

## Appendix Task 1 (Consumer Engagement: Pedagogical Script)

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### I as a Consumer Poll

1. I consider myself as a sustainably oriented consumer
- Yes, I consider sustainability in all my purchase decisions
  - Mostly, I tend to make sustainable choices, but may sacrifice sustainability for example for a good bargain
  - Not sure, there are many aspects determining my purchase choices, and sustainability may not be the first on the list

2. I feel that my purchase decisions are primarily influenced by (pick only one option):

- Product quality
- Product price
- Products sustainability message
- My personal habits

3. Packaging material(s) influence my purchase decision

- Yes
- No

4. If yes, give concrete case examples

5. I feel that the packaging end of life options influences my purchase decision

- Yes
- No

6. If yes, give concrete case examples

7. I feel that the messaging in the packaging influences my purchase decision

- Yes

No

8. If yes, give concrete case examples

9. My attitude towards plastic packaging is...

- Positive. When the full life cycle is well thought of, plastic is definitely justified and sustainable in certain packaging applications.
- Sceptic. There are so many problems associated to plastics end of life that a lot needs to be done to justify its use.
- Negative. Plastic should be phased out as effectively as possible

10. I have good experiences of plastic packaging that have engaged me as a consumer for more sustainable behaviour/action

- Yes
- No

11. If yes, give concrete case examples

12. I am aware of different sustainable packaging solutions, and it is easy to make justified sustainable choices

- Yes
- No

13. If no, clarify why



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