

Sustainable Purchasing

2019 Midterm Report

Team Leaders:

Ryan Hallman

Stephanie Hauschildt

Team Members:

Gabriel Hernandez

Corbin Kehrberg

Ayahna Mack

Monica Portillo

Stakeholder:

Cynthia Holmes, Director of Trademarks and Licensing



Abstract

This report outlines the Sustainable Purchasing Team's aims and methods to improve the sustainability and ethicality of UCLA's promotional product supply chain. Such products include sunglasses, toys, and other "freebies", which often become single-use items destined for a landfill. To create an applicable framework, we have begun research, analysis, and data collection on our licensees' approach to improve sustainability and workers rights. Throughout our project, we have faced various obstacles; some forewarned, some unexpected. Our team's strategy engages in self-correcting procedures to overcome these hurdles. By offering opt-in, but highly suggested surveys to our external stakeholders, we can assess transparency, willingness to cooperate, and alignment of sustainability-related goals with our own. In the upcoming months, we plan to use the gained information to determine compliance rates and environmentally preferred product offerings and develop an effective educational campaign.

Introduction

The primary goal of the Sustainable Purchasing Team is to improve working conditions and mitigate the environmental impacts of the promotional product industry. This industry's supply chain is notoriously non-disclosed, which provides an ability to hide unethical and unsustainable practices in the less transparent ends of the chain. One way to discourage these practices is to create standards to be upheld in the supply chain, and advocate for transparency to ensure these standards are met. Reforming the entire promotional product supply chain is a complex task, however, the purchasing power of UCLA provides a considerable force in creating change.

The purchasing power of UCLA is comprised of the different departments, student groups, and other entities which surmount to a large volume of promotional product transactions. Such items include water bottles, notebooks, pens, and other small novelties which are commonly purchased by our groups at UCLA. Of these purchases, UCLA Trademarks and Licensing utilizes a list of eight different distributors which they deem preferable. Of these distributors, or “licensees,” there exists a wide array of manufacturers and suppliers which create products or serve as the “middle man” to supply these licensees. The Sustainable Purchasing Team’s objective involves tracing these products back to their source, and ensuring that the manufactures and suppliers follow a strict set of guidelines to promote ethical and sustainable practices.

Methodology

Background understanding of the promotional product industry’s supply chain required in-depth research of licensees and suppliers preferred by UCLA Trademarks and Licensing. This research involved three major categories: sustainability awareness, labor rights, and evaluations. Through analyzing current methods and initiatives in these respective fields, the team developed various metrics to warrant preferential purchasing. These metrics are consistently evolving as the team gathers new information, however, a basic framework has been established.

Sustainability awareness is the Sustainable Purchasing Team’s primary contribution to the UCLA Trademarks and Licensing initiative to better understand and select for preferred licensee practices. Cynthia Holmes, the Director of UCLA Trademarks and Licensing and stakeholder of the team, largely based the preference of the 8 aforementioned licensees on their

capacity to source ethically. However, the issue of sustainable stewardship was previously less prioritized, and the sustainability minded backgrounds of the team is bringing effort to this sector. Initiatives surrounding waste and resource management were analyzed within the promotional product industry. Some companies, such as SanMar, were found to have in-depth corporate sustainability reports which elaborated upon their waste and resource reduction initiatives. Such documents allowed the Sustainable Purchasing team to understand what type of feasible objectives should be preferred.

Labor rights is another topic that the team dutifully researched. UCLA Trademarks and Licensing has made great efforts in monitoring the labor rights of international factories, but it still remains a key part of our methodology. Working conditions and job security are a primary concerns of the Sustainable Purchasing team. In order to ensure that workers are held to a humane standard, the Occupational Safety and Health Association regulations were used as a basis of preference. These standards provide a safe and healthy working environment, however, transparency in the supply chain is key to upholding these standards. Furthermore, adequate job training is deemed important in supporting the safety of workers. Job security and related benefits were also analyzed in order to ensure that companies are delivering sufficient compensation to employees for their efforts. Overall, labor rights are the most difficult topic to monitor, but companies who supply transparent information regarding this issue are given preference for UCLA's purchases.

Company evaluations and certifications are the final subjects which the team analyzed in qualifying respective companies for preferable purchasing. Third-party evaluations are the most reputable source for monitoring factories, as this mitigates potential for skewed or biased data.

Along with third-party evaluations, various certifications such as ISO 9001 were considered in providing a more honest disclosure of working conditions. These certifications remain partially ambiguous in their standards, however, companies that adhere to their requirements were deemed as preferable compared to non-certified entities.

The analysis for our study follows a “scorecard” methodology. We aim to develop a scorecard that may be universally applied to objectively compare the ASUCLA promotional product licensee suppliers. The scorecard will be completed for each supplier and ranked from highest to lowest score. The suppliers with the highest scorecard total will be considered the “recommended” or “most ideal” supplier. The scorecard will be developed through primary research findings. Research includes: literature review, certification guidelines, governmental and NGO recommended framework, and various sustainable, ethical, and supply chain oriented organization standards.

The scorecard aims to rank the quality of ASUCLA promotional product licensees. The scorecard focuses on three broad categories of sustainability, ethicality, and evaluations. These categories are analyzed through metrics that focus on each category. Metrics used specifically apply to one of the mentioned categories.

Sustainability metrics analyze resource and waste management. Resources analyzed will directly apply to resources used in the production process. The resources may be direct inputs such as raw materials or packaging or indirect inputs such as overhead (i.e. water, energy, etc). Waste management metrics analyze the disposal of resources and management commitment to reducing waste. Resources will focus more on the materials used to create the products (i.e. plastics, recycled materials, chemicals, etc) and waste management will focus more on how

depleted resources are disposed of. Ethicality metrics analyze the treatment of social capital within the business, largely; labor conditions and security. Labor conditions will be analyzed against the Occupational Safety and Health Administration (or equivalent) standards. Companies must comply with these standards and should offer proper on-site training for employees. Training may include safety within the workplace and harassment training. Security metrics will analyze employee benefit packages, wages, and unionization rights. Companies should offer fair benefit packages and wages as well as upholding their employees' right to unionize. Evaluations will be measured by certifications and how the supplier audits progress to uphold their standards. We seek to understand the certifications a company holds and what sort of audits are done internally, externally, and within their supply chain.

Exact metrics are still in the works. They will largely be qualitative in nature but metrics will be quantified through supplier motives. This will provide us with basic metrics to understand supplier management goals and motives. UCLA departments' and suppliers' input are critical to this process, so we felt that it was important to better understand their perspectives by creating two different online surveys with Google Forms for frequently used suppliers and UCLA departments.

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. It was important that the surveys were both effective and unbiased. Our stakeholder advised us on our surveys by guiding us on possible questions we should ask and realistic ranges we should provide on the answer scales while also providing us with a list of contacts for survey distribution.

The survey for suppliers (Appendix B, Survey B2) is aimed toward gaging how important sustainability is to the company and any efforts they make towards ethical labor practices. With this survey, we hope to determine each supplier's willingness to be more transparent, their regulations on working conditions, employee benefits they offer, and their sustainable practices they partake in. For example, we ask them to what extent do sustainability and ethicality influence the procurement of materials and resources based on a scale. We also asked for the methods in which they monitor worker safety. This will allow us to better understand the sustainability related motives and goals and how they affect the working conditions, production, and product sustainability of suppliers. Along with the surveys, we also created and provided a guide to our measurements (Appendix A) for clarification on the following categories: sustainability awareness, resource management, labor rights, job security, and evaluations.

Emphasis on the motives behind purchases was placed in the surveys for UCLA departments. We want to understand their willingness to purchase from more ethical and sustainable suppliers and how much merchandise they purchase annually. In the surveys, we ask the participant to approximate how much they spend on promotional products per year based on a range we provided and we ask them to rank the companies they often purchase from. We also ask them to describe any efforts their respective department makes to make UCLA more sustainable. Ultimately, we hope to better understand the sustainability related goals and their effect on purchasing decisions on behalf of the departments.

Challenges and Difficulties

Throughout the course of our project, we have faced obstacles which added an extra layer of complexity to our research. One of the largest obstacles we will continuously need to overcome centers around a lack of information and transparency. Accurately assessing the ethicality and sustainability of licensees and products is especially difficult when the information is extremely limited and potentially biased—as companies will not want to disclose condemning data. Most of the information we obtained and were able to find regarding particular licensees derived from their very own websites. Therefore, objective verification of the factuality of all sustainability and ethicality claims is lacking. Granted, some licensees do have certifications from third party entities like the Quality Certification Alliance (QCA) and Promotional Products Association International (PPA). However, what exactly a certification from either of these organizations means, regarding various facets of sustainable and ethical business practices, is vague at best. So, although a licensee shows a commitment to better practices by obtaining certifications, there is still an information barrier in how they are achieving sustainability and ethicality. In order to overcome this information obstacle, we will need to directly contact and inquire data from the licensees—which we are doing with our surveys.

Another obstacle we are facing derives from the business operations of our licensees. Solely responsible for branding products with the UCLA logo, licensees often do not produce the raw goods themselves. For example, in the making of a UCLA emblazoned shirt, licensees will source the shirt itself from another manufacturer—which themselves might have sourced the materials for the shirt from another company. Therefore, licensees do not always know how ethical and sustainable the complete manufacturing of a shirt is, other than their own operations.

This creates large information gaps that are not easily closed, as a good may go through twenty other manufacturers before it reaches our licensees. Thus, we will have to work on strengthening the relationships between licensees and their suppliers in order to acquire more product information.

Within UCLA, there are also obstacles we have and will continue to face in promoting the procurement of ethical and sustainable products. Specifically, encouraging departments to purchase the products we recommend may prove slightly challenging. Currently, not all the departments are purchasing goods from UCLA's licensees—instead outsourcing from other companies. Although departments are supposed to only purchase from the school's approved licensees this does not always happen. Due to this outsourcing, the control our research team has in suggesting and persuading departments into buying more ethical and sustainable goods is stifled. Our recommended goods are essentially taken out of the race even before it even begins. Ensuring that all departments purchase from our licensees is essential to the vitality of our project. Therefore, we will need to inform departments of the importance of adhering to purchasing rules, as well as rectifying any concerns they have.

Lastly, narrowing the scope of our research and deciding the feasibility of certain actions given the time constraints has been another obstacle we faced. Initially, we thought we would begin our research by creating an algorithm to assess the sustainability and ethicality of both products and licensees. However, after initial research we hit informational roadblocks; thus, our plan of action shifted towards creating surveys in order to learn more in-depth information about UCLA's licensees. Sending out surveys and gathering data is where we currently are in our project. Thus, in the upcoming three months we will have to conclude our assessments of

licensees and launch educational campaigns around the preferred products. Executing both of these tasks may prove difficult, but we will strive to do so.

Plans for Spring Quarter

During Spring Quarter, our main goals include analyzing our survey results, compiling a list of environmentally preferred products, and executing our educational campaign. Up until March 29, 2019, which we set as our survey due date, we will be receiving the initial qualitative and quantitative data from the promotional product licensees. Data analysis and evaluation will be performed by our team to determine the ethicality and sustainability of each supplier based on the answers to our survey questions.

From the licensee surveys (Appendix B, Survey B1), we will pull the following data for each responsive company:

- Importance of sustainability to company ventures
- Business as usual methods for sustainable sourcing
- Importance of energy efficiency
- Business as usual methods to improve energy efficiency
- Investments in eco-friendly infrastructure
- Waste to landfill estimates
- Business as usual efforts to reduce waste to landfill
- Employee training
- Monitoring of worker safety
- Third party certifications and willingness to provide documentation of such

While we expect the qualitative metrics to be difficult to compare across companies due to scale, location, and access to materials and other intermediate goods, we intend to evaluate

and rank the specificity, progress, and reduction in environmental impact of the goals being pursued by each company.

Within the same time frame, we expect to receive survey results from UCLA's various departments who purchase promotional products to be distributed to the UCLA community.

From the departmental surveys (Appendix B, Survey B2), we plan to pull the following data:

- Sustainability oriented goals in place
- Importance of sustainability
- Annual promotional product costs
- Most frequently purchased from licensees
- Additional allowance of costs towards products which are ethically and sustainably promotion of ethically and sustainably sourced goods
- Business as usual efforts to reduce waste to landfill
- Suggestions for measures to enforce within our suppliers

The most impactful quantitative metric we will be analysing will be the additional cost each department is willing to pay for a sustainable product, which can be used to proportionally calculate the projected addition to each licensee's revenue stream if there is a suitable level of compliance from our licensees. This will be used as incentive to provide answers to our surveys with full transparency and honesty in future surveys and methods of communication.

We will be formulating another, more detailed survey to send to our responsive and transparent promotional product licensees. We will be requesting documentation of any third party evaluations and formats or samples of self-evaluations noted in the initial licensee survey to improve transparency issues between UCLA Trademarks and Licensing and the companies they frequently source from. This survey will also ask more robustly formatted and quantitative data driven questions, including, but not limited to the following:

- "How many different countries are you sourcing from?"

- “What percent of your products come from at least 25% recycled materials?” “at least 50%”
- “What percent of your products are considered reusable (as opposed to consumable)?” In this case, we will define ‘consumable’ as intended to be used up, and eventually replaced, such as notebooks, pens, etc. Where reusable can be reused infinitely, assuming no defects arise.
- “How much landfill waste is produced during production *per unit*”
- “What is the estimated waste contributed to landfill post-production (includes the product itself, if deemed consumable)”

These surveys will pull specific data that will be easy to compare across companies.

Following these analysis methods, we will be determining the compliance rate of each company with our guidelines. This metric will be formulated by our scorecard system, where companies will gain points by actively pursuing or being committed to each of our ethicality and sustainability metrics, outlined in our Final Metrics guideline (Appendix A). Out of a total number of points possible, a compliance rate can be found. Per our stakeholder suggestions, we will assess those results and negotiate whether or not we will want to continue licensing each company.

In efforts to find alternative sources, we are looking for distributors that meet our sustainable and ethical goals. These goals are highlighted throughout our metrics and help to describe what we mean and expect within each category. Some of the expectations we will be taking into consideration for our newfound distributors will be: a higher effort to use sustainable products, sustainably sourcing their products, how they treat their employees, and what benefits they have available for their workers.

We are looking for local businesses that create most of their products on-site to avoid transparency issues between licensees and their suppliers. Since many licensees obtain their

products from larger, off-shore, manufacturing companies, it can be hard to obtain all of the information on where a product is coming from and if that is an ethical and sustainable source. By using local businesses like Bella and Canvas, we are not only supporting the local economy, but we are rewarding smaller businesses for their efforts in sustainability. Additionally, this is simultaneously reducing our carbon emission footprint by choosing closer products that don't need to travel as far to reach UCLA. From these alternative sourcing options, we still uphold the same transparency objectives as well, as we will be looking into employee benefits. Some of the things we will be looking into will include any employee safety training courses and job security within the company.

Another big part of our efforts as a team will go into removing as much single-use plastics from the waste stream as possible. Within the promotional product distribution, we will work hard in providing alternatives to the usual, single-use products that are usually given away for free. We hope to not only expand to more sustainable and ethically sourced businesses but to also lean towards the use of more sustainable materials for these products and their packaging. Some alternative products could be reusable eating utensils to finding eco-friendly packaging for current products. We are looking for distributors that have a focus on reducing their waste impacts and that use materials that are less harmful to the environment. For example, one of our suppliers is Fruit of The Loom, who has made an effort to use organically sourced cotton that not only is more ethical due to the fact that they are prohibiting the outsourcing of Uzbekistani cotton which has been known for its questionable ethics and child labor practices as well as its impacts on the environment.

As we continue our search for alternative sources of products we will keep in mind not only the sustainability aspect of each product but also look into the ethicality of each business and if said business is transparent enough to conclude that it complies with our standards.

Using the data collection results from all three surveys, we will effectively examine the licensee's product catalogs to pick which products are preferred.

We will be performing this process of picking 'preferred' products by the following metrics:

- Reusability
- Recyclability
- Origins of materials
- Licensee recommendations
- Price

We hope to make the responsible decision to purchase sustainably as easy as possible for the departments through our educational deliverables. As one of these deliverables, we will be making edits to the catalogs of promotional products distributed to the purchasing departments. We will be creating a logo incorporating and drawing inspiration from the UCLA, Institute of Environment and Sustainability, and ASUCLA Trademarks and Licensing logos to denote our preferred products as ethical and sustainable. We will also be creating a page accessible by a tab within the online catalogs that compiles all of our preferred products to one list. We also want to advertise our efforts and outline the guidelines we've drawn up to give the purchasing departments and the UCLA community a better idea of what grounds we stand on when we say "ethical" and "sustainable". On the online catalog, we will insert a suggestions/ comments/ concerns section to continually receive feedback on our methods from those who are interested in our goals.

From the information we obtain from our surveys we hope to clarify what it means for a product to be sustainably sourced. Within the UCLA code of conduct, it mentions how licensees must adhere to environmental standards. Our team feels that this can have multiple meanings, so we hope to dive deeper into what that means for our licensees and to have this information easily accessible to the public as well. Through our research, we will be able to put up more information clarifying truly what it means to be sustainable under our definitions and what we expect of our licensees. By distributing surveys and identifying what needs to be worked on within each company and department at UCLA, we will further be able to see what needs to be fixed within our system and how we can educate on the importance of choosing more sustainable purchases. We will model these goals off of sustainable corporations and certifications that have already begun to improve the ethicality and sustainability of their products as well as the input of our own expectations here at UCLA.

Additionally, we hope to provide access to the research we have accumulated and also make this information available for both licensees to consumers. Our efforts will be put towards providing transparency in this often very complicated purchasing cycle. This information is in the process of being put on to the ASUCLA purchasing website along with the analytics of the research we have been conducting through our surveys. From here, we will go on to promote this information and ensure that all parties know about it and are able to access it, from departmental counselors to the student body, we hope to have a clearer, more transparent purchasing path that highlights where products are coming from and rewards licensees that put in the extra effort towards being more sustainable. We hope to be able to connect the consumers of UCLA to the promotional products that they are given to them.

Along with having the information accessible to both the public and the student body we hope to educate more on what our team has been working on by providing recommendations for sustainable alternatives and also through having an educational campaign. We hope to bridge the gap between consumers and their products here at UCLA, but to begin doing that, we must also raise awareness of what we are doing and why we are doing it. That's why alongside having our information accessible, we hope to also educate departments at UCLA why it is important to go through our selected licensees. We also want to educate our licensees on our efforts towards sustainability and the significance of making these sustainable choices. To further our efforts we may additionally create educational banners or pamphlets in order to educate the student body on our work and to spread awareness of our cause. Along with this, we will further describe the metrics we have used in our certification process and what has helped to lead us to our preferential choices of products and distributors.

Conclusion

Our methods have changed due to the receipt of new information. Our initial methodology for our "scorecard" analysis was to compare the progress towards highly specific metrics of production procedures and product sustainability across licensees. However, after our individual research of what relevant information our licensees and other common suppliers provide online, we came to realize that being hyper-specific may not achieve the best comparative results. The creation of topics and subtopics to outline our scorecard executed our goals and our sequential procedures were fashioned to include this change. We also fine-tuned our knowledge of the process in which purchasing departments place orders and adjusted our

educational campaign accordingly. We also attempted a plan for including advertisements in the UCLA store, but after assessing our scope, we deemed that proposal less relevant and more costly.

Most predominantly, our goals and initial vision for this project originally teetered around consumer behavior and how our framework could affect the choices of paying customers to ASUCLA. However, narrowing the scope to focus on promotional products shifted our target audience and external stakeholders. Promotional products are not purchased by the people who are finally taking ownership of the product and therefore does not involve those persons' behaviors or choices. Various departments bear the cost of promotional products and distribute them to people attending certain events for free. Instead of shaping a mass public opinion, we are focusing on taking responsibility for the sourcing of products being given out from within the departments and bureaucracy of UCLA.

Appendix A



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. should be guided by clear and consistent measurables.

➤ **Evaluation of Suppliers**

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

Appendix B

Survey B1: 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

Name *

Your answer

Position in Company *

Your answer

Company Name *

Your answer

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	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	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.

Appendix B

Appendix B2: 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	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Gorilla Marketing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I.D. Me Promotions Inc.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Jack Nadel Inc.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Kollege Town Sports	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lasting Impression	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Manhattan Stitching Company	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
R&D Specialty Company	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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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