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Phase I: Problem Definition

Problem Statement

The HSU Bookstore lacks sustainable methods of operation and jeopardizes the needs of future generations across the globe. Those HSU students who take pride in globally sustainable behavior feel unsatisfied with the lack of efficient waste disposal, ecologically sound choices and atmosphere available in the bookstore. The bookstore fails to meet the diverse needs and interests of the student body.

Problem Description

The HSU Bookstore Mission Statement is “to enhance the student learning experience while supporting the needs of students, faculty, staff and the campus community.” However, the campus population has diverse interests and needs that are not being met. There is a variety of clothing available, none of which is made with hemp, organic cotton, or recycled materials. There are numerous snacks and beverages offered, yet most are not organic (and contain Genetically Modified Organisms), not locally produced, and have low (or no) nutritional value. The lack of alternative choices promotes unhealthy consumption habits locally that have negative global impacts. Some of these global impacts include the exploitation of resources, natural and human, production of harmful waste, and the degradation of natural ecosystems. All of these processes promote the destruction of human moral principles across the globe. Through the continuation of these practices, the bookstore ignores the benefits of supporting local communities and sustainable businesses.

Our local community provides a wealth of progressive alternatives for mainstream services and products. The bookstore should take advantage of these available resources instead of supporting elusive corporations, removed from the local eye. Focusing on quantity, instead of

quality, helps to spread affluenza, the attempt of satisfaction through the frenzy of materialistic consumption. This unprogressive environment endorses over-consumption, materialism, excessive waste, and the idea of a “disposable society.” As a result, there is an attitude of indifference toward responsible purchasing, reusing materials, recycling, and solid waste reduction in the operations of the bookstore. This attitude extends to other areas of campus as well as to different aspects of students’ lives.

This indifference is a direct result of unawareness and a lack of environmental advocacy present in the bookstore. If an environmental consciousness were promoted and were more evident to the students, the entire campus population would benefit from the bookstore’s services and products.

Phase II: Goals and Objectives

The Sustainable Bookstore Group will work with the bookstore management to better fulfill the University Center’s Goals and Values, which include a “commitment to: (1) work closely with students and faculty to ensure that we provide the best possible selection of programs, educational products, and services, which reflect the diverse interests and needs of the customer; (2) provide a positive image to our customers, as well as visitors to the campus and to the region; (3) being an integral member of the community that we work in.” As an essential part of the University Center, the implementation of the following goals and objectives will allow the bookstore to uphold their commitment.

Goal #1: To eliminate unnecessary waste.

Objectives

- Eliminate the use of paper towels for cleaning purposes.
- Eliminate the disposal of potentially recyclable materials.

- Eliminate the disposal of compostable products.
- Eliminate unnecessary packaging.
- Have all defective office supplies that are still usable donated to the Reusable Office Supply Exchange (ROSE) program.

Goal #2: To provide sustainable alternatives to products already offered.

Objectives

- Offer at least one kind of brewed organic, shade-grown coffee.
- Offer organic, non-GMO, soymilk as milk substitute.
- Offer bulk raw sugar.
- Provide an equal amount of beverage and food choices that are sugar-free, organic, fresh, and/or locally produced.
- Increase supply of locally produced goods.
- Provide at least one T-shirt and sweatshirt each made of organic cotton or hemp.
- Improve line of clothing by purchasing from vendors that utilize sustainable processes and labor.
- Supply useful, durable, and efficient products that are necessary (or apply) to student life by eliminating useless gifts and knick-knacks.
- Research and implement recycled and recyclable alternatives to replace existing products within the next year.

Goal#3: To create a sustainable atmosphere.

Objectives

- Clearly label all GMO products.
- Advertise all sustainable products, services, and improvements.

- Display to consumers the life history and environmental impacts of all basic products (i.e.: coffee, pen, book, shirt, plastic bottle) from resource extraction to disposal.
- Clearly advertise the negative impacts of Astrobright paper to discourage and therefore reduce use.
- Advertise the supply of free, reusable paper in the copy center.
- Offer free pamphlets and information relating to local environmental and sustainability issues.
- Promote and re-locate progressive literature and magazines.
- Create an environmental advocacy position to ensure future sustainability of the bookstore and encourage continued improvements.

Phase III: Alternative Solutions

After brainstorming alternative solutions, we selected the best solutions for each of our three goals. After narrowing the alternatives down, we ranked each on a set of criteria that are as follows (weight in parentheses): persuasiveness (4), student body representativeness (3), feasibility (2), clarity of benefits to the bookstore (2), and economics of implementation (1). We included all the criteria in the *Alternative Solutions Matrix*. In each cell there is a score for each of the Sustainable Bookstore Group members. The raw score in parentheses is the sum of these scores multiplied by the weight of the criteria. Each raw score is then summed in the total column and then ranked. [See *Alternative Solutions Matrix* in Appendix A.]

For Goal #1, eliminating unnecessary waste in the bookstore, our top alternative solutions from highest to lowest rank are: illustrate the ease of implementation, survey the students/faculty, construct a garbage art/trash tower, compile campus trash statistics, and create waste impact statements. Even though the top solution, illustrating the ease of implementation

ranked lower in student body representativeness, it's high scores in persuasiveness and feasibility allowed it to become our preferred solution.

For Goal #2, providing sustainable alternatives to products already offered, our top alternative solutions from highest to lowest rank are: consumer survey, Affluenza video, local business fair, environmental impacts, and product sampling. The consumer survey scored the highest in student body representativeness, and second highest in persuasiveness, with high scores in all other categories, thus making it our final solution.

For Goal #3, creating a sustainable atmosphere, our top alternative solutions from highest to lowest are: illustrating the advantages of a sustainable atmosphere, illustrating the benefits of the environmental advocacy position, and (tied for 3rd) product histories and creating signs. The advantages of a sustainable atmosphere scored highest in persuasiveness, with high scores for all other criteria. Therefore it was selected as the final solution.

In conclusion, since persuasiveness is the heaviest ranked criteria, it is the determining factor for most of the final solutions. Student body representativeness is also an important factor because it is a crucial aspect of our problem statement. After weighing each alternative solution according to the criteria, our chosen solutions are illustrating the easiness of eliminating unnecessary waste, conducting a consumer survey concerning sustainable alternatives to products already offered, and highlighting the advantages of creating a sustainable atmosphere in the bookstore.

Phase IV: Implementation Strategies

The Sustainable Bookstore Group met with Jon Greene, the manager of the bookstore, to present the Sustainable Bookstore Project. The meeting took place on the 11th of December, 2001 in his office. The meeting allowed a final review of the Sustainable Bookstore Group's

goals, objectives, and solutions, and included a discussion of the implementation, monitoring, and evaluation processes. Due to the end of the semester, both parties agreed to meet in the beginning of February 2002 to participate in a more critical analysis of solutions, implementation, and evaluation.

Goal #1: To Illustrate the Ease of Eliminating Unnecessary Waste

The first objective of Goal #1 is to eliminate the use of paper towels for cleaning purposes. This may be done by asking the manager of the Depot if the employees of the bookstore can borrow one or two towels a week to dry the coffee carafes and baked-good jars. At the end of each workweek the towels will be returned to the Depot for laundry and reuse. The towels may be stored in a specific place to assure that other employees do not use the towels for their hands or personal dishes. However, paper towels should still be used for drying hands. A storewide e-mail will be sent out to all department managers to ensure employee compliance. The pitcher used to fill the coffee machine should also be replaced since it leaks water out from the bottom; this will eliminate the need for a paper towel to be placed underneath it at all times.

The second objective of Goal #1 is to eliminate the disposal of potentially recyclable materials. This objective can be met by: clearly labeling all recycle bins/boxes for all to see, getting bigger recycle bins for the office cubicles to utilize, placing bins for recycled paper in each office cubicle to ensure convenience, designating a person or persons to empty the recycle bins daily (so that they don't overflow), dispersing bins/boxes to cashiers to recycle receipts and also having one by the door for customers to use. More boxes and bins can be obtained from Alec Cooley in Plant Operations. In fact, Mr. Cooley suggests that a recycling bin be placed next to each trash bin. In the shipping and receiving department, one of the trash bins should be used for trash, another for paper (to be recycled), and another for plastic wrapping (to be recycled). If

there is a noticeable amount of plastic wrap accumulating, a regular pick-up can be arranged with Plant Operations.

All reusable cardboard boxes should be broken down and stored for future use. The packaging materials that come in boxes from distributors should also be saved for future use. The cardboard that is not reusable should be put into a pile throughout the day and taken out to the recycle bin frequently to ensure that it is not thrown into the garbage.

Another example of how to eliminate unnecessary waste would be to offer a discount to those customers who don't use the plastic "HSU Bookstore" bags (like \$0.10 for every purchase over \$20), or start charging customers \$0.10 if they do choose to use a plastic bag. This will encourage customers to bring their own bags.

If a trash assessment was done at the end of the day when trash is being collected, bookstore employees could all see what kinds of materials are being thrown away that are potentially recyclable. If it is observed that plastic items besides type # 1 or #2 are being thrown away in large amounts, there is a possibility that Plant Operations could come and pick it up. Another great way to eliminate unnecessary waste in the bookstore would be to have Alec Cooley, the Solid Waste Reduction Manager at Plant Operations, hold a half-hour workshop on how staff members can reduce waste in their offices.

Another way to eliminate unnecessary waste would be to advertise to students and faculty that the Computer Department in the bookstore mails inkjet cartridges back to the distributor for cash refunds. The toner ink cartridges are already being recycled in some departments on campus, but since this service is available directly through the bookstore, all students and departments should be able to take advantage of this service.

To discourage the use of paper cups, the bookstore should set up a small display of mugs next to the coffee stand. It would also be a good idea to display a sign of "coffee statistics" to show people how much money and trees they would save over a year if they brought their own mug, since there is a \$0.30 discount. A free cup of coffee should also be offered at the time of purchase of a new mug at the bookstore, a policy used by local cafes to promote sustainable drinking habits.

The third objective of Goal #1 is to research and implement recycled and recyclable alternatives to replace existing products. There are many eco-friendly products on the market that are not being offered in the bookstore. Recycled materials should take precedence when ordering everything from art supplies to gift items, and school supplies to clothing. A few specific alternatives would be to carry recycled wood pencils, and use pen displays that are made of recycled and recyclable plastic material. When the environmental advocate position is created, the research and implementation of recycled/recyclable products will be a part of their job.

The fourth objective of Goal #1 is to eliminate the disposal of compostable products. This would entail speaking with somebody involved with the composting project at CRP and coordinating a pick-up time for the outdated baked goods (from Ramone's Bakery and Royal Cookie Capers) that are sold in the bookstore. CRP already picks up food scraps from Windows Café, and delivers the composting materials to the CCAT composting piles or bins. It would be most efficient for the bookstore to share the composting bins with Windows Café. Since CCAT cannot at this time accept meat or dairy items for their composting, the Food Bank should be contacted to see if they can take the day old sandwiches (from Spoons) that would otherwise be thrown away. If the Food Bank picks up food from the "J" and the Depot then the bookstore could coordinate with them for the convenience of pick up.

The fifth objective of Goal #1 is to eliminate unnecessary packaging. This may be achieved by not shrink-wrapping items unless absolutely needed, and by department heads asking distributors of products to use as little packaging as possible (let the purchaser set the standard not the distributor). One specific example would be to ask Del Reka, the distributor of Snapple, if it is possible to get the Snapple bottles delivered without the plastic around the four-packs (as they are sold individually anyhow).

The last objective in Goal #1 is to have all defective office supplies that are still usable donated to the Reusable Office Supply Exchange (ROSE) program through CRP. An employee of the bookstore may sort through the "defectives" boxes to separate usable and non-usable office supplies and then deliver usable ones to the CRP office (Warren House).

Goal #2 : Conducting a Survey to Provide Sustainable Alternative Products

First, we devised a survey that addresses all of our stated objectives for our second goal. A copy of the *Sustainable Campus Bookstore Survey* can be found in Appendix B along with the *Consent Form* we wrote for those who participated in the survey. We conducted the survey on students, faculty, and staff to gather statistics concerning our objectives. Prior to conducting the survey we obtained permission to survey human subjects from the Department of Research and Graduate Studies. In order to assure a random sample, each group member surveyed from a different location on campus and at different times of the day.

After conducting the survey, we collaborated the data in a worksheet and calculated a raw score and percentage for each question's results. Then we used the data to create visual representations of the results. These results and visual aids will be presented to John Greene at the bookstore to encourage him to implement new sustainable alternative products to those already offered in the bookstore. The *Survey Data Statistics* and *Survey Graph s#1-3* can be

found in Appendix B. We will also present an *Example List of Local Products* to offer in the bookstore. This list is also available in Appendix B.

Goal #3: To Demonstrate the Importance of a Sustainable Atmosphere

The process of promoting an aesthetically sustainable atmosphere involves communicating to the customer that the bookstore offers sustainable products, educating the customer about issues of sustainability, creating an environmental advocacy position, and advertising the progressive improvements made by the bookstore management. These concerns are specifically addressed by the objectives for Goal #3 in Phase II.

Several of the objectives of this project deal with advertising, labeling, and displaying information with the purpose of informing the customer. The benefits of these objectives relate to the health of each individual customer and to the health of the global community. By implementing these measures the bookstore will be aiding in the educational atmosphere of campus and improving the awareness of the student body. Students will be more apt to evaluate what they buy and choose the sustainable product alternative discussed in Goal #2, which directly contributes to the economy of the bookstore. When the students leave the HSU community they will carry this consciousness with them.

To create a sustainable atmosphere, the bookstore management will need to follow the specific objectives of goal 3 for creating signs and placing them throughout the bookstore. Signs informing the consumer on the history of a pen, book, shirt, soda bottle, and coffee will be created using information provided by the environmental advocate and the book *Stuff: The Secret Lives of Everyday Things*, by John C. Ryan et. al. (available in the bookstore), and the University of Oregon's "Earth Factoids" webpage:

<http://darkwing.uoregon.edu/~recycle/Factoids.htm>.

Labels will be placed on all foodstuffs that contain Genetically Modified Organisms. These signs are to be placed throughout the store, corresponding to the product of discussion. The signs will not discourage students from purchasing, but, instead, will allow them to gain insight into the labor, resources, and/or processes involved in production. Hopefully, as a result, customers will not be wasteful with products. Two objectives involving signs are related to the Copy Center. This involves immediate posting of signs informing students of the availability of free reusable paper. Discouragement of the use of non-recyclable Astrobright paper should be continued through announcements concerning the negative impacts of its use. These signs are a one-time task, as once displayed, they will fulfill their objectives.

The bookstore already offers a diverse selection of magazines, including progressive titles, which satisfy the diverse interests of the student body. Promoting or relocating the magazines to an area where students are more apt to notice articles that are related to their life and surroundings would benefit the bookstore economically and also enhance the sustainable appeal of the store's environment. Similarly, providing local publications, such as the free *EcoNews* or *Earth First Journal*, that relate to HSU students' surroundings, community and environment, would improve the communication of pertinent local environmental issues. The Integrated Waste Management Board could be a source of free brochures related to recycling and waste reduction, two issues that apply to a student's life of consumption. Also, the Arcata Recycling Center has an Educational Coordinator, Hillary Lealand, who could be a source for local literature.

The environmental advocacy position will benefit the bookstore by implementing and overseeing the objectives of this project. This position will serve as a liason between the entire student body and the bookstore management. As new issues of sustainability are identified, the

advocate will be ready to steer the bookstore to the forefront of this movement. Freshmen and dorm residents unfamiliar with the local town will benefit from the introduction to the bookstore as a resource for the crucial items of campus survival. Prospective students will be relieved to meet the environmental advocate (perhaps on campus tours), gaining a feeling that student necessities will be provided for and suggestions will be welcomed. To initiate this position, the bookstore will need to designate an employee, work-study position, or internship opportunity as the "Environmental Advocacy Position". Grant money may be obtainable from the University Foundation or other donor foundations. The environmental advocate position will need a special hiring process, ensuring a progressive student with good research and organizational skills, willing to work independently on a variety of topics, including computer work, research, implementation, and labor involved in carrying out sustainability objectives of the bookstore. For example, the advocate will be responsible for the actual labor of putting up signs or taking compost to an appropriate location. The bookstore management will be free from the responsibility of overseeing minute details associated with sustainability goals, because the environmental advocate will be in charge of ensuring the success of these projects.

When the bookstore communicates to the student body about the initiation of an increased environmental involvement, the students will learn more about the importance of the alternative options and appreciate the bookstore for its motivation. The bookstore needs to embark on a steady advertising campaign that will announce the sustainable products, services, and improvements implemented. Advertising could include strategic signs around the store indicating the sustainable and healthy products, newspaper advertisements, and flyers around campus. A "sustainable tag system" could be used where products are judged based on a published set of sustainable criteria. Items which meet the requirements would be tagged

(advertised) as so. The Lumberjack and local papers will show interest and support by running a story highlighting sustainable improvements to the bookstore. After all sustainable improvements are implemented, it will be obvious upon entrance to the bookstore that the atmosphere has changed from one of aggressive consumption to one of informed sustainable purchasing. All members of the campus community will benefit from this conscious and sustainable atmosphere.

Phase V: Monitoring and Evaluation

The monitoring and evaluation process will ensure the success, progress, and continuation of sustainable improvements in the bookstore. Illustrated below are detailed steps to be followed for the evaluation of Goals 1, 2, and 3 on a weekly, monthly, and semesterly basis, respectively. The environmental advocate position (explained in Phase IV) will be essential in the monitoring and evaluation process of the Sustainable Bookstore Project. The advocate will relay information concerning the progress of the goals and objectives outlined in Phase II. Once the Sustainable Bookstore Group completes the initial semester evaluations, the advocate will be responsible to continue the duties of monitoring and evaluation.

The elimination of unnecessary waste, Goal # 1, will be monitored by a weekly evaluation. A list of questions will be used to assess waste and recycling in the *Checklist For Evaluating the Elimination of Unnecessary Waste* (provided in Appendix C.) This series of questions will be distributed randomly to ten employees each week for the first six weeks of implementation for inquiry of waste disposal and recycling procedures. After six weeks, the questions will be distributed once a month.

Goal #2, providing sustainable alternatives to products already offered, will be monitored on a monthly basis. First an inquiry will be conducted to establish which new sustainable

products have been added within each department. An inventory of these products will determine which items are being purchased. Each department will document trends in sales of sustainable products by completing the *Sustainable Product Inventory Analysis Form* (provided in Appendix C.) An assessment will be made to decipher whether changes in the promotion, location, or display of the items could increase sales. For example, advertisements in the Lumberjack, signs in the bookstore and around campus, and tabling outside could increase awareness and sales. A "Suggestion Box" will be placed in the front of the store to ensure student input in the evaluation of products.

Goal #3, to create a sustainable atmosphere, will be monitored by three separate strategies each semester. First, the bookstore will be evaluated according to the *Sustainable Atmosphere Evaluation Checklist* (provided in Appendix C.) Next, student body input will be solicited through tabling on the quad. This event will be an open format where student opinion concerning the bookstore's sustainability is requested at will. Students can provide comments through open dialogue or confidential suggestion sheets. Students will be reminded that the bookstore does have a suggestion box located inside the store. Finally, meetings will be scheduled with the environmental advocate and Jon Greene, the bookstore manager, to evaluate the success of the new advocacy position and its contribution to the bookstore's progress in sustainability. Observations acquired from the *Sustainable Atmosphere Evaluation Checklist* and the results of the student body suggestions gathered from tabling on the quad will also be discussed with management. The environmental advocate and bookstore management will work together in the future to continue the evaluation of the new Sustainable Bookstore and to ensure more progressive measures in the future.

Goal #1: To Eliminate Unnecessary Waste

Alternative Solution	Criteria							Total	Rank
	Feasibility	Persuasiveness	Economics	Clarity of Benefits	Student Representativeness				
Weight of Criteria	2	4	1	2	3				
Waste Impact Statement	3, 2, 3 (16)	1, 2, 2 (20)	5, 5, 5 (15)	1, 1, 2 (8)	2, 3, 2 (21)		80	5	
Campus Trash Statistics	4, 4, 3 (22)	3, 3, 3 (36)	4, 4, 4 (12)	3, 3, 3 (18)	3, 2, 2 (21)		109	4	
Illustrate Ease	4, 5, 3 (24)	5, 4, 3 (48)	4, 4, 4 (12)	2, 3, 3 (17)	1, 2, 3 (18)		118	1	
Garbage Art/Trash Tower	3, 1, 3 (18)	5, 4, 5 (56)	3, 4, 4 (11)	4, 3, 3 (20)	1, 2, 1 (12)		113	3	
Survey Students/Faculty	4, 3, 2 (18)	3, 3, 3 (36)	2, 1, 2 (5)	3, 4, 4 (22)	4, 4, 4 (36)		117	2	

Goal #2: To Provide Sustainable Alternatives to Products Already Offered

Alternative Solution	Criteria							Total	Rank
	Feasibility	Persuasiveness	Economics	Clarity of Benefits	Student Representativeness				
Weight of Criteria	2	4	1	2	3				
Video	4, 4, 3 (22)	4, 4, 4 (48)	4, 4, 4 (12)	4, 5, 4 (26)	3, 3, 4 (30)		138	2	
Environmental Impacts	1, 2, 3 (12)	4, 5, 3 (48)	4, 3, 2 (9)	3, 5, 4 (24)	3, 3, 3 (27)		120	4	
Local Business Fair	2, 3, 3 (16)	5, 5, 4 (56)	3, 3, 3 (9)	2, 3, 4 (18)	3, 3, 3 (27)		126	3	
Consumer Survey	4, 3, 2 (18)	5, 4, 4 (52)	4, 3, 2 (9)	4, 5, 4 (26)	5, 5, 5 (45)		150	1	
Product Sampling	2, 2, 2 (12)	5, 4, 4 (52)	1, 3, 1 (5)	3, 2, 2 (14)	2, 1, 4 (21)		104	5	

Goal #3: To Create A Sustainable Atmosphere

Alternative Solution	Criteria							Total	Rank
	Feasibility	Persuasiveness	Economics	Clarity of Benefits	Student Representativeness				
Weight of Criteria	2	4	1	2	3				
Advocacy	4, 4, 4 (24)	3, 3, 3 (36)	4, 4, 4 (12)	3, 5, 4 (24)	4, 5, 4 (39)		135	2	
Product Histories	3, 3, 4 (20)	3, 3, 4 (40)	4, 4, 4 (12)	4, 3, 3 (20)	2, 2, 2 (18)		110	Tie--3	
Create Signs	2, 3, 3 (16)	4, 5, 3 (48)	2, 2, 2 (6)	2, 4, 5 (22)	2, 2, 2 (18)		110	Tie--3	
Advantages of Goal #3	4, 4, 3 (22)	4, 5, 3 (48)	4, 4, 4 (12)	4, 4, 4 (24)	4, 5, 3 (36)		142	1	

APPENDIX A: Alternative Solutions Matrix

APPENDIX B

Consent Form

You are being invited to participate in a project conducted by Leslie Blanchard, Amber Nill, and Lia Webb. We are students enrolled in a Sustainable Campus course (ENVS 480), in the fall of 2001, taught by Richard Hansis.

If you would like to contact our project team, you may reach us at the following email addresses:

lab56@humboldt.edu, ann1@humboldt.edu, llw6@humboldt.edu

Your part in this study will involve participating in a 2-3 minute survey concerning your personal consumption habits on campus, particularly at the HSU Bookstore, and personal satisfaction with the bookstore's services and products.

While the researchers foresee no risks to you through your participation in this study, you may find benefits from contributing to a project to increase sustainability on campus. You may also find this survey rewarding by reflecting upon your own consumption habits.

If you decide to participate in this study, please understand that your participation is voluntary. You have the right to withdraw your consent or discontinue participation at any time. You also have the right to refuse to answer a particular question or questions for any reason.

Please **do not** put your name on the survey. This survey is completely anonymous.

You must be at least 18 years of age to participate in this survey.

If you have questions regarding your rights as a participant, concerns regarding this project, or any dissatisfaction with any aspect of this study, you may report them to the above email addresses or to the Department of Research and Graduate Studies (826-3949).

Sustainable Campus Bookstore Survey

1. Would you buy coffee at the bookstore if they offered organic? YES NO
2. Would you choose organic over conventional coffee if offered at the same price?
YES NO
3. Would you use soymilk for your coffee if it were provided? YES NO
4. How many packets of sugar do you use per cup of coffee? _____
5. How many cups of coffee do you drink per week? _____
6. Would you use bulk raw sugar as opposed to white granulated sugar if it were available?
YES NO
7. Do you feel that the bookstore offers adequate healthy, organic options for drinks and snacks? YES NO
8. Is there anything that you wish the bookstore offered? YES NO
What? _____
Why? _____
9. Would you shop at the bookstore for gift items if you knew that they had products from local businesses (i.e. Moonrise Herbs, Bubbles, Solutions, etc)? YES NO
10. Have you purchased "HSU" imprinted clothing from the bookstore? YES NO
If not, why? _____
If so, what? _____
11. If there were organic cotton available would you buy it? YES NO
12. If there were hemp material available would you buy it? YES NO
13. Are you aware of unsustainable practices used in the manufacturing of clothing?
YES NO
14. Is it of interest to you to know where your consumer products come from? YES NO
15. Do these issues determine whether you buy or do not buy certain products? YES NO
16. Have you ever purchased "HSU" imprinted gift items? YES NO



Office of the Dean
Research and Graduate Studies

• **MEMORANDUM** *

DATE: December 18, 2001

TO: Lia Webb and Dick Hansis
Environmental Science

FROM: Chris Hopper
Committee for the Protection of Human Subjects in Research

SUBJECT: Your Proposal, "Sustainable Campus Bookstore," **01-90**

Thank you for submitting documentation of your proposal, " Sustainable Campus Bookstore," **01-90** for research using human subjects. Humboldt State University's Policy for the Protection of Human Subjects in Research requires that all human subjects research, including that which is exempt from federal regulation, be submitted to this office for approval before initiating the study. Exempt research is reviewed only for its exemption status, and is filed with the permanent records of the Institutional Review Board. I agree that your planned research is in the category of research exempt from federal regulation because it is an anonymous survey and participants are over 18 years of age.

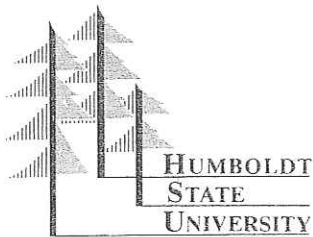
Your proposal will be filed with the permanent records of human subjects research at Humboldt State University.

This memo constitutes formal approval of your research proposal. This approval is for one calendar year, and will expire on December 19, 2002. If you find it necessary to continue your research beyond this date, please apply for renewed approval in advance of this date to prevent interruptions in your project. If your research plan must be altered, please notify this office according to the policies established for Humboldt State University. Please note that survey and interview procedures involving children are not exempt from federal regulation. If your research subjects will include children (persons under 18 years of age who are neither emancipated, nor married), your project will require further board review.

Thank you for your careful attention to the protection of the human subjects of your research.

cc: Committee for the Protection of Human Subjects in Research:

Maria Bartlett, Social Work
Daniel Chandler, Sociology
Leslie Foote, M.D.
Richard Langford, Psychology
Kathy Munoz, Health and Physical Education
Donna Schafer, Research and Graduate Studies



Office of the Dean
Research and Graduate Studies

• **MEMORANDUM** *

DATE: December 18, 2001

TO: Lia Webb and Dick Hansis ✓
Environmental Science

FROM: Chris Hopper
Committee for the Protection of Human Subjects in Research

SUBJECT: Your Proposal, "Sustainable Campus Bookstore," **01-90**

Thank you for submitting documentation of your proposal, " Sustainable Campus Bookstore," **01-90** for research using human subjects. Humboldt State University's Policy for the Protection of Human Subjects in Research requires that all human subjects research, including that which is exempt from federal regulation, be submitted to this office for approval before initiating the study. Exempt research is reviewed only for its exemption status, and is filed with the permanent records of the Institutional Review Board. I agree that your planned research is in the category of research exempt from federal regulation because it is an anonymous survey and participants are over 18 years of age.

Your proposal will be filed with the permanent records of human subjects research at Humboldt State University.

This memo constitutes formal approval of your research proposal. This approval is for one calendar year, and will expire on December 19, 2002. If you find it necessary to continue your research beyond this date, please apply for renewed approval in advance of this date to prevent interruptions in your project. If your research plan must be altered, please notify this office according to the policies established for Humboldt State University. Please note that survey and interview procedures involving children are not exempt from federal regulation. If your research subjects will include children (persons under 18 years of age who are neither emancipated, nor married), your project will require further board review.

Thank you for your careful attention to the protection of the human subjects of your research.

cc: Committee for the Protection of Human Subjects in Research:

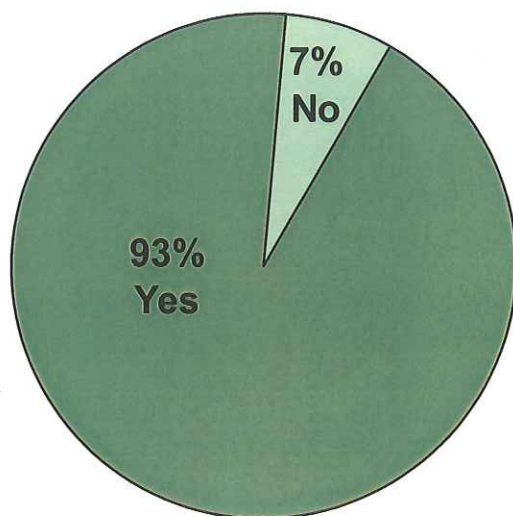
Maria Bartlett, Social Work
Daniel Chandler, Sociology
Leslie Foote, M.D.
Richard Langford, Psychology
Kathy Munoz, Health and Physical Education
Donna Schafer, Research and Graduate Studies

Survey Data Statistics

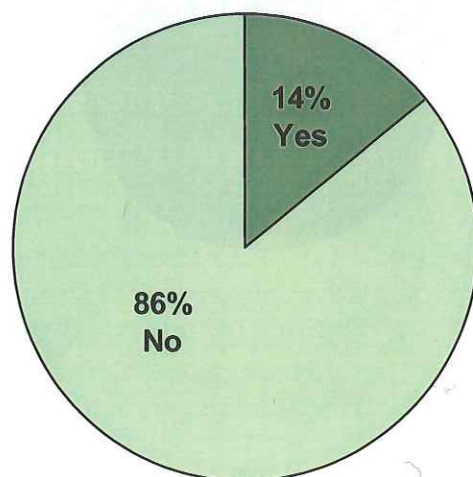
Out of 128 students, staff, and faculty surveyed on campus:

- 1.) 54.7% would buy coffee at the bookstore if organic coffee were offered.
- 2.) 79.7% would choose organic coffee over conventional if it were offered at the same price.
- 3.) 52.3% would use soymilk if it were provided.
- 4.) 173 sugar packets for } 173 x 501 = 86,000 packets of
- 5.) 501 cups of coffee per week } sugar consumed per week
- 6.) 71.9% would use bulk raw sugar instead of individually wrapped servings of white granulated sugar.
- 7.) 14.1% feel the bookstore provides healthy, organic options for drinks and snacks.
- 8.) 50.8% feel the bookstore should offer more or different products. [A list of suggestions is attached.]
- 9.) 71.9% would purchase products and gift items from local businesses if offered.
- 10.) 53.1% have purchased HSU imprinted clothing. [A list of clothing items purchased and a list of reasons why people have not purchased HSU imprinted clothing are attached.]
- 11.) 80.5% would purchase organic cotton clothing if it were available.
- 12.) 78.9% would purchase hemp clothing if it were available.
- 13.) 76.6% are aware of unsustainable practices used in the manufacturing of clothing.
- 14.) 93.0% are interested in knowing where their consumer products come from.
- 15.) 76.6% consider issues of unsustainable practices (in #13 and #14) to determine whether or not to buy products.
- 16.) 35.2% have purchased HSU imprinted gift items.

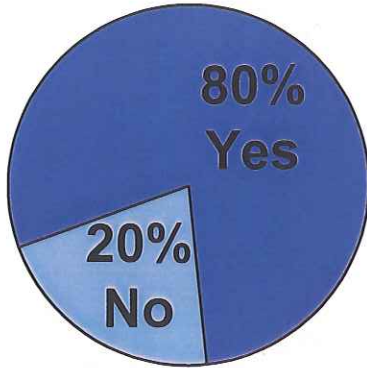
Are you interested in knowing where your consumer products come from?



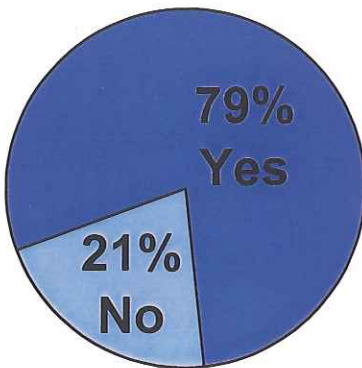
Do you feel the bookstore offers adequate healthy, organic options for drinks and snacks?



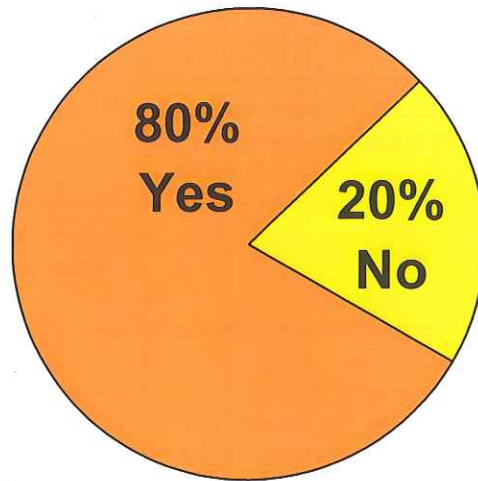
Would you purchase organic cotton clothing from the bookstore if it were available?



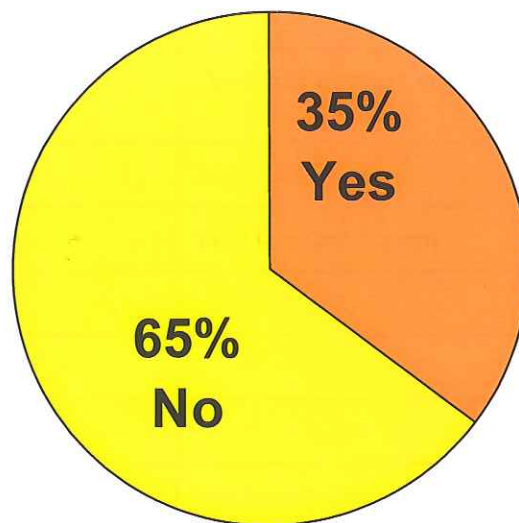
Would you purchase hemp clothing from the bookstore if it were available?



Would you choose organic coffee over conventional if it were offered at the same price?



Have you ever purchased HSU imprinted gift items?



List of Suggested Products

Potential Products	Reasons Why
Art products	There are few things to choose from
Organic fruit	
Organic, ethically made (no sweatshop) clothes	It's contradictory that a relatively environmentally conscious school doesn't have these options available
Discounts prices on non-textbooks, please eliminate "crap" that is frivolous and unnecessary for student life	
Lower prices	
Sustainably produced organic fiber clothing	It's in demand and environmentally friendly
Cool posters, more stickers, kind vegan food	Cause I want to show my HSU pride
Inexpensive clothing, i.e. hooded sweatshirts	
Recycled paper	Recycled paper is all I buy
Sweatshop-free clothing	Good thing for our school
Cheaper stuff	Cause I'm poor
Fresh raw organic produce	
Vegan food, i.e. veggie burgers, rice dream, tofu options	There aren't enough vegan foods on campus
Organic teas	
Cheaper items	Your items are expensive
Organic clothes produced in U.S.	
Recycled paper and products	
Canvas	
Organic food	I am hungry on campus, but can't find anything to eat
Shade grown coffee	Neotropic birds habitat
Salads	Better for you

Organic fruit	
Fresh fruit	No good selection anywhere on campus
Local products	Save time not shopping in town
Healthy, inexpensive snacks, organic fruit/juice	Good brain food, healthy for body
Larger variety of food, alternative products, i.e. hemp & organic	Humboldt is full of diverse people who enjoy diverse products
Organic and vegan snacks	That's what I eat
Organic clothing	Good for the planet
Local x-mas gift baskets	Quick way to buy gifts and I like local products
Wheat grass juice	B/c it's so divine
Local music especially student recordings, eco-groovy items	Then I might shop there
Juice, organic vegetables	
Juices, vegan, non-wheat snacks, healthy options	It's hard to get non-junk food
Vegan pastries and organic foods	
Hemp clothes, drum sticks	I break a lot of drum sticks
Cheaper prices on books	I spend over \$500 on books each semester
More vegan options	
Local sustainable products	B/c I try to buy local and sustainable products
Beer	
More invert books	I like them
Free massages	B/c my back hurts at school, b/c I'm stressed out, and a massage would comfort me
Organic fruit, organic cookies, organic chips, fruit water, Odwalla, and a greater selection of products	
Beer	B/c it's the fruit of the gods
Organic coffee and soymilk and more stuff like tofu spread/sticks	That's what I like
Cheaper prices	B/c the place is a rip-off

Organic coffee	It's good
Good organic snacks	B/c HSU lacks in offering healthy food
Cheap food/snacks	B/c I'm poor
More used books and a more reasonable buyback price	
Lower prices on books	B/c the prices are too high
Vegan sandwich options	I'm vegan
More vegetarian and healthy options	There are not many vegetarian and healthy alternative food on campus
Lower prices on books	B/c they rape and pillage poor college students
Reasonable prices	I hate being ripped off
Cigarettes	There are none conveniently located
International cuisine, rice bowls, Asian noodles	There are other cultures that eat other things besides burgers and tacos
Cheaper prices	
Ice cream, organic teas, organic honey, Luna bars	South Campus Market is too far away
Odwalla snacks	Good and healthy
Organic chocolate bars, organic anything	Biotech foods are toxic
Cheaper books	
Organic cotton	
Beer	
Organic cotton tampons	Sometimes you don't have them when you need them
Used school supplies (binders, pens, paper)	

Results of Survey Question #10:

Have you purchased "HSU" imprinted clothing from the bookstore?

<u>Yes</u>	(include what)	<u>No</u>	(include why)
	sweatshirts, hats, t-shirt		not organic
	sweatshirt, t-shirt		I borrowed some and didn't give them back
	sweater		no need
	children's clothes		the clothing comes from sweatshops
	gift for sister		\$ + don't feel need for "HSU" clothing
	t-shirt		not interested
	shirt		no \$
	one sweatshirt, 4 years ago ----->		but will never but again b/c materials made in other countries with bad labor practices and synthetics
	sweatshirt		no \$
	t-shirt, sweatshirt, hats		not my style
	sweatshirt		not styley , would if hemp
	t-shirt, hat for family		I don't like them
	shirt for parents		I rarely buy new clothes, I'm afraid of sweatshops
	I'm proud of my school		not my style
	Shirts		too expensive
	t-shirt		expensive and cotton
	sweatshirt, hat, t-shirt		too expensive
	hats, shirts		too expensive
	sweatshirts and t-shirts		don't want mass produced clothing
	jacket		b/c they're Jansport
	sweatshirt		clothing not made in USA
	sweatshirt for me and mom		never need it
	gifts and shirts		I'm not that spirited
	sweatshirts and mugs		I'm not into that
	sweatshirt and t-shirt		not interested
	sweatshirts		no \$
	shirts		not cool or hip- need better design
	sweatshirt		not really my style
	sweatshirt and t-shirt		it's geeky and most campuses support sweatshops
	sweatshirts		it costs too much
	sweatshirt for dad		don't really care for it
	sweatshirt for dad		they're too expensive, and by far a rip off
	sweatshirt		too expensive
	long sleeve T		too expensive
	sweatshirt		too much money and crappy quality
	sweatshirt		I lack school spirit
	t-shirts, sport clothing, pants, sweats		I'm not sure where they're produced and how
	sweatshirts		too expensive, waste of \$, and don't like to look like everyone else

Yes

gifts for family
sweatshirt and hats
sweatshirts and clothes

t-shirt

kid's T and sweatshirt

t-shirt

t-shirt

sweaters

shirts and sweaters

sweatshirt

sweatshirt

sweatshirt

sweatshirts and t-shirts

sweatshirt

sweatshirts, hat, tank tops, long sleeve T's

windbreaker, hat, and sweater

headband

hooded sweatshirt

shirt

shirt w/ dead bears

shirts for gifts

sweaters, rainjacket

shirts, sweatshirt, hat

shirts, sweatshirts

No

no need

way too expensive

they are not OG cotton and they are made in
sweatshops

I hate logo imprinted clothing

too pricey and not OG cotton

not OG

not interested

sustainable products not available

I'm not into the label thing

Example List of Local Products

Bubbles (707) 822-3450

Hand and body gels, soaps, lotions

Glycerine soaps, gift sets/baskets

Bath crystal bags, bath rugs, candles

Moonrise Herbs (707) 822-5926

Irene's homemade soaps and lotions

Tinctures for Krista, Sunnybrae Bodyworks creams and oils

Aroma candles, decorative candles in-layed with real flowers, cards

Homemade incences [Jordi (707) 826-7498]

Solutions (707) 822-6972

Kenaf and hemp paper, Green/Woody pen [from corn]

Notebooks, cards, journals, address books, binders

Organic Cotton and Hemp clothing, hats

CD holder, bags, purses, wallets,

Tea bags, coffee filters

Stamps, hair accessories, candles

Hemp seed treats, hemp and twine jewelry

Real Goods Office Supplies (800) 762-7325

Hemp CD holder

Staple-less staplers

APPENDIX C

Checklist For Evaluating the Elimination of Unnecessary Waste

No	Yes	Objectives Analysis
		Are paper towels used for cleaning purposes?
		Has the leaky water pitcher for coffee brewing been replaced?
		Are recycling bins clearly labeled?
		Are recycling bins located in convenient and appropriate locations?
		Are there recyclable materials in the trashcan?
		Do employees always recycle?
		Are the recycling bins being regularly emptied (i.e. They are not overflowing)?
		Are recycled and recyclable products apparent to the consumer?
		Are compostable food products being composted?
		Are employees aware that compost area exists?
		Has all unnecessary packaging been eliminated?
		Are defective office supplies being donated to the ROSE program?
		Has the quantitative amount of waste been reduced?
		Does management remind staff and employees of the waste reduction goals?
		Does management inform staff and employees of access to recycling?

Comments:

Sustainable Product Inventory Analysis Form

Date:

Department:

Manager:

Number of sustainable products offered:

Product	# Sold	Advertisement	Display	Location	Price
100% organic cotton T-shirt	14	Lumberjack and signs in store	yes in center aisle	soft goods	\$19.99

Sustainable Product Inventory Analysis Form (continued)

Analysis:

Which of the following products are currently offered?

- Organic shade-grown coffee
- Organic non-GMO soymilk
- Bulk raw sugar
- Sugar-free food
- Organic food
- Locally supplied goods
- Organic cotton T-shirt
- Organic cotton sweatshirt
- Hemp T-shirt
- Hemp sweatshirt
- Items from sustainable and fair labor manufacturers

Which products have been eliminated due to trivial or inefficient uses?

Which products have not sold or are not selling well?

What changes could be made in advertisement?

What changes could be made in the display?

What changes could be made in product location?

Is the price reasonable or should it be lowered?

What new items could be added to the department's line of sustainable products?

Comments:

Sustainable Atmosphere Evaluation Checklist

Date:

Semester:

Evaluator:

No	Yes	Objectives Analysis
		Are all GMO products clearly labeled?
		Are all sustainable products being advertised in the bookstore?
		Are all sustainable services being advertised in the bookstore?
		Are all sustainable improvements being advertised in the bookstore?
		Are product life histories (i.e. processes from extraction to disposal) being displayed next to products?
		Are environmental impacts of products being displayed?
		Are Astrobrights being discouraged through noticeable advertisement?
		Are free, reusable paper supplies from the copy center being advertised?
		Are free pamphlets and information relating to local environmental and sustainability issues being offered in a conspicuous location?
		Have progressive literature and magazines been relocated to a more evident location?
		Has the environmental advocacy position been created?

Comments: