



# **Sustainable food** **Meeting the challenge**

## **Official information sheet and consent form.**

We ask you to sign the consent form to say that you know that

You will be interviewed (or answer questions online)

You don't have to take part

You can stop taking part at any time

You can ask the researcher any questions about the survey before taking part

You can ask the researcher any questions after you take part

You will see the results and can use them as you like

You can contact the Griffith Ethics department if you think anything is wrong

There is no risk in participating in the survey, but it might influence the way you think about your business.

### **The information sheet also:**

Provides contact details

Promises that your details and answers will not be shared with anyone

Promises to share the research with you if you are interested

Invites you to participate in further research





## **Survey of Urban Food Practitioners**

Griffith University Human Research Ethics Committee ref: 2021/294

### **INFORMATION SHEET**

#### **Who is conducting the research?**

Dr Louis Sanzogni is the principal researcher  
Griffith Business School Griffith University | Nathan campus | QLD 4111 | Business 1 (N50)  
Room 1.42a T +61 7 3735 7519 | Email [l.sanzogni@griffith.edu.au](mailto:l.sanzogni@griffith.edu.au)

Geoff Ebbs is the student researcher  
Griffith Business School Griffith University | Nathan campus | QLD 4111 | Macrossan (N16)  
Room 1.14d15 T +61 7 555 27350 | M 0402 779 375 | Email [g.ebbs@griffith.edu.au](mailto:g.ebbs@griffith.edu.au)

#### **Why is the research being conducted?**

Food production is currently a major source of greenhouse gas emissions, loss of biodiversity and degradation of waterways and land. The production of food in urban environments is one way to reduce these negative impacts and potentially regenerate natural environments. This research undertakes to identify possible approaches to addressing problems identified by the participant. The research forms part of the student researcher's academic program.

#### **What you will be asked to do**

You will be asked to participate in a series of private face-to-face/Skype/Teams/telephone discussions lasting between 45 to 60 minutes on each occasion. The interviews/discussions will be digitally recorded where possible for future reference. The recordings of those interviews will be deleted immediately after they have been transcribed. You will then be free to work on your own or with the researcher to apply the techniques and approaches developed in those discussions to your operation and discuss the results with the researcher. This process will be repeated, gradually refining the techniques and approaches to address the problems you identify.

#### **The basis by which participants will be selected**

Participants are selected based on their responses to a survey that indicated their role and the problems they faced. Those participants invited to participate are involved in organisations where more than two people work, manage systems that facilitate the provision of food, have an interest in regenerative food production and have identified problems that are common to other practitioners. They have also nominated themselves as being willing to participate.

#### **The expected benefits of the research**

The research has the potential for impact in academic, public policy and business practice arenas. The expected benefits include the refinement of approaches and techniques to

address some of the key challenges facing the regenerative production of food in urban spaces.

### **Risks to you**

There are no foreseeable risks associated with participation in this research.

### **Your confidentiality**

All data collected through the interviews and discussions will not be identifiable for anyone else than the researchers. The level of identification is limited to the type of organisation and is not attributable to an individual. The interview group recordings will be transcribed by the researcher or a professional transcription service formally bound by Griffith University ethics. Any data used for publications and reports are anonymous. The researchers store de-identified data so that your name and your answers cannot be connected; the audio files of interviews will remain only with the researchers on a secure online portal for future reference and are not publicly available. However, other research data (interview transcripts and analysis) will be retained in a locked cabinet and/or a password protected electronic file at Griffith University for a period of five years.

### **Your participation is voluntary**

Your participation is completely voluntary. If you do decide to participate in this research, you can freely withdraw from the research at any time.

### **Questions/ further information**

You are welcome to contact the researcher listed above if you have any questions at any time during the research through the provided contact details.

### **The ethical conduct of this research**

This research project and all other research at Griffith University are conducted in accordance with the National Statement of Ethical Conduct in Research Involving Humans. If you have any concerns or complaints regarding the ethical conduct of this research, you are welcome to contact the Manager, Research Ethics on +61 7 3735 4375 or alternatively email to [research-ethics@griffith.edu.au](mailto:research-ethics@griffith.edu.au).

### **Feedback to you**

The results of the study will be made available to all the involved participants as a project summary report. An electronic copy of that report will be sent to all participants by email. Hard copies may be provided on request. Research results may be disseminated via journal articles, conference presentations, blogs, podcasts, traditional and social media (e.g. Twitter, LinkedIn). You are welcome to follow these via the researcher's own LinkedIn profile. The researcher will also collect your contact details so that you can receive any publications that are written as part of this project either by post or by email.

### **Privacy Statement**

The conduct of this research involves the collection, access and/ or use of your identified personal information. The information collected is confidential and will not be disclosed to third parties without your consent, except to meet government, legal or other regulatory authority requirements. A de-identified copy of this data may be used for other research purposes. However, your anonymity will at all times be safeguarded. For further information consult the University's Privacy Plan at <http://www.griffith.edu.au/about-griffith/plans-publications/griffith-university-privacy-plan> or telephone (07) 3735 4375.

Thank you for your cooperation.

Dr Louis Sanzogni



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### CONSENT FORM

Please see the Information Sheet associated with this research. Available from student researcher: Geoff Ebbs Griffith Business School Griffith University | Nathan campus | QLD 4111 | Macrossan (N16) Room 1.14d15 T +61 7 555 27350 | M 0402 779 375 | Email [g.ebbs@griffith.edu.au](mailto:g.ebbs@griffith.edu.au)

Or the principal researcher : Dr Louis Sanzogni Email [l.sanzogni@griffith.edu.au](mailto:l.sanzogni@griffith.edu.au)

By signing below, I confirm that I have read and understood the information sheet and I understood that:

- My participation in this research includes a series of face-to-face/Skype/Teams/telephone interviews.
- My questions have been answered to my satisfaction regarding the research conduct or the nature of the research
- My participation is voluntary
- I understand that in the case I have additional questions, I can contact the researcher
- I am free to withdraw from the research without any penalty.
- I may use the research results provided to me as I see fit without participating further with the researchers or this research project.
- I understand I can contact the Manager, Research Ethics, at Griffith University Human Research Ethics Committee on +61 7 3735 4375 (or [research-ethics@griffith.edu.au](mailto:research-ethics@griffith.edu.au)) if I have any concerns regarding the research project, and
- I agree to participate in the project
- There are no foreseeable risks associated with participation in this research beyond those risks I would take in my everyday decision making in the operation of my organization.

Name \_\_\_\_\_

Signature \_\_\_\_\_

Date \_\_\_\_\_

Return signed form to [g.ebbs@griffith.edu.au](mailto:g.ebbs@griffith.edu.au)

# Sustainability in urban food businesses

A survey of businesses providing sustainable food in urban SEQ to identify approaches, challenges and outcomes. We are surveying sustainable food providers to identify the factors influencing your efforts to build a sustainable organisation, your organisations ambitions and how you approach those ambitions. This survey is part of a larger research project and you are welcome to find out more about that larger project. We look forward to your responses.

There are 35 questions in this survey

## Contact details

These contact details are for the researcher's use only and will not be published in the final research. This is so we can contact you if we have further questions

Your name

Telephone number

Email address

Does your organisation aim to be sustainable?

- Yes
- No

Does your organisation provide food in urban SEQ?

- Yes
- No

You might grow, produce, process or prepare food.

We are collecting data about organisations in the local government areas from the NSW border to the Sunshine coast, including City of Brisbane, City of Gold Coast, Somerset Region, Sunshine Coast Region, Moreton Bay Region, Redland City, Logan City, City of Ipswich.

Have you signed the consent format the beginning of this document

- Yes
- No

# Sustainable Ambitions

These questions ask about the intentions or ambitions of your organisation

## **What are the major objectives of your business?**

Do you have business goals? What do you hope to achieve? Why are you in business? Feel free to cut and paste your mission statement.

## **You indicated that your organisation aims to be sustainable. How would you describe those aims?**

For example, some organisations aim to reduce energy or resource consumption, others focus on nutrition, or the well being of customers, staff or stakeholders. We are interested in how you define your sustainability goals.

## **How would you know that are succeeding in your efforts to be sustainable?**

What are you measuring? Do you have any targets that you want to achieve?

How important are these different types of sustainable outcomes to your organisation?

	<i>Not at all our focus</i>	<i>Not so relevant</i>	<i>Relevant</i>	<i>A major focus</i>
<b><i>Being economic and sustainable</i></b> - circular economy, green growth, resource efficiency, sustainable entrepreneurship, green capitalism	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b><i>Contributing to radical or systemic change</i></b> – Transforming society, the economy or political systems. Societal transformation, social justice, equity, food justice, or focus on power balance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b><i>Transforming social interactions</i></b> – Changing relationships and social behaviour, social practice, social innovation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b><i>Environmental</i></b> - reducing emissions, waste, biodiversity loss, pollution or heating of water	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Use the scale to rate how important each of these different types of sustainable outcomes are to your organisation

Are there other comments you would like to make about your ambitions for your organisation?

## Factors affecting sustainability

This section asks you about the factors that influence your attempts to become sustainable. Their influence might be positive or negative.

### What are the main factors that influence your efforts to become sustainable?

These might be barriers or challenges that make it difficult to successfully achieve your sustainable ambitions. Alternatively they could be drivers that encourage you to increase your efforts. They might be internal to your organisation (staff, shareholders, tradition), external (your industry, supply chain, the political or legal landscape), or physical and environmental factors (location, proximity to resources, weather, economy, war)

Please rate these factors according to how important their influence on your sustainability efforts

Please choose the appropriate response for each item:

	<i>Not a factor at all</i>	<i>Not so relevant</i>	<i>Relevant</i>	<i>A major factor</i>
<b>Ability and capacity:</b> <i>Agency, competency, capability, power, influence, knowledge</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Complexity</b> – <i>The complexity of sustainability, wicked problems, too theoretical, too hard, too much</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Externalities</b> – <i>Elements outside the organisation: regulation, market &amp; customer demands, supply chains, global conditions</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Values and motivation</b> – <i>cultural, moral and ethical factors: stakeholder alignment, responsibility, culture, expectation</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Resources</b> – <i>Elements required by the organisation. Finance, skills, IT and Comms systems, supplies</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Dissonance</b> - <i>Tensions caused by different values, outcomes, missions, or vision</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Thinking about the sustainability outcomes that are most important to your organisation, please describe how these factors impact on those outcomes.

Are there any other comments you would like to make about the factors influencing your sustainability efforts

## Your Approach to becoming sustainable

These questions ask about how you do things in your organisation

What activities does your organisation do in the effort to achieve sustainability?

Different organisations use different approaches to working toward sustainable outcomes. What do you differently than you did in the past? ... from other organisations?

## How important are these types of activities or approaches to your organisation?

	<i>Not at all</i>	<i>Not so important</i>	<i>Important</i>	<i>A major focus</i>
<b>Market mechanisms</b> – customers, marketing, sales, media (inc social), pricing, packaging	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Collaborative/Social</b> – Cooperation, co-creation, social outcomes and interactions, stakeholder engagement, staff initiated change, partnerships	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>External</b> – Making use of external resources and organisations (funding, regulation, training, networking, partnerships, consultants)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Management systems</b> – internal issues and processes, structure, environmental management systems, business model information	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Technology and product innovation</b> – Transforming the output of the organisation, e.g. Food energy waste and water systems (FEWWS), new products, technical innovation, supply chain innovation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Generating new knowledge</b> - Transforming knowledge or information flow, information access, information transfer, publicity, learning, open knowledge	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Localisation</b> - place-based, working in your community, geographical focus	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Novel approaches</b> – Non-economic, degrowth, diverse economies, non-profit, new or remarkable activities not otherwise listed	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How do these approaches help deal with the factors that influence your sustainability efforts?

What other comments would you like to make about your sustainability activities and approaches?

Organisation Name

The trading name of your business, or the name of your organisation

Suburb or Town

Post code

Would you like your organisation to be listed in a Sustainable Food Directory?

Yes

No

Please describe the type of products or service your organisation provides

Does your organisation grow (produce) food?

Yes  No

You might grow or harvest plant products or produce food from animals.

Does your organisation process food or raw ingredients to produce packaged food or drink?

Yes  No

You might bake, cook, dry, ferment, preserve, or package food or produce to create food products.

Such products might include jam, chutney, sauce, drinks, baked goods, cheese, or yoghurt.

Does your organisation distribute or deliver food or drink?

Yes  No

We are asking if this is the main activity of your organisation or a significant part of your activity.

You would say yes if you are a warehouse, a food box distributor, an organisation that collects and distribute food.

You might say yes if you are a farmer who collects produce from other farmers to deliver it to market or a distributor.

Does your organisation sell or give food to individuals?

Yes  No

You might be a retailer, charity, food box delivery organisation. You would say yes if your customers or clients are the people who eat the food.

You would also say yes if you are in hospitality, ie you prepare food for people to consume on your premises or to take away and eat.

Does your organisation provide or prepare food for immediate consumption (hospitality, take away)?

Yes  No

Hospitality providers, organisations that offer in-house dining, take-away and home delivery should say yes.

Is your organisation registered as a charity?

Yes  No

Is your organisation registered with the Australian Tax Office as not for profit?

Yes

No

Is your organisation a social enterprise?

Yes

No

Social enterprises generally earn some money from commercial activity but exist to achieve some social benefit as opposed to simply making profit for their owners.

## The last word

Your final chance to tell us what you think

Are there topics you expected to be asked about that have not been raised in this survey?

Would you like to participate in further research?

Yes

No

This would be face to face with the researcher, on your premises at a time that suits you, to discuss areas of your business or organisation and its efforts to be sustainable. This is participatory research where the researcher works with you to analyse your challenges using standard industry tools and records your responses and the outcomes of the discussion. It may involve follow up visits to support you in implementing the ideas that emerge from those discussions.

## Thanks for your participation

You can email the results to [g.ebbs@griffith.edu.au](mailto:g.ebbs@griffith.edu.au) or post them to *Geoff Ebbs, HDR Hub, Macrossan Building, Griffith University Nathan Campus, Kessels Rd, Nathan, Qld*