

Sustainable Campus Food: Yes or No?

What are the students attitude concerning organic campus food at the University of Groningen?

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Keywords

Sustainability, organic food, students preferences, campus canteens

Colophon

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Abstract

In order for a more sustainable environment there are lots of things that need to be done. One of them is more organic farming instead of regular farming. Organic farming takes the environment into account by using no genetically modified organisms, no chemical pesticides, no synthetic fertilizers, rotation of crops and more. In other words, it is better for the environment than regularly produced food is.

There are people who believe a university should take a leading role in sustainable development and therefore they also should encourage organic food consumption above the regular food consumption. In this research the focus will be on the University of Groningen as a sustainable university concerning their campus canteens. In order to say something useful about the sustainability level nowadays of University of Groningen the comparison is made between the University of Groningen and the University of Oldenburg, which has a fully organic canteen and is more sustainable in that way.

With the use of a questionnaire survey, students preferences concerning organic food, in general and in campus canteens, of the students of the University of Groningen are examined and compared to the student preferences of the students of the universities of Oldenburg, where they have fully organic campus canteens. In order to do so the same questionnaire survey is used at the three universities.

The main research question is: How important is organic offer of food for the students of the University of Groningen? Were the following sub questions have been asked: In what way does organic food contribute to sustainable development (1), what are the determinants for organic food consumption demonstrated by earlier research (2), to what extent is the food organic and sustainable at the campus canteens of the University of Groningen and the University of Oldenburg (3), are there differences or similarities between the University of Groningen and the Universities of Oldenburg concerning students preferences for organic food (4) and what can the University of Groningen do in order to make their canteens more organic? (5)

Data analysis has showed that the students of the University of Oldenburg have a larger share of organic food consumption compared to the University of Groningen at their campus canteens. Besides this they also rated the organic food offer of their university the highest. This has probably everything to do to the fact that the campus canteens at Oldenburg are fully organic – and subsidized by German government, so the price of food at the campus canteens is lower than at the University of Groningen. Another important outcome of this research is that the students of the University of Groningen rate the organic food offer the worst of the three universities but are least willing to pay more for organic food. So change is desirable but it shouldn't cost any money.

Sustainable Campus Food: Yes or No?

Thereby data analysis has found that environmental friendly attitude and knowledge of organic food are good predictors for organic food consumption for the students of the University of Groningen, so the university could invest in education about sustainability and the benefits of organic food rather than make the campus canteens more organic with rising prices – so it stays profitable – in order to become more sustainable. The first option could actually increase the organic food consumption among students, while the second option probably decreases consumption at all, because the price/performance ratio is already preventing the students from buying food at the campus canteens.

Index

Colophon.....	1
Abstract.....	2
1. Introduction.....	6
1.1. Aim and problem statement.....	7
2. Research Question	8
3. Theoretical framework.....	9
3.1. Sustainable development.....	9
3.2. Sustainable university.....	9
3.3. Sustainable food	10
3.4. Organic Food.....	11
3.5. Determinants for consumer behavior concerning organic food	11
4. Conceptual model.....	14
5. Methodology.....	15
5.1. Secondary data.....	15
5.2. Semi-structured Interview.....	15
5.3. Questionnaire Survey.....	16
6. Research context.....	22
6.1. Current situation at the University of Groningen (RuG).....	22
6.2. Current situation at the University of Oldenburg.....	23
6.3. Compared	23
7. Results and data analysis	24
7.1. Organic Food.....	24
7.2. Gender	25
7.3. Environmental friendly attitude	28
7.4. Monthly budget.....	30
7.5. Knowledge	33
7.6. University rating and price	34
7.7. Comparison universities of Groningen and Oldenburg.....	35
8. Conclusion.....	37
9. Reflection.....	40
10. Recommendations.....	41
11. References	42
12. Appendixes.....	45

Sustainable Campus Food: Yes or No?

Appendix 1: Interview Guide (In Dutch) for semi-structured interview with Hanneke Lestestuiver	45
Appendix 2: Survey Template	47
Appendix 3: Transcript Interview Hanneke Lestestuiver (Green Office Groningen)	55
Appendix 4: Results SPSS	66

1. Introduction

The biggest challenge of the twenty-first century is sustainable development (Weenen, 2000). To deal with this challenge the United Nations set up 17 millennium goals for a sustainable world. Varying from gender equality (goal 5) to goal 15: protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss (United Nations Department of Economic and Social Affairs, 2014). It is goal 12, ensure sustainable consumption and production patterns which one can also find in the European Union Sustainable Development Strategy (European Commission, 2015a), which has a lot to do with the production and consumption of organic food.

More organic food production and consumption is one of the concerns towards this sustainable world. "Organic agriculture has the potential to improve soil fertility, biodiversity and sustainability of agricultural production; to conserve natural resources; to improve agronomic and economic performance; to make yields more stable, especially in risk-prone tropical ecosystems; to achieve better food quality and food security; to provide access to attractive markets through certified products; to create new partnerships within the whole value chain as well as to strengthen self-confidence and autonomy of the farmers" (Kilcher, 2007, p. 32). So organic food can contribute to a sustainable development when compared to regularly produced food.

In addition to the United Nations and the European Union there are a lot of universities who also implemented sustainable development in their university policy, organization and activities (Weenen, 2000). There are two main factors why universities (should) contribute to a sustainable development. Firstly, universities contribute automatically to sustainable development because of a university's main focus on education. "Education, in short, is humanity's best hope and most effective means in the quest to achieve sustainable development" (UNESCO, 1997). Secondly, a university needs to contribute to sustainable development because of its key position to initiate and stimulate social transitions, for example towards a more sustainable society (Armijo de Vega *et al*, 2008). So universities can play a big role in the transition towards a more sustainable world in general.

The University of Groningen is on the 48th rank on the UI Greenmatic Ranking of World Universities 2014 (Rijksuniversiteit Groningen, 2015a). The ranking is an initiative of Universitas Indonesia to create an online 'green' ranking for world universities. The ranking is based on information provided by the universities that demonstrate commitment to going green and sustainability (UI GreenMatic, 2010).

1.1. Aim and problem statement

The aim of this research is to find out what the students think about the organic food offer of the University of Groningen and how the University of Groningen can increase the sustainability of their canteens with organic food. There is a lot of research like this, an empirical case study concerning organic food consumption, done at other continents and countries (Dahm *et al.*, 2009) but never specific at the University of Groningen, compared with the Universities of Oldenburg or the other way around. So this research can provide new insights how the University of Groningen, and other universities in the Netherlands, can make their canteens even more sustainable and yet stay attractive for their students. And if universities know how they can become more sustainable by increasing the share of organic food consumption at their campus canteens, they can contribute to a more sustainable development, which is the biggest challenge of this century.

There is little research done about what students preference concerning organic food is and if the students are even concerned about the sustainable development and what they can contribute to it. Do they believe it is better for the environment or for their health? Should there be only organic food on campus? Are students willing to pay more for organic food, and if the answer is yes should the university provide organic food although it might be more expensive? And do students from the University of Oldenburg, who can buy only organic food at their campus, have a different point of view than the students of the University of Groningen, who have a choice in buying organic food? The outcomes of this research can give the management of the University of Groningen insights about what they need to do to make the campus food more sustainable and therefore what can make the whole university a little more sustainable.

The problem statement of this research is: There is too little insight in what the students of the University of Groningen want concerning organic food and what the university can do to make the students behaviour more sustainable. And the aim of this research is to provide this insight.

2. Research Question

What is the attitude of the students of the University of Groningen towards the organic food offer of their campus canteens?

1. In what way does organic food contribute to sustainable development?
2. What are the determinants for organic food consumption demonstrated by earlier research?
3. What is the current situation at the campus canteens of the Universities of Groningen and Oldenburg concerning organic food?
4. What are the differences and similarities between the University of Groningen and the Universities of Oldenburg concerning students preferences for organic food?
5. What can the University of Groningen do in order to make their canteens more organic?



Figure 1. Map of studied area's in Germany (Bremen and Oldenburg) and Netherlands (Groningen)

3. Theoretical framework

3.1. Sustainable development

Sustainability is to meet the needs of the present without compromising the ability of future generations (World commission on Environment and Development, 1987). But the concept of sustainability is an attempt to combine growing concerns about a range of environmental issues with social-economic issues (Hopwood *et al.*, 2005). There are many different definitions and interpretations of the concept 'sustainable development' and it shouldn't be surprising that the strategies which the universities use to strive for sustainable development show differences (Weenen, 2000). The definition hold by the European Commission (2015a) for sustainable development:

“Sustainable Development stands for meeting the needs of present generations without jeopardizing the ability of futures generations to meet their own needs – in other words, a better quality of life for everyone, now and for generations to come”.

There are thus two concept which should get the attention when talking about sustainable development. First, the concept of 'needs', especially the needs of the world's poor, to which priority should be given. And second, the idea of limitations imposed by the state of technology and social organization on the environment's ability to meet present and future needs.

The principles of sustainable development are included within several international policies, for example the European Union Sustainable Development Strategy (European Commission, 2015a) and the United Nations Millennium Development Goals (United Nations Department of Economic and Social Affairs, 2014). A sustainable university joins in this sustainable development. It supports the sustainable development in order to become a sustainable university (Weenen, 2000).

3.2. Sustainable university

According to Velazquez *et al.* (2006) a sustainable university is:

“A higher educational institution, as a whole or as a part, that addresses, involves and promotes, on a regional or a global level, the minimization of negative environmental, economic, societal impacts and health effects generated in the use of their resources in order to fulfil its functions of teaching, research, outreach and partnership, and stewardship in ways to help society make the transition to sustainable life-styles”.

(p. 812)

The universities need to re-think their *raison d'être* and re-consider their purpose behind their existence (Najati & Najati, 2013). Universities are now expected to engage with communities and benefit the society at large, because the universities are the agents promoting the principles of sustainable development in the society (Glavič & Lukman, 2005).

Universities should be more sustainable according to Weenen (2000). There must be a paradigm shift in order to make the universities more sustainable. The focus should be on how to realize a sustainable future for everyone. A suitable name for such a sustainable future oriented organization would be 'Sustainability' rather than 'University' (Weenen, 2000). According to Weenen (2000) a university's top priority must be sustainability rather than just doing research, so Sustainability rather than University.

So universities are expected to take the lead to a more sustainable society to implement sustainability in their whole organization. They have the potential to be the leaders in sustainable development in the fields of research, teaching and learning, sustainability and community engagement (Najati & Najati, 2013). One thing universities can do in order to become sustainable is make their canteens sustainable with serving organic food.

3.3. Sustainable food

Food is essential to life. It also forms an important part of our cultural identity, and plays an important role in the economy. In many regions, including Europe, food production is exceeding environmental limits or close to doing so (European Commission, 2015b). There are many views about what sustainable food is, but it is certain that it falls in the scope of sustainability. So it implies that the use of resources at rates that do not exceed the capacity of the earth to replace them.

“For food, a sustainable system might be seen as encompassing a range of issues such as security of the supply of food, health, safety, affordability, quality, a strong food industry in terms of jobs and growth and, at the same time, environmental sustainability, in terms of issues such as climate change, biodiversity, water and soil quality”.

(European Commission, 2015b)

According to the European Commission (2015b) the trends in the diet of most European citizens is towards less sustainable and less healthy diets. So universities can take a leading role in changing this with starting to serve more sustainable and healthy diets, for example by increasing organic food consumption.

3.4. Organic Food

The European Union has a mark for all organic food produced within the European Union. To get the mark crops are rotated so that on-site resources are used efficiently (1), chemical pesticides, synthetic fertilisers, antibiotics and other substances are severely restricted (2), genetically modified organisms (GMOs) are banned (3), on-site resources are put to good use, such as manure for fertiliser or feed produced on the farm (4), disease-resistant plant and animal species adapted to the local environment are used (5), livestock are raised in a free-range, open-air environment and are fed on organic fodder (6) and animal husbandry practices are tailored to the various livestock species (7). Organic farming is one of the parts of an extensive supply chain, which also includes food processing, distribution and retailing. Because all of this organic food contributes to sustainable development by taking the environment into account (European Commission, 2014a).

Food may be labelled as 'organic' only if at least 95% of their agricultural ingredients meet the necessary standards. If it is less than 95% but there are agricultural ingredients within the product which are organic, those ingredients may be listed as organic (European Commission, 2014b). In western economies a food label has gained high recognition. But after 25 years of the creation of the organic food label, the consumption of organic food has just slightly increased. So it looks the label hasn't worked as was hoped for (Benoît-Moreau *et al.*, 2012).

3.5. Determinants for consumer behaviour concerning organic food

Just a small percentage of the food we buy in Europe is organic food, with market shares below 1% in some southern, central and eastern European countries to over 5% in Austria and Denmark (Sahota, 2009). Why do we buy so little organic food and what are the reasons for (not) buying it?

The theory of planned behaviour of Ajzen (1991) is a model that is generally applied and can predict behaviour based on *intention to perform the behaviour* and *behaviour control*. According to Ajzen (1991) is the intention influenced by three constructs: Attitude towards the behaviour, subjective norm and perceived behaviour control. "And the stronger the intention to engage in a behaviour, the more likely should be its performance" (Ajzen 1991, p. 181). According to Aertsen *et al.* (2009a) the theory of planned behaviour is a good predictor for consumer behaviour concerning organic food.

Although the behaviour is influenced by the intentions of one it also depends on some degree of non-motivational factors such as availability of requisite opportunities and resources. These things are people's actual control over the behaviour. As one has the right opportunities and resources to perform the behaviour and also intends to perform the behaviour, he or she should succeed in doing so. You can conclude that motivation and ability interact in one's

behaviour achievement. The intention is an indication of how hard people are willing to try, or how much of an effort they are planning to exert, in order to perform the behaviour. The subjective norm is a perceived social pressure for a person to engage or not to engage in behaviour. The perceived behavioural control refers to people's perception of the ease or difficulty of performing the behaviour of interest. This concept is very context dependent and thus varies in every situation one might be in (Ajzen, 1991). What one should take into account is that a part of the behaviour is probably also part of habit or culture and not everything is planned.

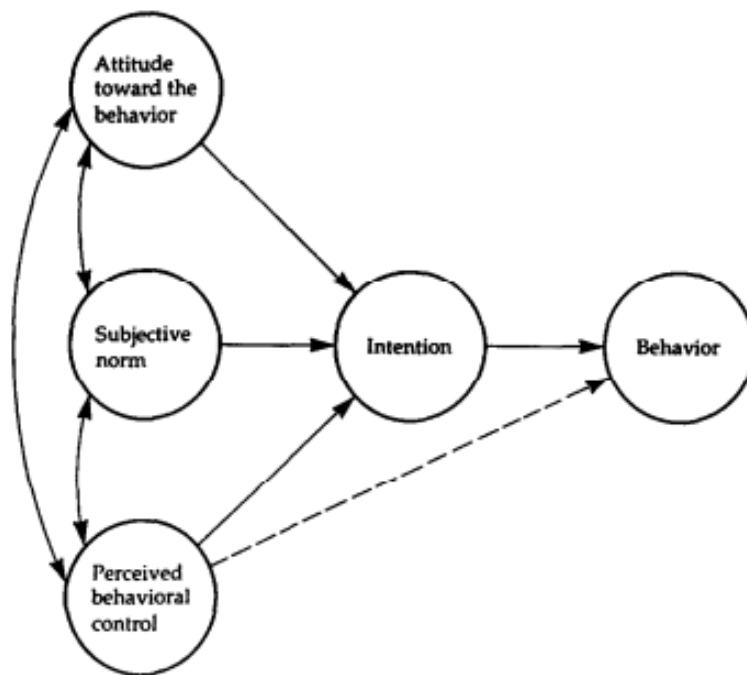


Figure 2. Theory of planned behaviour (Ajzen, 1991)

3.5.1.. Gender

Another important determinant for organic food consumption is gender. Borghuis *et al.* (2007) indicate that women are generally more concerned about health and healthy food and that values such as environmental friendliness seem to better fit female perspectives. So women are more frequent consumers of organic food than men. Thereby have Aberg *et al.* (2001) found that a higher proportion of woman than men hold positive attitudes towards organic food. So gender seems to be a good determinant for organic food consumption were women are expected to have a higher organic food consumption than men.

3.5.2.. Financial Resources

According to Ajzen (1991) differences in abilities such as financial resources may have a strong impact on the performance of behaviour. Thus also the behaviour concerning buying organic food. Besides this Denver *et al.* (2007) have shown that income plays a significant

positive role in explaining organic food purchases in Europe. When the income increases, so will organic food consumption.

3.5.3. Eco-Friendly Attitude

Research done by Dahm *et al.* (2009) shows that students who have a more eco-friendly attitude are more likely to buy organic food and want more organic food on campus. The students indicate that there is too little organic food available and if there would be more organic food available they would probably buy it. Besides this, attitude towards organic food was found to be significantly related to purchase and consumption of organic food on campus and to purchase and consumption of organic food in general.

3.5.4. Knowledge

Dahm *et al.* (2009) have also showed that there is a positive significant relationship between knowledge of the definition of the term organic and the students' opinion about organic foods. So when the students know what the definition of the term organic is, he or she is more likely to buy organic food.

So the determinants shown by earlier research for organic food consumption are gender, financial resources, eco-friendly attitude and knowledge of organic food. These things can influence organic food consumption behaviour and it can be seen in the broader picture of the theory of planned behaviour (Ajzen, 1991). It is important to know this in order to change the behaviour of the students in a more sustainable consumption pattern with more organic food consumption.

4. Conceptual model

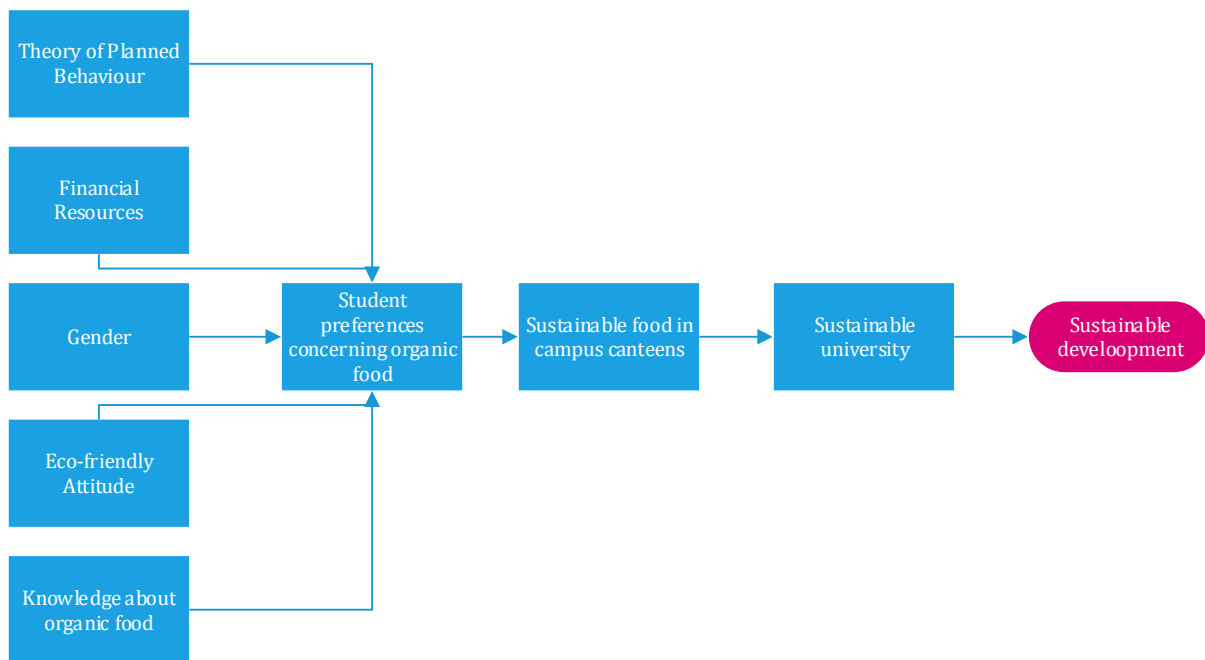


Figure 3. Conceptual model

Figure 3 shows the conceptual model which is based on the theories discussed in the theoretical framework. Earlier research showed that those determinants, which are on the left, are most likely to affect ones behaviour concerning organic food consumption. Those things have an influence on student preferences which affect the feasibility of sustainable campus canteens by serving more organic food and thus affect the feasibility of a sustainable university which then again influenced the sustainable development of the whole society.

5. Methodology

In this paragraph I will discuss why I chose to use a certain research method. I made use of a literature study, questionnaire surveys and a semi-structured interview.

5.1. Secondary data

According to Clifford *et al.* (2010) one can use secondary data as a context for their own research. Therefore the first two sub questions are answered by a literature study of already existing scientific articles and books. It spared me time and money to answer those questions with already existing literature rather than do the research again myself. Thereby already existing literature gave the best context to place my own research in. Secondary data is necessary to embed this research in (Clifford *et al.* 2010).

Besides information in those scientific resources, an increasing amount of useful information is being placed on websites (Clifford *et al.*, 2010). As a result, I also used data provided by the internet, especially websites from international organizations like the European Union and the United Nations. I have used these websites to get to know which meaning those organisations have given to terms like 'sustainability', 'organic food', 'sustainable development' etcetera. I used the definitions given by - the sites of - the United Nations and the European Union because those two organisations are both internationally recognized and especially for the European Union (EU) member states cannot undermine or ignore the sovereignty of the EU and must therefore stick to the rules given by the EU. So, for example, for the definition of organic food the definition of the EU is used because it sets the conditions for all the EU-member states (Pater, 2009).

There is done a lot of research regarding organic food and its contribution to a more sustainable world. So it wasn't necessary to do my own research concerning this question, because the research is already done. Besides that, there is also a lot of research about the consumer determinants. Aertsen *et al.* (2009b) have put all the research which is done about this topic together in one expounding article, which can be the basis for finding the right literature to answer the question about the consumers determinants of consumer behavior concerning organic food.

5.2. Semi-structured Interview

To answer a part of the third sub question, what is the current situation at the campus canteens of the University of Groningen concerning organic food? A semi-structured interview with Hanneke Lestestuiver was conducted. She is member of the Green Office, where her main interest is sustainable food (Rijksuniversiteit Groningen, 2014a). She told me what the university's goals are concerning sustainable food and a sustainable university canteen and how

they try to reach these goals. A semi-structured interview allows for an open response in the participants own words (Clifford *et al.*, 2010). Besides that it is a flexible way of doing research in that a semi-structured interview can be used in conjunction with a variety of other methods, like questionnaire surveys, and theories (Clifford *et al.*, 2010). It wouldn't be useful to answer this sub question with a other method like a questionnaire survey. That would not give me the right answer to what I wanted to know: to what extend is the food organic and sustainable at the campus canteens of the University of Groningen? By answering this question I obtained knowledge of the context of the research and it explains part of the results of the questionnaire survey.

To get a full context it should have been helpful to interview one person of the board of the University of Groningen and the person in charge of the campus canteens offer etcetera. Due to time concerns I have decided that this one interview and policy documents are enough to learn about the context for this research although I take into account it's just one woman's opinion and knowledge on the matter complemented with secondary data. But together with the information from the website of the University of Groningen it gave me sufficient information.

For a geographer it is not surprising that the place to conduct the semi-structured interview is of great importance (Denzin, 1970). The interview was held at her office of the Green Office Groningen. I let Hanneke make the location decision because it hopefully made her feel at her most comfortable possible when conducting the interview. In this manner she probably didn't feel out of place and besides she didn't need to undertake action to conduct the interview.

There are also two main ethical issues concerning a semi-structured interview, which are confidentiality and anonymity (Clifford *et al.*, 2010). I made Hanneke aware of the fact that she could stop any time during the interview if she didn't feel comfortable about it anymore. And afterwards I asked if she agreed with using this interview, with or without mentioning her full name, for only this trilateral bachelor project. The biggest concern was to stay non-judgemental during the interview (Clifford *et al.*, 2010). At the time the interview was conducted I knew a lot more about sustainability than before the start of this research but this hasn't affect the interview.

See appendix 1 and 3 for the interview guide and transcript of the interview

5.3. Questionnaire Survey

To answer the last two sub questions we, the students of the Trilateral Bachelor Project of the universities of Bremen, Oldenburg and Groningen, made use of a questionnaire survey. According to Clifford at al. (2010) "the goal of survey research is to acquire information about the characteristics, behaviors and attitudes of a population by administering a standardized

questionnaire, or survey, to a sample of individuals. "(p. 77). So a survey can give me the proper insights of the characteristics, behaviours and attitudes of the students regarding organic food, especially in the campus canteens.

Therefore I chose to answer these two sub questions with a questionnaire survey rather than focus groups, interviews etcetera. Besides this Dahm *et al.* (2009) have shown in their research that questionnaire surveys are a good method of collecting data about preferences and attitudes concerning organic food. We kept the questionnaire simple, defined the terms which we used clearly and used the simple possible wording in order to make it a good questionnaire. Besides that we avoided long, complex questions, two or more questions in one, jargon, biased or emotionally charged terms and negative words like 'not' or 'none' (Clifford *et al.*, 2010).

Fixed-response questions are used because it makes it easier and faster for respondents to answer the questions. Another reason to use fixed-response question is because it is easier to analyse and interpret because they fall into a limited set of categories (Fink and Kosecoff, 1998). That's why we mostly used fixed-response questions. Including all possible responses in the question is of great importance when one used fixed-response question. (Clifford *et al.*, 2010). We added the 'other' option with a possibility to write down what the other might be, so that the respondent could give a honest and best-fitting answer.

See Appendix 2 for the questionnaire survey

5.3.1. Ethics

The respondents are assured that the results of the questionnaire survey are only used for the trilateral research and that they were totally anonymous. This is done to make the respondents feel comfortable about the survey before completing it. There are some personal questions in the questionnaire survey such as what is your; gender, age, living situation etcetera. But there wasn't asked for a name or e-mail address so the answers of a respondent aren't traceable to an actual person.

5.3.2. Population and Sample

Our study population are all students of the Universities of Oldenburg, Bremen and Groningen. And we'll make use of a non-random sample of the people who fill in the questionnaire survey both online and face-to-face. The sample are the 439 students who filled in the survey. But one respondent filled in an age of 100 years and one respondent quit after answering the first three questions so they are excluded from the database because they aren't representative for the study population. So the sample consists of a total of 437 students.

5.3.3. Data collection

We did most of the survey on the internet because it is fast and cheap alternative to postal, face-to-face and telephone surveys. Secondly online questionnaires can enhance the

effectiveness of research and increase response rates according to Dillman *et al.* (2009). One concern about internet questionnaires is; are the respondents a good sample of the studied group? Because most students have access to a computer with internet almost all students have, in theory, access to the questionnaire survey. Besides the internet surveys we'll make also use of face-to-face surveys to improve the respond rates even more and most of all to collect as much data as possible. We've collected the online questionnaire surveys in April 2015 and the face-to-face questionnaire surveys on April 15th 2015. The trilateral bachelor project students of the universities of Oldenburg and Bremen collected the data only online in April 2015.

5.3.3.1. Quality of data

In order to say something useful about a population, the survey needs to reflect the studied population. Since 67% of the respondents is female and just 33% male, it isn't a good representation of the real population studied if one looks at gender. Table 1 shows the male/female ratio of the three universities in real life, second column, and of the survey. As one can see there are especially great differences for the University of Oldenburg and Bremen.

The University of Groningen had 30.014 enrolled students in September 2014 (Rijksuniversiteit Groningen, 2014b), of which 48,3% male and 51,7% female. The cases of the survey of the University of Groningen represent 44,7% male and 55,3% female, which doesn't deviate that much from the 'real situation'. The University of Oldenburg had 13.746 enrolled students in September 2014 (Carl von Ossietzky Universität Oldenburg, 2015), of which 44,1% male and 55,9% female. The cases of the survey represent 25,7% male and 74,3% female. So the results of the survey for the University of Oldenburg doesn't represent the population there well, in the aspects of gender. The University of Bremen had 20.000 enrolled students in September 2014 (Universität Bremen, 2015), of which 49% male and 51% female. The cases of the survey represent 32,8% male and 67,2% female. So also for the University of Bremen the population which filled in the survey isn't a good representation of the real population.

The incorrect male/female ratio of the people who filled in the survey could be a result of that women tend to perform more sustainable behaviour than man. And therefor it could be that women have a greater interest in this topic and that they are thus more willing to fill in a survey about a sustainable campus than man. This is not only applicable to the male/female ratio but also to the whole survey. Since the data collection of the survey is mostly online, students who are interested in sustainability would have a higher probability of filling in the survey rather than students who don't. This is something one must take into account when analysing the data.

University	In study population	In survey
Groningen	0,93	0,81
Oldenburg	0,79	0,35
Bremen	0,96	0,49

Table 1. Male/Female ratio of studied population and of the survey for all three universities.

As one can see in table 2, the number of respondents of each university doesn't correspond with the actual number of students at the universities. The University of Groningen has the most students, while the smallest number of respondents. The opposite is true for the University of Oldenburg, with the least students of the three universities and the largest number of respondents. The share of students for the University of Bremen doesn't differ that much from their share of respondents.

So the number of students/respondents ratio isn't really representative for the studied population, as is the male/female ratio. This must be taken into account when analysing the results of the survey as in making conclusions out of it.

There is a cause for the first problem, number of students/respondents ratio. The supervisor of the University of Oldenburg posted the questionnaire survey on an online platform like Blackboard/Nestor. So all students of Oldenburg saw the survey whereas for the students of Groningen and Bremen they needed to spread the questionnaire survey themselves. And three out of four of the students from Groningen went on a fieldtrip abroad for three weeks and couldn't spread it much further.

Also one must take into account that the data collection was by an online questionnaire survey and that the students who filled in the survey have probably more affection with the subject of a sustainable university. As mentioned above it could be said that the respondents who filled in the survey are probably more concerned about sustainability than the average student is, so there is a change that the respondents are in this respect not a good representation of the studied population.

University	Number of students	% of total	Number of respondents	% of total
Groningen	30.014	47,1%	116	26,6%
Oldenburg	13.746	21,6%	190	43,6%
Bremen	20.000	31,4%	130	29,8%
Total	63.760	100%	436	100%

Table 2. Percentages of number of students/respondents

5.3.4. Statistical analysis

When the data is collected with the questionnaire survey it will be best to analyse the data with IBM SPSS Statistics, so that conclusion can be made out of the data. One of the reasons to do this, is statistics makes it easier to compare things (Clifford *et al.*, 2010). In this research there will also be a comparison of the outcomes of the surveys of the students of the University of Groningen to the students of the University of Oldenburg with IBM SPSS Statistics.

Since in this research the dependent and independent variables are nominal or ordinal the test which is going to be used is the Chi Square (Norušis, 2008). A Chi Square shows only if there is a significant relationship between two variables but not how strong the relationship is (Norušis, 2008). So association measures are needed, because an association measure shows how strong the relationship between the two variables is (Norušis, 2008). When there need to be dealt with a nominal independent variable and a ordinal dependent variable Cramer's V is used to measure the association. When there need to be dealt with two ordinal variables Kendall's Tau B or C is used to measure the association between these two variables (Norušis, 2008).

The Kendall's Tau B or C depends on the amount of categories in the variables. When the number of categories are the same one may use the Kendall's Tau B. When the number of categories are dissimilar the Kendall's Tau C is used (Norušis, 2008). Table 3 shows a summary of which SPSS tests are used with which variables and which association measure will be used with those variables.

For the tests with 'monthly budget' as independent variable the cases where the student live at home with their parents are excluded because they probably will give a distorted representation of the consumption behaviour concerning their budget. There is a greater chance that they won't do their groceries themselves and thus they don't decide whether to consume organic or regular food.

See appendix 4 for the exact tests and association measures per independent and dependent variable.

5.3.4.1. Rescaling variables

The conditions of a Chi Square test are (1) that maximum 20% of the cells may have an expected count less than 5 and (2) the minimum expected count must be at least 1 (Norušis, 2008). With some of the variables is this not the case. So I needed to rescale the answers in order to avoid this. For the variable 'I consider myself environmental friendly' the number of categories have been brought down from five to three. 'Totally disagree' and 'Disagree' have been merged to one category and this is the same for 'Totally agree' and 'Agree'.

This has also been the case with 'I am willing to pay more for organic food in general' and 'I am willing to pay more for organic food in campus canteens' when those two variables are tested with the eco-friendly attitude. Also here the number of categories have been brought

Sustainable Campus Food: Yes or No?

down by merging two categories into one. When the general frequency of eating organic food are tested with the eco-friendly attitude of the respondent the categories 'two to three times' and 'four and more' have been merged into 'two or more times'. This is the same for the frequency of buying organic food on campus a week. When this was done, the conditions have been met for a Chi Square Test.

Also with 'Average monthly budget' as independent variable rescaling was needed. The categories '>€750 - €1000' and '>€1000' have been merged into one category in order to meet the conditions of the Chi Square test. The dependent variables which have been used with this independent variable (*see appendix 4*) were the merged ones – both the frequency in general and at campus canteens and both the willingness to pay more in general and at campus canteens – who are described above.

When 'knowledge of organic food' was used as independent variable the dependent variables (1) 'general frequency of eating organic food' and (2) 'frequency of buying organic food on campus' needed to be rescaled. For the first the number of categories have been changed from four to three by merging the categories 'two-three times' and 'four or more'. For the second variable the number of categories have been changed from four to two, the first is 'no organic food consumption at all at campus canteens' and the other 'sometimes organic food consumption at campus canteens' in order to meet the conditions for a Chi Square test.

6. Research context

6.1. Current situation at the University of Groningen (RuG)

The RuG has implemented a sustainability policy which concerns the sustainability of the university (Lestestuiver, 2015). One of its ambitions is to rise in the sustainability rank of the international university world for instance in the Green Matric Rank (Rijksuniversiteit Groningen, 2015b). According to Hanneke Lestestuiver of the Green Office the RuG hasn't got a concrete policy concerning sustainable food in campus canteens (Lestestuiver, 2015).

In October 2014 the RuG established a Green Office. Green Office is an international concept which supports sustainability on a university. The Green Office of the RuG wants to get sustainability high on the agenda of the university's board and their policy. But it is also about making sustainability more visible for the students and staff. The main goal of the Green Office Groningen is at the moment to become widely known by students and staff by organizing lectures, information sessions and promotion, since it's just started. But the influence of the Green Office Groningen within the university is growing (Lestestuiver, 2015).

Former hospitality service of the RuG, now RUG Food & Drinks, organizes and manages all the catering facilities within the university. The Green Office Groningen conducts conversations with the Food & Drinks department to make it more sustainable.

Because of procurements of, in general, four years it is really important to think about sustainability before a procurement is approved and becomes final says Hanneke Lestestuiver from the Green Office Groningen (Lestestuiver, 2015). At the moment the Green Office Groningen and the Food & Drinks department work together on a declaration of intent to become a fair trade organization concerning their food policy. This is to become more sustainable, but also in order to demonstrate their efforts to the (upcoming) students. When this declaration is signed it must be taken into account by the next procurement, which the Green Office wants to be more sustainable and organic than it is now. According to Hanneke Lestestuiver (2015) the share of organic produces in the campus canteens is very small at the moment (Lestestuiver, 2015).

Money is an important deterrent for the procurement of the RuG. The universities in Germany receive subsidy from the German government for their canteens which is a huge difference with the Netherlands and which can be seen in the prices of the produces in the campus canteens. The Food & Drinks department doesn't want to push the prices of their produces higher than they are now (Lestestuiver, 2015). But they are willing and committed to make the offer in the university canteens more sustainable according to Hanneke (Lestestuiver, 2015), but their budget gives a limit to the possibilities to do so. So it is hard for the Green Office Groningen to make the procurements more sustainable, especially more organic.

6.2. Current situation at the University of Oldenburg

According to Bruhn *et al.* (2008) Germany has one of the largest markets of organic food products in Europe due to an increasing consumer demand. The market share of organic food product reached 32% in 2006, which equals a turnover of 4.6 billion Euros of 14.3 billion Euros turnover in Europe (Bruhn *et al.*, 2008).

The situation of the campus canteens at the University of Oldenburg is different than at the University of Groningen. The University of Oldenburg started in 1983 with a trial menu with only organic produces and now they have converted to a fully organic offer at their canteens and mensas (Studentenwerk Oldenburg, 2014). Their goal is to provide tasteful, affordable but most of all sustainable food (Studentenwerk Oldenburg, 2014). So they serve only organic food, whereas the University of Groningen has a small offer of organic food (Lestestuiver, 2015).

Another big difference is that the university canteens of 58 universities, including the one of the University of Oldenburg, are run by the Deutsches Studentenwerk (Deutsches Studentenwerk, 2015a). The Deutsches Studentenwerk gets subsidy of the government to run those canteens so high sales prices of the food are avoided by those subsidies (Deutsches Studentenwerk, 2015b) in contrast with the sales prices of the campus canteens in the Netherlands.

6.3. Compared

So compared to each other the current situations at the campus canteens of the University of Groningen and Oldenburg differ firstly most in the price level of the food. Whereas the University of Oldenburg has a lower price level – due to subsidy – then the University of Groningen – where the canteens are mainly profit driven.

Secondly, the canteens of the University of Oldenburg serve – in contrary to the University of Groningen – only organic food. Their purpose is to have a sustainable campus canteens. At the University of Groningen there is little organic food in the campus canteens.

7. Results and data analysis

The sample (N = 437) was 33% male and 67% female. The mean age of the group was 23,0 (SD ±3,4) with a range of 18 to 47. 29,8% (N = 130) of the respondents are students of the University of Bremen, 26,6% (N = 116) of the University of Groningen and 43,6% (N = 190) of the University of Oldenburg.

In the next section the results of the different determinants for organic food consumption will be discussed and after this a comparison between the University of Groningen and the University of Oldenburg will be made with the help of the results of SPSS.

The questions of the questionnaire survey which have been used for the analysis for all of the determinants are the following questions:

1. Question 21. How often do you eat organic food *a day*?
2. Question 22. How often do you buy organic food on the campus *per week*?
3. Question 24: I am willing to spend more for organic food in campus canteens
4. Question 24: I am willing to spend more for organic food in general

For the survey template see appendix 2 - For an overview of the SPSS results see appendix 4

7.1. Organic Food

To get more insights in the students attitude concerning organic food the respondents have been asked which terms they connect to organic food. The question of the questionnaire survey which corresponds with this is question 20. Data analysis shows that 53,7% of the total respondents find organic food expensive. 33,3% finds that it has a better taste, while only 3% thinks that it has a worse taste then regular food. 69,3% of the respondents is aware of the fact that there aren't used any pesticides while growing organic food and 70,6% connects organic food with no genetic modification. Eco-friendly is the term which is most connected to organic food by the students of both universities.

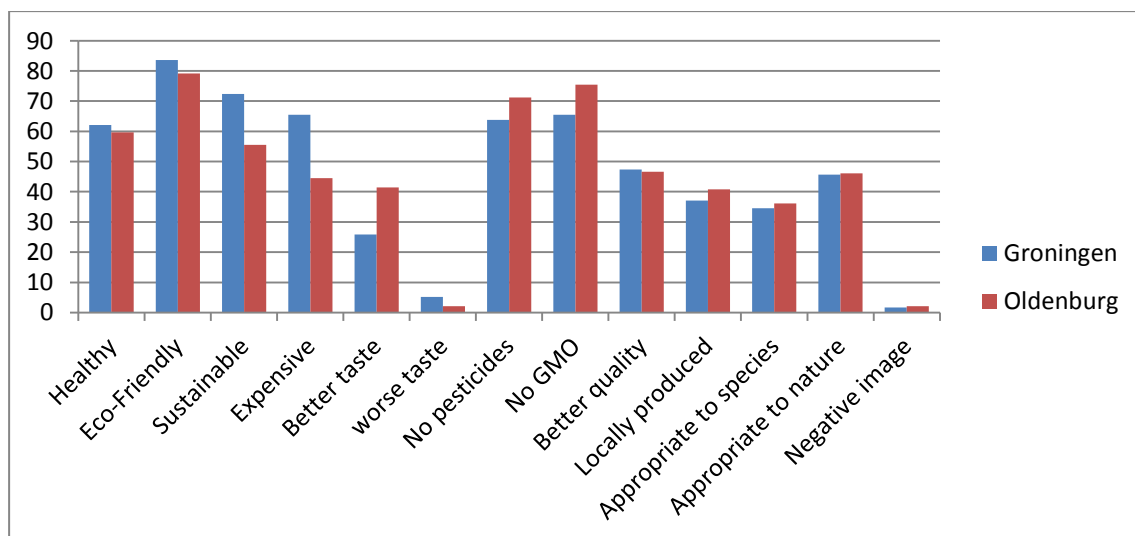


Figure 4. Percentages of respondents who connects a certain term to organic food per university

In figure 4 one can see the different percentages of respondents per university who connect a term to organic food. The students of the University of Groningen connect for example expensive more often to organic food than the students of the University of Oldenburg do. This could be explained by the difference in price level at the campus canteens. The University of Oldenburg receives subsidy for their campus canteens and can therefore offer the food for lower prices than at the campus canteens of University of Groningen which are profit driven.

What stands out the most is that the positive terms such as ‘healthy’, ‘better quality’ and ‘eco-friendly’ are connected much more to organic food than the negative terms such as ‘worse taste’ and ‘negative image’ for both the students of the University of Oldenburg as for Groningen except for the negative term ‘expensive’.

7.2. Gender

The questions of the survey which correspond with the part of the research concerning with gender and organic food consumption are the four questions mentioned above and “question 3: What is your sex?”.

Dependent variable	Which university	Chi Square Sig.	Value Cramer’s V
General Frequency	Groningen	0,125	-
	Oldenburg	0,037	0,212
	All three	0,000	0,256
Frequency on campus	Groningen	0,210	-
	Oldenburg	0,505	-
	All three	0,015	0,156
Willingness to pay more - general	Groningen	0,261	-
	Oldenburg	0,200	-
	All three	0,000	0,216
Willingness to pay more -on campus	Groningen	0,294	-
	Oldenburg	0,525	-
	All three	0,001	0,217

Table 4. SPSS results for gender as independent variable

As you can see in table 4 the data analysis shows that there is no significant relationship between gender and the organic food consumption at the University of Groningen for any of the dependent variables. Apparently gender doesn’t matter for the frequency of eating organic food or the willingness to pay more for organic food for the students in Groningen.

This result, no significant relationship between gender and organic food consumption, could be caused by the education level of the respondents. Bruhn *et al.* (2008) have shown in their research that the education level has a positive relationship with organic food consumption. So the higher the education level in years, the higher the organic food

consumption. The respondents of this research are all students of a university which could have influenced the outcomes of the organic food consumption. Maybe, when the respondents were more diverse, a relationship between gender and organic food consumption could have been showed for the population of Groningen. But the actual cause of this outcome – no relationship between gender and organic food consumption – is unknown and would be interesting for further research. So there are possible explanations but the actual cause is not known.

If all the cases, not only Groningen, are included in the data analysis gender does matter for the frequency of consuming organic food in general. There is an association (Cramer's V) of 0,256 for the total, which indicates moderate relationship between those variables. This has probably to do with the Universities of Oldenburg and Bremen, which also have a moderate association between gender and the frequency of eating organic food and therefore could have influenced the outcomes of the Chi Square and the Cramer's V for all the cases.

The significant relationship for the Universities of Oldenburg could be explained by the male/female ratio who filled in the survey. Table 1 at page 19 shows that for the University of Oldenburg almost 75% of the respondents were women. This doesn't reflect the studied population and could have influenced the outcomes of this research.

But another explanation could be that – as earlier research has shown – women tend to consume more organic food than men. Borghuis *et al.* (2007) have shown that women tend to be more concerned about health and healthy food. This could also have influenced the number of female respondents. Since women are more concerned with this topic the chances of filling in a survey are probably higher for women than men.

For the willingness to pay more for organic food both on campus as in general there is a significant relationship with gender when all the cases are included in the data analysis but not for both the University of Groningen or the University of Oldenburg. The chance of a significant Chi Square test rises when the number of cases increases (Norušis, 2008), so this could be an explanation for this outcome. Another explanation is the University of Bremen, where there is also a significant relationship between gender and the willingness to pay more for organic food on campus and in general. There is a strong relationship between gender and willingness to pay more in general and on campus (Cramer's V of 0,366 and 0,330) at the University of Bremen. So there isn't a difference between men and women for the willingness to pay more for organic food.

For the comparison between the University of Groningen and the University of Oldenburg the gender of the respondent doesn't matter for the frequency of eating organic food on campus and for the willingness to pay more both on campus as in general. This isn't what one should expect according to the research done by Borghuis *et al.* (2007) and Aberg *et al.* (2001).

For the University of Oldenburg there is a significant relationship between gender and the frequency of eating organic food in general. It shows a moderate association, so one may assume there is a moderate relationship between gender and the frequency of eating organic food. This is probably because women are more concerned with their health and therefore eat more organic food as is suggested by the research of Borghuis *et al.* (2007).

But there isn't a relationship for the frequency of buying organic food on campus for the students of Oldenburg. But this is due to the fact that there is only organic food in the campus canteens, so the students haven't a choice for organic food or not. So it's logic that the gender hasn't an influence for the frequency of buying organic food on campus because there would be a difference between men and women and frequency of eating on campus which isn't of interest for this research.

Thus gender only influences the frequency of eating organic food in general for the students of the University of Oldenburg. This is the main difference with the students of the University of Groningen where gender doesn't influence any of the dependent variables concerning organic food consumption.

So if the University of Groningen want to increase the share of organic food consumption in campus canteens they don't need to focus on males or females. Both males and females tend to have the same amount of organic food consumption, so focussing on one of the groups would be irrelevant.

7.2.1. Theory of planned behaviour

Figure 2 on page 12 shows the model for the theory of planned behaviour. Out of the literature gender was expected to influence the organic food consumption. When there is a significant relationship between gender and organic food consumption gender would intervene at the attitude toward the behaviour, because your personal attitude would then also depend on the fact if you are a male or female.

For the students of the University of Groningen this isn't true. Data analysis shows that there is no significant relationship between gender and organic food consumption at all. Gender influences the frequency of eating organic food in general for the students of the University of Oldenburg. So when it comes to the actual overall organic food consumption gender does matter for the students of Oldenburg. So the behaviour concerning organic food consumption is influenced by gender, thus you can say that gender intervenes at the *attitude toward the behaviour* in the theory of planned behaviour.

7.3. Environmental friendly attitude

The question of the questionnaire survey which have been used to answer this part of the research are the four questions mentioned above and “question 23: I consider myself environmental-friendly”.

The data analysis shows that if the students of the University of Groningen consider themselves environmental friendly they will probably have a higher frequency of eating organic food in general because there is a strong relationship shown between eco-friendly attitude and the frequency of eating organic food. This is also true for the willingness to pay more for organic food, both on campus and in general (*see table 5 for exact results*).

Dependent variable	Which university	Chi Square Sig.	Value Kendall's Tau
General Frequency	Groningen	0,001	0,338
	Oldenburg	0,000	0,299
	All three	0,000	0,300
Frequency on campus	Groningen	0,346	-
	Oldenburg	0,038	0,157
	All three	0,013	0,141
Willingness to pay more - general	Groningen	0,000	0,370
	Oldenburg	0,000	0,388
	All three	0,000	0,311
Willingness to pay more -on campus	Groningen	0,000	0,479
	Oldenburg	0,000	0,312
	All three	0,000	0,333
Visits Mensa/ Canteen a week	Oldenburg	0,888	-

Table 5. SPSS results for eco-friendly attitude as independent variable

The variable that hasn't showed a relationship with an eco-friendly attitude is the frequency of buying organic food on campus. Which can be explained by the organic food offer at the campus canteens of the RuG. As is discussed before, the organic food offer of the RuG is very poor and could have influenced this outcome. The respondents who consider themselves eco-friendly would probably have a higher frequency of buying organic food on campus when there was more organic food available. The research of Dahm *et al.* (2009) also shows that students who are more eco-friendly and who believe organic food is beneficial and necessary have an interest in in having more organic food available on campus and they would be willing to purchase it when it was made available. So when more organic food was made available at the campus canteens of the University of Groningen then there is now, there probably would have been a significant relationship between eco-friendly attitude and frequency of buying organic food on campus.

Sustainable Campus Food: Yes or No?

Table 5 shows about the same results for the University of Oldenburg. Data analysis shows that there is a strong relationship (Kendall's Tau of 0,299) for those who consider themselves eco-friendly and their general frequency of eating organic food. And also the willingness to pay more, in general and on campus, have a significant relation with eco-friendly attitude.

It looks remarkable that the results for the frequency of buying organic food on campus are significant, as is not for the University of Groningen, but this can also be explained by the organic food offer on campus. Where the lack of organic food offer probably have influenced the outcomes for the University of Groningen, the fully organic food offer explains the outcomes for the University of Oldenburg. The students of the University of Oldenburg don't have a choice between organic and regular food but are forced to eat organic produced food on campus. So neither group had a choice for organic food or not, but the students with an eco-friendly attitude are more aware of the fact that the food at the campus canteens is fully organic since they indicate to eat more organic at the campus canteens. A Chi Square test with Eco-Friendly attitude and the number of visits at the campus canteens per week shows to be not significant – *See table 5*. So it isn't true that eco-friendly students of the University visit the campus canteens more often, the explanation is that they are more aware of the fact that the food at the campus canteens is fully organic.

So the main difference between the universities of Groningen and Oldenburg which have influenced the outcomes of this research is the actual offer of organic food in campus canteens. Where the outcome of the frequency of buying organic food on campus in Groningen can be explained by the lack of offer of organic food, the outcome for Oldenburg is the opposite namely: the fully organic offer.

But at both universities is the eco-friendly attitude of their students a good determinant for organic food consumption. But the amount of students who consider themselves eco-friendly slightly differences between the two universities, what can be seen in figure 5. There is a larger share of eco-friendly students at the University of Oldenburg (65,1%) than there is at the University of Groningen (50,0%).

The consequence of this is that, if the students had a choice between organic and regularly produced food, that students of the University of Oldenburg have a larger share of organic food consumption than the students of the RuG since there are more student who consider themselves eco-friendly at the University of Oldenburg, which is a good determinant for organic food consumption.

So to increase the share of organic food consumption at the campus canteens of the University of Groningen the goal should be to increase the eco-friendly attitude of the student by education or to attract more students with an eco-friendly attitude for example by promoting

the university with a fully or partially organic campus canteen. But then the share of organic product at the campus canteens need to increase in order to attract those students.

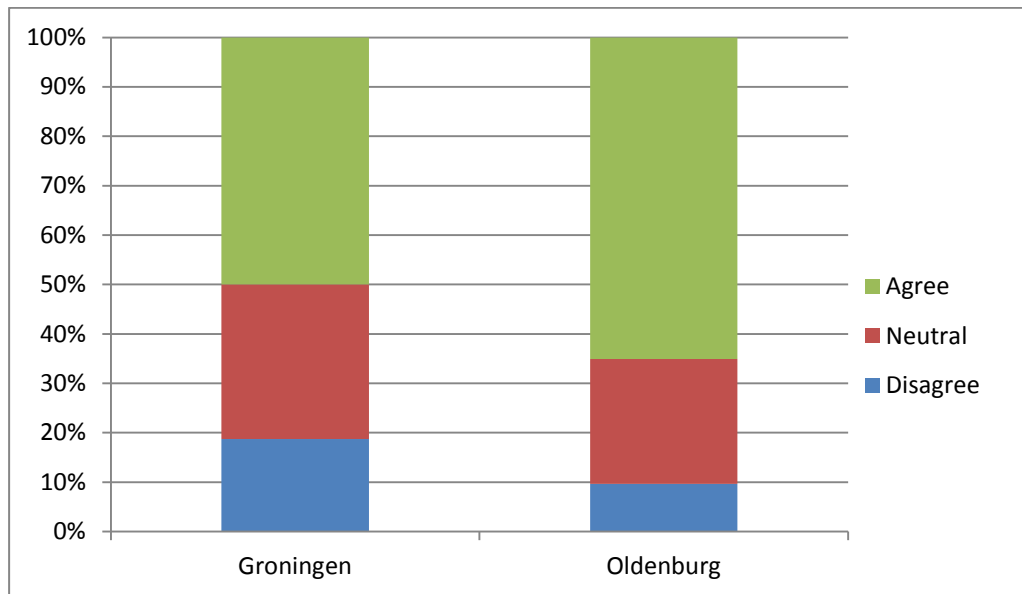


Figure 5. Percentages of eco-friendly attitude of students of both universities

7.3.1. Theory of planned behaviour

Data analysis have shown that eco-friendly attitude is a good determinant for organic food consumption. So when a student considers hem- or herself eco-friendly he or she is more likely to have a higher share of organic food consumption. So you can say that the eco-friendly attitude is part of the *attitude toward the behaviour* in the case of organic food consumption. When someone doesn't have a eco-friendly attitude, the attitude toward the behaviour – consuming organic food – will probably be negative where someone with a eco-friendly attitude has a positive attitude toward the behaviour.

This corresponds with the literature. Dahm *et al.* (2009) have found that the eco-friendly attitude of students of a mid-size university in the south eastern United States has a great influence in the organic food consumption. Which can now also be said about the universities of Oldenburg and Groningen.

7.4. Monthly budget

The questions of the questionnaire survey which correspondent with this part of the research are, again, the four questions mentioned at the beginning of this chapter and: “question 11: How much money do you have in average *per month* for the specified areas? (in €)”. Where only the monthly budget in average is used to find out if there is an relationship between financial resources and the organic food consumption.

Dependent variable	Which university	Chi Square Sig.	Value Kendall's Tau
General Frequency	Groningen	0,637	-
	Oldenburg	0,469	-
	All three	0,909	-
Frequency on campus	Groningen	n.a.*	-
	Oldenburg	0,387	-
	All three	0,469	-
Willingness to pay more - general	Groningen	0,089	-
	Oldenburg	0,004	0,233
	All three	0,008	0,123
Willingness to pay more -on campus	Groningen	0,605	-
	Oldenburg	0,093	-
	All three	0,447	-

Table 6. SPSS results for monthly budget as independent variable. *not applicable because the outcomes don't meet the conditions of a Chi Square test despite rescaling of the categories of the variables.

Although it would seem logic to have a relationship between financial resources and the organic food consumption, the data analysis shows no relationship, at both universities, between monthly budget of the respondents and the organic food consumption of the respondents (see table 6 for exact results).

The research done by Ajzen (1991) mentioned that the abilities, such as financial resources, could have a strong impact on the performance of behaviour. Also you could have expected a relationship between the monthly budget and the behaviour concerning organic food according to the research of Ajzen (1991) and Fotopoulos *et al.* (2002). They have shown that income plays a significant role in explaining organic food purchases in Europe.

But at both universities there isn't a relationship between the financial resources of the students and their organic food consumption in general and on campus according to the data analysis. The cause of this could be that the respondents are all students and therefore there aren't major differences in their income or budget as there are in society as a whole – where the research of Ajzen (2006) and Fotopoulos *et al.* (2002) is based on.

Remarkable is that the financial resources of the students do play a role in the willingness to pay more for organic food in general – but not on campus – for the students of the University of Oldenburg. The more wealthy students with higher financial resources tend to be willing to pay more for organic food, but don't have a higher frequency of eating organic food at the moment. This could be explained by the fully organic food offer of the University of Oldenburg. Maybe, because of that, the students there are more aware of the benefits of organic food or the fully organic canteen attracts more environmental conscious people and when they have the financial resources to also buy it in general – thus besides the subsidized campus canteens – they will do this. The odd thing is that the frequency of eating organic food in general of those

wealthier students isn't significantly higher, they are only more prepared to pay more for it. So when, for example, the prices of organic food rise the wealthier students will still buy it where the students with less financial resources probably won't. Which is logic if you consider that if the prices of organic food rise, the residual budget – when food is purchased - for everything will decline.

And an explanation for the same actual frequency of eating organic food for those students with better financial resources compared to those who haven't could be that the fully organic campus canteens attract students who are more sustainable and therefore all students – no matter what the budget is of those students – eat organic food and only the more wealthy students are prepared to pay more for organic food in general because they have better financial resources to do so.

For the University of Groningen it wouldn't be useful to increase the financial resources – by promoting jobs etcetera – of the students in order to increase the share of organic food consumption. The wealthier students of Groningen don't eat more organic food. Germany has one of the biggest consumer markets of organic food (Bruhn *et al.*, 2008) and also takes the lead in this in Europe. So it is more common there to buy organic food than it is in the Netherlands. This could be an explanation for this phenomenon – no difference between the students with different financial resources.

7.4.1. Theory of planned behaviour

The financial resources of the students influence the *perceived behaviour control*. Not only it affects the behaviour directly – simply because when someone doesn't have the financial resources to perform it, it's impossible to perform the behaviour. But also indirectly because when someone **thinks** he or she doesn't have the resources to perform the behaviour – in this case: consuming organic food – the intention to perform the behaviour will decrease.

For the student of the University of Groningen data analysis indicates that the financial resources don't play a role at all in the actual organic food consumption or in the willingness to pay more for organic food. So the financial resources don't influence the behaviour in any matter.

The data analysis for the University of Oldenburg has showed that the financial resources don't influence the actual organic food consumption while it does influence the willingness to pay more for organic food in general. So financial resources don't influence the intention to perform the behaviour – consuming organic food – but it does influence the *perceived behaviour control* in the way that a student with a higher monthly budget will still have the intention to perform the behaviour even when the prices of organic food rise.

7.5. Knowledge

The respondents have been asked – question 19 of the questionnaire survey - if they know what organic food is and when they answered positively they needed to give the definition. Although almost no respondent gave the full right definition of organic food, they still know parts of the definition. Sustainable is the most common answer followed by no pesticides and no genetic modified food, which are all true. The other four questions which have been used to investigate a relationship between knowledge about organic food and organic food consumption of the students are the four questions mentioned above.

Dependent variable	Which university	Chi Square Sig.	Value Cramer's V
General Frequency	Groningen	0,000	0,445
	Oldenburg	0,000	0,346
	All three	0,000	0,380
Frequency on campus	Groningen	0,894	-
	Oldenburg	0,000	0,272
	All three	0,000	0,220
Willingness to pay more - general	Groningen	0,002	0,393
	Oldenburg	0,000	0,385
	All three	0,000	0,346
Willingness to pay more -on campus	Groningen	0,002	0,393
	Oldenburg	0,000	0,385
	All three	0,000	0,346
Visits Mensa/ Canteen a week	Oldenburg	0,415	-

Table 7. SPSS results for eco-friendly attitude as independent variable

The data analysis shows that there is, for both the University of Groningen as the University of Oldenburg, a positive significant relationship is between the knowledge of the respondent and his/her frequency of organic food consumption. So when a respondent answered the question 'Do you know exactly what organic food is?' positively the frequency of eating organic food in general is higher than for a respondent who answered no.

For the organic food consumption on campus data analysis makes clear that there is a significant relationship with knowledge about organic food and the organic food consumption at campus – the row with frequency on campus in table 7 - for the University of Oldenburg but this isn't true for the University of Groningen. Students of the University of Oldenburg don't have a choice between organically or regularly produced food. So this could mean that the students with higher knowledge about organic food eat more often in campus canteens since they have a higher frequency of eating organic food on campus and the only food there is on campus is organic. But a Chi Square test with knowledge as independent variable and the general visits of

campus canteens per week as dependent variable showed a significance level of 0,415 (see table 7)- thus no relation between knowledge of organic food and general visits at the campus canteens. So you can conclude that this isn't true. Data analysis shows thus that knowledge doesn't influence the frequency of eating on campus. The most probable explanation is that the students of the University of Oldenburg with better knowledge of organic food also know better that the campus canteens are fully organic and thus know better that everything they buy there is organic.

The outcome of the data analysis for the University of Groningen – no significant relationship between knowledge of organic food and frequency of eating organic food on campus – could be explained by the offer of organic food at the campus canteens. As mentioned before; the organic food offer at the university of Groningen is poor and this could influence the outcomes. Maybe when there would have been more organic food available the frequency of buying organic food on campus for the respondents with better knowledge would have been higher. Another explanation can be the high prices of food at the campus canteens. The price performance ratio prevents 66,4% of the students of the University of Groningen to buy food at the campus canteens. So probably a lot of students don't buy food there because of the price and then this is thus not influenced by knowledge.

What can be seen in the data analysis at table 7 is that – for both universities – there is a significant relationship between knowledge of organic food and the willingness to pay more for organic food. So when knowledge of organic food increases the willingness to pay more for organic food also increases. Thus for the campus canteens of the University of Groningen to increase the organic food consumption without the loss of profit they should increase the knowledge of organic food in order to make it a success since students with higher knowledge of organic food have higher frequencies of eating it and are besides this willing to pay more for it.

7.5.1. Theory of planned behaviour

Knowledge intervenes at the *attitude toward the behaviour* since it changes someone's intention to perform the behaviour. This means that a higher knowledge of organic food causes a stronger intention to perform in the behaviour.

7.6. University rating and price

The students of the different universities needed to rate the organic food offer of the canteens of their university – question 23 of the questionnaire survey. As you can see in table 8 data analysis shows the students of the University of Groningen rated the organic food offer significantly the lowest with a 2,31 out of 5. The students of the University of Oldenburg rated the organic food offer significantly the best with a 3,20 out of 5.

Dependent variable	Chi Square Sign.	Value Cramer's V
Rating of organic food offer	0,000	0,298

Table 8. SPSS result for university as independent variable.

It isn't surprising that the University of Oldenburg has the highest rating of their organic food offer. Since their campus canteens only offers organic food (Studentenwerk Oldenburg, 2014). There is a lack of offer of organic food at the University of Groningen (Lestestuiver, 2015) which can explain, as mentioned above, a part of the result. But the offer cannot be increased by higher prices for the organic food as 45,5% of the students of the University of Groningen aren't willing to pay more for organic food, whereas just 34,8% are and 19,7% of the students stay neutral. So there is room for more organic food, but it shouldn't cost more.

11% of the students of the University of Oldenburg prevent to go because of the price performance ration, whereas 66,4% of the students of the University of Groningen indicates price/performance ratio as a reason to prevent them from buying something in campus canteens. So this is a major difference between the German universities and Dutch university. This has probably to do with the fact that the universities in Germany get grants for their campus canteens. In contrast to the Dutch system where the students get the "subsidy" directly from the government instead of the money going to the campus canteens and the students profit from it in an indirect way.

7.7. Comparison universities of Groningen and Oldenburg

There isn't an real explanation for the result of gender at the University of Groningen – this would be interesting topic for further research. Data analysis have showed that there isn't a significant relationship between gender and the organic food consumption behaviour what is in contrast to what earlier research have showed. There is a relationship between gender and the general frequency of eating organic food for the Oldenburg students. Women there tend to eat more organic food than men in general but not on campus.

The remarkable similarity with the eco-friendly attitude of the students as independent variable is that the offer of organic food can be seen as the explanation of the frequency of buying organic food on campus. There is no significant relationship between the eco-friendly attitude and the frequency at the University of Groningen, because the offer of organic food is poor (Lestestuiver, 2015). The students – whether eco-friendly or not – don't have a choice simply because it isn't there. The Oldenburg students don't have a choice either but there is – in contrast to Groningen – a significant relationship between the eco-friendly attitude and the frequency of buying organic food. The explanation is that eco-friendly students are more aware of the fact that the food is fully organic. This is all applicable to the variable 'knowledge of

Sustainable Campus Food: Yes or No?

organic food' too. Both knowledge of organic food and eco-friendly attitude are significantly good determinants for organic food consumption in general at both universities.

At both universities there isn't a relationship between the financial resources and the frequency of eating organic food in general or at campus canteens. So the more wealthier students don't have higher shares of organic food consumption. But the Oldenburg students with more financial resources are willing to pay more for organic food than the students with less financial resources. This isn't the case for Groningen. The Dutch students aren't willing to pay more and find organic food significantly (Chi Square significance of 0,001 with a moderate - 0,174 - association measure) more expensive than the students of the University of Oldenburg.

Remarkable is that the majority of students of both universities agrees with the theses 'Organic food can contribute to a sustainable campus'. 71,5% Of the students of the University of Groningen agrees with this and 74,3% of the students of Oldenburg. In figure 6 can be seen that a larger share of students of Oldenburg totally agree with this. So students are aware of the fact that organic food can contribute to a sustainable campus canteen but their behaviour toward organic food consumption is more triggered by - probably - price than the benefits of the environment.

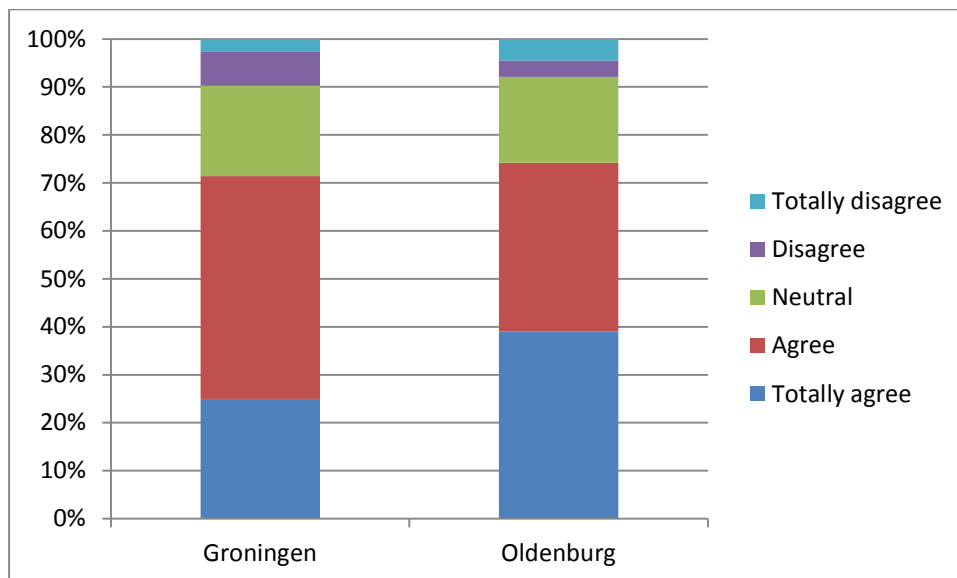


Figure 6. Percentage of students at both universities who (dis)agrees with the thesis 'Organic food can contribute to a sustainable university'

8. Conclusion

As mentioned by the research of Weenen (2000) it should be a universities task to promote sustainability. Universities are pre-eminently suitable for this according to Weenen (2000). So it is important for universities, including the University of Groningen, to be aware of the social responsibility they have and therefore they need to deal with the problems of the twenty-first century like environmental pollution, the depletion of fossil fuels and the climate change: in short, to make the world more sustainable as it is today in favour of the future generations.

Changing the sustainability of the campus canteens is just one thing what universities can do in order to accomplish a more sustainable world. Serving organic food is a way of doing this. Organic farming and organic food consumption contributes to sustainable development by taking the environment into account (European Commission, 2014a). For example by using no chemical pesticides, synthetic fertilisers and antibiotics and also genetically modified organisms are banned by organic farming.

Therefore the organic food consumption and attitudes of the students concerning organic food at the University of Groningen and the University of Oldenburg are subject of this research. Earlier research have showed that the determinants of organic food consumption are gender, financial resources, eco-friendly attitude and knowledge of organic food. Women tend to have a higher organic food consumption instead of regularly produced food then men (Aberg *et al.*, 2001). Financial resources influence organic food consumption a lot. The wealthier the person, the higher the organic food consumption (Denver *et al.*, 2007). When students have an eco-friendly attitude they are more likely to consume organic food then the students who don't. And besides this, the knowledge of organic food influences the organic food consumption in a positive way, which means that increasing knowledge ensures increasing organic food consumption (Dahm *et al.*, 2009).

The current situation at the University of Groningen of the organic food of the campus canteens is very poor (Lestestruiver, 2015) in this area. In contrary to the University of Oldenburg, where they only serve organic food in their campus canteens (Studentenwerk Oldenburg, 2014). So the current situation at both universities differ a lot where the University of Oldenburg should be an example for the University of Groningen in the context of sustainable campus food.

If looked at gender as determinant for organic food consumption data analyses shows that gender doesn't matter at all for the students of the University of Groningen. There is no significant relationship between gender and organic food consumption. This is contrast to the University of Oldenburg, where gender does matter for the general frequency of eating organic food. Also for eco-friendly attitude there is a big difference between the universities of

Sustainable Campus Food: Yes or No?

Groningen and Oldenburg. Eco-friendly attitude is a strong determinant for eating organic food on campus for the University of Oldenburg – the eco-friendly students are more aware of the fact that everything at the campus canteens is organic – but this isn't true for the University of Groningen, where eco-friendly attitude does matter for the general consumption of organic food but not on campus – probably because it isn't available. Research of Dahm *et al.* (2009) also showed this: students with eco-friendly attitude would buy more organic food when made available. This is the same for the knowledge of organic food. Students who have more knowledge of organic food tend to consume – at both universities – more organic food. But when looked at the consumption in campus canteens the same thing as with eco-friendly attitude happens for the University of Groningen – there is no relationship because of the lack of organic food – as for the University of Oldenburg – the students with more knowledge of organic food are more aware of the fact that the offer is fully organic at the campus canteens. The last difference between the students of both universities is that the monthly budget of the students of the University of Oldenburg does have a relationship with the willingness to pay more for organic food in general - so when the students have a higher budget they are willing to pay more for organic food – but this isn't the case for the students of the University of Groningen where the monthly budget of the students doesn't influence the organic food consumption at all.

Data analysis has showed that the organic food consumption is higher for the students with an environmental friendly attitude and with more knowledge of organic food. In order to increase the organic food consumption at the campus canteens of University of Groningen you can increase the knowledge of the students about organic food. When more students have knowledge of organic food, it is likely that more students going to buy organic food in general and – when available – also on campus. More knowledge can be created by more education about sustainability. More knowledge of organic food could be solution in order to accomplish a greater share of organic food consumption at the campus canteens.

The students of the University of Groningen rated the organic food offer at their campus canteens significantly lower than the students of the two German universities. So at the moment one could say that the students aren't satisfied with the offer of organic food. So probably it is important for them to have a more sufficient offer of organic food at the canteens – especially for the students with an eco-friendly attitude. Thus the university could easily increase the organic food consumption at the campus canteens simply by offering more organic food. The only problem is that 45,5% of the students isn't willing to pay more for it. And even 66,4% of the students of the University of Groningen is preventing going to the campus canteens because of the price/performance ratio. There is also a significant strong relationship between the university of the respondent and the willingness to pay more for organic food in general. The

Sustainable Campus Food: Yes or No?

students of the University of Groningen are least willing to pay more for organic food than the students of the University of Bremen and the University of Oldenburg.

Although data analysis showed that more than 70% of the students of the University of Groningen agrees with the theses 'organic food can contribute to a sustainable university', price of the food is the structural problem for the university in order to become more sustainable by increased organic food consumption instead of regular food. But this can be solved by increasing the knowledge of the students and by attracting more students with an environmental attitude since those students are willing to pay more for organic food and have a higher share of organic food consumption.

9. Reflection

It would have been a good addition to include also regularly produced food in the survey in order to say something useful about the results of the data analysis. Now, conclusions can only be drawn from the data analysis about organic food. But including questions about regularly produced food would have been a good support of the actual results of this research. When, for instance, the same question about the terms connected to organic food – question 20 of the questionnaire survey – would have been asked about the regularly produced food one could compare the outcomes of both questions with each other in order to see if there is really a difference between organically and regularly produced food for the students of the different universities.

Another question which would have been wise to add in the questionnaire survey would be if the students want more organic food at the campus canteens. Now they could grade the organic food offer, but if it was for example rated bad no statement about why it was rated bad could be made. The students of the University of Oldenburg graded the organic food offer with a 3,2 out of 5, while the offer of food is 100% organic (Studentenwerk Oldenburg, 2014). So why wasn't it a 5? The offer of organic food in percentage of the total offer of food can't increase. So are they not satisfied about the total offer – for example not diverse enough –, are students not aware of the fact that the offer at the campus canteens is fully organic or do they want regularly produced food instead of organic food?

The last point for improvement is to ask the questions in the questionnaire differently. Now, a lot of the questions were fixed answer questions with categories, so it would be easy for the respondents to fill in the survey. But most of the variables are ordinal or nominal. A consequence of this is that a lot of statistical tests aren't possible to perform since they ask for another kind of variables. It would have been a good addition to the results to include some other statistical tests.

10. Recommendations

Further research is desirable to make a good advice for the University of Groningen in order to become more sustainable by a bigger offer of organic food. Like Hanneke Lestestuijver mentioned in the interview it would probably be useful to do some pilots with more organic food and promoting why it is sustainable in order to make the students more aware of their choices of food. Multiple things could be tested.

The focus of this research have been personal determinants for organic food consumption. The determinants have been tested and are put in place for the theory of planned behaviour. None of those determinants intervenes at the *subjective norm* of the theory of planned behaviour. It also would have been interesting to find out what changes the subjective norm toward the behaviour and what the University of Groningen thus can do to change the subjective norm of organic food consumption in order to let the consumption of organic food increase. My recommendation for further research would therefore be a research on the subjective norm of the organic food consumption behaviour.

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Sustainable Campus Food: Yes or No?

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12. Appendixes

Appendix 1: Interview Guide (In Dutch) for semi-structured interview with Hanneke Lestestuiver

De data die verkregen wordt via dit onderzoek wordt alleen voor mijn Bachelor project gebruikt en hebben geen verdere doeleinden. Er wordt verantwoordelijk en adequaat mee omgegaan. U kunt ten alle tijden dit interview stoppen en zelfs na het interview kunt u nog vragen om de data niet te gebruiken.

Vraag 1: Wilt u liever met je /jij of u aangesproken worden?

Vraag 2: Heeft u bezwaar tegen het opnemen van dit interview met mijn telefoon?

Vraag 3: Wenst u anoniem te worden behandeld in het onderzoek?

Vraag 4: U bent master student Social Planning. Kunt u mij daar wat meer over vertellen?

Vraag 5: U bent werkzaam als lid van *Green Office Groningen* aan de Rijksuniversiteit Groningen. Kunt u mij kort uitleggen wat de Green Office precies doet en wat uw specifieke werkzaamheden hier binnen zijn?

- a. Hoe bent u hier terecht gekomen?
- b. Op welke manier is uw interesse hierin gewekt?
- c. Wat betekent het *Green Office* voor de universiteit?

Vraag 6: Op de website van de RUG is te lezen dat u zich met name bezig houdt met *sustainable food* kunt u mij uitleggen wat u hier precies mee bedoeld?

- a. Op welke manier houdt *Green Office* zich bezig met sustainable campus food?
 - a. Wat voor initiatieven zijn er?
 - b. Wat merken studenten hiervan?
- b. Om welk eten gaat *het als* er gesproken wordt over sustainable food?
 - a. Kantines? Of ook gelegenheden buiten de universiteit?
- c. Worden studenten gestimuleerd om zich bezig te houden met sustainable food?

Vraag 7: Kunt u mij uitleggen wat de RUG aanbiedt aan biologisch eten in haar kantines op de campus?

- a. Zijn studenten geïnteresseerd in het biologische voedsel?
 - a. Hoeveel wordt er gekocht?
 - b. Worden de studenten gestimuleerd?
 - c. Zit er een prijsverschil tussen biologisch en niet-biologisch eten?
 - d. Welke biologische producten lopen met name goed?
- b. Zijn er producten die alleen biologisch worden aangeboden?
 - a. Waarom wel/niet?

Vraag 8: Een van mijn medestudenten onderzoekt de mogelijkheid van een Veggie-day op de campus, zou *Green Office* hierin iets zien?

- a. Waarom wel/niet?
- b. Zou het bij kunnen dragen aan een sustainable campus volgens u?
- c. Als er uit dat onderzoek zou komen dat studenten het wel zien zitten, zou de RUG zoiets eventueel accepteren?
 - a. Waarom wel/niet?
 - b. Zou daar marketing voor nodig zijn?
 - i. Maakt de RUG al gebruik van marketing op het gebied van sustainable campus?

Vraag 9: Heeft u nog iets toe te voegen?

Ik zou u hartelijk willen danken voor uw tijd. Ik wil nogmaals benadrukken dat er vertrouwelijk met de data wordt omgegaan en dat het uitsluitend voor dit Bachelor Project wordt gebruikt. Mocht u naderhand nog willen dat de data niet wordt gebruikt, dan kunt u mij bereiken op b.vedder@student.rug.nl of 06-30140399.

All of the questions in this interview are to answer the third sub question: To what extent is the food organic and sustainable at the campus canteens of the University of Groningen? (Code A)

A1: Organic Food in Campus Canteens of RuG

A2: Implemented Policy of the RuG

A3: Desires of the Green Office Groningen

A4: Green office

B: Veggie-day

Appendix 2: Survey Template

Survey on Campus-Food-Sustainability 2015

This survey supports the bachelor research of eight students of the universities of Bremen, Groningen and Oldenburg with the aim to discover about increasing the sustainability of the campus food. The given data is solely used for this research.

1. Please tick the box of the university you are enrolled in.

University of Bremen	<input type="checkbox"/>
University of Oldenburg	<input type="checkbox"/>
University of Groningen	<input type="checkbox"/>

2. What is your age?

Age:

3. What is your sex? Please tick the right box.

Male	<input type="checkbox"/>
Female	<input type="checkbox"/>

4. What is your field of study? Please tick the right box.

Arts	<input type="checkbox"/>
Behavioral and Social Sciences	<input type="checkbox"/>
Economics and business	<input type="checkbox"/>
Education	<input type="checkbox"/>
Law	<input type="checkbox"/>
Medical and Health Sciences	<input type="checkbox"/>
Mathematic and Natural Science	<input type="checkbox"/>
Philosophy	<input type="checkbox"/>
Theology	<input type="checkbox"/>
Spatial Science	<input type="checkbox"/>
Engineering	<input type="checkbox"/>
Linguistic and Cultural Studies	<input type="checkbox"/>
Psychology	<input type="checkbox"/>
Education Science	<input type="checkbox"/>
Other	<input type="checkbox"/>

Sustainable Campus Food: Yes or No?

5. What is your next aspired qualification? Please tick the right box.

Bachelor (without teaching post)	
Bachelor (teaching post)	
Master (without teaching post)	
Master (teaching post)	
Promotion	
State examination	
Diploma/Magister	
Other	

6. How often *per week* do you visit the university campus? Please tick the right box.

<i>Never</i>	
Once or twice	
Three or four times	
Five or more times	
I live on the campus	
Only when I have exams	

7. How often do you go to the Mensa/ Canteen a week during the semester? Please tick the right box.

Once	
Twice	
Three times	
Four times	
Five times and more	
Never, catering on the road	
Never, catering at home	

Sustainable Campus Food: Yes or No?

8. Which aspects are important for you when you use the canteen on your campus? Please tick the right box (multiple nominations are possible)

Distance to the university	
High quality offer	
Cheap offer	
Little expenditure of time	
Good spatial design	
Good service	
Place of communication/ information	
Offer of organically grown products	
Sufficient supply of fast food	

9. If you rarely or not at all go to the canteen for lunch: what is preventing you? Please tick the right box (multiple nominations are possible)

Quality of offer	
Living situation (employment, partnership, Health)	
Conflicting schedule	
Lack of time	
Atmosphere	
Price performance ratio of the offer	
Aversion of catering from commercial kitchens	
Location and accessibility	
Offer of vegetarian food	
I prefer catering on the road	
I prefer catering at home	
Other	

10. Which dietary pattern do you follow? Please don't count allergies and health-related limitations as a special diet and tick the right box. Please describe other special diets briefly in the description box.

Vegetarian		Description ↓
Vegan		
Religious reasons		
No special diet		
Other:		

Sustainable Campus Food: Yes or No?

11. How much money do you have in average *per month* for the specified areas? (in €) Please tick 3 times.

monthly budget in average	<250	<input type="checkbox"/>
	250 – 500	<input type="checkbox"/>
	>500 – 750	<input type="checkbox"/>
	>750 – 1000	<input type="checkbox"/>
	>1000	<input type="checkbox"/>
monthly nutrition issues in average	<100	<input type="checkbox"/>
	100 – 200	<input type="checkbox"/>
	>200 – 300	<input type="checkbox"/>
	>300	<input type="checkbox"/>
monthly nutrition issues at the campus in average	<50	<input type="checkbox"/>
	50 – 100	<input type="checkbox"/>
	>100 – 150	<input type="checkbox"/>
	>150 – 200	<input type="checkbox"/>
	>200	<input type="checkbox"/>

12. How long is your approach to the university and with which transport service do you arrive? Please tick 2 times.

time in minutes	<input type="checkbox"/>	<input type="checkbox"/>	Means of transport	<input type="checkbox"/>
<15	<input type="checkbox"/>		Public transportation	<input type="checkbox"/>
15 – 30	<input type="checkbox"/>		Long-distance traffic	<input type="checkbox"/>
>30 – 45	<input type="checkbox"/>		Car	<input type="checkbox"/>
>45 – 60	<input type="checkbox"/>		Bicycle	<input type="checkbox"/>
>60	<input type="checkbox"/>		By foot	<input type="checkbox"/>

13. In what type of housing do you live? Please tick the right box.

Commune	<input type="checkbox"/>
At my parents' home	<input type="checkbox"/>
Alone	<input type="checkbox"/>
Subtenancy	<input type="checkbox"/>
Residential home alone	<input type="checkbox"/>
Other	<input type="checkbox"/>

Sustainable Campus Food: Yes or No?

14. How often do you eat animal products (i.e. meat, milk, honey etc.) *per week*? Please tick the right box.

Never	
On one or two days	
On three or four days	
On five or six days	
Every day	

15. How often *per week* do you buy food at the cafeterias your university? Please tick the right box.

<i>Never</i>	
Once or twice	
Three or four times	
Five or more times	

16. Is there a difference between your eating habits at home and in the canteens on the campus? Please tick the right box.

I eat more animal products at home	
I eat less animal products at home	
At home I eat healthier	
At home I eat less healthy	
There is no difference	

17. Would you accept one Veggie-Day* *per week*? Please tick the right box and give a reason.

*only vegetarian food offered in the cafeterias

		Give a reason
Yes		
No		

18. To what extent do you like the idea of the Veggie-Day? Please tick the right box.

0	1	2	3	4	5	6
Not at all		Slightly		Quite a bit		extremely

19. Do you know exactly what organic food is? Please tick the right box

Yes	
No	

Sustainable Campus Food: Yes or No?

20. Which terms do you connect with organic food? Please tick the right boxes (multiple nominations are possible).

Healthy	<input type="checkbox"/>
Environmental-friendly	<input type="checkbox"/>
Sustainable	<input type="checkbox"/>
Expensive	<input type="checkbox"/>
Better taste	<input type="checkbox"/>
Worse taste	<input type="checkbox"/>
No pesticides	<input type="checkbox"/>
No genetic modified food	<input type="checkbox"/>
Better Quality	<input type="checkbox"/>
Locally produced	<input type="checkbox"/>
Appropriate to species	<input type="checkbox"/>
Appropriate to nature	<input type="checkbox"/>
Negative image	<input type="checkbox"/>
Other	<input type="checkbox"/>

21. How often do you eat organic food *a day*?

<i>Never</i>	<input type="checkbox"/>
Once	<input type="checkbox"/>
Two-three times	<input type="checkbox"/>
four or more times	<input type="checkbox"/>

22. How often do you buy organic food on the campus *per week*? Please tick the right box.

Never	<input type="checkbox"/>
Once	<input type="checkbox"/>
Two or three times	<input type="checkbox"/>
Four or more times	<input type="checkbox"/>

23. Please rate the organic food offer in the campus canteens on a scale from 1 to 5 where five is best and tick the right box.

1	2	3	4	5
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Sustainable Campus Food: Yes or No?

24. Answer the following theses by ticking the right box:

	Totally Disagree	Disagree	Neutral	Agree	Totally Agree
Consuming organic food is important for me					
I consider myself environmental-friendly					
Organic campus food can contribute to a sustainable campus					
I am willing to spend more for organic food in campus canteens					
I would like to know more on how to grow organic food					
I would like to have more influence on how my food is produced					
If there was a possibility to grow and eat my own food on campus I would do that					
I am willing to spend more money for organic food					
The vegan food offer on the campus is appropriate					
The vegetarian food offer on the campus is appropriate					
I would like to have a more vegan/vegetarian offering on the campus					
I am satisfied with the labeling on canteen food					

Sustainable Campus Food: Yes or No?

(vegan, allergen etc.)					
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25. Do you know any initiatives on sustainable food production on your campus? Please tick the right box and give the name or a description of the initiative(s).

		Name / description
Yes		
No		

26. Please rate your amount of interest in helping such an initiative on sustainable food production on a scale of 1 to 5 where 5 is most and tick the right box:

1	2	3	4	5

Thank you very much for filling in the survey.

Question 18, 19, 20, 21, 22 and 23 are useful for my research. With the questions 18 and 19 I'll get to know if the students know what organic food is and how they see organic food (Sub question 4). With the questions 20 and 21 I'll get to know how often students buy and consume organic food (Sub question 6). With question 22 the students can rate the offer of organic food in university canteens (Sub question 6). And with question 23 I'll get to know what the students preferences are (Sub question 4 and 6). With the question 1 I can compare the differences between the three universities of Oldenburg, Bremen and Groningen (Sub question 5).

Appendix 3: Transcript Interview Hanneke Lestestuiver (Green Office Groningen)

Bente Vedder (BV)

Hanneke Lestestuiver, Green Office (HL:)

BV: Zou je me meer kunnen vertellen over wat de Green Office precies is en wat jullie precies doen?

HL: Ja, nou we bestaan sinds afgelopen oktober. Oktober 2014.

BV: Dat is pas net

HL: Ja, dat is vrij jong. En het komt voor uit, we hebben al een hele tijd een coördinator duurzaamheid, dat is Dick Jager, die zit hierboven, en eigenlijk is het een initiatief van hem en Yaniek, Yaniek is onze coördinator, om de Green Office te gaan starten. Green Office is een concept wat op meer universiteiten voorkomt, het is zelfs een internationaal concept. En het draait altijd om dat je, zeg maar, de duurzame spil bent binnen de universiteit. En dat je eigenlijk gewoon, ja, een beetje de luis in de pels bent die duurzaamheid blijft promoten en nouja

BV: Een beetje wakker houdt

HL: Ja precies, het zakt soms toch een beetje weg naar de achtergrond. Nouja op die manier zijn we tot leven gekomen zeg maar.

Gelach

HL: En toen moest het nog langs het college en zo en die heeft het goedgekeurd afgelopen oktober met budget erbij en dus ook ruimte voor vier studentassistenten. Dus we zijn met zijn viertjes en Yaniek is onze coördinator dus eigenlijk zijn we gewoon met z'n vijven

BV: Ja

HL: Met z'n vijven hebben we gewoon dagelijkse werkzaamheden en..

BV: Het is parttime dus dan?

HL: Ja, het is.. We hebben, elke studentassistent heeft 12 uur in de week en Yaniek is gewoon in principe fulltime.

BV: Dat is dus dan het hoofd?

HL: Ja, die is er dus ook vier dagen in de week dan. Nou, dat is dus een beetje de structuur en wat we doen is eigenlijk proberen om, ja, wat ik al een beetje zei duurzaamheid binnen de Universiteit hoog op de agenda te krijgen, zichtbaarder te maken, verder te brengen, ook in beleid, maar ook bijvoorbeeld in onderwijs en wetenschap, daar zijn wij ook wel een beetje een spil in al moeten we dat wel, het is wel een proces natuurlijk, dus we zijn nu echt nog wel heel erg veel bezig met de goede netwerken aanboren en bekendheid met..

BV: Omdat het zo jong is natuurlijk

HL: Ja, precies we doen al heel erg veel aan, nou ja, zeg maar inspiratie en voorlichting en kennismaking en dat soort dingen. Zo hebben we bijvoorbeeld die lezingenreeks, je ziet ze daar hangen daarboven. We hebben er eentje over energie gehad, een over water en vanavond gaar over KLM. *Telefoon gaat op achtergrond*

BV: Vanavond ook echt?

HL: Ja, vanavond, dus mocht je nog niks te doen hebben vanavond kom vooral. Het is ook in samenwerking met SOG.

BV: Oh dat doen jullie dus ook?

HL: Ja!

BV: En zo proberen jullie dan wat zichtbaarder te worden?

HL: Ja! Dit is wel de eerste pas met SOG.

BV: En zijn er dan nog specifieke initiatieven waarmee jullie de universiteit zelf duurzamer probeert te maken? Of is het meer duurzaamheid hoger op de agenda en erin te houden?

HL: Nou ja, we, ikzelf hou me veel met voeding bezig.

BV: Ja dat las ik

HL: En dat, dus dat is voor mij wel een speerpunt. Maar verder hebben we gewoon wel, nou ja, bijvoorbeeld Leander en Ellen hebben met de afdeling die over ICT gaat, zeg maar, gesproken over duurzaam printen. Dus hoe je dat beter kunt doen. Dus dat er ook echt een knop komt met 'duurzaam printen' en dan doet ie de marges heel klein, zodat je meer op één pagina hebt, ander soort inkt weet je.

BV: En op het gebied van voedsel, lukt dat dan ook nog een beetje of..?

HL: Ja, ja, ja, om nog even over wat andere dingen: Jorien doet iets over elektrische fietsen nu, en wat doe je nog meer? Groentetas natuurlijk. Dat is een voedselproject. En een grootschalig kledingruilproject, duurzame huizen project met studentenverenigingen, uhm een training. *Gelach* Wat zijn mijn grote projecten? Even zien hoor, ik heb er zes. Nou, zoals je ziet is het heel breed en je bent ook heel erg vrij in wat je zelf initieert zeg maar.

BV: Duurzaamheid is natuurlijk ook een heel breed begrip

HL: Daarom! En hier in de gang bijvoorbeeld, moet je straks ook maar even kijken wanneer je weggaat.

HL: En de stickers, deze stickers *Laat sticker zien*

BV: En dit doen jullie dan boven de WC plakken?

HL: Ja! Dit is van een jongen die een bedrijfje heeft die dat ontwerpt zeg maar, en dan ook met de meting of het dan ook effectief is zeg maar, en daar hebben wij dan gesprekken mee en dan leuke projecten mee doen. En we hebben dus een bak hier staan met mobieltjes en die staan in meer universiteitsgebouwen.

BV: Dit zag ik bij de UB ook!

HL: Dat wordt dan ingeleverd en dan worden alle metalen zeg maar weer hergebruikt en zo dus, ja, ja.

BV: Wel echt toffe dingen, merken jullie dan ook dat er steeds meer belangstelling komt?

HL: Ja heel duidelijk, zowel zeg maar van studenten als ook van intern en dat is wel heel fijn want dat is uhm, ja wel heel lastig om, je vraagt wel om dingen. Je vraagt: wil je dingen wel even anders doen dan dat je altijd gewend bent te doen en dat is nogal wat. Gewoonte is wel echt een sterke kracht, zeg maar. Dus dat, maar ja, op een of andere manier, ik denk dat het ons enthousiasme is of of ja, ik weet niet wat het precies is maar op een of andere manier krijgen we mensen wel mee, en zijn mensen enthousiast en willen mensen meedenken. We hebben bijvoorbeeld een strategietafel duurzaamheid georganiseerd, dat was echt wel op hoog niveau, dat mensen die echt verstand ervan hebben daar ook kwamen.

BV: Een beetje een mengeling van mensen?

HL: Ja, wetenschappers, maar ook politici, beleidsmedewerkers, gewoon studenten, docenten, van alles en nog wat dus dat was echt wel heel leuk. We hebben echt dus op strategisch niveau nagedacht over wat de universiteit nog, weet je wel, zou kunnen op het gebied van duurzaamheid en zou kunnen verbeteren. Nou weet ik nog niet wat de uitkomsten er van zijn, want het was vorige week of zo, en met tentamenweek enzo.

BV: Heeft de Green Office dan inmiddels wel een beetje macht in de universiteit?

HL: Ja

BV: En dat is ook wel echt een doel?

HL: Ja, dat het, nou ja, kijk macht dat is natuurlijk, dat klinkt een beetje gek altijd. Maar het is wel dat je mensen aan je kant hebt, zeg maar, en dat je mensen kunt overtuigen waarom dit iets is

wat belangrijk is en waar je over na moet denken en ook heel erg leuk kan zijn om over na te denken. Omdat het wel, ja, heel veel voldoening geeft en uhm gewoon wel nuttig is, zeg maar. Je doet dit echt voor iets zeg maar, het is niet alleen maar omdat je geld bespaard, weet je. Dat soort dingen het is echt wel, weet je, nou ja.

BV: Dus de invloed wordt steeds groter binnen de universiteit?

HL: Ja! En ik merk ook dat, we hebben van verschillende kanten gehoord dat mensen het belangrijk vinden dat wij, weet je wel, iets approven of zo. Als we ergens aan meewerken, dat het gelijk weer een bepaalde lading van bijna nou autoriteit is ofzo. Dus dat is wel echt heel leuk.

BV: Ik kan me ook goed voorstellen dat dit voldoening oplevert in ieder geval.

HL: En dan over voeding gesproken. Ik heb zelf veel overleg met Food&Drinks, de voormalig hospitality service.

BV: Dat is nu toch ook op facebook?

HL: Ja precies, en zij doen eigenlijk alle nou ja, restauratieve voorzieningen binnen de rug. Dus alle kantines, en ook weet je wel de pantries en de automaten. Dus zij hebben ook de contracten voor de koffie en nou ja dat soort dingen. Dus dat is gewoon een heel belangrijke partij om vaak mee om de tafel te zitten. En dat is Jaap Rademaker waar we dan meestal contact mee hebben en hij staat daar heel open voor. En dat is heel erg leuk.

BV: Voor duurzaamheid?

HL: Ja, en ook voor Green Office. De laatste keer dat ik daar was toen namen we afscheid en toen zei hij van 'Nou, we hoeven geen handje meer te geven we kennen mekaar nu' weet je wel. Dus dat is een soort mijlpunt, er ontstaat een relatie die gewoon wel heel belangrijk is wil je iets kunnen doen binnen dat voedsel verhaal. En vanuit hun zelf zijn er al heel erg veel initiatieven dus dat is heel tof bijvoorbeeld met het Foodcommittee. Dat is volgens mij opgestart door een aantal international students die eigenlijk gewoon helemaal in de war waren van het Nederlandse menu zeg maar. Dat het alleen maar brood was in de middag, nou je kent het verhaal waarschijnlijk wel.

BV: Ja, zo typisch nederlands natuurlijk

HL: Nou, er is dus een Food Committee opgericht en die hebben, ja, één keer in de tweede maanden geloof ik, overleg over, over, over het menu. Wat er in de aanbieding is.

BV: Dus die warme maaltijden die je nu 's middags ziet dat komt

HL: Ja, dat komt daardoor! Ja, ja, dus dat is wel heel gaaf en ze staan dus zelf ook wel heel erg open en doen ook eigenlijk wel heel veel dingen, maar hebben nog niet helemaal door dat het heel belangrijk is om goed over te communiceren over de manier waarop. Dat het binnen dat duurzaamheidsverhaal gewoon heel goed past.

BV: Want als student heb je bijvoorbeeld niet heel erg door dat als je door de kantine loopt, ik zou niet eens weten of er biologisch eten überhaupt wordt verkocht.

HL: Nee precies, en het is ook van de kantine, het is van Food&Drinks en daardoor lijkt het ook heel anoniem zeg maar. En daar hebben we dus, sinds we bestaan zeg maar, regelmatig gesprekken over. Over wat we kunnen doen om het te verduurzamen. En hoe ver ze al zijn. En ja, eigenlijk heel constructieve gesprekken. En wat we tot nu toe hebben, we zijn aan het werk aan een intentieverklaring fair trade. Dus dat is wel echt heel mooi.

BV: Zou je me kunnen vertellen wat dat inhoudt?

HL: Het is eigenlijk proberen heel veel grote instellingen in Nederland het stempel fair trade te krijgen. En wat dat betekent: Het is een bepaalde strategie van fair trade om, zeg maar, bijvoorbeeld ook nou ja hogescholen, basisscholen, kerken, weet je wel, echte instellingen, ziekenhuizen om die het stempel fair trade te geven als ze boven een aantal procent fair trade inkopen. 60-70 % zoiets.

BV: En dan krijg je dat label en mag je dan ook met trots dragen?

HL: Ja, dat mag je dan dragen. Je hebt ook nog provincies en gemeentes trouwens. De gemeente Groningen is nu al vijf jaar achter elkaar fair trade gemeente. Dus dat is heel mooi en ook wel logisch. Ik bedoel als je eenmaal die keuze hebt gemaakt dan ga je niet zomaar je aanbesteding veranderen.

BV: Nee, dat zou zonde zijn.

HL: En dus ja, de RuG is daar dus nog niet zo heel ver in maar dat komt ook voornamelijk door dat omdat er gewoon heel veel onduidelijkheid is over wat het nou precies inhoudt. Want bijvoorbeeld de thee die ingekocht wordt is al UTS-gecertificeerd en nou ja dat is gewoon ook al heel goed en er zijn een aantal koffiepartijen die de Rainforrest Alliance dragen. Dat is een ander keurmerk, dat zit eigenlijk een beetje, je hebt eigenlijk een beetje de keuze tussen Fairtrade, UTS en Rainforrest Alliance. Dat is een beetje als je het hebt over tropische producten, zeg maar, is dat je range van duurzaamheid. De keurmerkenwijze van de Milieucentrale die heeft wel een heel goeie overzicht van wat het nou precies inhoudt.

BV: De keurmerkenwijzer?

HL: Ja is het wel milieucentrale? Oh nee, milieu centraal heet het volgens mij. Even kijken hoor. *Zoekt het op op haar computer en laat het zien* Ja, en als je dit zo ziet dan is het een beetje om het even. Ga je voor de eerlijke handel of ga je voor het milieu? Als je het hier alleen op baseert dan is dat de keuze en dan maakt het eigenlijk niet zoveel uit. Maar alleen het is wel mooi natuurlijk, ja, om zo'n fair trade label te hebben want dat zegt wel wat.

BV: Dan kan je het echt aantonen?

HL: Ja precies, en ook weet je in je uitstraling van wat je belangrijk vindt. En ook naar studenten toe van zijn wij bezig als universiteit bezig met duurzaamheid. Ja, want we zijn al fair trade gecertificeerd, weet je wel. Dat is al heel mooi. Dus daar zijn ze nog een beetje over aan het nadenken maar we willen al wel die intentieverklaring tekenen. Want dat betekent eigenlijk dat ze het meenemen in de volgende aanbesteding, want zo'n aanbesteding loop vier jaar, doorgaans. En dat is meestal ook in duurzaamheid wel een issue, zeg maar, als je, zodra je tussen de facilitaire diensten komt dat die aanbestedingen gewoon vaak roet in het eten gooien omdat die gewoon je flexibiliteit helemaal plat slaan voor een periode van 4 jaar. En wat je dan ook heel erg moet oppassen is dat je dan eigenlijk al na twee jaar de afspraken moet gaan maken voor na vier jaar omdat op het moment dat zo'n nieuwe aanbesteding er is gaan mensen dus echt niet meer nadenken over speciale dingetjes. Dan gaan ze gewoon weer lekker voor de laagste prijs als je daar niet van te voren heel duidelijke afspraken over hebt gemaakt. En dan kan je zomaar acht jaar aan dezelfde leverancier zitten en dus acht jaar geen flexibiliteit hebben.

BV: En dat is dan wat er nu ook veel gebeurt? Veel laagste prijs?

HL: Ja, dat is heel normaal.

BV: Ja, dat snap ik ook wel. Het zijn natuurlijk ook studenten natuurlijk.

HL: Ja eigenlijk overal in de facilitaire wereld is dat de normaalste zaak van de wereld dat dat gewoon echt leidend is.

BV: En krijg jij daar dan ook nog verandering in? Of is dit heel moeilijk?

HL: Nou, met die koffie is het echt wel een ding zeg maar. Dan moeten we echt wachten tot de aanbesteding maar met het, met de aanbesteding van de kantine, hun inkopen doen ze bij de Hanos.

BV: Die bussen heb ik inderdaad wel eens zien staan.

HL: Daarbinnen is nog wel een beetje ruimte in de zin van, we kunnen bijvoorbeeld aan Hanos vragen 'kunnen jullie een beetje, kunnen jullie dit in het assortiment opnemen?' of we vervangen dit product door dat product als jullie dat hebben of zo. Dus daar is nog best een

beetje onderhandelingsruimte en die gebruiken we nu eigenlijk om straks, want we zijn nu bezig met een nulmeting van de catering, wat betekent dat we alle 675 producten langsgaan om te kijken of ze wel of niet duurzaam zijn om vervolgens dus te kijken wat het percentage is van duurzaamheid en of we daar ook doelen aan kunnen stellen om dat eigenlijk te verhogen. En, nou ja, we zijn eigenlijk nog niet *alles* doorgegaan maar wat ik zeg maar weet van mijn eigen bezoeken aan de kantines is dat de melk en de karnemelk biologisch is, dat er biologische broodjes verkocht worden, niet in elke kantine maar wel in die van de Kapteynborg bijvoorbeeld en die liggen dan verstopt onderin die bak met verpakte broodjes daaronder liggen dus de biologische broodjes.

BV: Dus niet *alle* broodjes zijn biologisch?

HL: Oh nee, nee, nee, nee, het is allemaal regulier grotendeels. En verder wat ze dan dus hebben zijn die sapjes en zo en dat is ook nog wel heel leuk dat ze dus best wel veel aan duurzaam, aan uhm anti-voedselverspilling doen. Dus bijvoorbeeld als er fruit over is dan gebruiken ze dat om smoothies mee te maken. Of als er brood over is dan gebruiken ze dat om croutons mee te maken. Er is net een heel lijstje bijgekomen.

BV: Volgens mij heb ik zoiets voorbij zien komen op Facebook

HL: Ja, klopt. Dit hebben we *net* allemaal voor mekaar.

BV: Maar het aandeel biologische producten is dus nog vrij klein?

HL: Erg laag ja, wat we wel voor mekaar hebben gekregen is de kantine, of nou de automaten bij de UB, er staat één zeg maar duurzame, bewuste een soort van mix van allemaal dingetjes in het, in de UB.

BV: In de koffi corner?

HL: Ja! *heeft artikel gevonden en laat het zien* En dit hebben wij ook bijvoorbeeld ook voor ze geschreven. Dit stuk. Dat dragen wij dus bij aan hun, dat ze, zij hebben dat dit opgeleverd, er wordt gezegd dit zijn onze dingen die we doen en ik heb het dan vertaald in studententaal in de zin van dat het *niet* allemaal in behoorlijk facilitair jargon, zeg maar, erin kwam, dus een beetje vertaald.

(...)

HL: Maar door dit soort stukjes voor ze te schrijven daarmee, daar hebben ze zelf gewoon geen tijd voor. Omdat het in de dagelijkse dingen, ja daar hebben ze gewoon geen tijd voor. Want met *al* die onderhandelingen en al die inkoopafspraken en weet ik allemaal wat, dat is hartstikke druk.

BV: En dan doen jullie dat dus voor ze?

HL: Ja

BV: En als straks de volgende aanbesteding komt dan, hebben jullie dan bepaalde doelen?

HL: Nou ja, dat is in 2017 als het goed is. 2016-2017. Ja, en wat eigenlijk de bedoeling is als we straks die nulmeting klaar hebben dat we dan een soort plan gaan maken samen met Food&Drinks, een soort duurzaamheidsstrategie, zeg maar, met wat doelstellingen dat we daarin koffie dan gewoon meenemen. En zeggen van, op het moment dat dit niet nieuw aanbesteed wordt. Dan zijn dit aanbestedingencriteria waar gewoon, die gewoon opgenomen worden.

BV: En voor het eten, bijvoorbeeld die maaltijden die elke dag nu er zijn, zijn daar nog plannen en ambities voor of is dat voor later nog?

HL: Nou ja, dat uhm, die maaltijden die worden gewoon gemaakt, zeg maar, door het personeel van de RuG, dat is dus gewoon RuG-personeel. Dat menu wordt elke keer samengesteld en wat bijvoorbeeld heel goed kan is dat bij het inkopen van het vlees dat er gekeken wordt naar of het biologisch vlees erin verwerkt kan worden. Of dat bijvoorbeeld de rijst, dat dat fair trade rijst is.

Of als er patat is, dat we kijken naar of het misschien lokaal aardappels gekocht kunnen worden. Het zit vooral heel erg op de ingrediënten, zeg maar. Het zal dus niet zo zijn dat er ineens biologische maaltijden voorstaan.

BV: Maar nu wordt er dus nog niks mee gedaan?

HL: Nee, het gebeurt nu allemaal nog regulier. Het is wel mogelijk om veganistische maaltijden aan te vragen.

BV: Dat kan gewoon elke dag, of moet je het van te voren aanvragen?

HL: Nou, ik weet niet, volgens mij hebben ze dat zelfs op hun, even kijken hoor, als je op hun Facebook kijkt, dan hebben ze het vaak onderaan de menukaart staan. Dat als je veganistische opties wil dat je daar gewoon om kan vragen.

BV: Oh wat geinig

HL: Ja, dat is wel heel tof

BV: Mijn medestudent doet zijn scriptie over Veggie-Day of studenten, via een enquête is die daar aan het onderzoeken...en hij is bezig of studenten of ze dat willen, of ze dat toestaan om zoiets, zo een dag te accepteren en wat zij dan ervan vinden want als studenten niet willen dan kan die dag natuurlijk *niet als* er geen eten meer in de cantine zijn. Hij is er heel erg mee bezig hoeveel zij daar toe bereid om dat te doen, om zo een dag te willen. Maar dat soort plannen ambieert de rug niet echt, toch?

HL: Nou, het is...kijk, je hebt bij voorbeeld ook Meat-Free Monday en dat vind ik zelf...ik vind Veggie-Day een leukere benaming dan Meat-Free Monday..

BV: Het is eigenlijk een beetje hetzelfde.

HL: Ja, het is hetzelfde, maar het is ene is positief, het andere is negatief.

BV: En dat is in alle kantines?

HL: Nee, hoor, nee, dat is gewoon een landelijk project, een internationaal concept zeg maar, wat heel vaak als eerste dingetje dan wordt geprobeerd zeg maar bij kantines. Maar het is eigenlijk...kijk het punt is mensen...weet je, je hebt mensen die sowieso al wel gewoon een bewuste keuze maken en daarna zoeken, dus die hoeft je niet te overtuigen met dat soort dagen zeg maar, die willen sowieso wel de meest duurzame optie te vinden; je hebt mensen die er voor open staan en je hebt mensen die moeten er helemaal niets van weten. En die er helemaal niets van weten is best wel groot, het is ongeveer 50%. Dus je doet het voor die ene kwart die het wel interessant en leuk vind en wij denken dat we meer kunnen bereiken als we het meer op de... hoe noem je dat...meer op de achtergrond doen, meer in de inkoop. Als we daar aanpassingen doen waar mensen eigenlijk niets van merken, en daar communiceren wij natuurlijk wel goed over want dat is wel belangrijk, dat mensen die daarna op zoek zijn dat die het wel weten, tenminste zou ik het zelf ook heel graag willen weten of ik fairtrade coffee drink of een andere soort coffee. Maar, ja het is...het is wel...het kan ook weerstand oproepen en mensen die zijn soms ook een beetje actiemoe.

BV: Ja, jaja, ja.

HL: En het kost gewoon heel veel tijd.

BV: Maar dingen die nu bij voorbeeld fair trade zijn of duurzaam, daar wordt niet echt op gepromoot. En dat is ook bewust om dat het meer op de achtergrond willen optreden?

HL: Nou, niet per se. In principe is het gewoon wel zo dat de keuze aan Food&Drinks of ze bepaalde dingen willen of niet willen promoten. Maar bij voorbeeld volgende week hebben wij de week over de duurzame voeding en...dus dan hebben we wel een actie. Maar dat is ook elk jaar eigenlijk gewoon. We hebben elke dag hebben we een andere activiteit en...ja, dat is...op die manier proberen we wel de aandacht voor te vragen. Daar werken we samen met de Food&Drinks, zeg maar, en het menu passen ze aan en...voor die week...en dan hebben ze ook

wat actietjes en daar hebben wij dus een programma daar boven op. Dus...dat is gewoon een manier waarop je dat kunt bereiken. En verder...het is wel de bedoeling om op de lange termijn wel beter te communiceren over dit soort dingen want je hebt bij voorbeeld nu al wel die allergenen bordjes en dat is omdat het nu wettelijk verplicht is om dat te doen zeg maar, om het aan te geven...maar daar kun je natuurlijk heel veel meer mee doen om door gewoon meer van dat soort informatie te geven en bij voorbeeld bepaalde dingen in kantines zetten. Wat bij voorbeeld een plan was van mij, maar dat heb ik verder niet opgenomen, dat zou nog later kunnen maar dat bij voorbeeld elke maand een broodje of maaltijd beschikbaar is die hele maand lang zeg maar dan duurzaamheidsissue mee tentoongesteld wordt. Dus dan is het bij voorbeeld een vegetarisch broodje of een veganistisch broodje of een broodje met...misschien wel een brak-broodje. Maar we kunnen allerlei leuke dingen bedenken en...

BV: Maar zo ver willen ze nog niet gaan?

HL: Nou, daar hebben wij het nog niet over gehad maar dat soort dingen zou gewoon wel kunnen.

BV: En zijn ze wel bereid om duurzamer te worden of is het ook een beetje gevecht om...

HL: Nee, ze zijn best wel bereid, alleen er is gewoon limitatie aan het financiën...Weet je, je hebt gewoon een budget en als je alles super goedkoop inkoop, koop dan maar duurzaam in met hetzelfde geld, dat is gewoon bijna niet te doen. Dus...het is ook wel een beetje...

BV: Afwegingen maken...

HL: Ja, en maar ook...kijk, als er meer budget is voor catering...kijk, want dit soort dingen zijn wel de eerste plek waar de budgetcuts valt, zeg maar, dat wordt wel als eerste bezuinigd. En dat het nu gewoon zo gebeurt dat is eigenlijk wel heel luxe want eigenlijk wordt het overal gewoon uitbesteed en dat kost nog steeds geld, maar...ik bedoel de particuliere bedrijven die stellen helemaal de kosten dat is echt helemaal op het randje van wat...zeg maar...

BV: nog moreel verantwoord is?

HL: Ja, soms...maar ... op zich zitten we al best wel goed met dat het gewoon nog wel inbound is zeg maar...maar het is wel afwegingen maken en daarom is het stapje voor stapje, dan kom je toch het verst ...langzamer hand kunt veranderen maar met niet al te veel fluctuaties in kosten...

BV: En de prijzen willen ze ook niet verhogen om meer duurzaam te worden?

HL: Nou, het punt is, dat heel veel international students het nu al veel te duur vinden en dat komt omdat voornamelijk in Duitsland...

BV: Daar wordt het sterk gesubsidieerd...

HL: Ja, en dat is echt heel naar, want daardoor hebben mensen gewoon een heel raar beeld van hoeveel voeding kost, zeg maar...en ik ben zelf gewoon van mening dat op het moment dat je goeie producten eet mag je daar ook gewoon voor betalen en het is heel gezond om...weet je, het is naar om al die supermarkt al die marges te moeten betalen, ik bedoel dat gaat soms 20/30% overheen dus dat is vervelend, maar ik...weet je, als een boer daarvoor gewerkt heeft dan mag hij daar ook gewoon goed voor betaald worden en dan heb je niet zoiets van nou eet maar een boterham minder jij ik wil het lekker goedkoop hebben, weet je, en heel veel mensen denken daar niet op die manier over na en die doen gewoon maar willen het altijd zo goedkoop mogelijk en dat is...die mindset is best beschamend voor...voor je opvatting van eten en wat je daarvoor over hebt zeg maar. En dat maakt het ook minder goed mogelijk om gewoon te zeggen van jongens we gaan voor kwaliteit en dat kost wat meer maar dat hebben we daarvoor over. Dat is gewoon heel moeilijk...

BV: Dat is een beetje de discussie tussen ... het getouwtrek wat er gaande is tussen de prijs en de budget wat je hebt...eigenlijk zou iedereen wel willen...

HL: Ja, dat is het issue.

BV: Geld technisch is niet iedereen bereid.

HL: En, in principe zou ik er wel voor zijn om gewoon een soort van een keer een pilot te doen met een goedkope maaltijd en een dure maaltijd of zo, en de dure maaltijd is dan echt voor goede producten en die dan bij voorbeeld naast elkaar te zetten dat mensen gewoon kunnen kiezen. Maar ja, aan de andere kant, weet je, het is gewoon heel lastig. En op dit moment zijn de biologische broodjes goedkoper dan de broodjes daar meestal staan...

BV: Nou, dat is op zich wel iets positief.

HL: Ja, die kosten een euro van 3 en deze zijn maar 2 euro, dus, wat dat betreft zijn we minder fancy, hoor, maar...

BV: En de verkoop van de biologische producten of fairtrade producten, loopt dat beter of slechter of hebben jullie daar niet echt inzicht in?

HL: Nee, ik heb er niet echt inzicht in. Maar mijn inschatting is dat het...naja, het fluctueert heel erg...het verkoopt niet heel hard want we hebben weinig in het sortiment...als het snel zou verkopen zouden ze wat meer hebben en ze hebben het ook op een niet heel erg gunstige plek in de kantine neergelegd, maar...nou, wat bij voorbeeld een verkoop techniek is overvloed, dat is wel heel grappig, zeg maar, als je iets heel erg veel neer zet dan wordt het ook heel veel verkocht...dat is wel apart zeg maar...

BV: Oké. Nog nooit eerder van gehoord.

HL: Nee, ik ook niet. Dat vond ik ook wel apart want dat soort dingen dat zijn wel maatregelen die je kunt nemen om de verkoop omhoog te krijgen, zeg maar...

BV: Zou wel kunnen helpen. Maar met dat soort dingen zijn ze niet echt mee bezig...

HL: Nee, dat komt ook omdat ze dat eerder wel gedaan hebben, maar toen was er gewoon nog niet zo veel aandacht voor. Twee, drie jaar geleden waren zo veel minder mee bezig dan nu. Ik bedoel, bijna iedereen die zit er wel dagelijks mee als je door de supermarkt loopt en zo veel alternatieven ziet dat je denkt van goh, nou, waarom zijn de alternatieven daar...maar misschien denken heel veel daar niet over na...maar het is nu gewoon veel prominenter en veel meer in de aandacht en ik denk dat als ze het nu nog een keer zouden willen doen dat het dan anders zou zijn...zeg maar, anders ontvangen zou worden. Je moet wel...kijk, iemand die geen vlow idee heeft wat biologisch inhoudt, ja, dan heeft die twee keuzes: goedkoop of duur, weet je. Dan gaat het toch om prijs als die niet weet wat het inhoudt. Ik denk dat het vooral belangrijk is om de boodschap achter dit soort dingen over te brengen en om te laten zien wat je daarmee opschiet. Dus, bij voorbeeld als je een broodje kaas neemt in plaats van een broodje ham wat dat scheelt of als je een broodje...zeg maar, om iets niet dierlijks te noemen...een broodje...nu kan ik niets bedenken...veganistische broodjes gaan ook niet zo goed...

BV: Met komkommer en sla of zo...

HL: Ja, precies...maar een lekker veganistisch salade bij voorbeeld hoe veel water en hoe veel CO2 scheeld...

BV: Als je dat meer onder de aandacht brengt.

HL: Ja, ik denk dat dat wel zou helpen.

BV: Oke, en met dat soort dingen zijn jullie echt actief mee bezig.

HL: Naja, vanuit Green Office proberen we daar wel ... waar het kan voorlichting over te geven, zeg maar. Bij voorbeeld bij voeding op welke dag we veganistische snack hebben en naja, die niet uit de frituur hoor maar gewoon klaar gemaakt, een goede snack, en hapjes...maar dat wat dat oplevert qua...dat het heel lekker is maar dat het ook heel veel scheelt in...environmental...

BV: CO2 enzo...

HL: Ja, precies. Dat scheelt gewoon heel erg en verder willen wij gewoon ook vanuit Green Office meer met de website bij voorbeeld achtergrondinformatie geven, gewoon, wat is bio nu

eigenlijk...weet je, je ziet zo veel keurmerken, wat kun je wel of niet vertrouwen en weet je, al dat soort achtergrondinformatie die...iemand die zich daar nooit verdiept in heeft eigenlijk niet weet zeg maar, dat dat wel wat...meer voorkomt. Want ik bedoel wij zijn verbonden aan de universiteit, dat is de ideale positie om informatie te verstrekken lijkt mij, dus...

BV: Ja, maatschappelijk gezien ook wenselijk.

HL: Ja, maar dat brengt ook een heel grote verantwoordelijkheid met zich mee want als we informatie delen dat dat natuurlijk de meest recente en accurate informatie moet zijn.

BV: En hebben jullie ook nog specifieke doelen om te halen of is het echt maar gewoon go met de flow en we zullen het zien?

HL: Ja doelen, dat is mooi als een soort lichtpunt maar daar moet je nooit aan vasthouden vind ik zelf want daar ga je dingen doen of te snel gebeuren, dat er gewoon geen animo voor is...weet je, dan ga je tegen de stroming in en dan...daar schiet je niet zo heel veel mee op maar ik zou het zelf ook gewoon heel mooi in dat gebied van voeding als er gewoon een heel groot deel van in ieder geval van vlees biologisch kan worden ingekocht en tropisch production bio fairtrade en dat er gewoon aandacht is voor minder dierlijke producten en meer creativiteit met plantaardige producten...

BV: Dus, zo een Veggie-Day zouden jullie ook gewoon iets in zien.

HL: Ja, jaja, zeker, zeker. Alleen, kijk, het punt is gewoon heel veel mensen die dat als een aanval zien, die gewoon zoiets hebben van Nee, dit is...ik wil gewoon mijn vlees. Weet je wel en...moet je niet met mijn consumptie... en daar hebben ze ook een recht in vind ik alleen...dus ik vind het zeker super leuk maar dan meer gewoon dat het niet...dat het boven op de normale menu is, dat het niet alles vlees uitgehaald wordt zoals met een Meat Free Monday, daar halen ze echt alles vlees uit de kantine en dan is het zo, nou, reken maar met dit aanbod. En sommige mensen worden daar gewoon heel boos van want het is niet dat je het niet zou doen omdat je geen mensen tegen het haar zou strijken want als je dingen wilt veranderen moet je soms mensen tegen hun haar strijken maar het kan heel erg negatieve...

BV: Associaties...?

HL: Ja, associaties oproepen. Dat elke keer als het over duurzaamheid gaat mensen elke keer denken oh, daar gaan ze mijn vlees weer afpakken...weet je wel, en dat moet je gewoon voorkomen. Het moet gewoon...Dit moet iets positief zijn en gekoppeld zijn aan positieve associaties en als het niet zo is dan moet je daar zo snel mogelijk iets aan doen om het te veranderen want het is gewoon niet de hoek waar je in moet zitten. Daar heeft het al lang genoeg ingezet en er zijn super veel redenen waarom het positief zou zijn...dus, om het dan gewoon in het negatieve te gooien is gewoon zonde, zeg maar.

BV: En we schrijven deze scriptie met mensen van Bremen en Oldenburg, heel interessant en Oldenburg in alle kantines is alles 100% biologisch en omdat het Duitsland natuurlijk is wordt het ook sterk gesubsidieerd. Maar dat zou echt iets...een droom zijn...of....

HL: Nou, dat is heel grappig, want we hebben...zijn twee wetenschappers van...van de FRW, misschien zijn dat ook jullie begeleider, dat zou best wel goed kunnen. Britta Hestermijer (?) en Elen Trell...

BV: Ja, Elen Trell is mijn begeleider.

HL: Ja, ja...die hebben laatst met de kantine ook gesproken en die hebben gezegd van nou, jullie kunnen gewoon daar wel eens kijken. Dus onze afdeling food en drink, zeg maar, is gewoon uitgenodigd om bij Oldenburg een keer op werkbezoek te gaan. Ja, dus dat is heel tof als je dat leuk vind dan zou je daar misschien nog wel wat mee kunnen doen ook met...dat we dat gewoon wat eerder doen, bij voorbeeld.

BV: Ja, we gaan zelf...zijn daar nu ook al een keer geweest omdat we gewoon moesten overleggen. Het is gewoon heel bijzonder want bij hun zie je dus overall 100% organic staat er op en ja...dat was wat we daar zagen was gewoon heel erg goedkoop, dat is echt hun sterke punt en waarop zij zichzelf profileren ten opzichte van andere universiteiten. In Bremen en Groningen gebeurt dat bij voorbeeld veel minder en het is eigenlijk ook heel bijzonder. We hebben nu ook enquêtes zijn we mee begonnen en dan natuurlijk ook een vraag van hoeveel per dag eet je nu biologisch en ik verwacht dus ook dat die studenten van Oldenburg veel meer biologisch willen eten dan studenten die...

HL: Ja, ik ben heel benieuwd naar dit onderzoek...

BV: Ja, ik ook, ik ook, ik ook...Ik hoop dat dat goed zou komen. Op die manier gaan we dat onderzoeken en hopelijk komt er iets uit wat bruikbaar is. Maar het is ook een heel erg interessant concept dat ze daar alles in een keer hebben omgegooid naar helemaal biologisch, duurzaam en...

HL: Ja, en vaak hangt het echt van mensen af, hoor. Het is echt zo een...weet je, je moet net even iemand hebben die zo een wild idee heeft en die de juiste positie heeft om dat ook gewoon te kunnen doen, zeg maar, wat ervoor zorgt dat zo iets gebeurt want dat...ja...weet je, je moet gewoon mensen hebben met lef en die zo iets hebben van nou, stik maar, ik doe dit gewoon...

BV: Ja, die moet je inderdaad zijn, dat die ook bereid zijn dat in een keer te gaan doen.

HL: Ja, het is een zure appel voor sommige maar...

BV: Ja, het is natuurlijk een andere situatie als ze veel meer subsidies krijgen en daardoor de prijs kunnen drukken voor de studenten...

HL: Ja, ja...

BV: Het is een heel andere uitgangssituatie ook...maar leuk dat jullie daar nog een keer hen gaan, met ook Green Office?

HL: Ja! In principe gewoon de echte afdeling Food&Drinks zeg maar, en ik denk dat daar een van ons mee gaat...

BV: Wat slim ook dat zij er dan hen gaan.

HL: Ja, precies.

BV: Dat ze ook kunnen zien hoe dat gaat. Vind ik gewoon heel grappig. Toevallig dat dit dan nu ook gebeurt eigenlijk.

BV: En hoe ben je eigenlijk zelf betrokken geraakt bij de Green Office?

HL: Nou, ik heb eigenlijk gewoon gesolliciteerd toen het opkwam. Ik ben zelf eigenlijk al sinds...nou, wat zou het zijn geweest...2010 denk ik, ben ik bezig met duurzaamheid, dat dat mijn interesse heeft gegrepen, zeg maar, en dat ik echt zo iets heb van ik wil hier iets mee doen. En voedsel heeft me vanaf daar het meeste ingetrokken...dat is echt de kant die ik op ben gegaan. Ik heb bij voorbeeld ook bij de gemeente Groningen heb ik stage gelopen voor mijn HBO opleiding en daar...dus...daar voor mijn scriptie was de voedsel beleid...dus, dat was gewoon heel gaaf en daar heb ik ook gewoon echt heel veel van geleerd en ben nu dus ook onderdeel van...bestuurslid bij yougroen- movement...dus...dat doe ik hiernaast en daarmee heb ik gewoon...weet je, daar zit ik gewoon lekker in...weet je, dan vind ik het ook gewoon fijn om dat te blijven doen...en...en...kijk, ik ben, dat klinkt een beetje gek, maar ik ben altijd een beetje opzoek naar posities waarin ik iets kan doen want ik haat het gevoel dat je machteloos bent, zeg maar. Weet je, dat je moet roepen, zeg maar, ik zou ook bij voorbeeld nooit in een communicatieachtig positie willen zitten, bij voorbeeld een reclame bureau voor bio of zo, weet je wel...omdat je dan...weet je, je bent de hele tijd aan het schreeuwen en...

BV: Je doet weinig...

HL: Ja, naja...je doet wel veel maar het zit in het overtuigen van mensen en daar moet je het niet vandaan halen. mensen moeten op een of andere manier geïnspireerd raken en dat komt vaak niet door dat je zegt tegen iemand goh, weet je wat er ook is: duurzaam eten. Ik bedoel daarmee heb je hem niet geïnspireerd. En het is echt een kunst om dat wel te hebben...of ik vraag me af, of een andere ooit iemand anders kan inspireren tot een andere levensstijl zeg maar.

BV: Dat zal de tijd moeten leren.

HL: Ja, ja, precies ja. Ik ben niet voor niets door iemand anders aan het levensstijl geïnspireerd geraakt. Misschien omdat ik daar te eigenwijs voor ben. Maar omdat ik gewoon de logica daar niet in zag. Ik vond het zo raar dat...weet je, het begint vaak met documentaires of zo waar dingen zijn...Waarom is dit zo? Dit slaat helemaal nergens op. En dat is wel een beetje mijn drive zeg maar dat ik gewoon...dat soort gekke dingen dat ik dat uit de wereld wil helpen, dat ik dat wil verminderen, zeg maar. En dit is gewoon een hele goeie positie om dit soort dingen te doen want ik bedoel je zit niet in de universiteit, je bent met een hele boel...nou dit is, dit gebeurt hier...

BV: En de beleid van universiteit zelf is dat ook heel erg gericht op duurzaamheid op het gebied van eten?

HL: Nee, er is geen duurzaamheidsbeleid...

BV: Helemaal niet?

HL: Nee. Dat zou...die strategie zou daar ook het begin van zijn. Omdat de universiteit zeg maar...nou, vanuit het college, er is wel een duurzaamheidsbeleid, hoor...

BV: Ja, maar niet op het gebied van voeding...

HL: Nee...nee...nee...

BV: En *het* algemene duurzaamheidsbeleid is dat heel concreet of is dat wel...

HL: Wel heel abstract. Nou er zijn wel wat...doelstellingen, hoor, maar dat is vooral op het gebied van energie en afvalverwerking, zeg maar de meer technische dingen, gebouw gebonden dingen en daar zijn dingetje...Rik en Sander gewoon heel erg mee bezig. Die zitten op het...*storing van medewerker*...Maar dus dat soort vlakken is er wel, dat is ook makkelijker te monitoren natuurlijk, dus daar gebeurt wel veel op maar op de wat zachtere dingen zeg maar...

BV: Niet echt een unique sellingpoint?...Jammer...

HL: Ja, maar er zit wel veel potentie.

BV: Dus veel te doen, nog.

HL: Ja, en ik heb nog maar een half jaar.

BV: Ja, het is echt maar nog dit jaar en dan gaan het nieuwe mensen overnemen.

HL: Ja.

BV: En dan ben je klaar met je...nee februari...

HL: Ja dan nog een half jaar en dan daarna, en dat doe ik ook bewust hoor, op zich zou ik wel nog weer voor een half jaar kunnen solliciteren, dat is zo lang ik student ben, of studenten-assistent, maar ik toch gewoon ruimte nemen voor mijn scriptie en zo, dus...

BV: Ja, voor het bachelor scriptie is al behoorlijk wat te doen en dat is dan nog met een stapje erbij.

HL: Ja.

BV: Nou, ik denk dat het dit al was, een beetje wat ik had.

HL: Nou, mooi, leuk.

Sustainable Campus Food: Yes or No?

Appendix 4: Results SPSS

Independent variable	Dependent variable	Cases	SPSS test	Result	Association	Result	
Gender	General Frequency	Groningen	Chi square	0,125	Cramer's V	-	
		Oldenburg		0,037		0,212	
		All		0,000		0,256	
	Frequency on campus	Groningen	Chi square	0,210	Cramer's V	-	
Oldenburg	0,505	-					
All	0,015	0,156					
Willingness to pay more - general	General	Groningen	Chi square	0,261	Cramer's V	-	
		Oldenburg		0,200		-	
		All		0,000		0,216	
	Willingness to pay more -on campus	Groningen	Chi square	0,294	Cramer's V	-	
Oldenburg	0,525	-					
All	0,001	0,217					
Environmental Friendly	General Frequency	Groningen	Chi square	0,001	Kendall's Tau B	0,338	
		Oldenburg		0,000		0,299	
		All		0,000		0,300	
	Frequency on campus	Groningen	Chi square	n.v.t.	Kendall's Tau B	-	
		Oldenburg		0,038		0,157	
		All		0,013		0,141	
Willingness to pay more - general	General	Groningen	Chi square	0,000	Kendall's Tau B	0,370	
		Oldenburg		0,000		0,388	
		All		0,000		0,311	
Willingness to pay more -on campus	General	Groningen	Chi square	0,000	Kendall's Tau B	0,479	
		Oldenburg		0,000		0,312	
		All		0,000		0,333	
Visits Mensa/ Canteen p/w	Oldenburg	Chi Square	0,888	Kendall's Tau C	-		
Monthly budget	General Frequency	Groningen	Chi square	0,637	Kendall's Tau C	-	
		Oldenburg		0,469		-	
		All		0,909		-	
	Frequency on campus	Groningen	Chi square	n.a.	Kendall's Tau C	-	
Oldenburg	0,387	-					
All	0,469	-					
Willingness to pay more - general	General	Groningen	Chi square	0,089	Kendall's Tau B	-	
		Oldenburg		0,004		0,233	
		All		0,008		0,123	
Willingness to pay more -on campus	General	Groningen	Chi square	0,605	Kendall's Tau B	-	
		Oldenburg		0,093		-	
		All		0,447		-	
Knowledge	General Frequency	Groningen	Chi square	0,000	Cramer's V	0,445	
		Oldenburg		0,000		0,346	
		All		0,000		0,380	
	Frequency on campus	General	Groningen	Chi square	0,894	Cramer's V	-
			Oldenburg		0,000		0,272
			All		0,000		0,220
Willingness to pay more - general	General	Groningen	Chi square	0,002	Cramer's V	0,393	
		Oldenburg		0,000		0,385	
		All		0,000		0,346	
Willingness to pay more -on campus	General	Groningen	Chi square	0,002	Cramer's V	0,393	
		Oldenburg		0,000		0,385	
		All		0,000		0,346	

Sustainable Campus Food: Yes or No?

	Visits Mensa/ Canteen a week	Oldenburg	Chi Square	0,415	Cramer's V	-
University	General Frequency	All	Chi square	0,000	Cramer's V	0,271
	Frequency on campus	All	Chi square	0,000	Cramer's V	0,376
	Willingness to pay more - general	All	Chi square	0,000	Cramer's V	0,216
	Willingness to pay more -on campus	All	Chi square	0,000	Cramer's V	0,190
	Rating organic food offer	All	Chi square	0,000	Cramer's V	0,298