

# Developing a certification standard for a sustainable salon

## Parties involved within certification:

### Standard-setting body

The standard-setting body is mostly a corporation of experts, companies, sector-organization who develop a certification scheme based on a certain subject. This can be a worldwide certification scheme, but can also be developed for a specific sector. The developed standard is published, maintained and owned by the standard-setting body. ISO is the well-known example. ISO (International Organization for Standardization) is an international organization that sets standards. The organization is an alliance of national standardization organizations in 163 countries, like NEN (in the Netherlands), DS (in Denmark), UNI (in Italy) and UNE (in Spain), et cetera.

### Certification institute

A certification institute is an independent institute which conducts audits of official standards. When a company passes for an audit, the company will receive a certificate.

Well known certification bodies world wide are Lloyd's, SGS, Bureau Veritas and TÜV. But there are lot's of small certification bodies for specific sectors, for example SCCI for the Creative Industries.

### Consulting- or advise company or person

If needed a company can get help and advice from a consulting company or an individual consultant. A consultant often uses blueprint material and knowledge of a specific theme for implementing a standard and supports companies through a successful certification audit.

### Accreditation board

A certification body and a specific certification scheme can be accredited, which means that the Certification institute or the certification scheme is under control of an extra 3<sup>rd</sup> and independent party, the accreditation board. Only world-wide certification scheme's or high risk certification scheme's are accredited. The accreditations gives a certification body or an certification scheme an extra level of reliability. For small certification institutes or sector specific certification scheme's accreditation is not applicable because of the high costs and the extra time it takes to comply to

accreditation. Small certification institutes can use a own supervisory board as an 3<sup>rd</sup> and independent party.

## **Process of developing a standard for a Sustainable salon:**

Establishing the standard criteria. What requirements are needed to be a 'Sustainable salon'.

1. Collecting already existing certification criteria
  - a. Gron Salon Skandinavien (DK)
  - b. groensalon.com (NL)
  - c. Moncoiffeursengage.com (FR)
  - d. Pieter Patje (NL)
2. Define relevant and irrelevant criteria
3. Categorize relevant criteria according to 'Sustainability' Bronze, Silver and Gold
4. Decide the completeness of this set of criteria and complement it where necessary with an expert team (= green salon, hairdressers of green hair salons, suppliers, consultants, educators, etc.)

Establish a review methodology to assess whether a salon meets the minimum requirements

5. Define the assessment methodology
  - online tool, or
  - automatic review, or
  - checklist, or
  - illustration minded
6. Setting the bar. When is a company passing and when is it failing for each certification level

Develop knowledge and blueprint materials to advise salons in implementing a 'Sustainable salon'

7. Developing an online softwaretool (Risk Analysing tool)
8. Developing an application
9. Developing simple Word- or Excel blueprint material