

Sustainable Purchasing Team

Stephanie Hauschildt, Ryan Hallman, Gabriel Hernandez, Ayahna Mack, Monica Portillo, Corbin Kehrberg

Stakeholder: Cynthia Holmes
Director of Trademarks and Licensing



Who we are



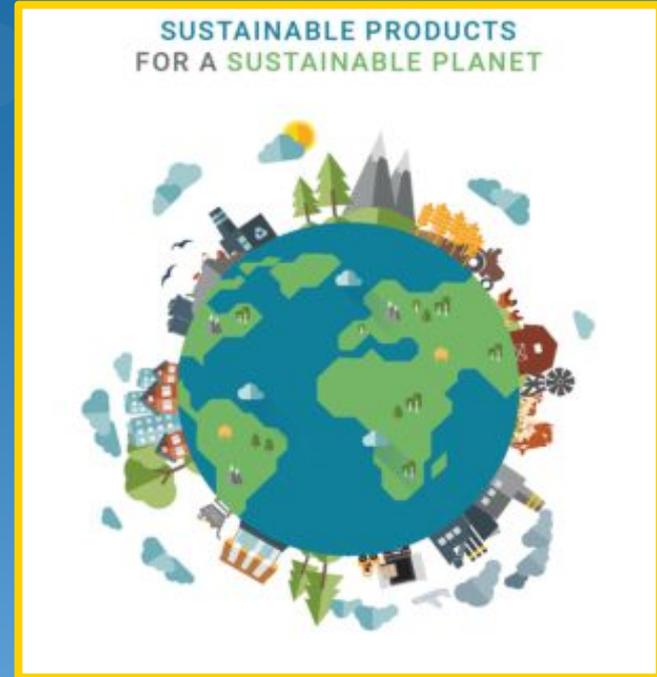
SAR PROJECT

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



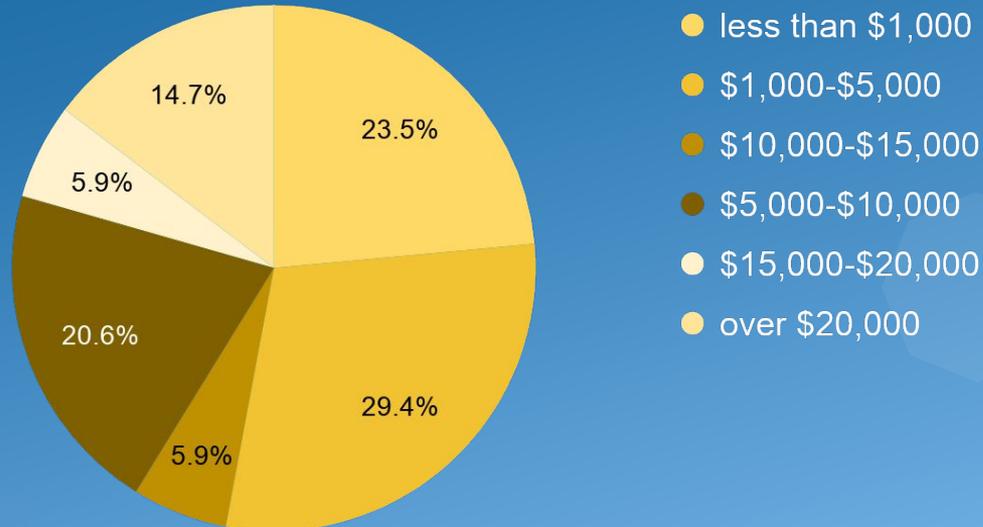
Top Scoring Suppliers



Department Surveys

How Large is Our Impact?

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



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



IoES Corporate Partners Program



Evaluating Sustainability Within UCLA's Promotional Product Supply Chain



How can UCLA Trademarks and Licensing evaluate the sustainability of licensed promotional product suppliers?

We conducted a survey to determine practices



600 UCLA Departments
8 Licensed Suppliers

Scorecard Analysis:

Products	Supply Chain	Facilities	Online Catalog
<ul style="list-style-type: none"> - recyclable - reusable - eco-friendly - practical 	<ul style="list-style-type: none"> - packaging - transparency - geography - evaluations 	<ul style="list-style-type: none"> - central office - certifications - energy efficiency - water usage 	<ul style="list-style-type: none"> - product filters - user interface - marketing

Manhattan Stitching Co.

Offers recycled, recyclable, biodegradable, and organic products.



Strategically sources from local suppliers to minimize transportation needs.



Developing a process to recycle water in production facilities.

Bi-annual Sumerra audit participant.



Has a filter for ecofriendly products.

Offers customized customer presentations with eco-friendly options.



Partners



UCLA Trademarks & Licensing



UCLA Sustainability Action Research

Research Team

Ryan Hallman (BS 2019) - Stephanie Hauschildt (BS 2019)
 Monica Portillo (BA, 2019) - Gabriel Hernandez (BS, 2019)
 Corbin Kehrberg (BA, 2020) - Ayahna Mack (BS, 2021)

Following Up and Future Goals

- Corporate Responsibility Questionnaire
- Extending our Evaluation

- 2020 SAR Team!?
- Incorporating a Comprehensive Sustainable Catalog

Thank You