

## VOICES focus group script Summary

### Introduction

The moderator introduces himself/herself, the note taker and any observers and asks the participants to introduce themselves. The moderator then explains the aims and topic of the focus group using a PowerPoint presentation.

### Exercise 1

The goal of Exercise 1 is to raise the focus group participants' awareness of household waste and related waste management systems. It also identifies what people know and do with respect to their household waste.

Participants are asked to draw on an A3 sheet of white paper how they think the waste streams are managed around their house. When they have finished, the papers are collected and taped to the wall. The moderator then asks the participants to explain their drawings and encourages them to elaborate.

### Exercise 2

Exercise 2 aims to identify barriers and concerns of the participants with respect to current urban waste pathways (including prevention) and to go into more depth on the causes and underlying reasons for the reported barriers and concerns.

The moderator shows the participants PowerPoint slides about the four most common pathways of waste and prevention. After this, participants are asked to think about barriers and concerns they experience regarding waste, waste management and prevention of waste and to write two examples of these barriers or concerns down on Post-Its. The Post-Its are collected and for each, the moderator asks the participants to explain what they wrote down and why.

### Exercise 3

The objective of Exercise 3 is to stimulate creative ideas for improvement and solutions for problems and possibly to translate ideas and solutions into research topics or questions. The moderator introduces the concept of a 'zero waste society' to the participants using PowerPoint slides. The participants are then asked to work in groups and brainstorm about ideas for achieving the aims of a zero waste society, focusing especially on what research and innovation would be needed for this. Participants are then asked to present their ideas to the entire group, while the moderator uses a flip chart to list all concrete ideas for research and innovation suggested by the participants. The moderator then asks the participants to reflect further on possible futuristic technical solutions and 'wild' ideas regarding waste management and prevention.

#### **Exercise 4**

The aim of Exercise 4 is to attribute a level of priority to the research topics formulated in Exercise 3.

Participants are given three stickers, which represent money (1 million each) that they can spend on ideas written down during Exercise 3. They are asked to assign one or more stickers to the ideas that they feel should be prioritized because of the importance of the problem it addresses and/or the quality of the solution it provides. Once the participants have assigned their stickers, a plenary discussion is held to talk about which ideas got the most stickers and why.

#### **Evaluation**

The moderator ends the sessions and asks the participants to share feedback on their experience taking part in the VOICES focus group. Participants are also asked to fill in an evaluation questionnaire.