Sustainable Purchasing Team

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Stakeholder: Cynthia Holmes
Director of Trademarks and Licensing
Who we are

Enhancing the Ethical and Sustainable Framework of UCLA’s Promotional Product Supply Chains

business, environmental cultures, urban issues
Goals

- Start the conversation
- Environmental impact accountability
- Aim purchasing power towards more sustainable products
Metrics of Evaluation

- Customer Engagement
- Certification Metrics
- Water and Energy Usage
- Supply Chain Assessment
- Waste to Landfill
- Code of Conduct
- Material Sourcing
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

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

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

- Yes
- No

If so, how do you promote such products?

Long answer text

Surveys
Challenges

- Transparency
- Curse of Knowledge
- Smaller Licensees
- Responsiveness
- Personal Biases
Supplier Evaluation

Two Surveys

Averaged Individual Evaluations

Trinomial point system

Focused on sustainability
Top Scoring Suppliers

- Manhattan Stitching Co.
- Gorilla Marketing
- I.D. Me Promotions
Department Surveys

How Large is Our Impact?

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

- 29.4% less than $1,000
- 23.5% $1,000-$5,000
- 14.7% $10,000-$15,000
- 20.6% $5,000-$10,000
- 5.9% $15,000-$20,000
- 5.9% over $20,000
Department Surveys

“When we know better, we do better”

71% of departments are willing to purchase from more sustainable licensees.

56% of departments are willing to switch to a similar, more sustainably produced product.
Educational Campaign
Following Up and Future Goals

- Corporate Responsibility Questionnaire
- Extending our Evaluation
- 2020 SAR Team!?  
- Incorporating a Comprehensive Sustainable Catalog
Thank You