

**Green is the New Black:  
Integrating Sustainable Clothing at the Dalhousie Bookstore**

Research Project  
ENVS3502: Campus as a Living Laboratory  
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## **Executive summary**

This project is designed to understand student perceptions surrounding the environmental and social benefits of integrating sustainable clothing options into the Dalhousie Bookstore. This research topic was selected because of the growing awareness of the concerning environmental and social impacts of the clothing and textile industry. Dalhousie has an opportunity to create valuable change by considering the origins of their official apparel and moving away from unsustainable suppliers.

For this research project, sustainable clothing is defined as clothing which is ethically sourced, both in materials and production standards. This means being manufactured as locally as possible, ensuring adequate working conditions, and participating in environmentally friendly production practices. Clothing materials should be manufactured without the use of harmful pesticides or chemicals. Clothing should be made from recycled materials where possible or be previously owned in order to mitigate environmental impacts of producing new items.

A mixed method approach was used to determine student perceptions of sustainable clothing at Dalhousie. Quantitative data was collected via google forms, an online survey platform. The survey evaluated students' attitudes and knowledge of the clothing and textile industry. Qualitative data was collected through an audit of the clothing currently offered at the Dalhousie Bookstore to determine the manufacturing location and socio-environmental practices of the supplier.

The most important finding of the research show that Dalhousie students would like to purchase second hand clothing at the Dalhousie Bookstore, and that students are willing to pay between 10-20% more for sustainable options, relative to what they pay now for Dalhousie branded apparel. Most of the clothing currently offered at the Bookstore is manufactured in Asia and South America, with difficult to trace supply chains.

As a result of this research, it is recommended that the Dalhousie Bookstore sells second-hand apparel and replaces current suppliers with more sustainable options. In addition, the University should consider running an educational campaign on the impacts of the clothing and textile industry in order to encourage students to be more aware of their clothing purchases.

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## **1.0 Introduction**

### **1.1 Project Definition**

Year round, Dalhousie University campus is filled with people representing the institution by wearing official Dalhousie University apparel. As the concerning impacts related to the clothing industry and increasing consumption habits in the Global North are becoming more well known, this is a timely opportunity for Dalhousie Bookstore to integrate sustainable clothing options. By doing so, the university would reflect their sustainability and environmental stewardship, as well as being a leading example for other Universities and clothing stores. The purpose of this project is to understand student perceptions of the impacts associated with the textile and clothing industry, determine student willingness to purchase sustainable clothing if made available, and make recommendations on how sustainable apparel can be integrated at the Dalhousie Bookstore.

The Dalhousie Bookstore currently offers a variety of clothing with official Dalhousie branding. They are manufactured in a diverse range of places around the globe, mainly China, Pakistan, and Honduras. There is minimal, unreliable, or inaccessible supply chain information on these clothing items. As 18,000 undergraduate students are enrolled at Dalhousie, there is potential for the institution to be a large contributor to the social and environmental impacts of the clothing industry (Dalhousie University, 2018). It is important to integrate sustainably sourced apparel at the Dalhousie Bookstore in order to reduce the university's contribution to these negative impacts. Taking responsibility for Dalhousie's contribution to clothing related social and environmental impacts by changing what the apparel the Bookstore offers will allow Dalhousie to be at the forefront of sustainable change.

For the purpose of this research project, sustainable clothing is defined as being ethically sourced, both in materials and production standards. This could mean being manufactured locally, ensuring adequate working conditions for employees, avoiding environmentally harmful practices, and engaging in environmentally sound practices. Sustainable clothing should be made with organic fabrics, namely bamboo or cotton, or made with recycled/repurposed materials, and/or should be pre-owned (thrifted). Transparency is the key to accountability when it comes to ensuring the sustainability of produces. It is essential for the Bookstore (or the institution

(Dalhousie) itself) to provide accurate information regarding sourcing and materials of their official clothing. Efforts like these take a lot of hard work, research and time to incorporate into the current systems, however they are a necessary step in the right direction to mitigate the impact caused by Dalhousie University and its consumers.

## **1.2 Background information**

The clothing and textile industry is notorious for causing environmental harm, both during production and throughout the duration of the product's lifecycle (Gam & Banning, 2011). The Global North's current consumption habits are increasing the demand for textiles, putting pressure on supply chains to produce more at a faster and cheaper rate, and are intensifying the stress on raw materials and other resources used to manufacture these short-lived products (Gray, 2019). The most pressing environmental concerns associated with the clothing industry are carbon related impacts, water usage, and solid waste disposal, all of which accelerate the threat of climate change on a global scale (Armstrong, C., et al., 2015).

Common apparel items found in stores across North America, including the Dalhousie Bookstore, are manufactured with cheap materials like acrylic, nylon, and polyester, fabrics which are sold at low prices to the consumer and designed to have a short lifespan (Grey, 2019). Materials like polyester can generate up to 10 kg-CO<sub>2</sub> for every ton produced, and a simple t-shirt can take up to 3,000 litres of water to make (Grey, 2019). The rise of fast fashion is resulting in the oversaturation of landfills with barely worn textiles; in Nova Scotia there is currently over 30,000 tons of textiles in the Municipal Solid Waste Stream, making up 16% of landfill waste (Zvaniga, 2017; Gam & Banning, 2011). In January 2018, the tipping fee at Otter Lake Landfill increased to \$125.00 per tonne. This means the municipality pays over \$450,000 annually to dispose of textiles in the landfill, without considering the collection or diversion costs (Zvaniga, 2017). The clothing and textile industry needs to develop a plan to close the loop of its resources, as it is compromising the environment and negatively impacts individuals involved in production of these items.

This research is relevant to Dalhousie's reputation as a leader in sustainability and environmental stewardship. Dalhousie University prides itself on the Environmental Sustainability and Society program by striving to integrate the principles of environmental and

social sustainability all areas: “Sustainability is woven into all we do at Dalhousie: teaching, learning, researching, working, and building community,” (Office of Sustainability, No Date). Dalhousie University is said to follow sustainable guidelines regarding the procurement of textiles and apparel to be sold at the official Bookstore. These standards require the suppliers of clothing and textiles to the University to ‘actively work to improve environmental and social conditions in local communities’, including, but not limited to, their adherence to a formal environmental sustainability policy that addresses energy, waste, emissions, water use, development, a reduction in the use of pesticides during the procurement of raw materials, and a guarantee that workers are of the age of majority and receive fair wages (Office of Sustainability, No Date).

### **1.3 Research Objectives and Question:**

The research objectives for this study are to collect a full audit of the current clothing supply at the Dalhousie Bookstore, discover what students are willing to pay for sustainable clothing, understand the level of knowledge students have on the impacts related to the clothing industry, and offer sustainable clothing alternatives that Dalhousie could integrate on campus. This project is motivated by a desire to ensure Dalhousie is complying with its own guidelines on the procurement of clothing and textiles by offering apparel that is both environmentally and socially responsible. As such, this project was based on the following research question:

*What are student perceptions surrounding the environmental and social benefits of sustainable apparel at the Dalhousie bookstore?*

It is hypothesized that the majority of the apparel options at the Dalhousie Bookstore will not be socially or environmentally sustainable, and that students will be disappointed with the lack of sustainable apparel options available to them. In addition, the researchers hypothesized that the students would be willing to purchase more sustainable items if they were readily available due to their awareness of the social and environmental impacts of the clothing and textile industry.

## **2.0 Research Methods**

### **2.1 Study Design**

This research was conducted using a mixed methods approach. The mixed methods approach incorporated an audit of the clothing that is currently being sold at the Dalhousie Bookstore on the Studley campus and an online survey of Dalhousie students. The researchers theorized that most university students would possess a generally high level of knowledge and awareness of socio-environmental issues. Dalhousie students are the participants in the survey, the qualitative part of the research which inspired the hypothesis for this project. This is an example of a deductive model of research.

The survey was used to determine student perceptions on sustainable university apparel, or the lack of it. Simple random sampling was used to collect respondents. Simple random sampling, a probabilistic technique, was the most appropriate sampling technique to use as the data should be a representation of the general Dalhousie University student population. One can expect to observe similarities among Canadian university students in terms of their general awareness of social and environmental issues; thus, a prediction can be made that the population is homogenous.

Independent variables in this research include the geographic origin of the clothing, environmental and social practices of the clothing suppliers, and the education level of the survey participants. The dependent variables include student perceptions of sustainable apparel and personal motivations for supporting environmentally and socially responsible clothing suppliers.

### **2.2 Justification for measurement choices**

#### Qualitative

The qualitative portion of the research consisted of an online survey. The survey was conducted on Google Forms, a reputable and efficient online survey platform. An online survey was the most appropriate choice for survey delivery. The convenience and efficiency of organizing electronic data is a substantial reason for using an online survey platform.

Additionally, an online survey requires less paper, making it more eco-friendly. The only paper used was to promote the survey link with QR codes to the student body. This approach also allows for participant anonymity while being considerably less expensive than a pencil & paper questionnaire.

### Quantitative

The quantitative portion of the research consisted of an audit of the Dalhousie Bookstore. It was essential to conduct an audit as it a form of evaluation of an organization. An audit is an objective assessment or evaluation of an organization's practices in a certain area (A. Mui, personal communication, January 24, 2019). This was the most appropriate approach to determine the sourcing of the clothing currently offered at the Bookstore. Manufacturing location was specifically recorded as certain areas of the world are known to have limited employee rights as well as environmental regulations.

## **2.3 Procedure**

### Qualitative

To gather participants for the qualitative portion of the research, slips with QR codes directing students to the survey were handed out in person to random students at the Student Union Building, the Killam Library, the Marion McCain, the Wallace McCain and the Mona Campbell. Posters with QR codes were put in all of the aforementioned buildings and the QR promotional slips were left at available seating areas. The surveys were distributed for a total of two weeks. There was a total of ten survey questions and three of them were not directly related to the research. The first two questions were included to ensure that the participants have read the consent paragraph and are Dalhousie University students. If either question was answered with a negative response, the entire survey was discarded. The last question was an optional question that gave the participants the option to leave their email address in case they wanted to receive a copy of the final report based on the survey results.



## Quantitative

The audit of the clothing that is currently sold at the Dalhousie Bookstore was conducted manually. An item from each of the different types of clothing articles was audited. Clothing item type (sweatshirt, pants, shirt, etc.), brand, and country of origin were recorded. The audit was done on paper and then transferred onto the computer into an Excel spreadsheet. All of the data was collected on the same day over a period of one and a half hours.

### **2.4 Limitations**

Many of the limitations that the research faced with was in the area of data collection. The initial plan to collect data for the research involved setting up a table in the Student Union Building with incentives in order for students to take the survey. However, only student societies are allowed to set up these tables. As a way to counteract this, slips with QR codes of the survey were distributed to the students and left in seating areas in the Student Union Building, Kenneth Rowe and the Mona Campbell, however, many of them they were discarded by the janitors. At the same time, around campus, there are restrictions on where students are allowed to put up posters. These unfortunate yet understandable data collection limitations restrained the research from getting 375 participants, the sufficient number of participants to have a confidence level of 95% with a margin of error of 5%. A total of 87 responses were collected.

### 3.0 Results

#### 3.1 Qualitative Analysis

Figure 1 displays the price range that Dalhousie students will pay for Dalhousie branded hoodies/sweaters sold at the Bookstore, ranging from \$0 to \$100+. 32% of respondents are willing to pay less than \$40. 44% of students are willing to pay between \$40-60 to buy a Dalhousie branded hoodies/sweater.

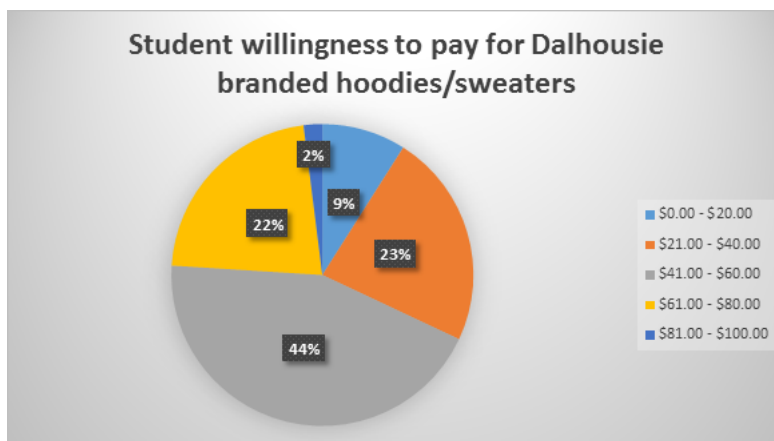
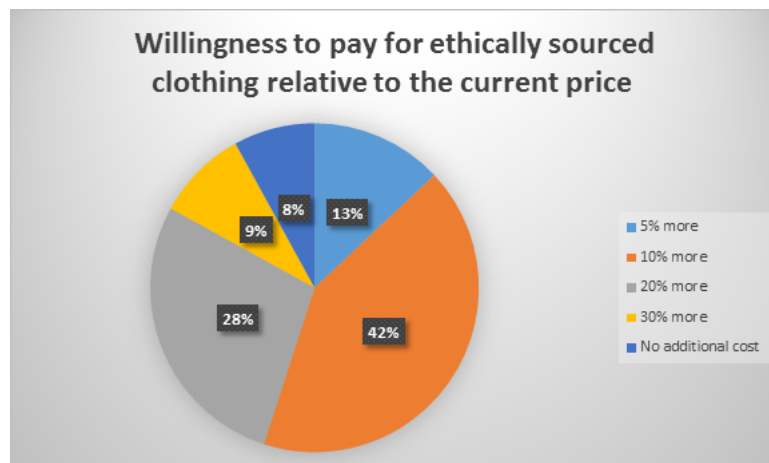


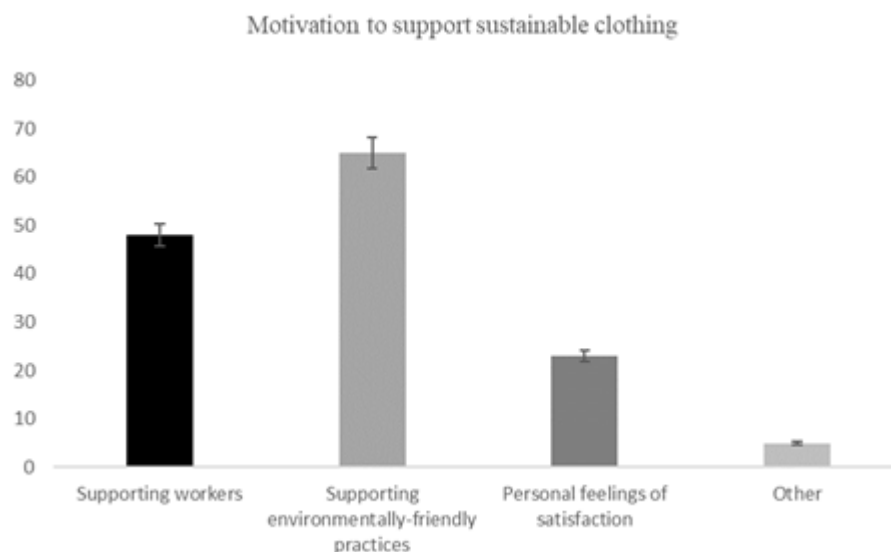
Figure 1: Distribution of student willingness to pay for a Dalhousie branded hoodie sold at Dalhousie bookstore, obtained from 87 survey responses.

Figure 2 displays how much more students are willing to pay for sustainable Dalhousie hoodies/sweater compared to current prices. 42.5% of respondents are willing to pay 10% more and 27.6% students are willing to pay up to 20% more than current prices.



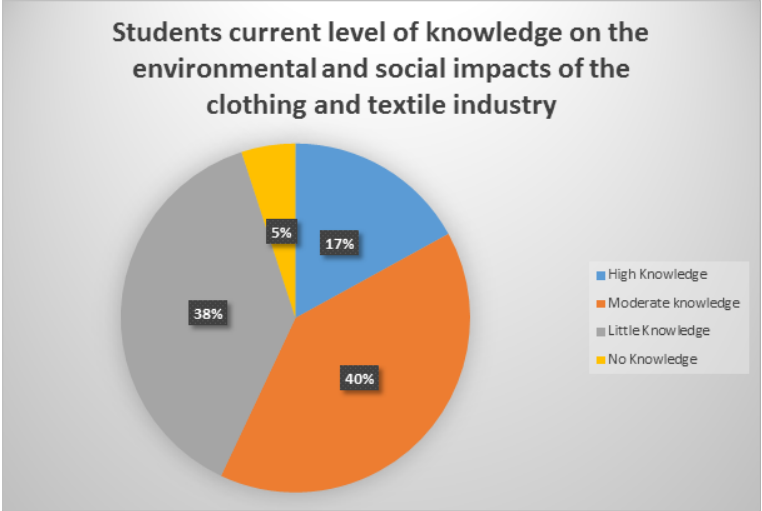
*Figure 2: Student willingness to pay an additional cost for sustainable clothing options relative to current prices.*

Results of question four of the survey are displayed in figure 3. The most frequently selected motivations were “supporting environmental-friendly- practices” and “supporting workers”. “Supporting environmental-friendly- practices” was selected on over 75% of survey responses. There were also other motivations selected, including “Personal feelings of satisfaction,” and “affordability.”



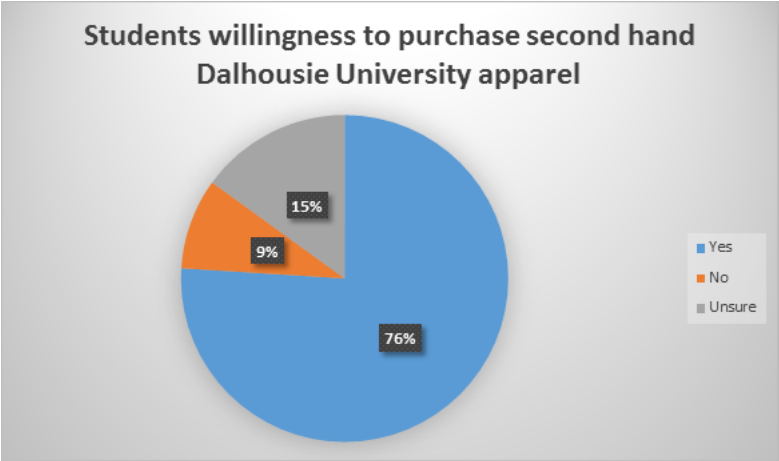
*Figure 3: Percentage of respondents who are motivated to support sustainable clothing in order to support workers, support environmentally-friendly practices, personal feelings of satisfaction, and other.*

Participants were asked about their knowledge of environmental and social impacts of the clothing and textile industry. 17% of respondents reported a high level of knowledge, while there 5% reported no knowledge. 40% of participants share a moderate knowledge on environmental and social impacts of these clothing and textile industry, while other 38% of participants share little knowledge of it.



*Figure 4: Self-reported student knowledge of the environmental and social impacts of the clothing and textile industry.*

Question eight on the survey asked the participants their willing to buy second-hand clothes. (Figure 5) According to the survey, over 75% would be willing to purchase second-hand items, 9% would not, and 15% are unsure.



*Figure 5: Student willingness to purchase second-hand apparel from the Dalhousie Bookstore.*

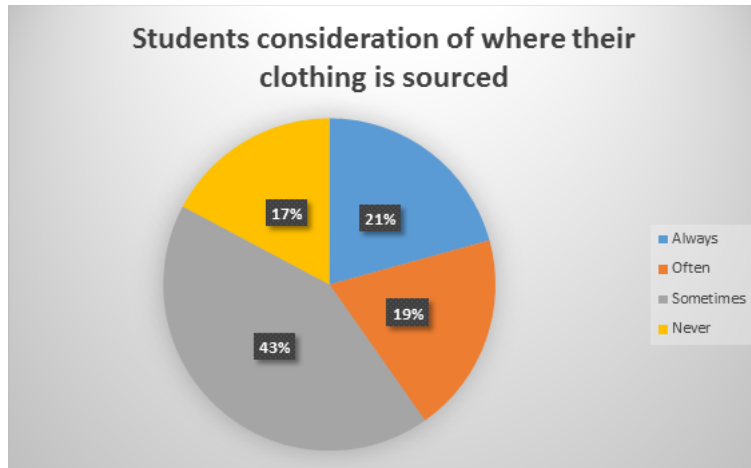


Figure 6: Frequency of which respondents consider the sources of their clothing.

Question four asked about the frequency of participants' consideration of the source of their clothing. 20% of participants always considered the origins of their clothing, and 42% of participants considered it "sometimes".

Appendix A shows the remaining questions and the survey results.

### 3.2 Statistical Analyses

Statistical tests were done to analyze the significance of the survey responses. These statistical tests included the percentage and the frequency of answers to all surveys. The statistical method applied for question four plays an important role in information delivery regarding further research.

The method of quantitative count was also applied to analyze the answers to most questions. A classic tendency method was also used to present related results. (Appendix B) For example, for the results of question four, the frequency of the motivation of supporting worker, supporting environmentally friendly practices, and personal feeling of satisfaction are shown as the value of A, B, and C. Then there were over 48, 65 and 23 out of 87 answers have mentioned above motivations. The bar graph was then created to represent the relationships among all the motivations.

## Discussion

This research was intended to discover how Dalhousie students perceive the environmental and social benefits of sustainable apparel being sold at the Dalhousie Bookstore. Our survey gathered information about students' current level of knowledge of the textile industry, their personal motivations for purchasing/not purchasing sustainable apparel, and their willingness to pay for sustainable Dalhousie apparel. Additionally, an audit of all the existing apparel options at the bookstore was completed to evaluate the sustainability of current clothing offered for sale at the Dalhousie Bookstore. The goal of this research project is to determine how sustainable apparel options can be included at the Dalhousie Bookstore in a manner that does not reduce the profits of the Bookstore or exceed student willingness to pay for such items. The results of this research will be presented to the Dalhousie Bookstore, published online, and distributed to participants who requested a copy of the final report.

The results of the survey of Dalhousie students yielded some contradictory results. Some questions indicated that students were willing to consider purchasing sustainable Dalhousie apparel, including both paying more than they do currently for a hoodie and purchasing second-hand Dalhousie apparel. This indicates that students not only value the Dalhousie bookstore offering environmentally and socially responsible clothing, but they are willing to spend more money to acquire these items. Their desire to purchase second-hand clothing is indicative of their willingness to sacrifice the luxury of owning a new item in favor of purchasing an item with less environmental impact. Other factors may impact student willingness to purchase second-hand Dalhousie apparel, including a desire for vintage fashion and the lower price of pre-worn apparel compared to brand new items.

The University of Ottawa has created a way for students to procure second-hand university apparel, as well as homewares, textbooks, and other clothing items right on campus. The Free Store, located at the University of Ottawa, is a society run by student volunteers (Office of Campus Sustainability, N.D). Members of the university community are welcome to drop off unwanted items to the store, as well as take any items that they would like. The entire system is free; there is no reward for donating items, nor any cost for taking items. University apparel is readily available at the Free Store (A. Reeves, personal communication, April 8th, 2019). While second-hand items are not sold at the university bookstore, students have the option to obtain

zero-cost clothing (and other items) rather than purchasing these products brand new. This reduces consumption and waste.

One of the survey questions asked respondents what their personal motivations were for supporting sustainable fashion. Respondents were asked to select all answers that applied to them. Possible choices were supporting workers; supporting environmentally friendly practices; personal feelings of satisfaction; none; and other. 74.7% of students indicated that they support sustainable clothing due to environmentally friendly practices, and 55.2% indicated that they supported sustainable clothing in order to support workers. An additional 26.4% responded that they supported sustainable clothing in order to achieve personal feelings of satisfaction. 4.6% responded that nothing would make them consider purchasing sustainable clothing, and 7.7% indicated 'other,' most of which focused on finances. According to this data, most students want to support apparel producers which look after the social, personal, and economic wellbeing of their workers and which utilize practices that limit the impact of clothing production on the environment. The results of this question appear to suggest that most Dalhousie students prioritize purchasing sustainable apparel and are knowledgeable about the impacts of the clothing and textile industry. However, further analysis of the survey results indicates otherwise.

When asked about their current level of knowledge about the environmental and social impacts of the clothing and textile industry, 42.5% of respondents indicated that they have little to no knowledge. Although this represents less than half of survey respondents, and thus does not directly contradict our hypothesis that the majority of Dalhousie students would have a general awareness of the negative impacts of this industry, 42.5% is still a substantial figure.

Additionally, in a question about whether or not students actually considered the origins of their clothing before purchasing it, 59.7% of respondents indicated that they never or only sometimes consider it. When the data from these two questions is considered in conjunction with the data from the questions about personal motivations for purchasing sustainable apparel and student willingness to purchase second hand clothing items, there are some conclusions which can be reached about the general perceptions of students towards sustainable apparel at the Dalhousie Bookstore.

Based on the survey results, it can be concluded that students at Dalhousie need to become more aware of the environmental and social impacts of the clothing and textile industry. Although most students have some knowledge about the impacts of this industry, a large percentage of respondents have little to no familiarity with the negative impacts of textile

production and clothing consumption. If students become more aware of these impacts, it may encourage them to consider the origins of their clothing prior to purchasing it more often. Knowledge of the social and environmental impacts of clothing, and awareness of the ethical issues surrounding fast fashion, is a major contributing factor of ethical consumption (Shen et al., 2012). That is to say, if people are aware of these issues, they are more likely to purchase items which do not contribute, or contribute less, to social and environmental harm.

As only 40.3% of students currently consider the sustainability of their clothing often or always. The positive result of this research is that students are willing to purchase second-hand Dalhousie apparel, should the Bookstore offer it. The majority of students are willing to spend up between 10-20% more on a sustainable Dalhousie hoodie, compared to current prices. Students are motivated to support sustainable apparel because they want to support the wellbeing of workers and environmentally friendly practices.

There are hundreds of universities across North America that abide by ethical purchasing policies (Wells, 2004), including Dalhousie University. Dalhousie abides by the 'Procurement Policy.' The Policy contains a single paragraph regarding sustainability, stating the following:

Sustainable procurement involves the utilization of procurement criteria that includes environmental, social and ethical considerations along with generally understood commercial factors. Procurement decisions will consider the total cost of ownership of an item based on analysis of vendor's response to the above criteria. Employees are required to utilize sustainability considerations when purchasing for the University requirements. (Procurement Policy, 2012).

The 'sustainability considerations that the Procurement Policy refers to includes 18 points on a checklist, ten of which reference worker's rights and environmentally friendly practices of the producer from which the product is being sourced (Sustainability Considerations, 2012). However, in an audit of the suppliers of clothing currently being offered by the Dalhousie Bookstore, social and environmental sustainability practices were difficult to trace. In addition, most of the clothing was produced in Asia or South America with inorganic materials known to break down quickly, such as nylon and acrylic. This contradicts the University's policy that products should be sourced locally when possible and made with durable, long lasting materials.



It is important for Dalhousie as an institution and the Dalhousie Bookstore as a retailer to adhere to ethical buying policies, ensuring that they are purchasing only from suppliers with traceable and proven social and environmentally sustainable practices. As large buyers of apparel, University sustainability policy can have a large impact on supplier practices (Wells, 2004), especially if the policies are shared by multiple universities.

## **Conclusion**

This study was conducted to understand student perceptions of the impacts of the clothing and textile industry, determine student willingness to pay for sustainable apparel, and come up with recommendations for how the Dalhousie Bookstore could improve the sustainability of their official apparel. This research shows that students are concerned for the environment, want to ensure fair working conditions throughout the supply chains, and would consider purchasing sustainable clothing at a 10-20% increase in cost relative to current prices from the Dalhousie Bookstore.

In consideration of these results, it is recommended that the Dalhousie Bookstore purchase from alternative suppliers which meet this project's definition of sustainable clothing. We recommend that the Dalhousie Bookstore replace some of their current suppliers with more sustainable options. Brands such as Alternative Apparel (Georgia, USA), PACT (Colorado, USA), Patagonia (California, USA), Outdoor Voices (Texas, USA), Fair Indigo (Wisconsin, USA), United in Blue (Pennsylvania, USA), Encircled (Toronto, CA), People Tree (London, UK), and Thought Clothing (London, UK), prioritize ethical working conditions, organic and recycled materials, and carbon offsets. The average price for a hoodie from these brands is 60 dollars, which is within the amount that students will pay for a dal branded hoodie and the majority of students are even willing to pay between 10 and 20 percent more than this for sustainable options.

Second hand shopping and conscious consumption habits are becoming more popular as the social and environmental impacts of clothing and textile industries become exposed. Although clothing swaps occur on campus and thrifted clothing is occasionally sold in the Student Union Building, student respondents want to purchase second-hand Dalhousie apparel regularly. Approximately 76% of respondents would purchase second hand clothing at the

Dalhousie Bookstore. It is recommended that the bookstore engages in a clothing buy back, reselling second hand clothing at a reduced price to students. In addition, the students personal clothing could be printed with official Dalhousie logos. Selling printing services and used clothing will help the Dalhousie Bookstore transition into a circular business model. Whether the university is ready or not, second hand and sustainable clothing is the new “Fast Fashion” and it’s here to stay.

We recommend collaboration between the sustainability department, the student union, and students to run an educational campaign on the Environmental dangers and social cost of the textile industry to increase student awareness. Results show that while students care about this issue, they are not well informed. Studies show that increasing consumer awareness of the social and environmental impacts of the clothing and textile industry can increase the likelihood that people will buy sustainable clothing (Shen et al., 2012).

This particular study is limited in scope due to a small sample size and limited information available on current clothing suppliers which reduces the accuracy of the study. Future research on this topic should aim to survey a higher percentage of the student body. Additionally, investigation into the accuracy of the self-reported environmental and social practices of clothing suppliers would increase the accuracy of a life cycle assessment of Dalhousie wear.

This research was undertaken to determine student perceptions on sustainable clothing offered at the Dalhousie Bookstore. Using a mixed method approach, the research found that although 80% of students want more sustainable options, they are not available for purchase at the bookstore. The researchers recommend that Dalhousie promotes second hand clothing, educates students on the impacts of the clothing and textile industry, and replaces current suppliers with more sustainable brands.

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## Appendix A

### Survey

*The following questions are being collected as part of a class project for ENVS 3502 at Dalhousie University during the Winter 2019 semester. The following survey does not ask for any personal information, and confidentiality will be guaranteed. The data collected will be shared with classmates, the professor, Dr. Amy Miu, and the teaching assistants for the course. Data will be analyzed and compiled into a final report which will be shared with the Dalhousie Bookstore, the Office of the College of Sustainability, and ENVS 3502 instructors. The final report may also be published online. This data will only be used for the purposes of this assignment. Any further questions can be directed to [ab379874@dal.ca](mailto:ab379874@dal.ca).*

- 1.) Have you read the above paragraph and do you provide consent for the researchers to collect and distribute your responses to this survey without any identifiable information as it pertains to the purpose of this research project?
  - A. Yes
  - B. No
  
- 2.) Are you a student at Dalhousie University?
  - A. Yes
  - B. No
  
- 3.) Have you purchased a clothing item from the Dalhousie Bookstore?
  - A. Yes
  - B. No
  
- 4.) How often do you consider how/from where articles of clothing you purchase are sourced?
  - A. Always
  - B. Often
  - C. Sometimes
  - D. Never

5.) What motivates you or would motivate you to support sustainable clothing? Within the context of this research, sustainable clothing is defined as clothing that is ethically sourced (fair working conditions/wages), made with eco-friendly materials and second hand items.

- A. Supporting workers
- B. Supporting environmentally-friendly practices
- C. Personal feelings of satisfaction
- D. None
- E. Other

6.) What is your current level of knowledge on environmental and social impacts of the clothing and textile industry?

- A. High Knowledge
- B. Moderate knowledge
- C. Little Knowledge
- D. No Knowledge

7.) What is the most you would pay for official Dalhousie branded hoodies/sweaters sold at the bookstore?

- A. \$0.00 - \$20.00
- B. \$21.00 - \$40.00
- C. \$41.00 - \$60.00
- D. \$61.00 - \$80.00
- E. \$81.00 - \$100.00

8.) If ethically sourced (i.e. locally manufactured, organic cotton, made from recycled materials) clothing was available at the bookstore, at what cost relative to current prices would you consider purchasing it?

- A. 5% more
- B. 10% more
- C. 20% more
- D. 30% more
- E. No additional cost

9) If Second-hand Dalhousie University apparel was made available at the bookstore would you purchase it?

10.) Do you have any comments or thoughts about incorporating sustainable clothing at the Dalhousie Bookstore?

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OPTIONAL: If you would like to receive a copy of the final report based off of these survey results, please leave your email address and we will send you the report upon its completion.

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## Appendix B - Survey Results

Timestamp <sup>Ⓐ</sup>	Have you read the above paragraph and do you provide consent for the researchers to collect and distribute your responses to this survey without any identifiable information as it pertains to the purpose of this research project? <sup>Ⓐ</sup>	Are you a student at Dalhousie University? <sup>Ⓐ</sup>	How often do you consider where your clothing is sourced? <sup>Ⓐ</sup>	What motivates you or would motivate you to support sustainable clothing? Within the context of this research, sustainable clothing is defined as clothing that is ethically sourced (fair working conditions/wages), made with eco-friendly materials and second hand items. <sup>Ⓐ</sup>	What is your current level of knowledge on environmental and social impacts of the clothing and textile industry? <sup>Ⓐ</sup>	What is the most you would pay for official Dalhousie branded hoodies/sweaters sold at the bookstore? <sup>Ⓐ</sup>	If ethically sourced (i.e. locally manufactured, organic cotton, made from recycled materials) clothing was available at the bookstore, at what cost relative to current prices would you consider purchasing it? <sup>Ⓐ</sup>	If Second-hand Dalhousie University apparel was made available at the bookstore would you purchase it? <sup>Ⓐ</sup>	Do you have any comments or thoughts about incorporating sustainable clothing at the Dalhousie Bookstore? <sup>Ⓐ</sup>	OPTIONAL: If you would like to receive a copy of the final report based off of these survey results, please leave your email address and we will send you the report upon its completion. <sup>Ⓐ</sup>
2019/03/11 10:58:30 AM GMT-3 <sup>Ⓐ</sup>	Yes <sup>Ⓐ</sup>	Yes <sup>Ⓐ</sup>	Often <sup>Ⓐ</sup>	Supporting environmentally-friendly practices <sup>Ⓐ</sup>	Moderate knowledge <sup>Ⓐ</sup>	\$41.00 - \$60.00 <sup>Ⓐ</sup>	10% more <sup>Ⓐ</sup>	Yes <sup>Ⓐ</sup>	I like it! <sup>Ⓐ</sup>	
2019/03/15 10:34:15 AM GMT-3 <sup>Ⓐ</sup>	Yes <sup>Ⓐ</sup>	Yes <sup>Ⓐ</sup>	Sometimes <sup>Ⓐ</sup>	Supporting environmentally-friendly practices <sup>Ⓐ</sup>	Little Knowledge <sup>Ⓐ</sup>	\$41.00 - \$60.00 <sup>Ⓐ</sup>	30% more <sup>Ⓐ</sup>	Yes <sup>Ⓐ</sup>		
2019/03/15 10:36:28 AM GMT-3 <sup>Ⓐ</sup>	Yes <sup>Ⓐ</sup>	Yes <sup>Ⓐ</sup>	Always <sup>Ⓐ</sup>	Supporting environmentally-friendly practices <sup>Ⓐ</sup>	Moderate knowledge <sup>Ⓐ</sup>	\$0.00 - \$20.00 <sup>Ⓐ</sup>	20% more <sup>Ⓐ</sup>	Yes <sup>Ⓐ</sup>	Good idea <sup>Ⓐ</sup>	bn331761@dal.ca <sup>Ⓐ</sup>
2019/03/15 10:38:09 AM GMT-3 <sup>Ⓐ</sup>	Yes <sup>Ⓐ</sup>	Yes <sup>Ⓐ</sup>	Sometimes <sup>Ⓐ</sup>	Supporting environmentally-friendly practices <sup>Ⓐ</sup>	Little Knowledge <sup>Ⓐ</sup>	\$61.00 - \$80.00 <sup>Ⓐ</sup>	20% more <sup>Ⓐ</sup>	No <sup>Ⓐ</sup>		
2019/03/15 10:38:26 AM GMT-3 <sup>Ⓐ</sup>	Yes <sup>Ⓐ</sup>	Yes <sup>Ⓐ</sup>	Sometimes <sup>Ⓐ</sup>	Supporting environmentally-friendly practices <sup>Ⓐ</sup>	Moderate knowledge <sup>Ⓐ</sup>	\$0.00 - \$20.00 <sup>Ⓐ</sup>	No additional cost <sup>Ⓐ</sup>	Unsure <sup>Ⓐ</sup>		
2019/03/15 10:39:41 AM GMT-3 <sup>Ⓐ</sup>	Yes <sup>Ⓐ</sup>	Yes <sup>Ⓐ</sup>	Never <sup>Ⓐ</sup>	Supporting workers <sup>Ⓐ</sup>	Moderate knowledge <sup>Ⓐ</sup>	\$21.00 - \$40.00 <sup>Ⓐ</sup>	10% more <sup>Ⓐ</sup>	Yes <sup>Ⓐ</sup>		Shannonewood24@hotmail.com <sup>Ⓐ</sup>
2019/03/15 10:40:06 AM GMT-3 <sup>Ⓐ</sup>	Yes <sup>Ⓐ</sup>	Yes <sup>Ⓐ</sup>	Often <sup>Ⓐ</sup>	Supporting workers <sup>Ⓐ</sup>	Moderate knowledge <sup>Ⓐ</sup>	\$41.00 - \$60.00 <sup>Ⓐ</sup>	20% more <sup>Ⓐ</sup>	Yes <sup>Ⓐ</sup>	No <sup>Ⓐ</sup>	
2019/03/15 10:41:01 AM GMT-3 <sup>Ⓐ</sup>	Yes <sup>Ⓐ</sup>	Yes <sup>Ⓐ</sup>	Never <sup>Ⓐ</sup>	Supporting environmentally-friendly practices <sup>Ⓐ</sup>	Little Knowledge <sup>Ⓐ</sup>	\$0.00 - \$20.00 <sup>Ⓐ</sup>	10% more <sup>Ⓐ</sup>	Yes <sup>Ⓐ</sup>	N/A <sup>Ⓐ</sup>	



2019/03/15 10:45:21 AM GMT-3	Yes	Yes	Sometimes	Supporting workers	Little Knowledge	\$41.00 - \$60.00	10% more	Yes		
2019/03/15 10:45:49 AM GMT-3	Yes	Yes	Sometimes	Supporting environmentally-friendly practices	High Knowledge	\$21.00 - \$40.00	10% more	Yes		
2019/03/15 10:52:38 AM GMT-3	Yes	Yes	Often	Supporting environmentally-friendly practices	Moderate knowledge	\$21.00 - \$40.00	20% more	Yes	Please do!!	
2019/03/15 10:52:42 AM GMT-3	Yes	Yes	Sometimes	Supporting workers; Supporting environmentally-friendly practices; Personal feelings of satisfaction	Little Knowledge	\$21.00 - \$40.00	10% more	Yes	Should be a thing	
2019/03/15 10:53:17 AM GMT-3	Yes	Yes	Sometimes	Supporting environmentally-friendly practices	Little Knowledge	\$41.00 - \$60.00	20% more	No	No, I do not have.	
2019/03/15 10:54:36 AM GMT-3	Yes	Yes	Often	Supporting environmentally-friendly practices	High Knowledge	\$41.00 - \$60.00	20% more	Unsure	improve the clothes quality, and i hope there are some small size clothes.	
2019/03/15 10:57:55	Yes	Yes	Sometimes	Supporting workers; Supporting environmentally-friendly	Moderate knowledge	\$41.00 - \$60.00	10% more	Unsure		Mg220380@dal.ca

AM GMT-3 <sup>+</sup>				<u>practices</u> ; <u>Personal feelings of satisfaction</u> <sup>+</sup>						
2019/03/15 11:03:21 AM GMT-3 <sup>+</sup>	Yes <sup>+</sup>	Yes <sup>+</sup>	Never <sup>+</sup>	None <sup>+</sup>	Moderate knowledge <sup>+</sup>	\$21.00 - \$40.00 <sup>+</sup>	20% more <sup>+</sup>	Yes <sup>+</sup>	No <sup>+</sup>	joey.md.anderson@gmail.com <sup>+</sup>
2019/03/15 11:07:31 AM GMT-3 <sup>+</sup>	Yes <sup>+</sup>	Yes <sup>+</sup>	Sometimes <sup>+</sup>	<u>Supporting workers</u> ; <u>Supporting environmentally-friendly practices</u> <sup>+</sup>	Moderate knowledge <sup>+</sup>	\$41.00 - \$60.00 <sup>+</sup>	10% more <sup>+</sup>	Yes <sup>+</sup>		md304137@dal.ca <sup>+</sup>
2019/03/15 11:17:28 AM GMT-3 <sup>+</sup>	Yes <sup>+</sup>	Yes <sup>+</sup>	Often <sup>+</sup>	Both supporting workers as well as environmentally friendly practices <sup>+</sup>	Moderate knowledge <sup>+</sup>	\$61.00 - \$80.00 <sup>+</sup>	10% more <sup>+</sup>	Yes <sup>+</sup>	<u>That's</u> ™s an awesome idea! <sup>+</sup>	
2019/03/15 11:18:03 AM GMT-3 <sup>+</sup>	Yes <sup>+</sup>	Yes <sup>+</sup>	Always <sup>+</sup>	Supporting environmentally-friendly practices <sup>+</sup>	Moderate knowledge <sup>+</sup>	\$61.00 - \$80.00 <sup>+</sup>	30% more <sup>+</sup>	Yes <sup>+</sup>	I really hope this promotes change! <sup>+</sup>	Monika.neufeld@dal.ca <sup>+</sup>
2019/03/15 12:36:57 PM GMT-3 <sup>+</sup>	Yes <sup>+</sup>	Yes <sup>+</sup>	Sometimes <sup>+</sup>	<u>Supporting workers</u> ; <u>Supporting environmentally-friendly practices</u> <sup>+</sup>	Little Knowledge <sup>+</sup>	\$41.00 - \$60.00 <sup>+</sup>	20% more <sup>+</sup>	Unsure <sup>+</sup>		
2019/03/15 6:17:41 PM GMT-3 <sup>+</sup>	Yes <sup>+</sup>	Yes <sup>+</sup>	Sometimes <sup>+</sup>	<u>Supporting workers</u> ; <u>Supporting environmentally-friendly practices</u> <sup>+</sup>	Little Knowledge <sup>+</sup>	\$21.00 - \$40.00 <sup>+</sup>	20% more <sup>+</sup>	Yes <sup>+</sup>	I think <u>it's</u> ™ a good idea! We should all become more aware of how our	k.karekezi@gmail.com <sup>+</sup>

									buying habits affect the environment and those around us that make our clothes. If Dal bookstore started promoting <u>this</u> it would more of the students aware that it is an important issue. <sup>+</sup>	
2019/03/17 10:43:33 AM GMT-3 <sup>+</sup>	Yes <sup>+</sup>	Yes <sup>+</sup>	Sometimes <sup>+</sup>	Supporting environmentally-friendly practices <sup>+</sup>	Moderate knowledge <sup>+</sup>	\$0.00 - \$20.00 <sup>+</sup>	No additional cost <sup>+</sup>	Unsure <sup>+</sup>		
2019/03/18 7:54:05 AM GMT-3 <sup>+</sup>	Yes <sup>+</sup>	Yes <sup>+</sup>	Sometimes <sup>+</sup>	second hand is more affordable <sup>+</sup>	Little Knowledge <sup>+</sup>	\$0.00 - \$20.00 <sup>+</sup>	5% more <sup>+</sup>	Yes <sup>+</sup>	Sounds like a good idea <sup>+</sup>	
2019/03/18 1:11:49	Yes <sup>+</sup>	Yes <sup>+</sup>	Always <sup>+</sup>	<u>Supporting workers</u> ; <u>Supporting environmentally-</u>	Moderate knowledge <sup>+</sup>	\$21.00 - \$40.00 <sup>+</sup>	10% more <sup>+</sup>	Yes <sup>+</sup>		

PM GMT-3 <sup>+</sup>				friendly practices;Personal feelings of satisfaction <sup>+</sup>						
2019/03/19 9:09:45 AM GMT-3 <sup>+</sup>	Yes <sup>+</sup>	Yes <sup>+</sup>	Never <sup>+</sup>	Supporting workers <sup>+</sup>	Little Knowledge <sup>+</sup>	\$41.00 - \$60.00 <sup>+</sup>	5% more <sup>+</sup>	Unsure <sup>+</sup>		
2019/03/19 11:35:54 AM GMT-3 <sup>+</sup>	Yes <sup>+</sup>	Yes <sup>+</sup>	Often <sup>+</sup>	Supporting workers;Supporting environmentally-friendly practices <sup>+</sup>	Little Knowledge <sup>+</sup>	\$61.00 - \$80.00 <sup>+</sup>	20% more <sup>+</sup>	Yes <sup>+</sup>	Would be nice <sup>+</sup>	
2019/03/19 3:24:35 PM GMT-3 <sup>+</sup>	Yes <sup>+</sup>	Yes <sup>+</sup>	Always <sup>+</sup>	Supporting workers;Supporting environmentally-friendly practices;Personal feelings of satisfaction <sup>+</sup>	Little Knowledge <sup>+</sup>	\$41.00 - \$60.00 <sup>+</sup>	30% more <sup>+</sup>	Yes <sup>+</sup>	Please do! <sup>+</sup>	mc561917@dal.ca <sup>+</sup>
2019/03/19 3:57:22 PM GMT-3 <sup>+</sup>	Yes <sup>+</sup>	Yes <sup>+</sup>	Often <sup>+</sup>	Supporting workers;Supporting environmentally-friendly practices <sup>+</sup>	High Knowledge <sup>+</sup>	\$61.00 - \$80.00 <sup>+</sup>	10% more <sup>+</sup>	Yes <sup>+</sup>		
2019/03/19 6:48:13 PM GMT-3 <sup>+</sup>	Yes <sup>+</sup>	Yes <sup>+</sup>	Never <sup>+</sup>	Supporting workers;Supporting environmentally-friendly practices;Personal feelings of satisfaction <sup>+</sup>	Little Knowledge <sup>+</sup>	\$61.00 - \$80.00 <sup>+</sup>	20% more <sup>+</sup>	Yes <sup>+</sup>	Good idea! <sup>+</sup>	
2019/03/19 6:48:47	Yes <sup>+</sup>	Yes <sup>+</sup>	Never <sup>+</sup>	Supporting workers;Supporting	Moderate knowledge <sup>+</sup>	\$81.00 - \$100.00 <sup>+</sup>	20% more <sup>+</sup>	Yes <sup>+</sup>		
PM GMT-3 <sup>+</sup>				environmentally-friendly practices <sup>+</sup>						
2019/03/19 6:49:27 PM GMT-3 <sup>+</sup>	Yes <sup>+</sup>	Yes <sup>+</sup>	Often <sup>+</sup>	Supporting environmentally-friendly practices <sup>+</sup>	No Knowledge <sup>+</sup>	\$61.00 - \$80.00 <sup>+</sup>	10% more <sup>+</sup>	Yes <sup>+</sup>		
2019/03/19 6:50:10 PM GMT-3 <sup>+</sup>	Yes <sup>+</sup>	Yes <sup>+</sup>	Sometimes <sup>+</sup>	Supporting workers <sup>+</sup>	Little Knowledge <sup>+</sup>	\$41.00 - \$60.00 <sup>+</sup>	5% more <sup>+</sup>	Yes <sup>+</sup>		
2019/03/19 6:52:01 PM GMT-3 <sup>+</sup>	Yes <sup>+</sup>	Yes <sup>+</sup>	Always <sup>+</sup>	Supporting workers;Supporting environmentally-friendly practices <sup>+</sup>	High Knowledge <sup>+</sup>	\$61.00 - \$80.00 <sup>+</sup>	20% more <sup>+</sup>	Yes <sup>+</sup>	Second hand clothing would be a good idea! <sup>+</sup>	
2019/03/19 6:57:32 PM GMT-3 <sup>+</sup>	Yes <sup>+</sup>	Yes <sup>+</sup>	Often <sup>+</sup>	Supporting environmentally-friendly practices <sup>+</sup>	Moderate knowledge <sup>+</sup>	\$61.00 - \$80.00 <sup>+</sup>	10% more <sup>+</sup>	Yes <sup>+</sup>	please! <sup>+</sup>	
2019/03/19 7:01:44 PM GMT-3 <sup>+</sup>	Yes <sup>+</sup>	Yes <sup>+</sup>	Sometimes <sup>+</sup>	Supporting workers;Supporting environmentally-friendly practices;Personal feelings of satisfaction.A lot of clothes are overpriced/expensive and no one is ever told why/how much is going where etc. If they put the amount	No Knowledge <sup>+</sup>	\$61.00 - \$80.00 <sup>+</sup>	30% more <sup>+</sup>	Yes <sup>+</sup>	Better for the environment, second-hand would be better for students who may not be able to afford new dal gear <sup>+</sup>	

				spent on materials, worker wages, Mark-up it would make me more likely to spend money on the product. <sup>+</sup>						
2019/03/19 7:02:07 PM GMT-3 <sup>+</sup>	Yes <sup>+</sup>	Yes <sup>+</sup>	Sometimes <sup>+</sup>	Supporting environmentally-friendly practices <sup>+</sup>	Moderate knowledge <sup>+</sup>	\$41.00 - \$60.00 <sup>+</sup>	20% more <sup>+</sup>	Yes <sup>+</sup>		
2019/03/19 7:03:11 PM GMT-3 <sup>+</sup>	Yes <sup>+</sup>	Yes <sup>+</sup>	Sometimes <sup>+</sup>	Supporting environmentally-friendly practices <sup>+</sup>	Moderate knowledge <sup>+</sup>	\$41.00 - \$60.00 <sup>+</sup>	5% more <sup>+</sup>	Yes <sup>+</sup>	Do it! <sup>+</sup>	No <sup>+</sup>
2019/03/19 7:46:44 PM GMT-3 <sup>+</sup>	Yes <sup>+</sup>	Yes <sup>+</sup>	Sometimes <sup>+</sup>	Supporting workers <sup>+</sup>	Little Knowledge <sup>+</sup>	\$41.00 - \$60.00 <sup>+</sup>	5% more <sup>+</sup>	Yes <sup>+</sup>		
2019/03/19 7:47:18 PM GMT-3 <sup>+</sup>	Yes <sup>+</sup>	Yes <sup>+</sup>	Never <sup>+</sup>	None <sup>+</sup>	No Knowledge <sup>+</sup>	\$41.00 - \$60.00 <sup>+</sup>	No additional cost <sup>+</sup>	Unsure <sup>+</sup>		
2019/03/19 7:49:57 PM GMT-3 <sup>+</sup>	Yes <sup>+</sup>	Yes <sup>+</sup>	Always <sup>+</sup>	Supporting workers;Supporting environmentally-friendly practices;Personal feelings of satisfaction <sup>+</sup>	High Knowledge <sup>+</sup>	\$61.00 - \$80.00 <sup>+</sup>	20% more <sup>+</sup>	Yes <sup>+</sup>	Second hand clothing sounds more appealing compared to paying more for newly made sustainable clothing because students are broke :( <sup>+</sup>	
2019/03/19	Yes <sup>+</sup>	Yes <sup>+</sup>	Often <sup>+</sup>	Supporting workers;Supporting	Moderate knowledge <sup>+</sup>	\$21.00 - \$40.00 <sup>+</sup>	10% more <sup>+</sup>	Yes <sup>+</sup>		

8:06:34 PM GMT-3 <sup>+</sup>				environmentally-friendly practices <sup>+</sup>						
2019/03/19 8:07:44 PM GMT-3 <sup>+</sup>	Yes <sup>+</sup>	Yes <sup>+</sup>	Never <sup>+</sup>	Supporting environmentally-friendly practices <sup>+</sup>	Little Knowledge <sup>+</sup>	\$41.00 - \$60.00 <sup>+</sup>	5% more <sup>+</sup>	No <sup>+</sup>		
2019/03/19 8:18:19 PM GMT-3 <sup>+</sup>	Yes <sup>+</sup>	Yes <sup>+</sup>	Always <sup>+</sup>	Supporting workers;Supporting environmentally-friendly practices <sup>+</sup>	High Knowledge <sup>+</sup>	\$61.00 - \$80.00 <sup>+</sup>	20% more <sup>+</sup>	Yes <sup>+</sup>	people want dal gear, especially with the initial excitement of such a change in <u>ones</u> life, so do it, and set an example while you do it. <sup>+</sup>	
2019/03/19 9:05:22 PM GMT-3 <sup>+</sup>	Yes <sup>+</sup>	Yes <sup>+</sup>	Never <sup>+</sup>	Supporting workers;Supporting environmentally-friendly practices;Personal feelings of satisfaction <sup>+</sup>	Little Knowledge <sup>+</sup>	\$61.00 - \$80.00 <sup>+</sup>	10% more <sup>+</sup>	Yes <sup>+</sup>		
2019/03/19 9:06:51 PM GMT-3 <sup>+</sup>	Yes <sup>+</sup>	Yes <sup>+</sup>	Sometimes <sup>+</sup>	Promotion and education of sustainable clothing <sup>+</sup>	Little Knowledge <sup>+</sup>	\$41.00 - \$60.00 <sup>+</sup>	10% more <sup>+</sup>	Yes <sup>+</sup>		
2019/03/19 9:08:12 PM GMT-3 <sup>+</sup>	Yes <sup>+</sup>	Yes <sup>+</sup>	Often <sup>+</sup>	Supporting workers;Supporting environmentally-friendly practices;Personal feelings of satisfaction <sup>+</sup>	Moderate knowledge <sup>+</sup>	\$61.00 - \$80.00 <sup>+</sup>	10% more <sup>+</sup>	Yes <sup>+</sup>	Idk how realistic the idea is considering how much more expensive the clothes would be <sup>+</sup>	
2019/03/19 9:10:08	Yes <sup>+</sup>	Yes <sup>+</sup>	Sometimes <sup>+</sup>	Supporting workers;Supporting environmentally-friendly	Moderate knowledge <sup>+</sup>	\$41.00 - \$60.00 <sup>+</sup>	10% more <sup>+</sup>	Yes <sup>+</sup>	The school should give the option of sustainable clothing <u>its</u> a good idea <sup>+</sup>	

PM GMT-3 <sup>+</sup>				<del>practices; Personal feelings of satisfaction</del> <sup>+</sup>						
2019/03/19 9:11:04 PM GMT-3 <sup>+</sup>	Yes <sup>+</sup>	Yes <sup>+</sup>	Always <sup>+</sup>	Supporting environmentally-friendly practices <sup>+</sup>	Moderate knowledge <sup>+</sup>	\$41.00 - \$60.00 <sup>+</sup>	5% more <sup>+</sup>	Yes <sup>+</sup>	I care about how the clothes are sourced unless they are second hand <sup>+</sup>	
2019/03/20 12:34:39 AM GMT-3 <sup>+</sup>	Yes <sup>+</sup>	Yes <sup>+</sup>	Never <sup>+</sup>	Supporting <del>workers; Supporting environmentally-friendly practices</del> <sup>+</sup>	No Knowledge <sup>+</sup>	\$21.00 - \$40.00 <sup>+</sup>	No additional cost <sup>+</sup>	Yes <sup>+</sup>	Good idea <sup>+</sup>	
2019/03/20 8:59:34 AM GMT-3 <sup>+</sup>	Yes <sup>+</sup>	Yes <sup>+</sup>	Sometimes <sup>+</sup>	Supporting environmentally-friendly practices <sup>+</sup>	Little Knowledge <sup>+</sup>	\$21.00 - \$40.00 <sup>+</sup>	5% more <sup>+</sup>	Yes <sup>+</sup>	do it!!!! <sup>+</sup>	
2019/03/20 9:55:16 AM GMT-3 <sup>+</sup>	Yes <sup>+</sup>	Yes <sup>+</sup>	Sometimes <sup>+</sup>	Supporting workers <sup>+</sup>	Little Knowledge <sup>+</sup>	\$21.00 - \$40.00 <sup>+</sup>	No additional cost <sup>+</sup>	Unsure <sup>+</sup>	Make it cheaper. We are students who <del>don't</del> <sup>+</sup> have money <sup>+</sup>	
2019/03/20 10:26:57 AM GMT-3 <sup>+</sup>	Yes <sup>+</sup>	Yes <sup>+</sup>	Always <sup>+</sup>	Supporting <del>workers; Supporting environmentally-friendly practices</del> <sup>+</sup>	High Knowledge <sup>+</sup>	\$41.00 - \$60.00 <sup>+</sup>	30% more <sup>+</sup>	Yes <sup>+</sup>		
2019/03/20 11:06:50 AM GMT-3 <sup>+</sup>	Yes <sup>+</sup>	Yes <sup>+</sup>	Always <sup>+</sup>	Supporting <del>workers; Supporting environmentally-friendly practices; Personal feelings of satisfaction</del> <sup>+</sup>	Moderate knowledge <sup>+</sup>	\$41.00 - \$60.00 <sup>+</sup>	10% more <sup>+</sup>	Yes <sup>+</sup>	I would be willing to pay more for dal branded clothing if it was manufactured by a company that is local to Nova Scotia or Atlantic Canada <sup>+</sup>	
2019/03/20 11:27:41 AM GMT-3 <sup>+</sup>	Yes <sup>+</sup>	Yes <sup>+</sup>	Always <sup>+</sup>	Supporting <del>workers; Supporting environmentally-friendly practices</del> <sup>+</sup>	High Knowledge <sup>+</sup>	\$21.00 - \$40.00 <sup>+</sup>	30% more <sup>+</sup>	Yes <sup>+</sup>	N/A <sup>+</sup>	
2019/03/20 1:55:31 PM GMT-3 <sup>+</sup>	Yes <sup>+</sup>	Yes <sup>+</sup>	Sometimes <sup>+</sup>	Supporting environmentally-friendly practices <sup>+</sup>	Moderate knowledge <sup>+</sup>	\$41.00 - \$60.00 <sup>+</sup>	30% more <sup>+</sup>	Yes <sup>+</sup>		
2019/03/20 2:40:52 PM GMT-3 <sup>+</sup>	Yes <sup>+</sup>	Yes <sup>+</sup>	Always <sup>+</sup>	Supporting environmentally-friendly <del>practices; Personal feelings of satisfaction</del> <sup>+</sup>	High Knowledge <sup>+</sup>	\$41.00 - \$60.00 <sup>+</sup>	10% more <sup>+</sup>	Yes <sup>+</sup>		Dante.samson@dal.ca <sup>+</sup>
2019/03/20 4:43:41 PM GMT-3 <sup>+</sup>	Yes <sup>+</sup>	Yes <sup>+</sup>	Sometimes <sup>+</sup>	Supporting <del>workers; Supporting environmentally-friendly practices</del> <sup>+</sup>	Moderate knowledge <sup>+</sup>	\$21.00 - \$40.00 <sup>+</sup>	10% more <sup>+</sup>	Yes <sup>+</sup>		
2019/03/20 7:38:35 PM GMT-3 <sup>+</sup>	Yes <sup>+</sup>	Yes <sup>+</sup>	Sometimes <sup>+</sup>	Supporting environmentally-friendly <del>practices; Personal feelings of satisfaction</del> <sup>+</sup>	Moderate knowledge <sup>+</sup>	\$41.00 - \$60.00 <sup>+</sup>	20% more <sup>+</sup>	No <sup>+</sup>		
2019/03/21 11:58:29 AM GMT-3 <sup>+</sup>	Yes <sup>+</sup>	Yes <sup>+</sup>	Sometimes <sup>+</sup>	Supporting workers <sup>+</sup>	Little Knowledge <sup>+</sup>	\$61.00 - \$80.00 <sup>+</sup>	10% more <sup>+</sup>	Yes <sup>+</sup>		
2019/03/21 1:09:12	Yes <sup>+</sup>	Yes <sup>+</sup>	Often <sup>+</sup>	Supporting <del>workers; Supporting environmentally-friendly</del> <sup>+</sup>	High Knowledge <sup>+</sup>	\$0.00 - \$20.00 <sup>+</sup>	30% more <sup>+</sup>	Yes <sup>+</sup>		

PM GMT-3 <sup>+</sup>				<u>practices; Personal feelings of satisfaction</u> <sup>+</sup>						
2019/03/21 1:52:22 PM GMT-3 <sup>+</sup>	Yes <sup>+</sup>	Yes <sup>+</sup>	Sometimes <sup>+</sup>	<u>Supporting workers; Supporting environmentally-friendly practices</u> <sup>+</sup>	High Knowledge <sup>+</sup>	\$0.00 - \$20.00 <sup>+</sup>	20% more <sup>+</sup>	Yes <sup>+</sup>		
2019/03/21 2:01:35 PM GMT-3 <sup>+</sup>	Yes <sup>+</sup>	Yes <sup>+</sup>	Sometimes <sup>+</sup>	<u>Supporting workers</u> <sup>+</sup>	High Knowledge <sup>+</sup>	\$41.00 - \$60.00 <sup>+</sup>	10% more <sup>+</sup>	Yes <sup>+</sup>		
2019/03/21 2:29:38 PM GMT-3 <sup>+</sup>	Yes <sup>+</sup>	Yes <sup>+</sup>	Often <sup>+</sup>	<u>Supporting workers; Supporting environmentally-friendly practices; Personal feelings of satisfaction; affordability</u> <sup>+</sup>	High Knowledge <sup>+</sup>	\$41.00 - \$60.00 <sup>+</sup>	10% more <sup>+</sup>	Yes <sup>+</sup>	do it!!! <sup>+</sup>	
2019/03/21 2:37:22 PM GMT-3 <sup>+</sup>	Yes <sup>+</sup>	Yes <sup>+</sup>	Sometimes <sup>+</sup>	<u>Supporting workers; Supporting environmentally-friendly practices; Personal feelings of satisfaction; Fighting capitalism</u> <sup>+</sup>	Moderate knowledge <sup>+</sup>	\$21.00 - \$40.00 <sup>+</sup>	20% more <sup>+</sup>	Yes <sup>+</sup>	Good idea, but bookstore is trash. <sup>+</sup>	
2019/03/21 5:05:38 PM GMT-3 <sup>+</sup>	Yes <sup>+</sup>	Yes <sup>+</sup>	Sometimes <sup>+</sup>	None <sup>+</sup>	Little Knowledge <sup>+</sup>	\$41.00 - \$60.00 <sup>+</sup>	5% more <sup>+</sup>	Yes <sup>+</sup>		
2019/03/22 3:45:56 PM GMT-3 <sup>+</sup>	Yes <sup>+</sup>	Yes <sup>+</sup>	Always <sup>+</sup>	<u>Supporting environmentally-friendly practices</u> <sup>+</sup>	High Knowledge <sup>+</sup>	\$41.00 - \$60.00 <sup>+</sup>	10% more <sup>+</sup>	Yes <sup>+</sup>	I think being able to provide students with affordable clothing is a concern but the priorities if having materials ethical source is important and should be prioritized. I think second hand is the way to go. <sup>+</sup>	Yes <sup>+</sup>
2019/03/22 8:01:03 PM GMT-3 <sup>+</sup>	Yes <sup>+</sup>	Yes <sup>+</sup>	Often <sup>+</sup>	<u>Supporting workers; Supporting environmentally-friendly practices</u> <sup>+</sup>	Moderate knowledge <sup>+</sup>	\$41.00 - \$60.00 <sup>+</sup>	10% more <sup>+</sup>	Unsure <sup>+</sup>	I think it's a great idea, particularly regarding environmentally sustainable options. <sup>+</sup>	
2019/03/22 9:02:57 PM GMT-3 <sup>+</sup>	Yes <sup>+</sup>	Yes <sup>+</sup>	Never <sup>+</sup>	None <sup>+</sup>	Little Knowledge <sup>+</sup>	\$41.00 - \$60.00 <sup>+</sup>	5% more <sup>+</sup>	Yes <sup>+</sup>		
2019/03/22 9:03:57	Yes <sup>+</sup>	Yes <sup>+</sup>	Always <sup>+</sup>	<u>Supporting environmentally-friendly practices</u> <sup>+</sup>	Moderate knowledge <sup>+</sup>	\$61.00 - \$80.00 <sup>+</sup>	10% more <sup>+</sup>	Yes <sup>+</sup>	Like natural source <sup>+</sup>	

PM GMT-3 <sup>+</sup>										
2019/03/22 9:04:16 PM GMT-3 <sup>+</sup>	Yes <sup>+</sup>	Yes <sup>+</sup>	Sometimes <sup>+</sup>	Supporting environmentally-friendly practices <sup>+</sup>	Little Knowledge <sup>+</sup>	\$21.00 - \$40.00 <sup>+</sup>	10% more <sup>+</sup>	Yes <sup>+</sup>		
2019/03/23 3:51:51 PM GMT-3 <sup>+</sup>	Yes <sup>+</sup>	Yes <sup>+</sup>	Sometimes <sup>+</sup>	Supporting <u>workers</u> ;Supporting environmentally-friendly practices <sup>+</sup>	Little Knowledge <sup>+</sup>	\$21.00 - \$40.00 <sup>+</sup>	10% more <sup>+</sup>	Yes <sup>+</sup>		
2019/03/23 4:30:56 PM GMT-3 <sup>+</sup>	Yes <sup>+</sup>	Yes <sup>+</sup>	Often <sup>+</sup>	Supporting environmentally-friendly practices <sup>+</sup>	Moderate knowledge <sup>+</sup>	\$41.00 - \$60.00 <sup>+</sup>	10% more <sup>+</sup>	Yes <sup>+</sup>		
2019/03/23 4:31:37 PM GMT-3 <sup>+</sup>	Yes <sup>+</sup>	Yes <sup>+</sup>	Always <sup>+</sup>	Supporting <u>workers</u> ;Supporting environmentally-friendly practices; <u>Personal feelings of satisfaction</u> <sup>+</sup>	Moderate knowledge <sup>+</sup>	\$41.00 - \$60.00 <sup>+</sup>	20% more <sup>+</sup>	No <sup>+</sup>		
2019/03/23 4:32:33 PM GMT-3 <sup>+</sup>	Yes <sup>+</sup>	Yes <sup>+</sup>	Never <sup>+</sup>	Supporting environmentally-friendly practices <sup>+</sup>	Little Knowledge <sup>+</sup>	\$21.00 - \$40.00 <sup>+</sup>	5% more <sup>+</sup>	No <sup>+</sup>		
2019/03/24 11:11:40 AM GMT-3 <sup>+</sup>	Yes <sup>+</sup>	Yes <sup>+</sup>	Sometimes <sup>+</sup>	Personal feelings of satisfaction <sup>+</sup>	Little Knowledge <sup>+</sup>	\$41.00 - \$60.00 <sup>+</sup>	10% more <sup>+</sup>	Unsure <sup>+</sup>		
2019/03/24	Yes <sup>+</sup>	Yes <sup>+</sup>	Sometimes <sup>+</sup>	Supporting environmentally-	Little Knowledge <sup>+</sup>	\$41.00 - \$60.00 <sup>+</sup>	10% more <sup>+</sup>	No <sup>+</sup>	love your plan <sup>+</sup>	

9:56:20 PM GMT-3 <sup>+</sup>				<u>friendly practices</u> ; <u>Personal feelings of satisfaction</u> <sup>+</sup>						
2019/03/24 9:56:48 PM GMT-3 <sup>+</sup>	Yes <sup>+</sup>	Yes <sup>+</sup>	Never <sup>+</sup>	Personal feelings of satisfaction <sup>+</sup>	Little Knowledge <sup>+</sup>	\$61.00 - \$80.00 <sup>+</sup>	20% more <sup>+</sup>	Unsure <sup>+</sup>		
2019/03/26 5:56:41 AM GMT-3 <sup>+</sup>	Yes <sup>+</sup>	Yes <sup>+</sup>	Often <sup>+</sup>	Supporting <u>workers</u> ;Supporting environmentally-friendly practices <sup>+</sup>	Moderate knowledge <sup>+</sup>	\$61.00 - \$80.00 <sup>+</sup>	10% more <sup>+</sup>	Yes <sup>+</sup>	Bring used clothes in! That's™ a good idea! It lets people who were otherwise financially prohibited from buying Dal gear to do it, and it reduces single use waste! <sup>+</sup>	
2019/03/26 10:20:56 AM GMT-3 <sup>+</sup>	Yes <sup>+</sup>	Yes <sup>+</sup>	Never <sup>+</sup>	Personal feelings of satisfaction <sup>+</sup>	Little Knowledge <sup>+</sup>	\$21.00 - \$40.00 <sup>+</sup>	No additional cost <sup>+</sup>	No <sup>+</sup>		hernandez-urquilla@Dal.Ca <sup>+</sup>
2019/03/26 11:10:31 AM GMT-3 <sup>+</sup>	Yes <sup>+</sup>	Yes <sup>+</sup>	Always <sup>+</sup>	Supporting <u>workers</u> ;Supporting environmentally-friendly practices; <u>Personal feelings of satisfaction</u> <sup>+</sup>	Moderate knowledge <sup>+</sup>	\$81.00 - \$100.00 <sup>+</sup>	10% more <sup>+</sup>	Yes <sup>+</sup>		cl602030@dal.ca <sup>+</sup>
2019/03/26 2:51:09 PM GMT-3 <sup>+</sup>	Yes <sup>+</sup>	Yes <sup>+</sup>	Sometimes <sup>+</sup>	Supporting <u>workers</u> ;Supporting environmentally-friendly practices <sup>+</sup>	Little Knowledge <sup>+</sup>	\$41.00 - \$60.00 <sup>+</sup>	10% more <sup>+</sup>	Yes <sup>+</sup>		
2019/03/26 4:09:56 PM GMT-3 <sup>+</sup>	Yes <sup>+</sup>	Yes <sup>+</sup>	Always <sup>+</sup>	Supporting <u>workers</u> ;Supporting environmentally-friendly practices; <u>Personal</u>	High Knowledge <sup>+</sup>	\$0.00 - \$20.00 <sup>+</sup>	10% more <sup>+</sup>	Yes <sup>+</sup>	<u>Incorporating</u> a buy/sell store might be cool? <sup>+</sup>	

				feelings of satisfaction <sup>2</sup>						
2019/03/27 9:56:06 AM GMT-3 <sup>2</sup>	Yes <sup>2</sup>	Yes <sup>2</sup>	Often <sup>2</sup>	Both environment and workers <sup>2</sup>	Little Knowledge <sup>2</sup>	\$21.00 - \$40.00 <sup>2</sup>	20% more <sup>2</sup>	Yes <sup>2</sup>	I like it <sup>2</sup>	
2019/03/27 9:56:55 AM GMT-3 <sup>2</sup>	Yes <sup>2</sup>	Yes <sup>2</sup>	Sometimes <sup>2</sup>	Supporting workers; Supporting environmentally-friendly practices <sup>2</sup>	Moderate knowledge <sup>2</sup>	\$41.00 - \$60.00 <sup>2</sup>	10% more <sup>2</sup>	Unsure <sup>2</sup>	Cool idea <sup>2</sup>	
2019/03/27 9:57:37 AM GMT-3 <sup>2</sup>	Yes <sup>2</sup>	Yes <sup>2</sup>	Sometimes <sup>2</sup>	Supporting workers <sup>2</sup>	Little Knowledge <sup>2</sup>	\$41.00 - \$60.00 <sup>2</sup>	20% more <sup>2</sup>	Yes <sup>2</sup>		
2019/03/27 12:27:19 PM GMT-3 <sup>2</sup>	Yes <sup>2</sup>	Yes <sup>2</sup>	Always <sup>2</sup>	Supporting workers; Supporting environmentally-friendly practices <sup>2</sup>	Moderate knowledge <sup>2</sup>	\$21.00 - \$40.00 <sup>2</sup>	20% more <sup>2</sup>	Yes <sup>2</sup>	Instead of incorporating it into the clothing already sold there it should replace the clothing sold in the bookstore entirely. All clothing and goods sold should be	soleilarianna@gmail.com <sup>2</sup>

									sustainable. I do not buy from the bookstore as is because of the lack of sustainable choices. I would start if there were. <sup>2</sup>	
2019/03/27 5:02:57 PM GMT-3 <sup>2</sup>	Yes <sup>2</sup>	Yes <sup>2</sup>	Never <sup>2</sup>	Supporting workers <sup>2</sup>	Moderate knowledge <sup>2</sup>	\$61.00 - \$80.00 <sup>2</sup>	No additional cost <sup>2</sup>	Unsure <sup>2</sup>		



## Appendix C - Clothing Audit

Number	Type of clothing	Brand	Country of Origin
	Type of Clothing	Brand	Country of Origin
1	Sweatshirt	Russel Athletic	Honduras
2	Sweatshirt	Russel Athletic	Honduras
3	Sweatshirt	Russel Athletic	Honduras
4	Sweatshirt	Russel Athletic	Honduras
5	Sweatshirt	Russel Athletic	Honduras
6	Sweatshirt	Russel Athletic	Pakistan
7	Sweatshirt	Avid Apparel	Pakistan
8	Sweatshirt	Avid Apparel	Honduras
9	Sweatshirt	Russel Athletic	Honduras
10	Sweatshirt	Russel Athletic	Honduras
11	Sweatshirt	Russel Athletic	Honduras
12	Sweatshirt	Russel Athletic	Honduras
13	Sweatshirt	Russel Athletic	Honduras
14	Sweatshirt	Russel Athletic	Honduras

15	Sweatshirt	Russel Athletic	Turkey
16	Sweatshirt	Westhall	El Salvador
17	T Shirt	Champion	El Salvador
18	T Shirt	Champion	Honduras
19	Sweatshirt	Russel Athletic	Honduras
20	Sweatshirt	Russel Athletic	China
21	Sweater	Devon & Jones	Pakistan
22	Sweatshirt	Avid Apparel	Honduras
23	Sweatshirt	Gilden	Honduras
24	T Shirt	Champion	Honduras
25	Shorts	Champion	El Salvador
26	Shorts	Russel Athletic	Egypt
27	T Shirt	Gilden	Honduras
28	T Shirt	Gilden	Honduras
29	Sweatshirt	Champion	Cambodia
30	T Shirt	Gilden	Honduras
31	T Shirt	Next Level	Nicaragua
32	T Shirt	Champion	Haiti

33	T Shirt	Gilden	Honduras
34	T Shirt	Russel Athletic	El Salvador
35	T Shirt	Roots	Cambodia
36	T Shirt	Jerzees	El Salvador
37	T Shirt	Russel Athletic	El Salvador
38	T Shirt	Champion	Honduras
39	T Shirt	Gilden	Honduras
40	T Shirt	Champion	Haiti
41	T Shirt	Russel Athletic	El Salvador
42	T Shirt	Gilden	Honduras
43	Sweatshirt	Russel Athletic	Honduras
44	Sweatshirt	Russel Athletic	Honduras
45	Sweatshirt	Independent Trading Company	China
46	Sweatshirt	Champion	Honduras
47	Sweatshirt	Champion	Honduras
48	Sweatshirt	Roots	China
49	Sweatshirt	Roots	China
50	Sweatshirt	Roots	China

51	Sweatshirt	Roots	China
52	Sweatshirt	Champion	Guatemala
53	Sweatshirt	Champion	Guatemala
54	Sweatshirt	Champion	Guatemala
55	Sweatshirt	Scholar	Pakistan
56	Sweatshirt	Scholar	Pakistan
57	Sweatshirt	Scholar	Pakistan
58	Sweater	Brüzer	Bangladesh
59	Sweatshirt	Scholar	Pakistan
60	Sweatshirt	Scholar	Pakistan
61	Sweatshirt	Scholar	Pakistan
62	Jacket	Team 365	Bangladesh
63	Rugby Shirt	Barbarian Rugby Wear	Canada
64	Sweatshirt	Russel Athletic	Honduras
65	Sweatpants	Champion	Honduras
66	Sweatpants	Champion	El Salvador
67	Sweatpants	Under Armour	Vietnam
68	Pyjama Pants	Boxercraft	Guatemala

69	Sweatpants	Champion	El Salvador
70	Socks	Moody Fruity	United States of America
71	Sweatpants	Avid Apparel	Pakistan
72	Sweatpants	Scholar	Pakistan
73	Sweatpants	Avid Apparel	Pakistan
74	Sweatpants	Avid Apparel	Canada
75	Sweatpants	Avid Apparel	Canada
76	Sweatshirt	Avid Apparel	Canada
77	Socks	Lion Heart	Pakistan
78	Sweatshirt	Campus One	Pakistan
79	Sweatshirt	Campus One	Pakistan
80	Sweater	Boxercraft	China
81	Sweatshirt	Under Armour	Singapore
82	Jacket	Lion Heart	Pakistan
83	Sweatshirt	Champion	Honduras
84	Sweatshirt	Champion	Honduras
85	Sweatshirt	Champion	Honduras

86	Jacket	Elevate	Bangladesh
87	Jacket	Elevate	Bangladesh
88	Sweater	Brüzer	Bangladesh
89	Sweatshirt	Brüzer	Bangladesh
90	Sweatshirt	North Sport	Bangladesh
91	T Shirt	Russel Athletic	El Salvador
92	Sweatshirt	Avid Apparel	Honduras
93	Sweatshirt	Russel Athletic	Honduras
94	Sweatshirt	Russel Athletic	Honduras
95	Sweatshirt	Varsity Collection	China
96	Sweatshirt	Varsity Collection	China
97	Sweatshirt	Varsity Collection	China
98	Sweatshirt	Varsity Collection	China
99	Sweatshirt	Varsity Collection	China
100	Sweatshirt	Avid Apparel	Pakistan
101	Sweatshirt	Avid Apparel	Pakistan
102	Sweatshirt	Avid Apparel	Pakistan
103	Sweatshirt	Avid Apparel	Pakistan

104	Sweatshirt	Avid Apparel	Pakistan
105	Sweatshirt	Avid Apparel	Pakistan
106	Sweatshirt	Avid Apparel	Pakistan
107	Sweatshirt	Avid Apparel	Pakistan
108	Sweatshirt	Avid Apparel	Pakistan
109	Sweatshirt	Avid Apparel	Pakistan
110	Sweatshirt	Avid Apparel	Pakistan
112	Sweatshirt	Avid Apparel	Pakistan
113	Sweatshirt	Avid Apparel	Pakistan
114	Sweatshirt	Avid Apparel	Pakistan
115	Sweatshirt	Varsity Collection	China
116	Sweatshirt	Varsity Collection	China
117	T Shirt	North Sport	Nicaragua
118	Sweatshirt	Elevate	China
119	Sweatshirt	Elevate	China
120	Sweatshirt	Elevate	China
121	Sweatshirt	Westhall	China
122	Sweatshirt	Westhall	China

123	Pyjama Shorts	Boxercraft	Guatemala
124	Sweatshirt	Under Armour	Malaysia
125	Sweatshirt	Under Armour	Malaysia
126	Sweatshirt	Under Armour	Malaysia
127	Sweatshirt	Hotline Apparel	China
128	Sweatshirt	Hotline Apparel	China
129	Sweatshirt	Hotline Apparel	China
130	Sweatshirt	Hotline Apparel	China
131	Sweatshirt	Hotline Apparel	China
132	Sweatshirt	Hotline Apparel	China
133	Sweatshirt	Hotline Apparel	China
134	Sweatshirt	Hotline Apparel	China
135	Sweatshirt	Hotline Apparel	China
135	Sweatpants	Hotline Apparel	China



