy (CE) model is a major opportunity to achieve sustainable development by increasing resource productivity, addressing environmental issues and generating employment. The fulfillment of the potential of a circular economy therefore hinges on the emergence of a new generation of entrepreneurs that operate in accordance with the circularity logic.

In Denmark, there is a strong ambition for the country to be a pioneer in CE entrepreneurship. This will give businesses a competitive advantage and also open new markets at the national, regional and global levels. There are clear signals that entrepreneurial ventures are more likely to pursue sustainability related opportunities in a circular economy because being new and flexible, such enterprises can adapt their business models and organizational setup to bring about radical sustainability-oriented innovations.

CEED is a EU Marie Curie research project with a duration of two years. It is executed under the auspices of SDU. The overall purpose of the CEED research project is to contribute to the transition to a CE economy by identifying the enablers and barriers to unlocking CE entrepreneurship. The project intends to develop innovative solutions that could overcome these barriers and strengthened the enablers in Denmark as well as in other EU countries.



The research focuses on Denmark to examine how different stakeholders, actors and conditions shape the circular economy landscape of the country (e.g. entrepreneurs, startups, large companies, SMEs, consumers, experts, consultants, municipalities, regulatory bodies, education system, universities, institutions, sustainability organizations, funding sources, economic factors, infrastructure, cultural assumptions towards entrepreneurship and the circular economy, etc.) and influence the activities of entrepreneurs in a circular economy.

Why have I been chosen?

You have been chosen based on your involvement and the important role you or your organization is playing in the transition to a circular economy in Denmark through entrepreneurship. This research would therefore benefit from your extensive knowledge, experience and insights related to unleashing circular economy entrepreneurship in Denmark.

Willing to participate?

It is up to you to decide whether or not to participate. If you do decide to participate, you will be given this information sheet to keep and be asked to sign a consent form. If you are willing to participate, you are still free to withdraw at any time and without giving a reason. The project will no longer collect new information about you, but it is still allowed to use the information it has already received. Therefore, you must decide whether you want to participate in the project for us to be able to use your information.

What do I have to do?

Participating in this study will involve an appreciable amount of your time for meetings, interviews, presentations and discussions as illustrated in Table 1. This can take place at your premises, the researcher's offices or a public space of your choice; or via phone or Skype. You do not need to prepare for an interview as the format will be one of a relaxed and informal discussion. The mode of participation is illustrated in Table 1.

PART 2

During the Interview

During the interview, before any questions about project are done, the ethics and information form will be explained, interviewees have time to ask questions both about the form and about the researcher, and consent is provided by the interviewee (on a recorder or via signing consent forms: one copy for the participant and one copy for the project). Interviewees are informed that they may modify their participation after the interview, but with some conditions. They are also informed that if they would like to be off the record at any point during the interview, they are free to do so and to operationalize this request a note will be made to not use that particular data.



The researcher will openly request to record all interviews, and if the interviewee consents, the interview will be recorded, and the data stored on the SDU one drive system (one of SDUs approved digital storage systems). If the interviewee does not consent to be recorded, they are not recorded and the recorded is put away. The interviewee will be informed that detailed notes will be taken, and they may be asked to repeat a comment for correct attribution.

At the end of the interview, if time permits, the researcher will recap the interviewees main points using my notes to ensure that the meaning of the interviewee's points are correctly understood and to provide an opportunity for clarification. The interviewee is also provided with my business card to ensure that they have my contact information if they would like to change the nature of their participation in the project at a later date.

Interviewees are permitted to request that quotes from the interviews be approved by them before publication. If such as request is made, no collected data will be quoted in publications without their approval.

Interviewees are permitted to request anonymity and all such requests are acknowledged and respected. Requests for anonymity are also permitted after the interview is complete, but before any data has been published. Requests need to be made by email, to act as a record, and are acknowledged, noted in the master copy list of interviewee participants, and respected.

Interviewees who would like their identity to be used in publications must make that clear during the interview, such request need to be recorded, acknowledged and noted in the master copy list of interviewees and respected.



Table 1 Participation tasks and planned duration

Task No.	Task Description	Duration (Hours)	Total (Hours)	Remarks
1	Preliminary meeting with management	1 hour	1	Presentation of the project and discussion of modalities of collaboration
2	In-depth interviews with Key management staff (2-3)	2 hours/staff	6	Semi- structured discussions about achieving circularity in the enterprise
3	Presentation of research findings	1 hour	1	Findings from theory and practice
4	Discussion of research recommendations	2 hours	2	Discussion of models, frameworks, tools and methods developed
5	Follow up interviews after the implementation of recommendations	2 hours/staff	6	Comments and suggestion from the implementation of recommendations
	Total number of hours participants will be engaged		16	
6	The researcher will spend some time on each enterprise to examine operations, business model, product and service designs and organizational design to identify areas of improvement.		40	During this period, an enterprise is expected to only facilitate access to operations, documents and reports.

What are the possible disadvantages and risks of taking part?

There are no foreseen possible disadvantages in taking part in this study. However, when using personal data for the research project, there are some specific provisions in the legislation that allow the collection and use of personal data without the consent of the participant. This can be found in the Data Protection Act § 10, and the General Data Protection Regulation, article 6, subsection 1(e). These provisions allow SDU to use your personal data for research without your consent, but also prohibits the use of the information for purposes other than research and statistics. Therefore, there is no risk that your information will be used for other purposes.



What if something goes wrong?

If you are harmed by taking part in this research project, there are no special compensation arrangements. But, if you are harmed due to someone's negligence, then you may have grounds for a legal action. Regardless of this, if you wish to complain, or have any concerns about any aspect of the way your data have been treated during the course of this study then you should immediately inform the Principal Investigator (Michael Sheriff: Tel: +4565508922; Mobile: +4571497810; email: mshe@sam.sdu.dk). If you are still not satisfied with the response, you may contact the SDU Data Protection Officer (Simon Kamber: Tel: +4565503906; Mobile: +4593507466; email: dpo@sdu.dk)

Will my taking part in this study be kept confidential? (Transparency notice)

The CEED project will need to obtain the participants' permission to allow restricted access to the information collected about them in the course of the study. The project should ensure that all information collected about participants will be kept strictly confidential. Under GDPR the following phrases should be used as applicable:

[Personal data is any information relating to (1) an identified participant (e.g. you have their name) or (2) a participant who is identifiable (i.e. you hold data that could identify the individual by means reasonably likely to be used taking into factors such as cost, time, available technology. A correctly implemented code system should not result in the participant being identifiable and, in such cases, the data would not qualify as personal data).]

PARTICIPANT PRIVACY INFORMATION

The EU Horizon 2020 is the sponsor for this study which is being executed under the auspices of SDU in Denmark. The project will be using information from you in order to undertake this study and SDU will act as the data controller for this study. This means that SDU is responsible for looking after your information and using it properly. SDU will keep materials and data gathered from the research and fieldwork for a mandatory period of 4 years as specified under the H2020 grant agreement under the exploitation of the results of the project. When such materials and data are no longer needed, they will either be deleted or destroyed.

A link to SDU data protection webpage may be found at:

https://www.sdu.dk/en/om_sdu/om_dette_websted/databeskyttelse

YOUR RIGHTS

Your usual statutory rights to access, change or move your information may be limited, because the project need to manage your information in specific ways in order for the research to be reliable and accurate. If you withdraw from the study, the project will keep



the information about you that have already been obtained. To safeguard your rights, the project will use the minimum personally-identifiable information possible.

You can find out more about how we use your information from Dr Michael Sheriff (mshe@sam.sdu.dk).

THE PERSONAL INFORMATION WE COLLECT

In the course of the research study, the project will collect the following personal information when you provide it to us:

- Your name, contact details (including email address(es), telephone numbers and postal address(es));
- Your age, gender, educational background and occupation
- records of communications and interactions we have had with you

The information will only be used for the purpose of primary research and cannot be used to contact you or to affect you. It will not be used about future services available to you such as insurance.

LEGAL BASIS

SDU as a university use personal information to conduct research that will be in the public interest. As a publicly-funded organization, SDU has to ensure that when the project use personally-identifiable information of participants who have agreed to take part in research, it is in the public interest. When you agree to take part in a research study, the information you provide may be shared with researchers running other research studies at SDU or in other organizations. These organizations may be universities, or companies involved in similar research in Denmark or abroad. However, SDU will take such steps as are ethical, appropriate, and in line with the GDPR to minimize the personal aspects of the data in processing and sharing it insofar as the research allows it.

STORAGE AND PROTECTION

The master copy list of the interviewees, their contact information, and details on conditions for their participation in the project is kept in a password protected word document file.

Hardcopies of interview notes are kept, when not in use, in a locked cabinet. Digital copies of interview notes are kept in a password protected document file. No copies of interviewee notes or interviewee data are shared with co-authors. The Principal Investigator (Michael Sheriff), as the data collector, will be the only person handling the data.

All digital information – interview list, recordings of interviews, and transcriptions – will be stored on the SDU one drive system. Unless the interviewee permits the use of their name in the project, they will be given a pseudonym.



INTERNATIONAL TRANSFERS

For this project, no international transfer is envisaged. However, if there may be a requirement to transfer information to other countries within and outside the European Economic Area (for example, to a research partner). Where this information contains your personal data, SDU will ensure that it is transferred in accordance with data protection legislation. If the data is transferred to a country which is not subject to a European Commission (EC) adequacy decision in respect of its data protection standards, SDU will enter into a data sharing agreement with the recipient organization that incorporates EC approved standard contractual clauses that safeguard how your personal data is processed.

PROCESSING AND RETENTION

SDU data processing is designed to be private and confidential. Personal data are processed and retained within the university's administrative systems. All materials and data gathered during the research and fieldwork are retained to publish outputs based on the information and to provide the researcher with the necessary support and confirm their research, if the validity of the research is ever questioned. Where interviewees prefer the use of their names and related personal information, effort will be taken to find avenues to publish transcripts of the interviews to promote open access and data sharing in scholarship. Otherwise, all transcribed and derivative data from the interviews shall be pseudonymized and anonymized before being shared. When information is no longer needed for its original purpose, it will either be deleted, destroyed or archived within SDU's record keeping systems.

CONTACT US

If you wish to raise a complaint on how we have handled your personal data or if you want to find out more about how we use your information, please contact SDU Data Protection Officer via email at dpo@sdu.dk, via telephone on (+45) 6550 3906, via mobile on (+45) 93507466 and via post at

SDU DPO
Campusvej 55
Room: Campusvej V8-302-0
DK-5230 Odense M,
Denmark

If you are not satisfied with our response or believe we are processing your personal data in a way that is not lawful you can complain to the Danish Data Protection Agency dt@datatilsynet.dk.



What will happen to the results of the research study?

The results of this study will be written up for 3 publication in entrepreneurship and management journals and 2 conference presentations. The publications will likely be in 2022. You will also receive a short summary of the findings emailed to you at the end of the study. You will under no circumstances be identified in any report/publication unless you prefer to be identified.

Who has reviewed the study?

This study has been reviewed by SDU RIO which checks if research projects meet certain ethical standards. SDU RIO has developed a uniform and reasonable structure for approving projects. SDU RIO made a risk assessment of the project and it has been assessed “Green” which means that it is considered to be a low risk project, SDU RIO has not made a data protection impact assessment (DPIA), because it was not necessary in their opinion.

Contact for Further Information

You can contact Michael Sheriff (mshe@sam.sdu.dk) for further information.

Thank you for taking part in this study.

Your participation is greatly appreciated.

