
SUSTAINABLE PURCHASING//2019

EVALUATING THE
SUSTAINABILITY OF
UCLA'S
PROMOTIONAL
PRODUCT SUPPLY
CHAIN

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Stephanie Hauschildt
Gabriel Hernandez
Corbin Kehrberg
Ayahna Mack
Monica Portillo

Meet the Sustainable Purchasing Team

Team Leader: Ryan Hallman



Ryan will graduate from UCLA in June 2019 with a B.S. degree in Environmental Science and a minor in Environmental Engineering. As a returning member of SAR, Ryan appreciates the diverse challenges and real-world experience achieved throughout the program. His prior experience in promotional product supply chains was limited, however, he acknowledges its importance in making UCLA a more sustainable campus and enjoyed learning about this new industry with the team.

Team Leader: Stephanie Hauschildt



Stephanie will graduate from UCLA with a degree in Mathematics/ Economics in December 2019. While sustainable action has not been an area of academic focus, Stephanie has been passionate about the environment from a young age. Her time as a new member of Sustainability Action Research has opened her eyes to the devotion that stakeholders on campus have when it comes to corporate, supply chain, and purchasing sustainability.

Team Member: Gabriel Hernandez



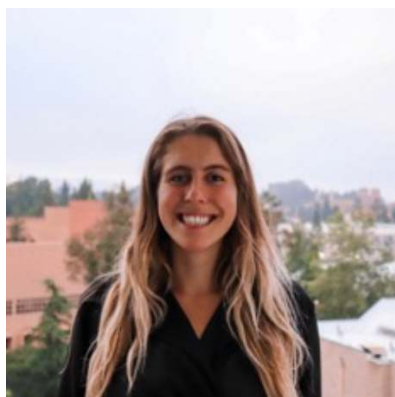
Gabriel will graduate from UCLA with a degree in Environmental Science and a minor in Environmental Systems and Society and Public Affairs. Throughout his two year experience in the SAR program, he has learned how to turn his passion for the environment into real world change. He will continue to advocate for the infusion of sustainability into everything he does.

Team Member: Corbin Kehrberg



Corbin is in his third year studying Geography and Accounting at UCLA. He is a global optimist and believes market principles will foster partnership between enterprise and the environment. As a new member of SAR, Corbin appreciates the support the organization has provided throughout the process. The opportunity helped Corbin develop skills in research, stakeholder relations, and supply chain management.

Team Member: Ayahna Mack



Ayahna is in her second year at UCLA and is pursuing a degree in Environmental Science double minoring in Engineering and Conservation Biology. While this was her first year in SAR it will definitely not be her last. Ayahna has been passionate about sustainability and environmental science since she was young and has deeply enjoyed the opportunity to work with sustainability in supply chains and influencing UCLA's growth towards a greener future. She hopes to continue her studies in the many unique fields of sustainability during the remainder of her time at UCLA.

Team Member: Monica Portillo



Monica is a graduating senior with a major in Geography/ Environmental Studies. She became interested in supply chain sustainability when she saw the significant impact supply chains have on the environment. As a new SAR member, she was grateful to have the opportunity to enact change on campus. Along with her involvement in SAR, Monica has served other sustainability projects through Bruin Home Solutions by performing water audits and building hydroponic systems. She will continue her sustainability work after graduation abroad in Iceland through visual arts and journalism.

Developing a Framework to Evaluate the UCLA Promotional Product Supply Chain

Intro

Promotional products and their convoluted and often opaque supply chains are commonly associated with large universities attempting to increase brand awareness. These promotional products include sunglasses, pens, notebooks, water bottles, and other miscellaneous items that are given away as “freebies” at campus events. Students and other recipients of promotional products tend to hold little appreciation for these possessions and often quickly dispose of them.

At UCLA, we have an ambitious goal of reaching Zero Waste by 2020. Promotional products and their respective supply chains interfere with this sustainability goal primarily by generating unnecessary plastic waste. The products themselves are seldom reused or made of sustainable materials, and the supply chains in which they originate further generate environmental burdens. While the promotional product industry is inherently unsustainable, UCLA must take measures to analyze and optimize sustainability within the industry.

Background

UCLA Trademarks and Licensing, an office of ASUCLA, is the campus entity that manages UCLA’s relationship with promotional product suppliers. The department holds 8 licensed contracts with 8 different promotional product vendors, also known as “licensees.” By evaluating the ethical practices of individual vendors, UCLA Trademarks and Licensing has

created this list of 8 licensees to oversee which companies receive UCLA's business. The department director, Cindy Holmes, leads a constant battle against these vendors to advocate for more defined ethical standards and supply chain transparency.

With great progress being made in the ethical sector, UCLA Trademarks and Licensing is shifting to include sustainability-focused metrics in licensee evaluations. This was a new frontier for the office, and they welcomed the Sustainable Purchasing Team's help in establishing this new framework. Cindy Holmes served as the stakeholder to the team and helped guide their work to best align with UCLA Trademarks and Licensing goals and objectives. The Sustainable Purchasing Team initially worked both on the ethical and sustainable framework of licensee evaluation, but pivoted to focusing solely on sustainability measures as the project developed further.

In order to develop a comprehensive evaluation system to assess the sustainability of promotional product suppliers, the team needed an in-depth understanding of current sustainable initiatives and metrics within the industry. Through individual research and dialogue with stakeholder Cindy Holmes, the team gained an understanding of promotional product supply chains to complement their sustainability-related backgrounds. After developing a preferable framework for promotional product suppliers, the team used surveys to assess respective sustainability scores of the 8 licensed suppliers. These surveys focused on company infrastructure, purchasing catalog interface, company culture, and other metrics which analyze overall company sustainability. With knowledge gained from these surveys, the team was able to compare sustainability scores of the 8 licensees and establish a framework for a more sustainable promotional product supply chain.

Methodology

The Sustainable Purchasing Team's primary contribution to the UCLA Trademarks and Licensing initiative is its members background and passion in environmental awareness. This knowledge of sustainability aids in the understanding of what licensee practices are currently in place that are sustainable and what is yet to be done.

The first few weeks of our project involved background research on the promotional product supply chain to get a better understanding of the promotional product supply chain at UCLA. We wanted to focus on each licensee's sustainability awareness, labor rights, and certifications. We also researched certifications that involve sustainability practices to give us an idea of practices that we should be looking for. Through analyzing these certifications, the team developed various metrics to warrant preferential purchasing.

Through these basic metrics, we can better understand supplier management as well as purchasing motives. Departments are the ones who purchase from these licensees and it is important that we understand their sustainable habits as well. UCLA departments' and licensees' inputs are critical to the promotional product supply chain on campus, so we created two online surveys with Google Forms for licensees and UCLA departments. Through analyzing these surveys we were able to assess each licensee's current methods and initiatives of environmental accountability. The Sustainable Purchasing team took into consideration the various metrics of sustainability to ultimately evaluate and rank the efforts of the licensees.

These surveys asked an array of questions with two possible answer formats: scale-based and free response. We chose to use these response types in order to obtain both qualitative and quantitative data from both parties. The first survey (Appendix Survey 1.1) for suppliers was aimed toward gauging how important sustainability is to the company as a whole. With this

initial survey, we hope to determine each licensee's willingness to be more transparent and the sustainability practices they partake in. The second survey to licensees (Appendix Survey 1.2) asked more detailed questions regarding the following metric categories: Customer Engagement, Material Sourcing, Water and Energy Usage, Waste to Landfill, Metrics and Certifications, Supply Chain Assessment, and Code of Conduct. Along with these surveys, we also created and provided a guide to our measurements for clarification on our metrics (Appendix Guide 3.1).

The surveys sent out to departments (Appendix Survey 2.1) have an emphasis on their purchasing decisions. The goal was to better understand their willingness to purchase from more ethical and sustainable suppliers and how much merchandise they purchase annually. We asked the departments to approximate how much they spend on promotional products per year and to rank which companies they purchase from. We also asked them to describe any efforts their respective department makes to make UCLA more sustainable.

To evaluate the licensees that responded to both surveys the Sustainable Purchasing Team ranked each question asked in the survey's and rated responses on a scale of 0-2. A ranking of '0' would mean that the licensee either didn't respond to the question appropriately or that the licensee showed no efforts towards sustainability in that sector. A ranking of '1' would represent that the licensee showed a standard effort towards sustainability. To rank a '2', a licensee had to go above and beyond by showing that they not only made an effort but that effort was exceptional, they were open to improvement, and were invested in the sustainability of this specific section. Additionally since the licensees were evaluated by each individual member of the team some members may have placed certain questions as more "important" than others, weighting it higher by ranking standard efforts as a 2.

One discrepancy that affected the licensee evaluation was the case of biases. While evaluating the surveys our team decided to split up and individually rank each and every licensees' responses to the survey questions. This method allowed the team to avoid the bias that may arise when evaluating the licensees as a group due to unconscious persuasion of each other and varying level of knowledge and education of each sector.

This analysis for our study followed a "scorecard" methodology. This scorecard was completed for each supplier which ultimately ranked each licensee from highest to lowest efforts of environmental accountability within their practice. The suppliers with the highest scorecard total are considered as the "more ideal" supplier as they have shown more efforts towards sustainability. Likewise, companies that ranked lower revealed which regions they need to further be educated in and where we should encourage and ultimately urge them to work on as UCLA moves towards its goals of environmental consideration in its purchasing power.

Challenges and Difficulties

Throughout the process of creating surveys and evaluating licenses from their responses, our team has experienced some difficulties and setbacks, which we had to overcome. Specifically, regarding the surveys, we needed to ensure that what we were asking of the licensees in each question was as clear as possible. Often surveys are the victim of a bias known as the "curse of knowledge"; which occurs when individuals assume their audience possesses the background knowledge necessary to fully understand a statement. Instances of not defining technical jargon often result from this bias and lead to respondents not answering correctly or providing misinformation. In order to avoid these potential discrepancies, we made sure to

explicitly define technical terms and provide additional context in questions that required it.

Through doing this we empowered the licensees to better answer our questions.

The evaluation process of the licensees also posed some difficulties. Firstly, our method of evaluation of the licensees revolved around their answering of the two surveys they sent out. Unfortunately, in the time frame of our project, not all of the licensees responded to both of the surveys. Thus, our team had to make a decision on whether or not we could fully evaluate the licensees who did not respond to both surveys. Through extensive deliberation, our team concluded that it would be unfair to evaluate the licensees on just one survey, so we decided to omit the two licensees which we lacked complete responses from. Although these licensees were omitted from our evaluation, that does not necessarily mean they are unsustainable companies. In the future, with more information, the sustainability of these licensees can be better assessed.

For the licensees which responded to both surveys, we aimed to ensure our evaluation process was as bias free and scientific as possible. Biases are preconceived feelings and thoughts towards a matter that skews an individual's perception. They can even occur from person to person, as one individual might influence another's decision. In order to avoid this person to person bias, our team decided to individually assess the licensees' responses to the surveys. By doing this and averaging our individual scores, we avoided the individual thoughts of the teammates from being altered and created a larger sample size of scores. Six assessment scores were generated and then turned into one overall score versus just one flat score. Furthermore, seeing as each teammate possesses different expertise, individual assessments better capture the differences in knowledge. Thus, individual scoring created the most bias-free and sound form of evaluation. One interesting note is that all the teammates top three scoring licensees

corresponded with one another, leading to an easy consensus. Overall, the decision to individually assess licensees aimed to address the potential problem of biases.

Results

From the department surveys, we were able to determine how large our impact was by how much money was being spent per annum on promotional goods. The results from our survey showed that 50% of departments are spending more than \$5000 annually on promotional goods. The results to the survey question “How much do you spend per year on promotional products?” is shown in Figure 1.

How much do you spend per year on promotional products?

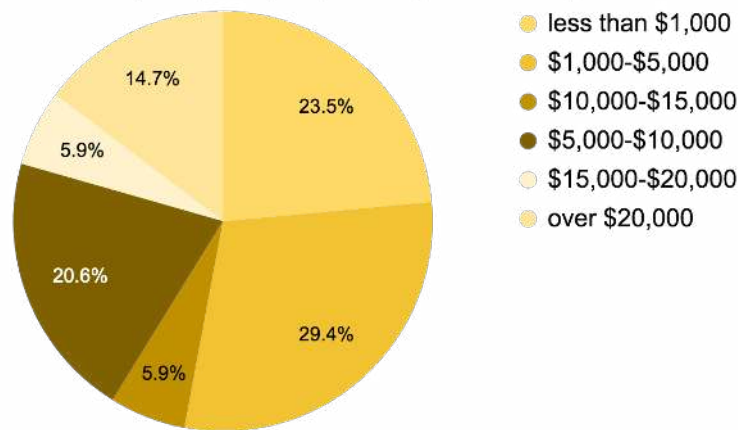


Figure 1: Count of purchasing power on campus by department

We also gathered data on where each of these departments was spending their money by asking them to rank how often they purchase from each licensee. We found that a majority most frequently purchase from Manhattan Stitching Co. The results from this analysis are shown in Figure 2. Taking this information into consideration, we also found that 71% of departments are

willing to switch to a more sustainable vendor and 56% are willing to purchase more sustainable products.

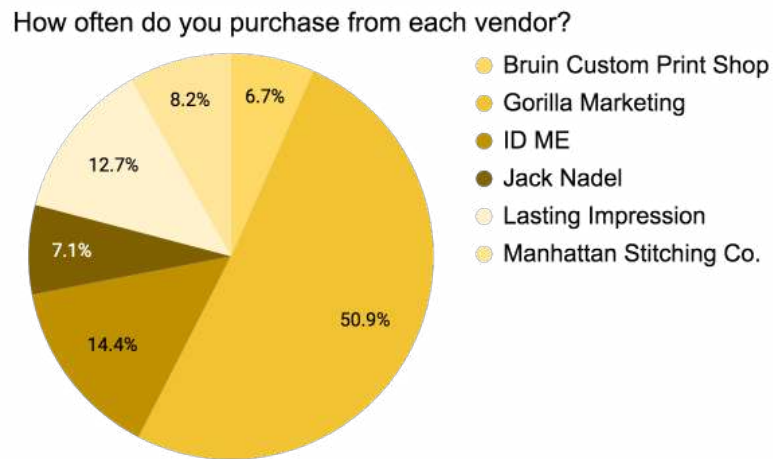


Figure 2: Weighted amount spent at licensees as a percentage of total amount spent yearly

It was encouraging to hear that sustainability was a priority for most departments. While sustainable goods are not always more expensive, we found that 85.3% of departments are willing to spend more on a sustainably produced alternative. The results from this survey question are shown in Figure 3.

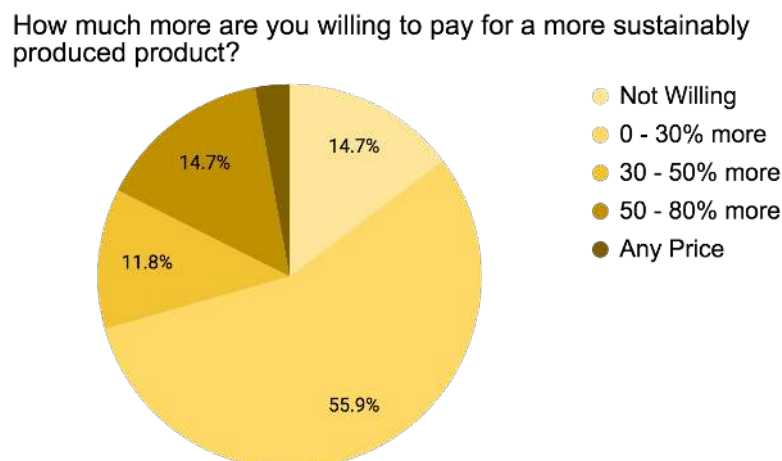


Figure 3: Departments' willingness to spend more for sustainable products

Our analysis of the survey results allowed us to identify our “top scoring” promotional product suppliers. It should be noted that not all eight licensees were considered in the final analysis because only six out of the eight participated in our final survey. For these reasons, Jack Nadel and the Bruin Custom Print shop were not considered in the scoring of process. Based off of our methods, we identified Manhattan Stitching Co., ID Me Promotions, and Gorilla Marketing as our three top scoring licensees.

When asked about the culture surrounding sustainability of each licensee, all eight licensees rated sustainability being of high importance (7/10 or higher on a scale of 1-10) to their company. Similar results were suggested when asking about sustainability and ethicality efforts in procurement practices and energy efficiency efforts in facilities/transportation. However, only 50% noted that they invest in such infrastructure that encourages energy efficiency.

What drove licensees to score higher than their peers were the practices they have put in place that demonstrate a clear commitment to reducing their environmental impact. An example of this comes from Manhattan Stitching Co. who requires suppliers to provide documentation of audits and certifications for validation. They also hired an outside consultant to help guide, train, educate their team on sustainability. Gorilla Marketing works with clients to consider allowing them not to individually polybag items that are traditionally polybagged-- suggesting strong commitment to sustainability efforts.

The answers provided in the first survey opened up the conversation around sustainable practices licensees were taking. In our follow up survey, we sought to understand what tangible actions our licensees were taking to suggest they are progressively advancing sustainability at all streams in the supply chain. Upstream, 50% of licensees have traced their products back to their sources. Also, 33.7% of licensees have actively not decided to supply products because of their

environmental impact. Midstream, 83.3% of licensees have made efforts to reduce the environmental impacts associated with the transportation of products and materials. Additionally, 50% of licensees have goals to reduce energy consumption in company facilities. Downstream, 66.7% of licensees actively promote eco-friendly products to customers and 50% offer compostable, biodegradable, and/or recyclable products. These results were encouraging, however, more strides can be made.

None (0%) of the licensees have completed Life Cycle Assessments on their products. This is an expensive and time intensive process, but 83.3% of licensees expressed interest in performing Life Cycle Assessments. Only 16.7% of licensees use metrics or systems to track its performance in reaching sustainability goals. This is important to maintain accountability and measure the company's success in its efforts. Only 50% of licensees mention environmental sustainability in their code of conduct. All of our licensees suggested environmental awareness is important to their operations. Language in their code of conduct should be present to back up these claims, hold themselves accountable, and establish a culture committed to responsible business practices. Such language would also be beneficial in the eyes of shareholders who value environmental awareness. Licensees who were part of the minority in these statistics were awarded a higher score in our analysis.

Recommendations

One paramount survey answer we received through our department survey was “once we know better, we can do better” noting that their staff does not have the bandwidth to research and execute sustainable action. Our evaluation’s projected impact requires purchasers to demonstrate the sustainable behaviors in which we are laying the framework for. We accordingly conducted an educational campaign geared towards encouraging UCLA’s promotional product purchasers to do so sustainably.



We invited all departments to a sustainable purchasing informational luncheon held on campus towards the end of May 2019. Our presentation at this event included key results from the department survey, tips for implementing sustainable actions in their offices and at promotional events, and outside resources to aid in their sustainable efforts,

such as the [UCLA Green Events Seal](#) and the [LA Green Business Program](#). However, the main focus of this presentation was rooted in promoting tactics for sustainable purchasing from our top scoring licensees. We detailed our evaluation metrics and methodology and introduced our top 3 scoring licensees. We also guided them through navigating online catalogs in order to find eco-friendly goods. The educational presentation emphasized the positive environmental and social impact of purchasing from licensees, thus discouraging looking outside of the UCLA network for promotional items. Our project, along with the work on ethicality done by Ms. Holmes and her

office emulates and signifies the immense responsibility the Trademarks and Licensing office is taking by certifying these companies.

In order to expand this responsibility through the means of name-branded goods sourcing, we are making recommendations to add sustainability-related questions to the UCLA Trademarks and Licensing Corporate Responsibility Questionnaire. This questionnaire is annually sent to licensed vendors and analyzes detailed metrics regarding the ethicality and transparency of their supply chain. The recommendations we are making include additional options regarding sustainability to previously included questions and new questions that our team has drafted. These recommendations are detailed below. The new contributions that our team has written are underlined.

- Are there any materials or chemicals your company has intentionally decided not to source or use because of its environmental impact? ☐ Yes ☐ No ☐ Unsure
 - If you answered yes, please list the materials or chemicals.
- Have you received or are you aware of any receipt by your business and/or sourcing partners of any Environmental Compliance violations? ☐ Yes ☐ No ☐ Unsure
- What do you consider to be the degree of risk in your supply chain for Environmental Health and Safety violations?
 - ☐ No Risk ☐ Low Risk ☐ Medium Risk ☐ Medium-High Risk ☐ High Risk
- If a representative of your company or third party monitor retained by your company visits a factory/supplier—including factories owned and operated by your company—what, if any, of the following activities are performed? Please check all that apply: ADD:
 - ☐ Inspection of factory energy usage and emissions impacts
 - ☐ Inspection of factory waste management and pollution control systems

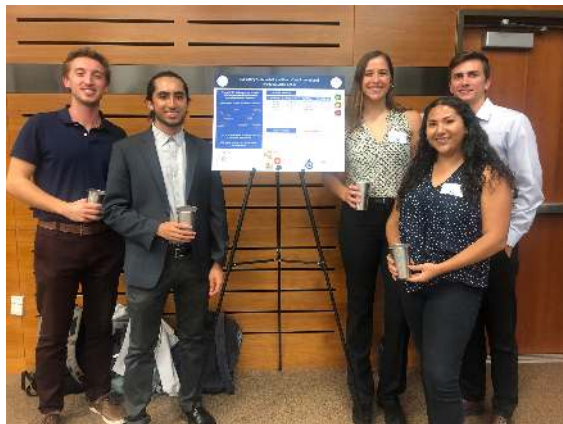
- To the best of your knowledge, are any of your facilities or your suppliers' facilities LEED certified? ☐ Yes ☐ No ☐ Unsure
 - If you answered yes, please list all facilities that are LEED certified and their locations. Attach certification documents for your company's facilities.
- Which energy saving infrastructure do you have installed in your company's offices or facilities? Please check all that apply.
 - ☐ Solar Panels
 - ☐ Battery Storage
 - ☐ Up-to-date building insulation
 - ☐ Energy monitors or smart controls
 - ☐ Green roofs
- Which water saving infrastructure do you have installed in your company's offices or facilities? Please check all that apply.
 - ☐ Low flush toilets
 - ☐ Water aerators
 - ☐ Recycled water or gray water
 - ☐ Rainwater capture cisterns

Looking Forward

The extent of the achievable impact amongst the Trademarks and Licensing department is far from established. Sourcing sustainably is a multifaceted area of study that begins with the research and evaluation of production methods and supply chain transparency and ensues with the consumer becoming more mindful of their actions. In regards to UCLA's promotional purchasing and distribution, there are still opportunities for enhancement on the purchasing website and amongst the content distributed to the campus community. A comprehensive catalog including sustainable options for promotional items could be included on the Trademarks and Licensing website. There is also a demand for more outreach via videos, student engagement, and representation at UCLA events.

Acknowledgements

We would like to thank everyone involved in the Sustainability Action Research program, including the six other projects, the student directors: Shannon Cavanuagh, Elias Platte-Bermeo, and Chloe Ney, and the faculty advisors: Carl Maida, Nurit Katz, Bonnie Bentzin, and Cully Nordby for their guidance and encouragement along the way. We would also like to extend the utmost gratitude to UCLA Chancellor's Sustainability Committee and the Team Green student group for presenting our team with the award for Student Research Project of the Year!



We would also like to thank Jennie Dean and the IoES Corporate Partners Program for inviting us to present our research and findings (Appendix Poster 4.1) at the Future of Supply Chain Sustainability event.

And finally, we would like to thank our stakeholder, Cynthia Holmes. Without you, environmental stewardship would not have been an object of priority amongst a multitude of departments and people on campus.



Appendix

Survey 1.1: Initial Licensee Survey

UCLA x Sustainability Action Research Sustainable Purchasing Forum

The Sustainability Action Research: Sustainable Purchasing Team is working with ASUCLA Trademarks and Licensing to improve the ethical and sustainable framework of promotional product sourcing. We want to promote the products from ASUCLA licensees that will decrease UCLA's environmental impact and encourage ethical labor practices within the manufacturing sector. As a licensed and trusted source for UCLA trademarked promotional goods, we ask that you please fill out this survey by Friday, March 29, 2019 so our team can better understand your sustainability related motives and goals and how they affect your working conditions, production, and product sustainability. Please reach out to us if you have any questions. We are looking forward to your response.

* Required

Email address *

Your email

How important is sustainability to your company? *

1 2 3 4 5 6 7 8 9 10

Not Important

☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐

Extremely
Important

To what extent do sustainability and ethicality influence the procurement of materials and resources? *

1 2 3 4 5 6 7 8 9 10

Does Not
Influence

☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐

Influences
Every Decision

What efforts is the company taking to ensure their resources and products are sustainably and ethically sourced? *

Your answer

How would you describe the culture of your company's approach to operating with minimal environmental impacts? How is this culture upheld in practice? *

Your answer

Please give a brief explanation of your methods to improve energy efficiency. *

Your answer

How important is energy efficiency to your facilities and transportation system? *

1 2 3 4 5 6 7 8 9 10

Not Important

☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐

Extremely
Important

To what extent do you invest in eco-friendly infrastructure within your facilities and transportation systems? *

Examples could include renewable energy sources, water recycling, vehicle electrification, etc.

1 2 3 4 5 6 7 8 9 10

No
Investments
In Place

☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐

Invest
Wherever
Possible

Please give a brief explanation of your investments in eco-friendly infrastructure and the effect they have had. *

Your answer

Approximately how much waste does this company send to landfill each year?

Your answer

Are there any waste management policies or goals currently set in place to reduce landfill waste? *

Such as banning single use plastics by 2025, compost and recycle bins on each floor, etc.

Your answer

What efforts does the company make to encourage recycling and composting? *

Your answer

What is your current method of monitoring worker safety and working conditions? *

Your answer

Please describe the training courses which you require of employees. (Verbal/sexual harassment, hazard safety, drug abuse etc.) *

Your answer

How important is job security to your company and its employees? *

1 2 3 4 5 6 7 8 9 10

Not Important

☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐

Extremely
Important

Does your company have any certifications or memberships from third party organizations regarding the ethicality or sustainability of your production methods? Please list them here. *

Your answer

If you listed any certifications, how has being certified by or becoming a member of this organization helped your production practices? *

Your answer

Would you be willing to provide documentation of these certifications? *

☐ Yes

☐ No

A copy of your responses will be emailed to the address you provided.

SUBMIT

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Never submit passwords through Google Forms.

Survey 1.2: Licensee Evaluation Survey

UCLA Sustainable Purchasing Survey

The Sustainability Action Research: Sustainable Purchasing Team is working with ASUCLA Trademarks and Licensing to improve the ethical and sustainable framework of promotional product sourcing. This follow-up survey addresses UC Sustainability Goals and focuses on sustainability criteria of your office and respective suppliers. As a licensed and trusted source for UCLA trademarked promotional goods, we ask that you please fill out this survey by Friday, May 10, 2019 so our team can better understand your sustainability related motives and goals. Please answer these questions to the best of your ability and feel free reach out to us if you have any questions. We are looking forward to your response.

NEXT

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Customer Engagement

Do you actively promote eco-friendly products to your customers? *

☐ Yes

☐ No

If so, how do you promote such products?

Your answer

Does your purchasing website have a filter or another way for buyers to easily access eco-friendly products? *

☐ Yes

☐ No

Material Sourcing

Have you traced the raw materials of your products to their sources? *

☐ Yes

☐ No

Are there any materials the company has intentionally decided not to source because of its environmental impact? *

☐ Yes

☐ No

If you answered "Yes" to the question above, please explain.

Your answer

Does your company evaluate or make efforts to reduce the environmental impacts associated with the transportation of products and materials from source to buyer? *

☐ Yes

☐ No

If you answered "Yes" to the question above, please explain the metrics of your evaluation or the efforts made to reduce impacts.

Your answer

Does your company monitor or take into account the amount of natural resources used to produce your products? (e.g. how much land is used, how much water is needed, etc.) *

☐ Yes

☐ No

If you answered "Yes" to the question above, please explain your evaluation metrics.

Your answer

Water and Energy Usage

Do your facilities have water saving infrastructure? (i.e. aerated faucets, low-flow toilets, etc.) *

☐ Yes

☐ No

If not, has your company taken any initiatives to install such infrastructure?

☐ Yes

☐ No

If you answered "Yes" to the question above, please describe these initiatives.

Your answer

Does your company make efforts to educate employees on water saving practices? *

☐ Yes

☐ No

If you answered "Yes" to the question above, please describe these efforts.

Your answer

Do you have any future goals to reduce water usage in company facilities? *

☐ Yes

☐ No

If you answered "Yes" to the question above, please describe these goals and how you plan to reach them.

Your answer

Do your facilities have energy-saving infrastructure? (e.g. LED lighting, smart thermostats, motion detecting lighting, solar panels, etc.) *

☐ Yes

☐ No

Does your central office make an effort to purchase Energy Star® certified appliances? *

☐ Yes

☐ No

Does your company make efforts to educate employees on energy saving practices? *

☐ Yes

☐ No

If you answered "Yes" to the question above, please describe your efforts.

Your answer

Do you have goals to reduce energy consumption in company facilities? *

☐ Yes

☐ No

If you answered "Yes" to the question above, please describe these goals and how you plan to reach them.

Your answer

Are any of your offices or the offices of your suppliers LEED Certified? *

☐ Yes

☐ No

If so, please specify.

Your answer

Does your central office's energy provider use renewable energy sources? *

☐ Yes

☐ No

If you answered "Yes" to the question above, please explain.

Your answer

Do you incentivize the use of... (Please check all that apply) *

☐ Public Transportation

☐ Bicycling

☐ Electric Vehicles

☐ Carpooling

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Waste to Landfill

All UC locations have taken the initiative to achieve zero waste, which means by 2020, each University will have a 90 percent diversion of waste to landfill. As we move forward towards a greener future we are urging our Licensees to take into consideration their own impacts on the planet.

Each question can be answered simply with a yes or no, however, if you feel inclined to explain further please do so.

Does your company encourage employees to use reusable water bottles and/or coffee mugs? *

☐ Yes

☐ No

Does your office use washable dishes as opposed to single use tableware? *

If your office uses single-use items and they are composted or recycled please specify using the "Other" option

☐ Yes

☐ No

☐ Other: _____

Does your company perform Life Cycle Assessments for its products? *

A Life Cycle Assessment is a systematic set of procedures for compiling and examining the inputs and outputs of materials and energy and the associated environmental impacts directly attributable to the functioning of a product or service system throughout its life cycle.

☐ Yes

☐ No

If not would your company be open to performing Life Cycle Assessments?

☐ Yes

☐ No

Do you offer products made of recycled materials? *

- ☐ Yes
- ☐ No

Do you offer compostable, biodegradable, and/or recyclable products? *

- ☐ Yes
- ☐ No

How does your company limit the amount of packaging sent to landfill? *

- ☐ Limit amount of packaging required to ship and distribute products
- ☐ Provide sustainable alternatives to packaging (such as biodegradable materials)
- ☐ Both efforts are implemented
- ☐ We do not make efforts to reduce the amount of packaging sent to landfill

Rate your company's prioritization to supply reusable products. *

For example: Tote bags, reusable utensils, and products with long life cycles and high utility as opposed to single-use products.

1 2 3 4 5 6 7

Low Priority ☐ ☐ ☐ ☐ ☐ ☐ ☐ High Priority

Rate your company's prioritization to supply reusable products. *

For example: Tote bags, reusable utensils, and products with long life cycles and high utility as opposed to single-use products.

1 2 3 4 5 6 7

Low Priority ☐ ☐ ☐ ☐ ☐ ☐ ☐ High Priority

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Metrics and Certifications

Does your company use metrics or systems to track its performance in reaching sustainability goals? *

- ☐ Yes
- ☐ No

If you answered "Yes" to the question above, please explain.

Your answer

If UCLA Trademarks and Licensing has a list of required certifications, would your business acquire the certifications to retain business relations with UCLA? *

- ☐ Yes
- ☐ No

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Supply Chain Assessment

Does the company consider these sustainability measures when assessing your supply chain? (check all that apply) *

- ☐ Water and Energy Usage
- ☐ Material Sourcing
- ☐ Waste to Landfill
- ☐ Customer Engagement
- ☐ Metrics and Certifications

We will be sending this survey to evaluate your suppliers. Please provide a contact list of suppliers below.

Please list as Company Name, Name, Email Address

Your answer

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Code of Conduct

Is environmental sustainability mentioned in your code of conduct? *

☐ Yes

☐ No

If so, what is required and how is it enforced?

Your answer

Please upload a copy of your code of conduct.

[ADD FILE](#)

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Survey 2.1: Department Survey

ASUCLA x Sustainability Action Research Sustainable Purchasing Forum

The Sustainability Action Research: Sustainable Purchasing Team is working with ASUCLA Trademarks and Licensing to improve the ethical and sustainable framework of promotional product sourcing. We want to promote the products that will decrease UCLA's environmental impact and encourage ethical labor practices within the manufacturing sector. We ask that you please fill out this survey by Friday, March 29, 2019 so our team can better understand your sustainability related motives and goals and how they affect your purchasing decisions. Please reach out to us if you have any questions. We are looking forward to your response.

*** Required**

Email address *

Your email

Full Name *

Your answer

Position in Department *

Your answer

What is the name of your department? *

Your answer

Approximately how much do you spend per year on promotional products? *

Promotional products, under our scope, refer to products with the UCLA logo purchased with the intent to give away as "free-bees", rather than sell for a profit.

- ☐ less than \$1,000
- ☐ \$1,000-\$5,000
- ☐ \$5,000-\$10,000
- ☐ \$10,000-\$15,000
- ☐ \$15,000-\$20,000
- ☐ over \$20,000

Please rank these companies based on how often you purchase promotional products from them. *

	Never	Infrequently	Sometimes	Frequently	Always
Bruin Custom Print Shop	☐	☐	☐	☐	☐
Gorilla Marketing	☐	☐	☐	☐	☐
I.D. Me Promotions Inc.	☐	☐	☐	☐	☐
Jack Nadel Inc.	☐	☐	☐	☐	☐
Kollege Town Sports	☐	☐	☐	☐	☐
Lasting Impression	☐	☐	☐	☐	☐
Manhattan Stitching Company	☐	☐	☐	☐	☐
R&D Specialty Company	☐	☐	☐	☐	☐

How important of a role does sustainability have in your purchasing decisions? *

1 2 3 4 5 6 7 8 9 10

Not Important ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ Extremely Important

How willing would you be to opt to purchase from a different licensee if the suggested licensee complied with an exclusive set of ethical and sustainable guidelines? *

1 2 3 4 5 6 7 8 9 10

Not Willing ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ Very Willing

How willing would you be to opt for a more expensive promotional product of similar type which is more ethically and sustainably produced? *

1 2 3 4 5 6 7 8 9 10

Not Willing ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ Very Willing

How much more would you be willing to spend on a similar promotional product that is more ethically and sustainably produced? *

- ☐ Would not be willing to sacrifice price
- ☐ 0-30% more
- ☐ 30-50% more
- ☐ 50-80% more
- ☐ 80-100% more
- ☐ Would be willing to buy an ethical and sustainable product no matter the price

Please briefly describe your department's efforts to make UCLA more sustainable. *

Your answer

Please give a brief description of how you manage any leftover promotional products. *

For example, do you save them for another event? Do you throw them away? Do you distribute to employees? etc.

Your answer

Are there any sustainability or ethically focused guidelines for products or licensees that you would like to see implemented in ASUCLA sourcing? If so, please list and describe them here. *

Your answer

Are there any promotional products that you would like to distribute that are not found within the catalogs of ASUCLA's list of promotional product licensees? If so, please list or describe them here. *

Your answer

A copy of your responses will be emailed to the address you provided.

SUBMIT

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Never submit passwords through Google Forms.

Guide 3.1: Final Metrics Guide



UCLA Sustainability Action Research



Trademarks & Licensing
An enterprise of Associated Students UCLA

An Ethical and Sustainable Framework for Promotional Product Sourcing: A Guide to Our Measurements

Sustainability Awareness

- **Waste Management**
 - **Any efforts the company is making to reduce waste**
 - The company must have goals or efforts in effect to reduce the amount of single-use plastics and become more accountable for the waste that goes straight into a landfill, such as turning toward more sustainable materials that can be recycled and/or composted.
 - **Waste Production per year**
 - The company must take into account the amount of waste transferred to landfill each year with the inclusion of waste the company produces while making products, shipping, and packaging their products.
 - The company must make efforts to reduce their products' lifetimes if their products are made of unsustainable materials that can neither be recycled or composted.
- **Resource Management**
 - **Material Sourcing**
 - The company considers the resources required in production and distribution for their effect on local communities/environments/etc. which may be negatively impacted.
 - **Natural Resources**
 - The source and supply chain mitigates the magnitude of resources such as water, energy, and materials consumed. Further consideration of air, water, and soil pollution are included.

Labor Rights

- **Working Conditions**

- **Monitoring Working Conditions**

- The company must comply with the Occupational Safety and Health Administration (or equivalent) standards of monitoring working conditions to ensure OSHA standards of workplace safety are enforced in order to provide a safe and healthful workplace for workers.

- **Training**

- Effective information must be provided by the company in a language understood by the employee prior to starting their position through: instructor-led classroom sessions, hands-on learning, computer-based methods, brochures, etc. Workers should be trained on topics including, but not limited to: their work area, hazard identification, and workplace harassment.

- **Job Security**

- **Freedom of Association and Collective Bargaining**

- The company must comply with the fundamental principles ensuring that employees have the right to join or create an organization, such as a trade union, of their choice.

- **Employee Benefits**

- The company must make an effort to give employees additional benefits to an hourly wage. These may include but are not limited to health care, dental care, vision care, life insurance, paid vacation days, maternity leave, sick leave, fitness, or a pension plan.

- **Overtime wages**

- Overtime wages must be at least 1.5 times the amount of the hourly wage for hours worked after 40 hours per week have been committed to the company.

Evaluations

- **Certifications**

- The company must have proper certification to participate in any business with ASUCLA. Certifications may include but are not limited to ISO certification, supply chain management certification, and professional licenses. The company should be working towards achieving ethicality and sustainability certifications.

- **Evaluations**

- The company must have third-party audits to ensure that it is upholding proper standards that comply with certifications and regulations.

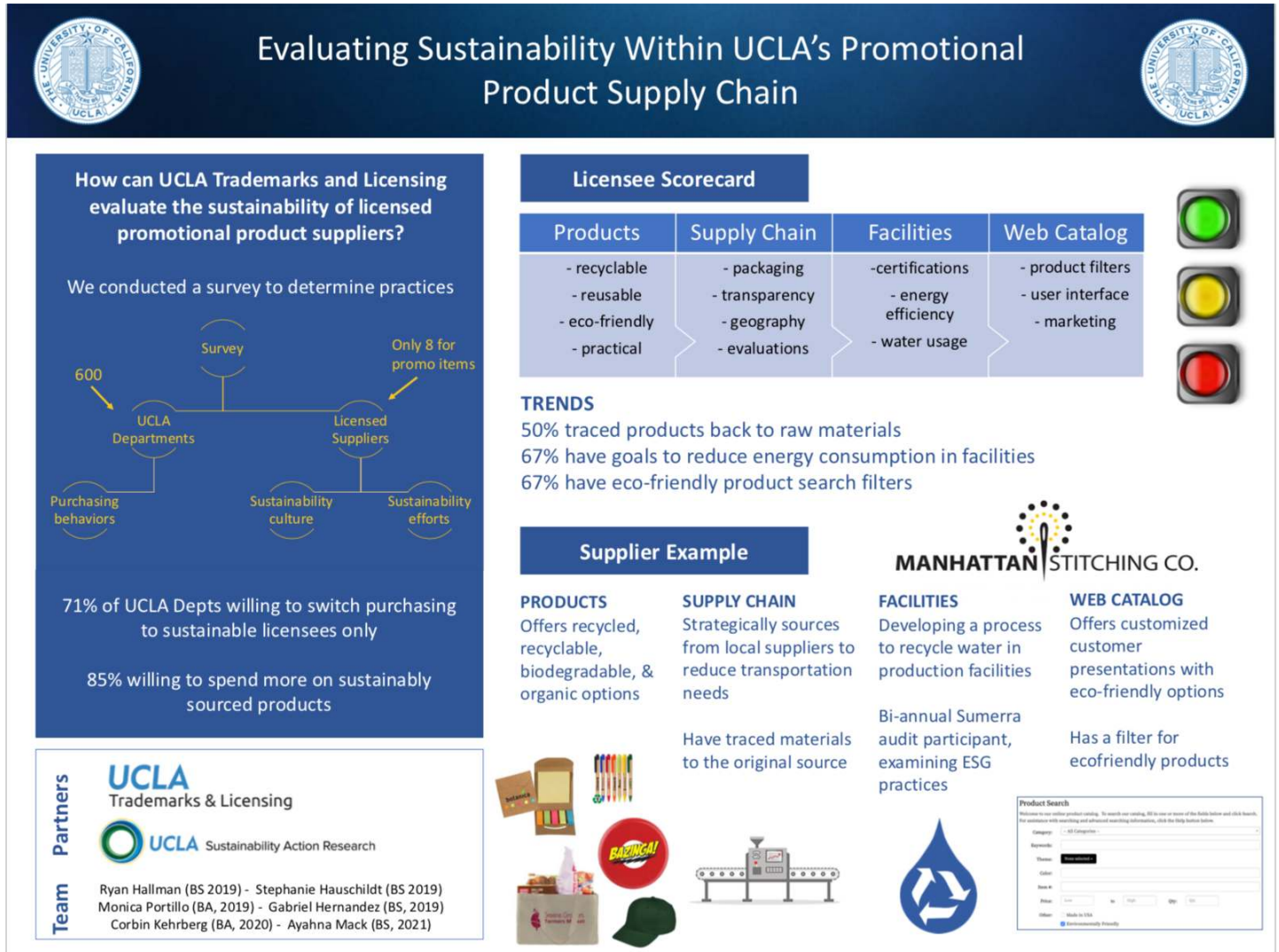
- **Self Evaluation**

- The company must perform self-evaluations regularly to ensure they are meeting their own goals of advancing sustainability and ethicality. They should be guided by clear and consistent measurables.

- **Evaluation of Suppliers**

- The company must require suppliers to meet evaluation expectations as mentioned above.

Poster 4.1: Corporate Partners Program Research Poster



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