

## PARTICIPANT INFORMATION SHEET

**PROJECT TITLE: Collective Engagement Toward Social Purpose**

**HUMAN RESEARCH ETHICS COMMITTEE APPROVAL NUMBER: H-2021-147**

**PRINCIPAL INVESTIGATOR: Professor Jodie Conduit.**

**STUDENT RESEARCHER: TBA**

**STUDENT'S DEGREE: PhD in Business**

Dear Participant,

You are invited to participate in the research project described below.

### **What is the project about?**

This project aims to develop knowledge on how to create or enhance collective engagement for a social purpose, such that the collective actions of the group facilitate well-being of the broader community. The project expects to understand how to drive engagement from an individual to a collective level and understand the benefits that can be gained by focusing this engagement on social purpose. Expected outcomes include measurement tools, a framework for facilitating collective engagement, and mechanisms for leveraging this engagement for community well-being.

### **Who is undertaking the project?**

This project is being conducted by Professor Jodie Conduit, Professor Carolin Plewa, Dr. Taylor Willmott, and Professor Ingo Karpen at the University of Adelaide in conjunction with Professor Elina Jaakkola (University of Turku, Finland) and Professor Michael Kleinaltenkamp (Freie University Berlin). This project is funded by the Australian Research Council (ARC) Discovery Projects grant funding.

### **Why am I being invited to participate?**

You are being invited as you are either a senior manager or consultant whose primary or key purpose is to galvanise collective engagement with social purpose initiatives, or you have involved in an organisation or group with a defined social purpose over the last two years. You are also over the age of 18 and proficient in the English language.

### **What am I being invited to do?**

You are being invited to participate in an interview at a place of your convenience. The interview will be audio recorded (and video recorded if conducted virtually e.g., via Zoom) with your permission. The interview questions will likely cover aspects such as how you became involved in some of the 'social purpose' initiatives, what your role has been, who else has been involved, how the group gained traction and what impact it had. There are no right or wrong answers or specific things we are looking for, we are just seeking to gain a greater understanding of how groups of people engage and work toward a social purpose. You will have the opportunity to review a transcript of your interview.

### **How much time will my involvement in the project take?**

The interview will take approximately one hour.

### **Are there any risks associated with participating in this project?**

There are no foreseeable risks that can result from this study. You will be asked to discuss your perceptions of the topics of interest to this research project and provide information on your experience in social purpose initiatives.

The interview will be done at a time and location that is convenient to you. It is hoped this will minimise any burden. Care will be taken to minimise any anxiety for participating in the interview, and you can end the interview at any time.

**What are the potential benefits of the research project?**

There may not be any immediate, direct benefit to the individual for participating; however, this research aims to generate economic, commercial, and social impact to Australia by developing academic knowledge and practical approaches to move private corporations’ purposes away from pure profit maximisation to a more holistic social purpose. Thus, we aim to measure collective engagement and facilitate its emergence within and across organisations, so that collectively engaged actors may drive a social purpose mission for social and economic and economic impact.

**Can I withdraw from the project?**

Participation in this project is completely voluntary. If you agree to participate, you can withdraw from the study up to three months after the interview. Beyond that time, your ideas may be incorporated into our analysis, but you can request for no direct quotes or examples attributed to your interview to be used in publications.

**What will happen to my information?**

Data files will be securely stored password protected computers of the researchers for a minimum period of five years after last publication. Files will be accessed by the research team only. Data will be de-identified and every effort will be made to protect the identity of any individuals or organisation in the data or in resultant reports or publications. Your information will only be used as described in this participant information sheet and it will only be disclosed according to the consent provided, except as required by law. The data may be used for future related research projects (e.g., an extension of the project) by the researchers if consent is given.

As the sample size is small, complete anonymity cannot be guaranteed. However, the utmost care will be taken to ensure that no personal identifying details are revealed. Your confidentiality and privacy will be upheld, and your views and opinions will not be publicly accessible in a personally identifiable manner. Precautions will be taken to ensure that you cannot be identified in related publications (such as journal articles, industry reports, related conference presentations or PhD thesis) and any comments included in the final papers will be de-identified.

**Who do I contact if I have questions about the project?**

If you have questions, please contact either:

<p>Professor Jodie Conduit Head of Marketing Discipline Adelaide Business School Jodie.Conduit@adelaide.edu.au Tel: + 61 8 8313 7024</p>	<p>Professor Carolin Plewa Deputy Dean Research Adelaide Business School Carolin.Plewa@adelaide.edu.au Tel: + 61 8 313 4514</p>	<p>Dr Taylor Willmott University of Adelaide Taylor.Willmott@adelaide.edu.au</p>
<p>Professor Ingo Karpen University of Adelaide Ingo.Karpen@adelaide.edu.au</p>	<p>Professor Elina Jaakkola University of Turku Elina.Jaakkola@utu.fi</p>	<p>Professor Michael Kleinaltenkamp Freie University Berlin Michael.Kleinaltenkamp@fu-berlin.de</p>

**What if I have a complaint or any concerns?**

The study has been approved by the Human Research Ethics Committee at the University of Adelaide (approval number H-2021-147). This research project will be conducted according to the NHMRC National Statement on Ethical Conduct in Human Research 2007 (Updated 2018). If you have questions or problems associated with the practical aspects of your participation in the project or wish to raise a concern or complaint about the project, then you should consult the Principal Investigator. If you wish to speak with an independent person regarding concerns or a complaint, the University's policy on research involving human participants, or your rights as a participant, please contact the Human Research Ethics Committee's Secretariat on:

Phone: +61 8 8313 6028

Email: [hrec@adelaide.edu.au](mailto:hrec@adelaide.edu.au)

Post: Level 4, Rundle Mall Plaza, 50 Rundle Mall, ADELAIDE SA 5000

Any complaint or concern will be treated in confidence and fully investigated. You will be informed of the outcome.

**If I want to participate, what do I do?**

If you would like to participate, please complete, and sign the consent forms provided and email to Professor Jodie Conduit at [Jodie.conduit@adelaide.edu.au](mailto:Jodie.conduit@adelaide.edu.au), and will we organise a time to conduct the interview.

Yours sincerely,

**Professor Jodie Conduit, Professor Carolin Plewa, Dr. Taylor Willmott, Professor Ingo Karpen, Professor Elina Jaakkola and Professor Michael Kleinaltenkamp.**