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UCLA Trademarks & Licensing Earns Prestigious Award at California Higher Education Sustainability Conference for the First Time

Westwood, Calif. – July 27, 2020 – The UCLA Trademarks & Licensing team earned a 2020 Best Practice Award in the category of Sustainability Innovations for its work to implement new sustainability tools. This is the first time UCLA Trademarks & Licensing has earned an industry award for sustainability, and with it, the team furthers its position as a leader within the University of California system.

UCLA Trademarks & Licensing earned the recognition for its implementation of measurement tools for sustainability, such as the EcoVadis sustainability assessment, which was introduced by the University of California Office of the President's procurement team. The presentation was submitted by Liz Kennedy, Director of Ethical Labor and Sustainability, in partnership with UC Santa Barbara’s Heather Perry, Sustainable Procurement Program Manager, and co-chair of the University of California Sustainable Procurement Working Group.

“This is truly a collaboration story,” Kennedy said of earning the award. “We can meet the sustainability leadership goals of our campus community and go farther much more quickly, efficiently, and affordably if we collaborate across our campus and our system, and this award is a perfect example of this. It is an honor to have been chosen as a Best Practice Award Winner in Sustainability Innovation in Operations.”

Historically, the Trademark Licensee Code of Conduct Steering Committee and UC Trademark Licensing programs have focused on ethical labor practices throughout the supply chain, with the goal of supporting companies who produce products under humane conditions. The first Environmentally Preferable Purchasing section of the UC Sustainable Practices Policy was adopted in 2011, with an update in 2018 to include economic and social responsibility. In April 2016, the University of California Chief Procurement Officer signed an official notice introducing EcoVadis as the Corporate Social Responsibility monitoring platform for the entire UC system. This two-year pilot was the first system-wide step in incorporating a standardized sustainability assessment to monitor the UC’s supply chain partners.

For the first time, UCLA took the lead in 2020 to merge ethical labor sourcing standards with the broader sustainability monitoring scope of the EcoVadis assessment tool. Meanwhile, UC Santa Barbara is working to make the EcoVadis assessment a required condition of award for
appropriate supplier contracts. Perry plans to build off the work done by UCLA in expanding the UC-licensee base that has been assessed.

With the additional visibility that this award gives UCLA Trademarks & Licensing's efforts to measure trademark licensee sustainability performance, Kennedy hopes to inspire other UCs and educational institutions to embrace these approaches.

The California Higher Education Sustainability Conference, which took place July 6-10, highlights cutting-edge research, as well as case studies with proven successes in curriculum development, operational programs, and community partnerships. Attendees include independent/private colleges, California Community Colleges, California State Universities, and the University of California, creating the opportunity for dialogue across institutions.

The CHESC would normally be held at UC Santa Barbara but took place virtually this year due to the COVID-19 global pandemic.

About ASUCLA:
Associated Students UCLA (ASUCLA) is a not-for-profit association founded in 1919, which delivers vitally important student services and activities throughout the campus of the University of California Los Angeles. ASUCLA boasts the largest college store in the United States, an extensive food service program, UCLA® brand licensing program through UCLA Trademarks & Licensing, and a network of other services and programs that includes student government and student media, which greatly enhances the quality of UCLA's campus life. For more information about ASUCLA, please visit www.asucla.ucla.edu.

About UCLA Trademarks & Licensing
UCLA Trademarks & Licensing is an enterprise of Associated Students UCLA (ASUCLA) that stewards the UCLA® brand licensing program throughout the world. ASUCLA established UCLA as the first U.S. college or university to have a formal trademark licensing program after launching the program in 1973 in response to increasing demand for UCLA branded products beyond the borders of the campus. This included not only expansion throughout the U.S. but internationally as well when UCLA brand collections debuted in Japan in the late ‘70s. UCLA’s popularity and academic reputation, together with the mystique of the Southern California lifestyle, continue to capture the interest and imagination of local and international audiences fueling demand for UCLA emblematic goods around the world. For more information, please visit www.uclalifestyle.com; @uclalifestyle; #uclalifestyle

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