

**Table A1: Institutional Pressures for Focal Companies (The Universities):** Key: \*S=Strong; M=Medium; W=Weak.

Focal Company Pressures (The Universities)	Interviewees Quotations	Strength (W/M/S)	Overall Strength
<b>Normative</b>			
Ethical Obligations and Internal Corporate Social Responsibility	<ul style="list-style-type: none"> <li>- Most of these initiatives have begun when the university decided they wanted Fair Trade Status, then they realised how bad we are in everything else. (FHE1-I2)</li> <li>- Also the university has the initiative and desire to procure sustainably, given the inherent values of this type of organisation (FHE1-I4)</li> <li>- The university as an organisation has to be seen to be practicing what it preaches and people expect a lot from the university in terms of leading the way on green initiatives and moving towards sustainability. (FHE1-I4)</li> <li>- We are educating the future and we want to educate them not just in the class room, it's about how they interact with everything else, so it is our responsibility to make sure that whatever we are doing whenever possible we do in the right way. (FHE2-II)</li> <li>- We should be seen as a benchmark, we should be seen as the role model for local businesses, .... we are a major public sector organisation ..., we should be at the forefront in terms of initiatives like this. (FHE3-II)</li> <li>- So I think the general strength or feeling is actually from ourselves that we want to do that anyway before thinking about competition. (FHE4-I1)</li> <li>-But I think there was also a desire within the university to start getting on board with this and become more green. (FHE4-I2)</li> <li>- The university has its own targets ... the sustainability policy prepared by the sustainability team and approved by the university executive committee (FHE5-I1)</li> <li>- The university has its own sustainability policy which comes from the university mainly. (FHE5-I1)</li> <li>- I think there are some pressures from our policy and our KPIs ... which indirectly included food initiatives, to maintain our credibility. (FHE5-I2)</li> <li>- The university facilities have a sustainable policy which we adhere to and support. (FHE1-I2)</li> <li>-The university has 3 goals and the third one is social responsibility, so it's a really key part of what the university is about, so our social responsibility along with sustainability sort of mix together really, they are very intertwined really. (FHE2-II)</li> <li>- If you go to the university's strategy for 2020, one of the major goals is corporate responsibility and social responsibility and the food and catering sustainability policy sits within that really, so we are</li> </ul>	<ul style="list-style-type: none"> <li>S</li> <li>S</li> <li>S</li> <li>S</li> <li>S</li> <li>S</li> <li>W</li> <li>M</li> <li>M</li> <li>W</li> <li>M</li> <li>S</li> <li>S</li> </ul>	S-Overall

	<p><i>always striving to do the right thing really. (FHE2-I1)</i></p> <p><i>- It mainly comes from the university policy. (FHE2-I1)</i></p> <p><i>- So it's an overall strategy from the university right the way down through our students and staff. (FHE4-I1)</i></p> <p><i>- There is a mind-set that FHE3 must not only to be seen as a benchmark to do this, but also it must protect its' brand because we don't want the FHE3 hoodies to be being made using bad environmental practices ... in the far east or .... Asia .... that could potentially come back in and cause any detriment to the FHE3 brand. (FHE3-I1)</i></p> <p><i>-We have a social responsibility department and that's supposed to be the third goal of the University, it's to be socially responsible, so things like locally sourced food coming under that, so they could probably do better but at least they do something. (C2)</i></p> <p><i>- I know that the university has targets in sustainability ... in the university policy and I know that the sustainable development unit are looking at that and they are putting in place a sustainability framework and moving towards more sustainable practices in procurement. (C4)</i></p>	<p>W</p> <p>M</p> <p>S</p> <p>M</p> <p>M</p>	
Professionalism Identity	<p><i>- Also internal pressure of staff. We have a sustainability team which their job is to look at this and advise us but then we have a network of sustainability champions around the university and most offices and departments have got somebody who really volunteers to promote sustainability. And there are a lot of ideas that are generated and pushed forward. (FHE4-I1)</i></p> <p><i>- Sustainability has become a basic component in the universities' professionalism identity. (FHE1-I1)</i></p> <p><i>- There are no pressures from stakeholders regarding implementation of the SCOPE 3 project [reducing carbon emission caused by suppliers]. This project has been completely initiated from the procurement department especially from the Procurement Manager, who had the initial idea and has been supporting the project throughout. (FHE1-I4)</i></p> <p><i>- 5 years ago when I joined the university, this (sustainability) wasn't on the consortia agenda. It is a domino effect ... it seems to be a sort of ideal way to pursue professionalism and we find we need to consider it more certainly. (FHE1-I1)</i></p> <p><i>-It is strong pressure to pursue the professionalism trends and best practices. (FHE4-I2)</i></p> <p><i>- Personally I am very pro sustainability approaches to things, and I used to be concerned about global warming because it's a serious issue. (FHE5-I1)</i></p> <p><i>- Another pressure is the internal desire that comes from me. (FHE5-I2)</i></p> <p><i>- It is [sustainability] something that I've always been keen on personally. (FHE1-I2)</i></p> <p><i>- As universities and catering we work really closely together and with the catering consortium. I am a non-executive director in PC1, so as an organisation we have 160 members, so all the members are in-house caterers, so we all work really closely together. So I have a colleague, [in PC1], who leads with sustainability for PC1, so he engages with other universities to try to support each other. Our PC1</i></p>	<p>S</p> <p>S</p> <p>S</p> <p>S</p> <p>S</p> <p>S</p> <p>S</p> <p>S</p>	S-Overall

	<p>conference last year was all about sustainability. (FHE2-I1)</p> <p>- We did that 5 years ago before I started, it's almost become an industry norm, you know to always push it a little bit further, and then look at what are the further future initiatives. (FHE3-I1)</p> <p>- A lot of it is about being professional and best practice and not being acceptable to be below the standards. (FHE4-I1)</p> <p>- I think the main driver is that it has become such a popular topic, things like the carbon credit that came in ... so it becomes fashionable and it is high on the agenda (FHE4-I2)</p> <p>- I would say that sustainability in the last three years has become the "buzz word". (FHE2-I2)</p> <p>- I think it is the understanding in terms of how the environment's developing and growing. As staff skills develop, they start to be able to influence suppliers and supply chains in terms of elements of sustainability whereas potentially we haven't had that opportunity historically to influence that. (FHE3-I1)</p> <p>-Having the leadership that sat at SDU [Sustainability Development Unit], so the head of sustainability and staff, they are really supportive and they are the ones that helped in putting the bid for the hub. So the enablers are the people. (C4)</p> <p>- We think the right people are already in the right places, both the executive chef and the retail services manager are incredible - they couldn't be more keen on developing sustainable practices ... Having the executive chef post is great .... the executive chef isn't necessarily a sustainable executive chef, but he has come in and he is 100% interested in developing relationships with suppliers, so they can tell him where stuff comes from ..., so that's a bonus really ... We could have had an executive chef that was only interested in taste, or only interested in the feedback coming from the people sitting on the seats in the outlets ... Although he is interested in all that, because he is obviously a well-trained chef –he's managed restaurants in the past, he's also more than passionate about local suppliers and just completely rewriting the order book for catering really. (C1)</p>	<p>S</p> <p>S</p> <p>M</p> <p>M</p> <p>S</p> <p>M</p> <p>S</p>	
<b>Mimetic</b>			
<p>Copying from other universities (through green league table competition and purchasing consortium platform)</p>	<p>- As an example for the pressures towards sustainability is the competition between universities in the Green League. (FHE1-I1)</p> <p>- A lot of our peers are doing well in sustainability so you have a green league and we were quite far down in the green league at one point and then became near the top universities for a year or two. I think probably the green league is a strong pressure ... getting higher points in the green league is our goal, ... we were quite close to the bottom and that was seen as being quite embarrassing. (FHE4-I2)</p> <p>- The one thing that we view helps drive stuff here at the university, and this has been a very fortunate thing for us, is that one of the university's four strategic KPIs happens to be our performance on the people and planet or in other words the universities league. ... and by having that as the University's KPI it got our foot through the door to talk to people in the University to try to put pressure on people and that's one of the reasons that has enabled us to try to push the food stuff because the people and planet green league has a sustainable food section in it". (FHE5-I2)</p>	<p>S</p> <p>S</p> <p>S</p>	<p>S-Overall</p>



	<p>- We have an annual conference for 3 days held by one of the members (universities and colleges). They invite speakers from industry and academia. The main audience and participants of these conferences are the catering people in the universities and colleges. This year's conference ... theme will be around enhancing students' experience and identifying new trends which will be available for catering people to take back and implement within their campuses. In this conference, there will be a presentation about the latest food trends in the catering area for 45 minutes, followed by a tour for catering people in the high street. The idea of the latter is to have a look at the independent coffee shops around University [X] to get an idea about what is going on in these coffee shops that attracts students and then try to replicate what is happening within the university campus to encourage people to spend the money within the campus. (PC1)</p> <p>-I think students do look at things like the green league, they definitely look at that, whether we are doing ok on that. We've been in the top 10 for last 7 years. I think that definitely counts. (C3)</p>	S	
Coercive			
Government's Pressures	<p><b><u>Evidence for existing pressures from government (mainly for carbon emission):</u></b></p> <p>-Also Public Services (Social Value) Act 2012 is a thing that we should start thinking about. (FHE1-I1)</p> <p>- There is pressure from government because of the carbon credit thing where you have to be paid based on your carbon footprint. So there is that financial pressure ... The pressure that comes from the government only from the carbon point of view and it is medium (FHE4-I2)</p> <p>- Some are imposed upon us by central government and funding entities and the obvious one is the carbon emissions program ... In terms of the carbon emission program it is playing an important role in our funding because the funding from the Higher Education Funding Council of England is dependent on reduction of the scope of the emissions, so if our scope of emissions goes through the roof, our funding will be reduced proportionally, so we have to do it ... so this is the main one, but there are no other pressures from the government (FHE5-I1)</p> <p>- The only pressure from government and the HEFCE [Higher Education Funding Council for England] is about the carbon reduction and you have these government regulations related to that which have to be followed. And it is a shame because we have tried to get HEFCE to put more pressure on universities for all of the sustainability initiatives including food but they just didn't want to. ... I haven't come across anything that shows any sign of pressure for food initiatives. (FHE5-I2)</p> <p>- The government pressure is strong when it exists in carbon area but not in food. (FHE5-I2)</p> <p>- There may be legislation going forward, we are not far off Carbon Tax in terms of the economy. I think that is something on the horizon, so the university tries to avoid that type of risk. (FHE1-I4)</p>	W M  M  M  M M	W- Overall

-There is some pressure from government and more and more of the university time is spent in recording how we are doing environmentally in our carbon footprint, and energy use, and all of those things ultimately determine to a certain degree the level of our funding. So yes there is always pressure from the central government to do better. (FHE4-I1)

**Evidence for NO pressures from government (for general food sustainability rather than carbon emission):**

- I don't get anything from the government and I am very much for: 'Let's do this before people [the government] shout about it, ... we were doing it years ago' (FHE2-I2)
- (Do you have any pressure from Government for example?) As far as sustainable food, no we don't have. I have not seen any influence or pressure from any outside. (FHE5-I2)
- I think they [DEFRA - Department for Environment, Food & Rural Affairs] try to influence policy and they try to influence organisations and in a lot of cases they have funded organisations to try to influence and apply pressure ... which is good, but until they start actually to influence by government policies I don't see pressures from them. It is like you take for example before the Olympics, they were looking for really capitalising on all of the sustainable food stuff that they wanted to make sure that the Olympics had and that carried on as a legacy and they implemented all these campaigns and we signed up to one of them which was called sustainable city campaign which showed our commitment to do what we could around sustainable food, but all of that was just not compulsory and wasn't required, it was good PR and probably did help to influence a lot of organisations but none of these were mandated. (FHE5-I2)
- There are no governmental pressures regarding sustainability practices. (FHE1-I2)
- The role of government is only to give some guidelines to universities regarding sustainability issues. (FHE1-I4)
- I don't think that government tells us what we do, I think in some ways certainly university catering is ahead of the game when it comes to sustainability. (FHE2-II)
- Our goals and standards are far greater than what DEFRA would do. And I think it is difficult for government to develop their standards and goals; because with a thing like organic milk, you have to work really hard. We began to start talking to the organic milk farmer that we buy our organic milk from, it must have been 3 to 4 years ago, but it has only just arrived at the university, that is because getting the route to market is really difficult. So if they [government] suddenly said everybody has got to buy organic milk there wouldn't be enough organic milk in the country, so it is very difficult - how you do that, so it's about making sure that the infrastructure is there in the first place and that, if it is about farming, they are given the support to be able to deliver whether that's organic or Red Tractor. (FHE2-II)

M

	<p><i>-We do more than that, it is doing the right thing for me personally ... we are already way beyond those [governmental] standards, because of that we don't feel strong pressures from the government because we have already done it. (FHE2-I2)</i></p> <p><i>-No [we don't feel pressure from government], I subscribe to a few standard agency websites and it gives you emails, updates and email alerts that come through on a day to day basis, but nothing comes through on that, that really highlights anything. .... We do keep abreast of the trade press and local press, ... but I don't feel a pressures from central government to do anything. (FHE3-I1)</i></p>		
<p>Consumer (Student) Demand</p> <p>(Activist Consumers and Student Body as a whole)</p>	<p><b><u>Evidence for existing pressures from consumers (especially Activist Consumers):</u></b></p> <p><i>-I would say [the pressures are] from competition and from customers. (FHE2-I2)</i></p> <p><i>-The main pressure ... obviously the student body is much more aware these days and they want to know that we are doing our work in the right way in terms of environmental impact. (FHE4-I1)</i></p> <p><i>- Students expect it [sustainability] as well ... they are often quite motivated by those kinds of topics and I think people expect you to start thinking about your impact on the environment (FHE4-I2)</i></p> <p><i>-A lot of it comes from students. When we were studying in the university a long time ago we were not engaged in the supply chain as the students are nowadays. They come with their own sustainability wishes and when we did the tender exercise the students' union president and another representative were on the panel for that assessment of the submission and indeed for the presentations and their voice was heard equally like anybody else. (FHE5-I1)</i></p> <p><i>- We are much more engaged with it because students are engaged with it, students are really engaged with food waste at the moment, so it [the pressure] doesn't come from external bodies, it mainly comes from the university policy and from students themselves as well. (FHE2-I1)</i></p> <p><i>- From students as customers I get a lot of questions about food waste and what happens to it and how we deal with it, so we do give our unopened packaged food that's in date to homeless charities when we can get it to them. Students get quite concerned when they see food going into the bin and they don't like seeing that because they are quite engaged with that really. (FHE2-I1)</i></p> <p><b><u>Evidence for NO pressures from consumers: (weaken or contradict the quotations above)</u></b></p> <p><i>- There is not that much pressure from students to do more sustainable things really (FHE4-I2)</i></p> <p><i>- No real direct pressure from students. We have a sustainability food working group and a couple of students attend that, but they don't bring with them comments from the whole student body, so we don't receive a lot of requests within the survey for more organic produce for instance, or Fairtrade chocolate. (FHE4-I2)</i></p> <p><i>-(Do you think sustainability affects students' choices of the universities and the competition between</i></p>	<p>M</p> <p>M</p> <p>M</p> <p>S</p> <p>S</p> <p>S</p>	<p>W- Overall (Potential strong but not current)</p>

them?) You would like to think that is the case. You look at things like NUS [National Union of Students] surveys and stuff which clearly according to them shows that a large majority of students want to see sustainability initiatives within the universities, it always looks like they are very pro sustainability. But in actuality, I haven't seen that here and I am always questioning whether or not it is unique to the universities, or is it unique to this university or London universities, I don't know what the deal is, but I just know from my own experience that I haven't really seen any evidence of our students really taking much notice of that or even really caring about it. (FHE5-I2)

-Students have the ability to force us to do something through the SU [Student's Union]. So if they have strong feelings, they may campaign for the change. But it is rarely a strong pressure because you have to do something wrong in the first place ... to have that strong pressure. (FHE4-I1)



**Table A2: Institutional Pressures for Suppliers: Key \*S=Strong; M=Medium; W=Weak.**

Suppliers' Pressures	Interviewees Quotations	Strength (W/M/S)	Overall Strength
<b>Normative</b>			
Ethical Obligation	<p><i>-There are also issues of community working and being involved in helping other people who want to become farmers. (LS5)</i></p> <p><i>-As a company we want do our best for the environment as well. (NS2)</i></p> <p><i>- The idea is that where the world currently is organised in terms of food production and service is not sustainable by definition and must be changed. So this is an effort to change it.(LS5)</i></p> <p><i>- Also to improve our position within the society through the local economy and so on. (Con1)</i></p> <p><i>- It is a need to do the right thing; it is a need to remain sustainable. So we can continue to grow without increasing our impact too much on the environment. (Con1)</i></p>	<p>M</p> <p>M</p> <p>S</p> <p>W</p> <p>M</p>	<p>S- where it exists, but only in small pockets. So W- Overall, as mostly no evidence</p>
Professionalism Identity and Industry Norm	<p><i>-The pressures for me are entirely related to climate change, I am studying climate change and that means I am an unhappy man most days of my life because I realise that there is a significant and very difficult problem to solve, so that's my driver. That is also one of the drivers for people who are involved in LS5 when it was established, but certainly not the only one. (LS5)</i></p> <p><i>- They [our main wholesalers] must follow the trend in the market, that is how the market has changed and that's how it has developed.(LS6)</i></p> <p><i>-It does seem that the coffee market has changed. Probably 10 years ago it was quite driving towards Fairtrade and ethically traded, that now is rolled into quality, and that seems to be the market norm now. (LS6)</i></p>	<p>M</p> <p>M</p> <p>M</p>	<p>M – less strong than the Unis, also again only in pockets, e.g. coffee</p>
<b>Mimetic</b>			
Competition	<p><i>-We want to be the best and most forward thinking above everybody else and to be seen as a green company in the food service industry ... for me when I am going out and trying to gain new business that is a key thing that I discuss, it's not about price, it's about services and our green accreditation and what we can bring to the table. (NS1-II)</i></p> <p><i>- There is a marketing opportunity [to be sustainable]. (Con1)</i></p>	<p>S</p> <p>M</p>	<p>W - Overall, but small pockets of S/M</p>

	<p><i>- I think the reason for that is that some clients in universities, schools and colleges won't even think to do any business with anybody unless they have the accreditations and they have the potential to do things correctly ... So yes it has a really high importance and I think the universities are coming around to the idea that they need to do more as well ... and we want to be the best at the end of the day. (Con2)</i></p>	S	evidence
<b>Coercive</b>			
Customers' Requirements	<p><i>-I suppose there is an emphasis from our main customer base to be showing our environmental credentials to prove what we are doing ...That in many ways is driven by the supermarket but at the same time it's not solely demanded by the supermarket. (LS2)</i></p> <p><i>- Our most recent initiative that really we joined, and it's really a process of jumping through the hoops, would be the Red Tractor initiative, so we've signed up for that and I would say that was largely driven by the requirements of the University, the University is the only person that we deal with that has that requirement and we've been able to get Red Tractor accreditation, so we've invested a lot of time and money in achieving that, so we're quite proud of that at the moment. (LS3)</i></p> <p><i>-The university has achieved the accreditation of Food for Life and part of this accreditation requirement is Red Tractor, so it is vital we went down that path and we've done that. (LS3)</i></p> <p><i>-The customer is the main source of pressure. (LS3)</i></p> <p><i>-The most important one is the end consumer because that's what pulls it all together and obviously to sustain it, there is a willingness to search out in the first instance local produce within stores or within the supply chain, it is very popular now local produce, ... going back to the Scottish beef scenario, there is so much Scottish beef in this country, and it [local] is a real requirement, and there is much more local produce driven now in the supply chain than ever it was before. (LS3)</i></p> <p><i>- We only supply Fairtrade bananas to the university, we purchase them specifically for them and supply them. (LS4)</i></p> <p><i>-We use reusable trays as well and the reason why we still use recyclable trays and boxes is mainly because there are certain clients requires delivery without boxes as part of the contract obligation. (LS7)</i></p> <p><i>- To be fair we don't unless we have an inquiry from our client to implement for example certain sustainability criteria, we would then ask questions and have information from our supply chain and we would then go to our supply chain and say do you do any of these, they say yes or no, we would then pass the information back to Con1. If Con1 said your supply chain needs to implement x, y and z, then we would engage with our supply chain and say what we want them to do, and then if they refused to, then we go to Con1 saying they refuse, so do you need us to source from alternative suppliers, and then if they yes fine, then we go to other suppliers. (LS7)</i></p> <p><i>-Yes definitely (it is growing in importance), ethical purchasing is definitely a big thing ... and we are dictated by what the customer wants, so we are customer led, so if the customers ask us, we will source it and get it in. (LS4)</i></p>	<p>M</p> <p>S</p> <p>S</p> <p>S</p> <p>S</p> <p>S</p> <p>S</p> <p>S</p>	<p>S- Overall, but again very specific – local produce, fairtrade bananas. Evidence that it is stronger in the Uni sector than Asda etc,</p>

<p>-Before we had ISO 14001 standards, a lot of our customers were asking where we source our products. Are they locally produced? Food miles was a big issue as well, traceability, we need to know where is it coming from and when, so it is an audit trail for sustainability, and that encouraged us to be accredited by ISO and BRC [British Retail Consortium] ... So yes it is customer demand. (NS2)</p>	<p>- We have specific requirements, for example, we have a customer who is using fresh meat but they come from 80 miles away, I can supply them but it is more expensive because it is more locally produced, and that is driven by the customer, all the time it is a customer demand. (NS2)</p> <p>-The local thing is key, especially the independent market now wants to know where things come from, is it local, also that's what people want, we've got to be supplying people's needs. (NS1-I2)</p> <p>-FHE3 had a sort of certifications with all their suppliers, Good Egg Award and Good Dairy Award, which means basically chickens and cows have been treated fairly, we never had that accreditation before we dealt with them, but now we want to be sure that our suppliers have those certificates and treat their chickens and cows fairly, so what we do is we go through those accreditations. (NS2)</p> <p>-When we first did the contract [with FHE3], we wouldn't have the Good Egg Award and Good Dairy Award, ...we needed to have those awards, otherwise we will lose the contract, so we pushed our suppliers to have those awards, so that was quite a lot of pressure for us to get our suppliers in touch and communicate between ourselves. (NS2)</p> <p>-To be a PCI's supplier, you have rigorous things you need to go through to be on that list ... they [PC1] visit your factories to make sure about your products and that you've got full traceability ... we have an advice centre, so they [PC1] can trace anything they need as well as where they come from and everything ... so to be a PCI's supplier, it is a massive thing ... because we are a PCI member for the university side, we have to go through all that [sustainability checks]. (NS1-II)</p> <p>-It's driven by customers, it's what they want, it's about ticking that box for the university as well, because they [the university] are driven by these environmental things what they do towards saving carbon footprint, where they get their products from, what company they are using, to tick that box" (NS1-II)</p> <p>-We would loose the business to be honest if we didn't comply with the university sustainability requirements, I think the University wanted to set itself apart from other universities and to be a leader in the way the universities are going in food and food offering, and certainly I think local sourcing has been quite important for them, and food security, to us it probably makes us feel more secure as a supplier here because we tick those boxes. (LS3)</p> <p>- All the requirements are compulsory. Although they are easy to meet, I have to make sure that I get enough of their coffee in advance to meet my contract and to make sure that I have actual coffee to supply them with, which can be difficult. Because it is not always easy to find this type of coffee that FHE3 requires, but I have good working relationships with my suppliers to make sure that I can always have access to the coffee that I need. (LS6)</p>	<p>S</p> <p>S</p> <p>S</p> <p>S</p> <p>S</p> <p>S</p> <p>S</p> <p>S</p> <p>S</p>	
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	<p>- Part of the contract is to supply them with their own blend coffee which is a certified coffee, so we call it the “FHE3 Blend” ... we also supply them with the cups and that’s 12 months now that we’ve supplied them and all of that has had to be sustainable recyclable cups. (LS6)</p> <p>- They (the university) like to use locally produced [goods] as far as possible .... We need to let them know if we can’t get local things for a while ... They don’t want anything else if locally produced is available. (LS1)</p> <p>-We are a really green company, it’s a massive thing for the sector that I work in because that’s what universities and colleges are looking for, it’s a key thing that they are looking for, they want to deal with people who are conscious about these things, we are not the white van man, we are really conscious that what we are selling is quality, it is not always about the best price, it is about what you can bring to the table. (NS1-II)</p> <p>- Yes definitely it [sustainability] is growing in importance. I think the reason for that is that some clients in universities, schools and colleges won’t even think to do any business with anybody unless they have the accreditations and they have the potential to do things correctly ... It is driven by our clients (Con2)</p> <p>-There are penalties on the contract as well which would require the contract caterer to pay us money if they don't hit certain targets. So there are varies targets in the contract that they need to meet, so if they didn't do that they have to pay us money. So that is the motivation tool for them. (FHE4-I2)</p> <p>-Yes we have influence upon them (contractors), that’s contractual, but also moral. If they said in the tender document that they will achieve something and do something we will hold them to account in the formal meetings. Then if they haven’t performed to our required standards, we can actually terminate the contract, we have that option if we need to.(FHE5-I1)</p> <p>-Yes we certainly do have influence on them principally because it is a requirement in the tender and the contract, so there is set of minimum levels of what we require. (FHE4-I1)</p> <p>- I think the requirement is for Food for Life, the client has requested that and that's what we do. Clearly there is a cost involved in that. (Con1)</p> <p>- I think most clients would say ‘you need to fit in with our waste management structure’, so for example the recycling wastes are extra, we have to fit into that. So if they have recycling bins we have to use it. And that's what they require. (Con1)</p>	<p>S</p> <p>M</p> <p>S</p> <p>S</p> <p>S</p> <p>S</p> <p>S</p> <p>S</p> <p>M</p>	
<p>Government’s Pressures</p>	<p><b><u>Evidence for NO significant pressures from government:</u></b></p> <p>- No pressures from government and regulations, it’s mainly from customers. (LS4)</p> <p>-There are no current pressures from government. The council inspectors that are employed by the government visit the business once a month on average and only inspect aspects related to quality. So the pressures are very little, we are asked only about grades and quality stuff. (LS1)</p> <p>-No pressure from the government particularly ... there is no requirement at the moment. (LS3)</p>		<p>W- Overall unless linked to the food security issue –</p>

*-Government will be a stakeholder to a certain extent because what government does is put the money into you and then take the money out of you for sustainability schemes such as supporting local produce, so government do have an interest in the success of local produce, but it is not a massive agenda for the government and doesn't have a requirement for that, food security could be a massive agenda for the government. (LS3)*

*-In actuality there is no pressure from the government. My personal view is that the government aren't particularly interested in improving sustainability, but they wanna tick the box, so it is more of a tick box exercise. The classic example for that at the moment is that there are two legislations coming; one is called ESOS (Energy Saving Opportunity Scheme) and the other one is around packaging and the quality of recycling. So for example if you have a mixed recycling bin and people just throw everything in it, so actually when it comes to the other end and it has to be sorted it can be contaminated and it can have food waste and other things, so it is not economic to sort it, so that ends up in the land field. So this legislation requires us and then requires the waste management companies to review the quality of that recycling, so is it better to go back to having separate boxes for recycling like plastic, papers, etc so the quality of recycling is improved. The problem is that if the quality is better the volume goes down. So is it better to have more recycling, more people putting things in recycling bins and lower quality, or less recycling and better quality? And then you say that's fine so guide us and tell us what you want us to do, and DEFRA says no that is for the individual local authority to manage. The problem is that because of the cuts to local authority expenses, they don't have people to go out and monitor it, so it just sits there and no one does it. (Con1)*

*-We don't want more legislation, we don't want the big stick, but what we want is more of the carrots and guidance which actually encourages people to do it, so if we've got a question we can go and ask them. For example there is new legislation coming from October this year about carrier bags, you have to charge for carrier bags from October, and the people that are gonna monitor, control and make sure that you comply are from local trading standards. Have you ever met anybody from local trading standards? I have never met anybody, they hardly exist because they've cut their staffing levels, so it is not gonna happen, it's just a tick box exercise, so they come with legislation but they don't actually enforce it. (Con1)*

but not even much on that.

**Table A3: Institutional Pressures for Students' Sustainability Groups (Activist Students):** Key: \*S=Strong; M=Medium; W=Weak.

Students' Sustainability Group Pressures (Activist Students)	Interviewees Quotations	Strength (W/M/S)	Overall Strength
<b>Normative</b>			
	<p><i>-There is sustainability pressure from the staff in the University and the staff in the SU yes I feel that a little bit, but I don't really feel it from the wider communities" (C1)</i></p> <p><i>- And then there is a social norm for it. For example if something is perceived as the standard and if the conscience is raised about these issues, people start shifting their behaviours. (C4)</i></p> <p><i>-We've now got an environment officer in the SU, so in the next students' election there are some candidates for the new environment officer. One of the candidates spoke with me yesterday and said that maybe one of her campaigns is to encourage the university to use completely compostable catering equipment. (C3)</i></p> <p><i>- Our goals are student empowerment and also give them project management skills, communications skills, ... etc. And also facilitate the good environmental behaviour ... The idea is to engage students with sustainable environmental, social and economic initiatives. We help students to start their own sustainability projects and we opened that up for staff and academics as well in the second year of the project. (C5-II)</i></p>	<p>M</p> <p>M</p> <p>M</p> <p>M</p>	<p>M-Overall</p>
<b>Mimetic</b>			
	<p><i>- We have a mailing list where we exchange emails with different universities because this project is called the 'Students Green Fund Project'. So all the SUs that are part of the project all share ideas and good practices. (C5-II)</i></p> <p><i>- As with any conference really, sometimes they [conferences] are great, sometimes they are not! I really like the stuff where you get into real practical ways you can make a difference, sometimes we come back with some ideas that can be implemented, sometimes not. Sharing best practices is good value sometimes, sometimes of limited value. (C1)</i></p> <p><i>- There is one university that is very closely matched to us, [University X] they are doing very similar stuff. I went there in mid-August, and it was beneficial for us, and then they're gonna come up here in October. (C1)</i></p> <p><i>- We are linked through the NUS [National Union of Students] with 25 other unions. (C1)</i></p> <p><i>- We work with NUS on a green impact project (C2)</i></p>	<p>M</p> <p>W</p> <p>M</p> <p>W</p> <p>W</p>	<p>W-Overall</p>

	<p>- We've been one of the 25 SUs that had a students' green fund, we've got a good relationship with [different universities] ... we've got a conversation with [University Y] as well. (C3)</p> <p>- There are communications that happen with all the different projects that have been funded by NUS and there is like a network and email list to use if people have questions and people want to share best practices. (C4)</p> <p>- So we've met at a couple of conferences with other green groups from other universities. (C2)</p> <p>- We go to students' conferences all over the country and we meet with many students' officers there. (C3)</p> <p>- We are members of the Environmental Association of Universities and Colleges (EAUC) which is a national organisation. (C1)</p> <p>- And we kind of occasionally have meetings with other groups who worked on green impact in this city and more broadly. (C2)</p> <p>- but mainly we kind of work with green impact teams in the hospital and museum nearby and also quite a lot of bigger institutions in the city. (C2)</p> <p>- There is a Students Sustainability Summit in [one of the UK's cities] on the 23rd of March. So we try to connect with these initiatives and events as much as we can. (C3)</p>	<p>W</p> <p>M</p> <p>W</p> <p>W</p> <p>W</p> <p>W</p> <p>W</p> <p>W</p>	
<b>Coercive</b>			
	<p><b><u>There are pressures from students:</u></b></p> <p>- I do feel pressure yes, but from students that I see they are the most political and the most engaged in sustainability, I definitely do feel that there is a lot of pressure for that part of my role, and if I didn't do anything sustainability wise, certainly people are asking questions. (C2)</p> <p>-I think there is a genuine desire from the students for change. Perhaps they do not quite know how they can communicate their ideas or express them, but there is definitely strength of student opinion. For example they want to see the university and its campus be more sustainable, they want to see the courses more sustainable, and they want to see the work that they are going into in the future to have sustainability built into it.(C3)</p> <p><b><u>There are no pressures from students:</u></b></p> <p>-Not really, other than enthusiasm, there is no real pressure out there, I think the pressure is from us (Students Union) upon the university to change a few things, so we would perhaps support students in building a case for more resources to be allocated to something. We may say that we don't have money at the moment to run a project in that area, but we can help you work with the university to look at building resources, so this is how the eco hub came about really. (C1)</p> <p>-The pressure is coming from us where we are putting the pressure as a hub, trying to engage students in those initiatives and that then will be translated into impact, but I would love to see more societies that dedicate themselves to that and try to take on sustainability initiatives and lobby the university. (C4)</p> <p>-There are students who really want to do things, but overall we don't have the feeling that it is coming</p>	<p>M</p> <p>M</p>	<p>W- Overall</p>

	<p><i>from them, it is coming from us.(C5-I1)</i></p> <p><i>-No I wouldn't say that [there are pressures from students], but I would like it if there is. (C5-I2)</i></p>	
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**Table A4: Institutional Logics for Focal Companies (The Universities):** Key: \*S=Strong; M=Medium; W=Weak.

<b>Focal Company Logics (The Universities)</b>	<b><u>Interviewees Quotations</u></b>	<b>Strength (W/M/S)</b>	<b>Overall Strength</b>
Sustainability Logic	<i>- We should be seen as a benchmark, we should be seen as the role model for local businesses, .... we are a major public sector organisation ..., we should be at the forefront in terms of initiatives like this. (FHE3-I1)</i>	S	S-Overall
	<i>- We're keen to do our bit in a more sustainable way for the local economy and we don't believe that all of our money has to be spent through the big suppliers, so we may end up with one of the largest suppliers as a catering contractor but we can still influence them to buy locally and environmentally. (FHE4-I1)</i>	M	
	<i>- Before, our emphasis was more about the cost than concern about where they get their food from, but in the last five or six years the emphasis has been changed and sustainability is much stronger and duty of care to make sure that you're actually getting what you are paying for. (FHE4-I1)</i>	S	
	<i>-Cost is considered one of the main challenges because everything in the budget is very tight, this is something that we can afford, but generally I have to offset it somewhere else, or try and find a way that makes it work cheaper, it was like that initially with LS5. (FHE2-I2)</i>	M	
	<i>-We are not given direct initiatives to do something in a particular way, we do take it upon ourselves to move in a particular way. ...In a purchasing environment there are things that are considered centrally to be a 'must have', so if the procurement department has a contract for sandwiches or coffee, then they ask for information from the suppliers in terms of their sustainability policy – you know, what is their quality and diversity policy? There is a mind-set that FHE3 must not only be seen as a benchmark to do this, but also it must protect its' brand because we don't want the FHE3 hoodies to be being made in an environment ... in the far east or .... Asia .... that could potentially come back in and cause any detriment to the FHE3 brand ... but in terms of management, we're reporting to the management on what we do, but we will not be given any initiatives. (FHE3-I1)</i>	W	



	<p><i>-There is support from the management. For sure cost is there in the sustainable procurement but it is not always the final marker, we look at everything else where it is important to be sustainable. So yes if it costs more, it costs more. (FHE4-I1)</i></p> <p><i>-With the hotels, they are always looking at bottom line profit, and they would say no it costs too much money and you're not doing it, you have got a margin to make and it's all about the money, whereas the university will go ok fine, it's a bigger picture than that, and I am allowed and have the freedom here to go and do those things and negotiate price and talk to whom I like and sometimes it works and sometimes it doesn't, but if it doesn't, I don't get beaten up with a big stick like I would when I was in the hotel, I just say ok fine it's not worked and then I learn from it and move on. (FHE2-I2)</i></p> <p><i>-I think it is the understanding in terms of how the environment's developing and growing. As staff skills develop, they start to be able to influence suppliers and supply chains in terms of elements of sustainability whereas potentially we haven't had that opportunity historically to influence that. (FHE3-I1)</i></p> <p><i>-We've never really been pushed where they say you've got to just do it on price. (FHE1-I2)</i></p> <p><i>--The one thing that we view helps drive stuff here at the university, and this has been a very fortunate thing for us, is that one of the university's four strategic KPIs happens to be our performance on the people and planet or in other words the universities league. ... we didn't want to use carbon reduction because that doesn't really capture anything other than carbon reduction, it doesn't include food or fair-trade or any other thing, it's just carbon reduction, so we didn't want that ... and by having that as the University's KPI it put our foot through the door to talk to people in the University to try to put pressure on people and that's one of the reasons that has enabled us to try to push the food stuff because the people and planet green league has a sustainable food section in it". (FHE5-I2)</i></p> <p><i>-I have dealt with other customers which are much more price driven whereas the University seems to be more on quality along with sustainability. (LS6)</i></p> <p><i>- I think the University wanted to set itself apart from other universities and to be a leader in the way the universities are going in food and food offerings, and certainly I think local sourcing has been quite important for them, and food security, to us it probably makes us feel more secure as supplier here because we tick those boxes. (LS3)</i></p> <p><i>-They [the University] don't want anything else if local produce is available. (LS1)</i></p>	<p>S</p> <p>S</p> <p>S</p> <p>S</p> <p>S</p> <p>S</p> <p>S</p> <p>S</p>	
Financial Logic	<p><i>- Also the university has the initiative and desire to procure sustainably, given the inherent values of this type of organisation; but at the same time it is seen to be important to achieve the best value for money.(FHE1-I4)</i></p> <p><i>- Particularly, there is a distinct demand for fair trade coffee for some reason, this is something that everybody wants. (FHE1-I1)</i></p>	<p>M</p> <p>M</p>	M-Overall

	<p><i>-The university as an organisation has to be seen to be practicing what it preaches and people expect a lot from the university in terms of leading the way on green initiatives and moving towards sustainability, but there is also a cost implication. There has to be a fine balance between cost and green ... we have to provide value for money as well. (FHE1-I4)</i></p>	M	
	<p><i>-We use the policy [attached] as a guide line, but also it has got to be commercially viable, we don't do it at any cost because we can't because we would be questioned on that, because whilst catering is subsidised to a certain degree, it would be wrong if everything was organic at the expense of us having to charge students a lot of money for whatever they are buying, so yes it should be a balance really. (FHE2-I1)</i></p>	M	

**Table A5: Institutional Logics for Suppliers:** Key: \*S=Strong; M=Medium; W=Weak.

Suppliers' Logics	Interviewees Quotations	Strength (W/M/S)	Overall Strength
Sustainability Logic	<p>- Yes, we do feel accountable mainly because we have more pressures on us [from customers], because we have limitations on what we can do and we have to ensure that we do the right thing in terms of the CSR, so if they are delivering to us for example in boxes we then have to manage the waste and that causes cost for us as well as them, but they work with us to try to eliminate that. (LS7)</p> <p>-The overall objective of LS5 is to demonstrate and prove commercially that the food supply chain which is servicing a city like [this city] doesn't need to be 2000 miles long; it can be 100 miles long. (LS5)</p> <p>- The idea is that where the world currently is organised in terms of food production and service is not sustainable by definition and must be changed. So this is an effort to change it. (LS5)</p> <p>-I think sustainability is extremely important because the objective of the organisation is to prove that there is a suitable food system that can be localised and is not supposed to be based on Brazil. (LS5)</p> <p>-We try to limit the impact of what we are doing on the environment, for example all of our vehicles are diesel because they are reliable as well. (LS7)</p> <p>- And then also as business because we cover such a large geographic area so we need to try to be sustainable so even when it comes to delivering our goods all are done in routes so the driver geographically follows it round and back up to the base rather going from here to here to here (in an unorganised order) because that will use more fuel and traveling, so that's what we do at the moment. (NS2)</p>	<p>M</p> <p>S</p> <p>S</p> <p>S</p> <p>M</p> <p>W</p>	<p>S in a minority of suppliers – weak elsewhere given the lack of evidence.</p> <p>W-Overall</p>
Financial Logic	<p>-Like everybody, we are busy running our own business, we've had conversations about what initiatives perhaps they could be involved with on the farm, at farm level, but we have never taken it any further in that conversation really ... I wouldn't say that we are seriously thinking about it, at the end of the day, we are just busy running our business. Unless there is a commercial interest or commercial pressure from our customer to talk to our farmers about sustainability initiatives or green initiatives on the farm, then we probably wouldn't look at it (LS2)</p> <p>- Just over-riding profitability really, we're looking to save on cost to become more efficient in every aspect of the business, so it is really driven from a commercial sense more than anything else. (LS2)</p> <p>-We are also looking at new initiatives trying to improve what we do but ultimately it's about trying to make business sense in terms of what we are doing. (LS2)</p>	<p>S</p> <p>S</p> <p>S</p>	<p>Very S-Overall</p>



	<p>- Yes, we do feel accountable mainly because we have more pressures on us [from customers], because we have limitations on what we can do and we have to ensure that we do the right thing in terms of the CSR, so if they are delivering to us for example in boxes we then have to manage the waste and that causes cost for us as well as them, but they work with us to try to eliminate that. (LS7)</p> <p>-One of the main goals of our business is pursuit of profit. When I say that I don't mean for one moment that we're just here for the money, but that's the one thing that sustains our business, and it is really important to the local rural economy that they can get value for produce, so we see ourselves as part of that, and that really was the vision at the start. (LS3)</p> <p>-Obviously we are concerned as well, but the pressure that we have is mainly because there is not much that we can do in our factories. If we want to make everything by solar power or try to strengthen lighting efficiencies in terms of energy, we wouldn't get a subsidy from the local authority to do that, and because we are on a real estate contract and we are not on long term leases so we can't put a heavy investment in, in terms of driving efficiencies in energy, and then within 5 years we are given notice, then what you do? So it is very difficult. We would be able to probably grow in our sustainability if the local authority gave us more assistance as well. So we need more initiatives that are driven from them. (LS7)</p> <p>- When it comes to sustainability, Con1 are very good, but Con1 is only a percentage of our turnover, not many people have the same emphasis on CSR as they do, for them it is important. For our market it is all about price., so don't get me wrong, but what our pressures are as a local and family run business is mainly everything is based on price, that is the main thing, any tender that we go for 70-80% of that tender is based on price, only 20% would be on sustainability like hygiene, health and safety, CSR initiatives, and other stuff. So CSR is a cost ..., so we have to balance what is the affordable price, and don't get me wrong,if our clients enable us to be more CSR focused and help us to pay the cost or the local authority does that, it will be a lot easier to implement that. (LS7)</p> <p>-So what we have to do is, the CSR would have to balance between ensuring that it's ethical and cost effective wise and secondly sustainable. Even if you look at the British government, the economics would come before sustainability because without economics there is nothing to sustain, that is the thing and that is the way that we have to look at it, the most important thing is the company because without the company there is nothing to be sustainable. (LS7)</p> <p>- If we don't get any support from our clients or from the local authority to implement sustainability, it is very difficult for us to look at it with the business mind set and say it is worthwhile to do it. (LS7)</p> <p>-Well, we like to keep our suppliers on their toes when it comes to their prices, and they have to be competitive in the market place. So clearly we know we're constantly being bombarded with prices</p>	<p>M</p> <p>M</p> <p>S</p> <p>S</p> <p>S</p> <p>S</p>	
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	<p><i>from competitors, not so much on the milk side of things, but certainly the raw ingredients in terms of the packaging, we get prices from our suppliers competitors on a regular basis, so we have an understanding of where the market is, so we expect them to be competitive on price, but that's about all really. (LS2)</i></p> <p><i>-When we first did the contract [with FHE3], we wouldn't have the Good Egg Award and Good Dairy Award, it was quite that we need to have those award otherwise we will lose the contract, so we pushed our suppliers to have those awards, so that was quite a lot of pressures for us to get our suppliers in touch and communicate between ourselves. (NS2)</i></p> <p><i>-The local thing is key, especially the independent market now wants to know where things comes from, is it local, also that's what people want, we've got to be supplying people's needs. (NS1-I2)</i></p> <p><i>- Talking about recycling oil, I think we are the only food service company doing it, recycling cardboards and all the things that we do, it's a massive thing, I think these are the things that we can bring to the table as a food service company. (NS1-II)?</i></p> <p><i>- Food service has changed hugely over the years. Everything changed and the contracts get slightly bigger and catering became more retail ... which means you have to be much more commercial retail in your outlet, you have to be much more professional in terms of your coffee offer and other things, you have to be like the high street. (Con1)</i></p> <p><i>- We buy as a group, so our UK purchasing team buy for the whole UK. I think every huge business works in the same way. (Con2)</i></p> <p><i>-Yes definitely it [sustainability] is growing in importance. I think the reason for that is that some clients in universities, schools and colleges won't even think to do any business with anybody unless they have the accreditations and they have the potential to do things correctly ... It is driven by our clients (Con2)</i></p> <p><i>-From a cost point of view and sustainable point of view, we collect all empty boxes that we have and customers have which are clean and good and use them again in delivery schemes. (LS1)</i></p> <p><i>-They [the university] like to use locally produced [goods] as far as possible .... We need to let them know if we can't get local things for a while ... They [the university] don't want anything else if locally produced is available. (LS1)</i></p> <p><i>- Especially in our trade, if we eat stuff in season or buy stuff in season, that is the best way to do it from an economic point of view and from every other point of view too. (LS1)</i></p> <p><i>- It is more expensive [Rainforest Alliance Coffee] but not inhibiting us to buy because people will pay for it because the quality can often offset the increase in the price because it is not a huge increase in the price. (LS6)</i></p>	<p>S</p> <p>M</p> <p>M</p> <p>S</p> <p>M</p> <p>S</p> <p>S</p> <p>S</p> <p>M</p> <p>W</p>	
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**Table A6: Institutional Logics for Student’s Sustainability Group (Activist Students):** Key: \*S=Strong; M=Medium; W=Weak.

Student’s Sustainability Group Logics (Activist Students)	Interviewees Quotations	Strength (W/M/S)	Overall Strength
Sustainability Logic	<p><i>-So the main goal of [our group] is to make the campus more green and get students and staff practically involved in that as well. (C1)</i></p> <p><i>-We are about trying to get students engaged on a fun practical level, and then we hope that they will be inspired through taking part to look at other ways that they can actually realise that it’s not actually that difficult to be more sustainable across their lifestyle. That’s through choices I think, and food is powerful. (C1)</i></p> <p><i>-So what we’re really looking to do is to actually integrate the stuff, the things we do into their daily routine a lot more. We are not saying that you need to put some time in the diary for our Edible campus project, but when you’re walking into the shop in campus, when you’re walking into the catering outlet on campus, when you’re walking into the library, when you’re walking into teaching spaces, we are present and they can engage with us on different levels. Whether that’s by helping the university reduce its energy bills by switching things off and using appliances on campus more efficiently, and being motivated to do that, or whether it is actually engaging with the Edible campus and volunteering, feeding the chickens ...etc, (C1)</i></p> <p><i>-I think we’ve engaged with the students in lots of different ways via the Green Ladder Project. It’s called Green Ladder because it is a notion of going up the ladder of engagement. (C1)</i></p> <p><i>-Specifically the Hub's objective is the student engagement in sustainability issues and to build the next generation of change agents, and to equip them, to mentor them, to upskill them, to give them experience and let them taste different sustainability ideals and it could be environmental, social or economic sustainability projects and using specific projects to build up those specific employability skills. (C4)</i></p> <p><i>-And food also is key because this year like 40% of the projects that we had are around food, either healthy diet or food waste. (C5-II)</i></p> <p><i>- The idea is to engage FHE5’s students with sustainability - environmental, social and economic initiatives. We help students to start their own sustainability projects and we opened that up for staff and academics as well in the second year of the project. (C5-II)</i></p> <p><i>-And we try to make sure that environmental and ethics practices of the Student’s Union (SU) are improving and not getting worse, and we try to do the same with the University. (C2)</i></p>	<p>S</p> <p>S</p> <p>S</p> <p>S</p> <p>S</p> <p>S</p> <p>S</p> <p>M</p>	<p>S-Overall</p>

	<p><i>-We've now got an environment officer in the SU, so in the next students' election there are some candidates for the new environment officer. One of the candidates spoke with me yesterday and said that maybe one of her campaigns is to encourage the university to use completely compostable catering equipment. (C3)</i></p>	M	
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**Table A7: Institutional Logics for Student Body as a Whole:** Key: \*S=Strong; M=Medium; W=Weak.

Students' Logics	Interviewees Quotations	Strength (W/M/S)	Overall Strength
Sustainability Logic	<p><i>-And I think eating is probably another one ..... there is always a keen group of students around who want to grow their own food, but then we have to think about how to reach out to students who don't want to get their fingers dirty down at the allotment ... (C1)</i></p> <p><i>-In terms of food, I think the University is going through more Marine Stewardship Council (MSC) accredited fish at the moment because some students suggested that they can catch more sustainable fish. (C2)</i></p> <p><i>-A lot of people care about locally sourced food, and there are other people who're very interested in Fairtrade, I think most of the students if you asked them they much prefer to buy Fairtrade. (C2)</i></p> <p><i>-I think students are interested in a whole range of issues. We know that they are interested in things like where food comes from and where it's grown. (C3)</i></p> <p><i>-It is waste. There is a lot of concern around food waste. (C5-I1)</i></p> <p><i>-And then health because I think more and more people are getting into buying healthy food. (C5-I2)</i></p> <p><i>-Social is gonna be big as well, they came here to have a great time at the end of the day so they are looking for things that are gonna add to their student experience. (C1)</i></p>	<p>W</p> <p>M</p> <p>M</p> <p>W</p> <p>W</p> <p>W</p> <p>W</p>	<p>W-Overall</p>
Financial and Time Logic	<p><i>-I would say economic is definitely going to be up there with students because they ... will think about how much things are gonna cost, I think that's first and foremost. (C1)</i></p> <p><i>-I think they [students] will perhaps be thinking of economic and social as their top two, but they perhaps wouldn't necessarily realise that there are ways that they could actually tick some environmental boxes as well through their choices. (C1)</i></p> <p><i>-The economic sustainability is the fear of education and the burden of studying and coping with the debts. And also that goes back to the social because the mental impact that it has to have debt and studying and working, the levels of depression and wellbeing are something that students are concerned about. (C4)</i></p> <p><i>-I think they [students] come with those concerns [sustainability concerns] and then when they start eating the food on campus they raise those concerns in terms of prices and taste of food. (C4)</i></p> <p><i>-I don't think that they [students] demand it [sustainable food], because we have a convenience store and whenever we try to put for example organic eggs or free range students complain because they want the choice to have a lower price. So the price is really what matter to students. (C4)</i></p>	<p>S</p> <p>M</p> <p>W</p> <p>M</p> <p>S</p>	<p>S-M-Overall</p>

<p>-I think in general most of the students would be quite price aware, so they would care about price. I think that is important. Some of the people think that the canteen is too expensive for example and even other markets around the University they like them but they can't go there because it is too expensive. So I think price is important. (C5-I2)</p> <p>-sometimes they don't have enough time and sometimes they don't have enough resources, and these are the barriers to stop them from engagement. (C3)</p> <p>-So time, cost, knowledge and understanding as well. Maybe they wouldn't have the time and money to go and find the locally sourced food menus. (C5-II)</p> <p>-Budget is always an issue for students because I would imagine the cost is higher. (C5-II)</p> <p>-Again I think the money is a big objective for a lot of people [students]. (C2)</p> <p>-So I think the price and the fact that not everybody knows about it are the main barriers. (C2)</p> <p>-In terms of the food specifically it is just not cheap enough and when you are student it's just not your priority consideration to have sustainable food even if you do care about it. At the end of the day you are on a budget, the same as a lot of people who are on a budget and what you think about is affording your food and other things you want to do but not necessarily sustainable issues first. So I think prices are the major challenges.(C2)</p> <p>-I think the concern for me right now is that students will always come back to the economic argument and say well, I would love to buy more local and sustainable food but it is more expensive, or I would love to buy more organic food and support organic farms but it is more expensive. So I think the challenge for the university is actually making the local and sustainable food options that are coming on board through university catering more affordable. (C1)</p> <p>-Enabler is making the choice easy and the example of that is our commercial convenience store. They started to increase the price of non-organic and non-free range eggs to the point that they were really similar in terms of pricing of organic and free rang ones and then at one point no one was buying these non-organic stuff. So it is making the choice easy for students. (C1)</p> <p>-So the price is an enabler like the carrot and the stick, the carrot being the financial incentives and the stick being the financial penalties. (C4)</p> <p>-The best example of the students speaking up and getting something is on the free tap water. One time we used to have water fountains around the campus, it used to be so before bottles of water, you could just find water fountains to drink from and then walk away. So those used to be around the campus but then over time they got rid of them. So the only drinking water that was available anymore was the plastic bottles of water and then the students started to complain. So once they started to complain and started campaigning, then suddenly the university said wait we can start to do something about this. So the students, I think, are the most powerful thing that we have. But they have to come together to do that to make it happen. (FHE4-I2) [the cost of regularly buying bottles of</p>	<p>M</p> <p>M</p> <p>M</p> <p>S</p> <p>S</p> <p>S</p> <p>S</p> <p>S</p> <p>S</p> <p>S</p> <p>M</p> <p>M</p>	
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	<p>water can be the reason behind their campaign]</p> <p>- So they can get quite vocal but when it comes down to actually turning that into action, it's quite difficult, they love to complain but they don't want to step up and try to do a bit more about that. And it's quite difficult when you just get me on my own saying we need to stop this, we need to stop that, unless you have got a movement, and that's why I think students can be extremely powerful in their voice. (FHE5-I2)</p> <p>-I think the key problem we have is that there are a lot of competing demands on the time of students. For us to actually want to have vast numbers of students coming down to the eco hub, giving up even just two hours once a year, is quite a tall order these days. There are a lot of things they need to do, course works, assignments, dissertations, going out socialising, etc etc, clubs and societies and there are so many of them! (C1)</p> <p>-Students are focusing on getting through their studies, probably have jobs and have their social life. So it's been a challenge to fully engage with the campus community and students' population and not just talk to the people who are already sensitised and educated about sustainability. (C4)</p> <p>- So what we're really looking to do is to actually integrate the stuff, the things we do, into their daily routine a lot more. We are not saying that you need to put some time in the diary for our Edible campus project, but when you're walking into the shop on campus, when you're walking into the catering outlet on campus, when you're walking into the library, when you're walking into teaching spaces, we are present and they can engage with us on different levels. Whether that's by helping the university reduce its energy bills by switching things off and using appliances on campus more efficiently, and being motivated to do that, or whether it is actually engaging with the Edible campus and volunteering, feeding the chickens ...etc, (C1)</p>	<p>M</p> <p>S</p> <p>M</p> <p>M</p>	
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