

ANNEVECK

your hair our passion

**CREATIVE HEAD
MOST WANTED 2022
SUSTAINABILITY HERO
ANNE VECK & KEITH MELLEN**

CONTAINS 100%
FACTS

SUSTAINABILITY HERO WINNERS 2021

As the winners of this category in 2021, we have proven that we are leading the way when it comes to operating a sustainable, ethical salon business.



However, when it comes to the future of our planet, there is always more that can be done -sustainable options and initiatives are forever growing and evolving - so too should our business! Rather than patting ourselves on the back, we wanted to use our win as a springboard to take the next steps in our sustainability mission and educate even more hairdressers on the changes they can make...



OUR 8-POINT MISSION



1. To support businesses to thrive rather than simply grow
2. To make a profit, but also to make the world a better place
3. To be consistently vocal that the industry can make an important contribution to a sustainable business future
4. To drive our energy towards a world where being kind to our fellow humans and the earth resonates with customers and is the key to success
5. To help salons find sustainable solutions
6. To educate hairdressers about the fact that UK salons produce roughly the same volume of carbon emissions as a small country! (Source: www.nationmaster.com)
7. To motivate the industry to make a big difference by changing behaviours
8. To lead the way as a model of a business that is commercially successful, because it is sustainable

KEY STATISTICS

CO2 emissions reduced by over 50% from 12.8 tonnes in 2013 to 6.3 tonnes in 2020/21.

Carbon footprint estimated less than 50% of industry average, although finding accurate figures for comparison difficult. Average CO2 emissions for 10 person office are 14.35 tonnes/p.a. (wsp.com). **Our 10 person salon produces 6 to 8 tonnes/p.a.** However, assume that hair salons have higher emissions than offices due to greater hot water use.

OUR ANNUAL CO2 EMISSIONS



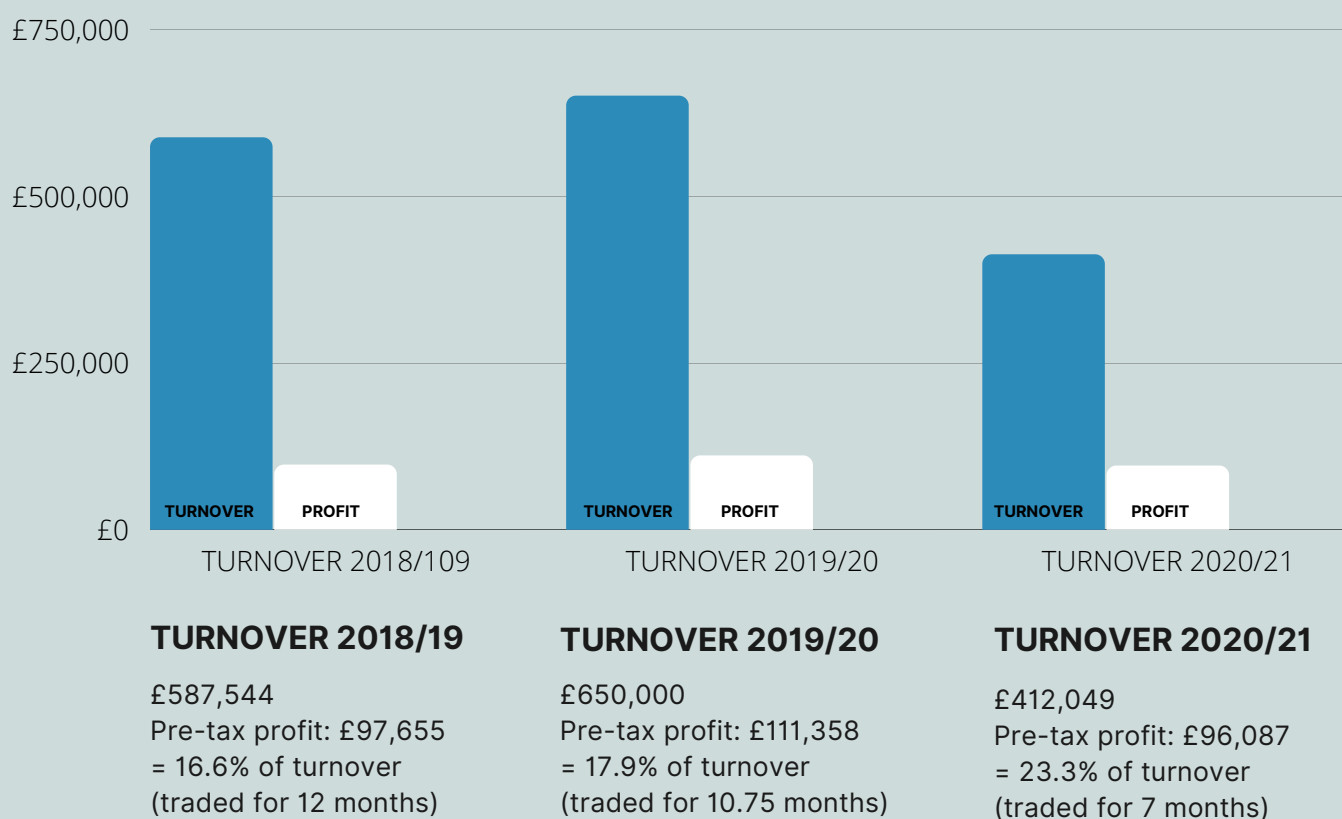
Certified CO2 Neutral by Carbon Footprint Ltd each year since 2019. (Emissions offset with Kenyan village tree planting project.).

Signed up to The Race to Zero = CO2 neutral by 2030, with annual CO2 reduction plan.

KEY STATISTICS

OUR TURNOVER AND PROFIT

Our profit target @ 20% turnover is double the industry average.
(thesalonbusiness.com and personal comment UK industry experts)



Turnover and profits results for 2021/22 are currently pending as the financial year is not yet complete.

“THE SIMPLE FACT IS THAT SUSTAINABILITY IS
GOOD FOR BUSINESS –
IT REDUCES COSTS AND INCREASES SALES”

DESIGN & OPERATIONS



We choose our suppliers through extensive research and this is the data we freely share with salons in **Salon Re:Source**, for example:

- Electricity and gas from **Ecotricity**, who generate 100% their own renewable electricity and 5% their own green gas (the remainder offset)
- **Ceramic Fuel Cell** generates electricity from mains (**Ecotricity**) gas efficiency rate of 75%+. (Electricity generated by commercial power stations efficiency rate is c.35%.) Reduces energy consumption by 50% and carbon emissions by 40%
- Produces 200 litres hot water daily free bi product
- Backwash **Ecoheads** reduce hot water use by 65%
- Lighting is **LED**, and motion activated in staff room and toilet
- **LED** etc. contributes 10% to carbon emissions reduction (**L'Oreal** audit of salon 2012)
- Window sizes increased for maximum natural light
- Water pipes insulated to reduce heat loss
- Doors and windows draught-proofed
- Electric hand dryer reduces energy use - fewer towels washed
- **Easydry** biodegradable towels and gowns reduce need for washing
- Washing machine (occasional use) A-rated, runs at low temperature
- No energy-hungry air conditioning – we open windows!

REDUCING WASTE, POLLUTION AND COSTS

- Grey water filter downstream of backwashes
- Redecorate regularly non-toxic phosphate-free paint
- Hairdressing products, including colour, from **Davines**, made from non-toxic natural ingredients
- Colour waste reduced using **VISH** app
- Organic soap rather than hand wash
- Eco-friendly cleaning products, mainly **Ecover**
- Product refill service for clients, reducing plastic use
- Salon is Refill Centre, providing free water to public, reduces single-use plastic bottles
- No single-use cups or bottles. Clients asked to bring own for our FairTrade drinks
- No plastic bags
- Team use biodegradable single-use nitrile gloves

WASTE
EMBRACED



REDUCING WATER CONSUMPTION AND COSTS

- Ecoheads reduce water use by 65%
- Easydry saves 83,250 litres water per year (no washing). Towels used three times: first clients, then cleaning and finally local garage for cleaning

REDUCING USE OF CARD, PAPER AND COSTS

- No printed price lists – available online, airdrop, QR code
- Phasing out other salon stationery, using up stocks
- Limited supply recycled paper bags, clients encouraged to bring own
- **WhoGivesACrap** recycled bamboo loo paper (and they donate to install toilets in developing countries).

REFUSE AND RECYCLING

- Recycling paper, card, glass, plastic, product waste, metal (colour tubes etc.) and hair by **Green Salon Collective (GSC)**
- Hair to gardening club for compost, mulch, slug repellent
- Good quality hair donated to **Little Princess Trust**
- Anything else goes to **Oxford City Council**, zero landfill policy
- Amtico floor retained from previous refit, will last 20 years

TECHNOLOGY

- **Ecosia** search engine. Plants trees to offset emissions
- Reducing emails: standard email's carbon equivalent 4g CO2 and one with long attachments about 50g

SUPPLY CHAIN; THE BRANDS AND LOCAL BUSINESSES WE PARTNER WITH

- Product partner hair care and colour **Davines** (multiple eco credentials)
- Hair extensions **Gold Class** and **Balmain**, ethically sourced
- **Easydry** reduce energy, water, cotton use and waste
- **Seacourt** printers,(when printing is required) use waterless printing technology and closed circle recycled stock. Net carbon positive company
- Partnering with local businesses is more sustainable than alternatives (lower delivery miles = lower CO2 emissions) and attracts new clients
- **Seacourt, La Cucina** (neighbouring restaurant for coffee, cakes and meetings), **Niki Peach Design** (web designer), **Indigo Oxford** (natural lifestyle shop), **Oxford Artisan Distillery** (hand sanitiser), **Wild Boor Ideas** (we sponsor this puppet theatre company), **D.F.Williams** (cleaners) and **Denton's Garage** (maintain car and use **Easydrys**).



TEAM TACTICS

- Team members completed **Southampton University Eco Hair & Beauty** certificate
- Travel to work by foot, bike or public transport and persuaded us to join government **Cycle to Work** scheme
- Banned single use plastics and fast food from the staff room

As directors we lead by example:

- Anne cycles everywhere possible. Reduced flying and no short haul UK flights
- Pensions in ethical funds and bank with **Triodos**, only 100% ethical bank. (Business current account on the waiting list!)
- We make employees aware of ethical option within their company pension



ALWAYS
PRACTISING
WHAT WE
PREACH

CASE STUDY 1: SALON RE:SOURCE 2ND EDITION



“YOUR SALON RE:SOURCE TOOL KIT IS AWESOME, SO USER-FRIENDLY AND REALLY WELL THOUGHT OUT AND PRESENTED – ABSOLUTELY LOVE IT! WE ARE RESTARTING OUR SUSTAINABLE SALON COURSES IN JULY (2021). CAN WE GIVE IT AS A TAKE AWAY OR ENCOURAGE SALONS TO SIGN UP TO RECEIVE IT?”

Dayv Metcalfe, Davines UK & Ireland

Case Study 1: Salon Re:Source 2nd Edition

Salon RE:Source is a user-friendly guide to making a business more sustainable, for hairdressers and salon owners and is designed to share what we have spent hundreds of hours researching and practicing.

We grouped the things you can do into three sections – the idea is to start from the top and work through all of the actions, or dip in and out, or perhaps do one thing each week

1. Easy, low-cost, quick wins

2. Next steps that require a little more effort and cost

3. Major changes that require bigger investments in time and money

During autumn 2021 we refreshed **Salon Re:Source** with new ideas, recommendations and practical solutions. We took on board feedback to make things more accessible, with all three parts now included in one handy document.

CLICK TO
DOWNLOAD
A COPY



We published the second edition in partnership with **Creative HEAD** in January 2022, and feel proud to be their regular guest consultants in the magazine and also at their live show **Salon Smart**.

To date, **it has been downloaded by 844 hairdressers and salon owners. (1st edition 208 downloads by June 2021).**

EDITION 2 INCLUDES NEW INFORMATION ON:

- tools, accessories and equipment: hair dryers, scissors, brushes, combs, scrunchies
- colour waste management apps
- suppliers of ethical and sustainable products
- energy suppliers, carbon offsetting options and heat pumps
- mobile phones and networks
- accreditations and essential reading

Edition 2 has been used and promoted by both hairdressers and entire organisations, including:

- **The Fellowship for British Hairdressing** (full page feature in their latest magazine)
- **The National Hair and Beauty Federation**
- **The Hair and Barber Council**
- **The British Beauty Council and The Sustainable Beauty Coalition**
- **The International Manufacturers and Distributors Forum** (for the beauty sector)



- **The Good Salon Guide**
- **Enrich Beauty**, major Indian cosmetics and beauty salon group
- **Neville Hair & Beauty**, advised in November 2021
- **Davines**
- **Gina Conway** of **Gina Conway Aveda Salons and Spas** who has actively promoted it

It's a fantastic toolkit for people like me that wouldn't have a clue where to start with sustainable solutions. Everything you need to know about this topic all in one document!

Joe Emir, Inanch London & Gold Class Hair Extensions

- **Activate Learning** network of colleges, including **Oxford College**, who feature it in their sustainability module for hair and beauty learners across all their campuses.

I thoroughly recommend Salon RE:Source as a valuable and easy to use toolkit which will help hair salons take effective action to become more sustainable businesses.

**Professor Denise Baden,
Southampton Business School
University of Southampton**

I'll share this across all our Hair & Beauty campuses, our students will then work with their employers, as part of their course. Our marketing team will share, on our social media pages along with a press release.

Dawn Hoskins, Activate Learning

100% REAL
FEEDBACK

CASE STUDY 2:

INFLUENCING OTHERS



“ HAIRDRESSERS TALK TO SO MANY PEOPLE AND ARE
IN A GREAT POSITION TO PROMOTE SUSTAINABLE
LIFESTYLES BOTH BY AWARENESS-RAISING
CONVERSATIONS AND LEADING BY EXAMPLE ”

Professor Denise Baden, University of Southampton

Salons, independent hairdressers, manufacturers and the whole industry chain use huge amounts of energy, water, plastic, paper and chemicals, producing massive amounts of waste.

“This means that the industry has the potential to make a big difference”

Since sustainability is ever-evolving, so too is the way we run our salon business. Short term, we continue to be as sustainable as possible and to be a model for others. But over the last year we have changed priorities.

“Our focus now is to share our experience, to influence both the wider hairdressing industry and businesses as a whole”

HERE IS A SUMMARY OF WHAT WE HAVE BEEN DOING TO INFLUENCE AND FACILITATE SUSTAINABLE CHOICES:

The Hairdressing and Beauty Industry

- FREE **Salon Re:Source** tool kit
- Big Green Issue e-newsletter (sent to more than 280 salon owners, organisations and manufacturers)
- Anne's artistic work (collections, shows and videos with an eco-message)



Case Study 2: Influencing others

- We have presented at **Salon International**, Business Live seminar 2021, **Salon Smart Live** 2021, **Salon Smart** 2022, **Davines Community Congress** March 2022, **Professional Beauty** London April 2022 and participated in a **Respectfully podcast** and two **Davines** social media broadcasts.
- **Anne** - brand ambassador for **Green Salon Collective** and **Easydry**
- **Keith** -member of the **British Beauty Council/Sustainable Beauty Coalition (SBC)** Advisory Committee
- **Anne and Keith** - founder members of the **SBC Hair Task Force**, a group of salon owners who discuss sustainability issues and share best practice - currently engaged in a film project with the working title Futureproofing the industry, in partnership with **Marie Claire**.
- In January 2021, we organised a **UK Business & Biodiversity Forum webinar** (featuring contributions from big industry names. This attracted 210 participants.

We have also advised the following organisations and manufacturers on sustainability:

- **Davines**
- **L'Oreal**
- **NHBF**
- **Fellowship for British Hairdressing**
- **VTCT**

Case Study 2: Influencing others

AWARDS AND ACCREDITATIONS IN THE LAST YEAR INCLUDE:

- **Creative HEAD** Most Wanted Sustainability Hero 2021
- **Davines** Sustainable Salon Certified Visionary Level
- **Green Salon Collective** Accredited
- **Good Salon Guide** Eco Salon
- **Carbon Neutral Certified** by **Carbon Footprint Limited** - Annually 2019 - 2021



UK BUSINESSES:

Actions to influence both a wider business audience and the public include:

- Keith founder member of UK **Business and Biodiversity Forum** steering group
- Keith Business Ambassador for the **Oxfordshire Nature Recovery Network**
- Signed up to important initiatives supporting and promoting sustainability action including **Low Carbon Oxford, SME Climate Hub Race to Zero, Get Nature Positive, Better Business Act Coalition**



Case Study 2: Influencing others

- In April, **Anne** participated in an online panel discussion hosted by **Marie Claire** Hair Awards on the role hair salons can play in tackling climate change (watched by 211 viewers)
- **Keith** contributes to **Wild Oxfordshire** newsletter
- **Anne Veck Limited** sponsors the local **Wildlife Trust**
- Appearances on **Oxford Community TV**, **BBC Radio Oxford**, coverage in **Oxford Mail**, **Oxford Times**, **OX magazine**, **Oxfordshire Living**, **Muddy Stilettos**

“ We recognise that becoming a truly sustainable business is a journey that we haven't yet completed. We hope that our efforts will inspire others to join us to help save the planet ”



OUR 8-POINT MISSION ON TARGET

So we hope that you can see how our mission focussed goals are being enthusiastically pursued and achieved without any green wash in sight.



1. To support businesses to thrive rather than simply grow



2. To make a profit, but also to make the world a better place



3. To be consistently vocal that the industry can make an important contribution to a sustainable business future



4. To drive our energy towards a world where being kind to our fellow humans and the earth resonates with customers and is the key to success



5. To help salons find sustainable solutions



6. To educate hairdressers about the fact that UK salons produce roughly the same volume of carbon emissions as a small country! (Source: www.nationmaster.com)



7. To motivate the industry to make a big difference by changing behaviours



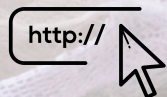
8. To lead the way as a model of a business that is commercially successful, because it is sustainable



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