

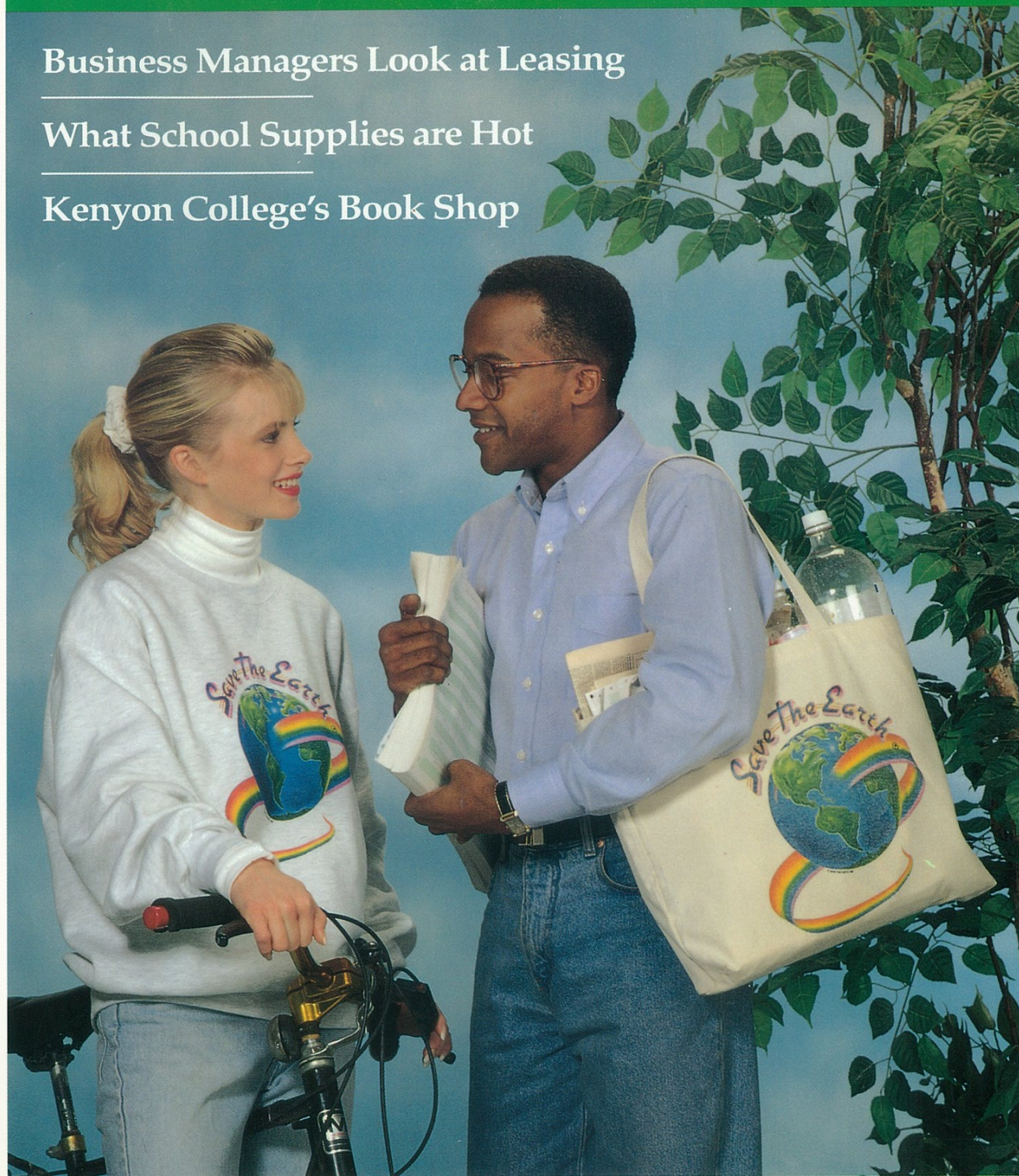
COLLEGE STORE

JOURNAL

Business Managers Look at Leasing

What School Supplies are Hot

Kenyon College's Book Shop



"Heavy merchandising of recycled paper and school supplies made of recycled materials has generated significant sales growth."

- by 1992 any product shipped by a vendor to Walmart has to utilize shipping cartons with at least a 50% post-consumer material content.
- public recognition of employees with ideas for improvement in the retailer's environmental responsibility.

What are you doing at your store to save the earth?

All the answers will probably not come in our lifetimes. Consider Walmart; while the company knows that it doesn't have all the answers, customers know that Walmart is *trying*. They are willing to walk the consumer through their own learning curve and they are receiving praise along the way. They have not just sat around and let fear of change overwhelm them. They are being proactive, cleverly positioning themselves to ride the long term consumer current of environmental responsibility to the overwhelming support of the marketplace.

Here are some ways to start:

1. Appoint an employee to take on the responsibility of "environmental manager" in your store. Give them authority to make needed changes;
2. Survey your customers—ask them what they would like you to do and do whatever you feasibly can;
3. Read "50 Simple Things You Can Do To Save The Earth" (ISBN 0-929634-06-3). If you don't stock it, and promote it and other environmental titles, you should.

Environmental Books that Sell

The 12 top-selling ecology titles in college stores (according to the NACSCORP book news) are:

Fifty Simple Things Save the Earth, Earth Works
Silent Spring, 25th Anniversary Edition, Carson
State of the World 1991, Brown
Next One Hundred Years, Weiner
Dream of the Earth, Berry
Control of Nature, McPhee
Hole in the Sky: Threat Ozone, Gribbin
Ecology for Beginners, Croall
Fate of the Earth, Schell
Deep Ecology, Devall
GAIA: A New Look at Life on Earth, Lovelock
Fate of the Forest, Hecht

4. Ask for help from campus environmental groups. Support their efforts by doing cooperative events;
5. Ask your vendors' sales representatives about their firms' commitment to the environment. Follow up and insist on answers;
6. Have regular employee contests for suggestions on how to make the store more environmentally responsible;
7. The best advice I've heard on bags is this—use cloth if you can, but if you have to use plastic, use them until they wear out and then recycle them;

Save The Earth Foundation- A licensed logo with a big difference.



Does licensing only conjure up visions of collegiate logos, mickey mouse and sports teams to you? Time to change your thinking.

The Save the Earth Foundation has discovered the college store industry.

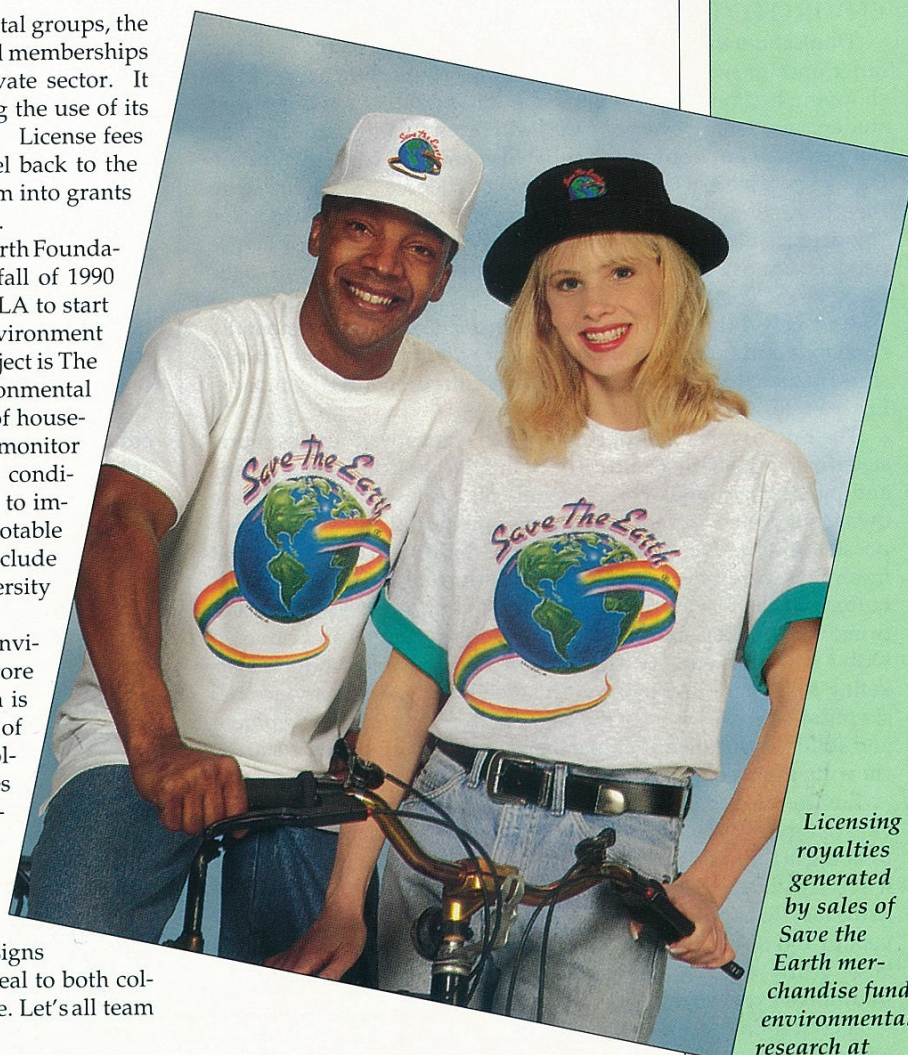
Established in 1972, the Save the Earth Foundation is a non-profit public benefit corporation dedicated to the expansion of environmental awareness in our society. It's overall objective is to enhance the quality of our global environment and understanding of the effects our way of life will have on the long-term health of the planet.

8. Insist that your plastic bag supplier recycle your used bags and LDPE shrink wrap;
9. Heavily merchandise and stock products which spread the environmental message, e.g. book selections, calendars, gifts, environmental insignia items. Put them all in one "environmental area" of your store to make them easier to merchandise. Make it easy for your customers to find and buy them. (Many stores claim they have had little success with environmentally concerned products but realistically had done little to promote or merchandise them. If customers can't find them, they can't buy them!);
10. Tell your customers what you're doing—try asking the campus newspaper to do a story on your efforts;
11. Ask your vendors to cut down on unnecessary packaging. Can you buy in bulk? Get creative in merchandising. Do you really need everything individually wrapped in blister packs?
12. Be your own recycling center by providing recycling bins for customer use for plastic bags, newspaper, cans and glass at strategic locations in

Unlike many other environmental groups, the foundation does not sell individual memberships or solicit donations from the private sector. It receives its funding from licensing the use of its name and its official art and logo. License fees and percentages from sales funnel back to the Foundation, which "recycles" them into grants to institutions of higher education.

The largest grant the Save the Earth Foundation has given so far was in the fall of 1990 when it presented \$100,000 to UCLA to start its Center for the Study of the Environment and Society. The Center's first project is The Save the Earth Foundation Environmental Report Card, an ongoing survey of household and individual behavior to monitor changes in urban environmental conditions and the impact of programs to improve the environment. Other notable recipients of Foundation grants include Columbia University, Duke University and UC Davis.

By working with several key environmentally conscious college store industry vendors, Save the Earth is now introducing an attractive line of quality licensed products to the college store market. Current licensees include GEAR for Sports, Enviro-tote and National Collegiate Sales (NCS will carry several additional manufacturer's lines). They are confident their combination of quality merchandise, attractive designs and earth friendly cause will appeal to both college store buyers and students alike. Let's all team up to "save the earth."



Licensing royalties generated by sales of Save the Earth merchandise fund environmental research at colleges and universities. A variety of clothing is available through GEAR for Sports, caps through National Collegiate Sales, cloth bags from Enviro-tote.

and around your store. Get involved in campus and community recycling efforts;

13. Align yourself with a national environmental support effort. (See sidebar above on the Save the Earth Foundation's licensing program.);

14. Read CSJ regularly for more information and advice on this important, timely topic.

Many NACS member stores have already begun to make changes. Top environmental efforts reported to CSJ include:

- Putting environmentally friendly products in one well-merchandised location in the store.

—Cornell University Store

- Using "earth symbol" shelf tags that indicate a more environmentally friendly alternative near non-recyclable items. These tags serve to direct "green consumers" to other items available in the store.

—Agnes Scott College Campus Shop

- Instituted active store-wide recycling program.

—University of Oregon Bookstore

- Shelf tags and stickers indicating products from companies which do not implement animal testing; the mascot is a cruelty free "happy rabbit".

—University of Oregon Bookstore

- Heavy merchandising of recycled paper and school supplies made of recycled materials — "have seen significant sales growth in this area".

—University of Oregon Bookstore

- Completely discontinued the use of plastic bags, and utilizing a deposit/rental system for cloth tote bags.

—University of Minnesota Book Center and SUNY New Paltz

- Created and distributed a "Guide to Recycled Products" to their customers.

—University Book Center, Boulder, Colorado

- Window display for environmental products complete with foliage and plush wildlife.

—University Book and Supply, Cedar Falls, Iowa