



Sustainability standard
for schools and
companies in the Hair
& Beauty sector

Certification
4 star - system



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Certification: 4-star system

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Future skills for a better life in Sustainable Salons is a European project that aims to combine sustainable ideas through education and training with innovative ideas within the sector.

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The project partners and associated partners within this programme are:



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0. Introduction

Environmental care means that the company considers the consequences for the environment in every activity and expenditure. The term sustainability or sustainable enterprise is also used for this purpose. Environmental care concerns the effects on the environment, both in the short and long term. Environmental care, for example, prevents business activities from being compromised by natural barriers such as resource depletion or inaccessibility. Environmental care also generates savings. Think of direct savings such as reducing energy costs or procurement costs, but also indirect savings such as more employee involvement, which can translate into less turnover and less absenteeism. Another advantage of environmental care/sustainability is that it also offers distinctiveness compared to competitors. A good name in sustainability can be the distinguishing factor in the future. Stakeholders (stakeholders) find it important that companies act responsibly; no company can avoid being able to provide answers to questions from the government, citizens, customers or social groups.

A certificate is proof of independent assessment of an aspect of your organisation. The environmental management system for the hairdressing industry is tailored to the sector and follows the ISO-14001 standard.

The environmental care system developed in the Sustainable salon project was created to make environmental care within companies applicable and measurable. As it were, the system provides a complete coat hanger for embedding sustainable business practices in the operations of hairdressing salons or the practice areas of hairdressing schools. The system (and the audit forms) indicates the requirements that measures and facilities must meet; the concrete interpretation of these always remains a choice of the company/school itself.

1. Certification

A certificate is a written statement, usually intended as proof of the quality of a company, people, service or product. There are usually several criteria underlying the issuance of a certificate, such as: standards, legal requirements or industry rules. The issue of a certificate is usually preceded by a verification, such as an inspection, audit or other form of verification. In this way, products, processes, services, systems or persons may qualify for a certificate. Certification is thus the process of verification. For example, whether a hairdressing salon meets sustainability requirements. These requirements are then described in a so-called sustainability system in which a standard is defined when a salon does and does not meet the requirements. This is determined by an inspection (audit) by an external organisation (certification organisation) and if the company meets it, it receives a certificate or quality mark. This allows it to demonstrate to its customers, suppliers and others that certain requirements (e.g. in terms of sustainability) have been met.

2 Certification within the Hair and Beauty environmental management system

Within the system as set up within the project, a step-by-step certification was chosen.

The environmental management system for the Hair and Beauty sector has been developed with a growth model as a starting point. This allows all types of users to deal with the inventory and evaluation of environmental conditions within their company or school in their own way and at their own level. The environmental care system has a total of four levels, the first of which is Start Introduction Environmental Care!

Level 1: one star: Awareness

In this level, the company/school has started implementing environmental care. They have/will complete the self-scans to get an idea of their position on environmental care at a generalistic level and will read up on it using the various documents as developed within the Sustainable Salon project and other information.

Level 2: two stars: Position determination

Using the internal audit forms Practice and System and the workbook, they will determine their position, set priorities and develop the plan of action.

Level 3: three stars: Environmental care implemented

The plan of action has been implemented and the actions to be taken at practice level and system level have been carried out. One has carried out an internal audit afterwards to check this. Or one has had an external auditor perform an audit and is certified by this party.

Level 4: four stars: Continuous improvement

After implementation and auditing, the company/organisation continues to improve the environment by introducing: "continuous improvement". It also communicates externally about its sustainability and environmental aspects to its stakeholders: customers, government (municipality), suppliers, employees, etc.

ISO-14001 standard	Not present	* START IMPLEMENTATION * ENVIRONMENTAL CARE Awareness	** CORE LEVEL Position determination	*** ENVIRONMENTAL CARE IMPLEMENTED Fully implemented	**** CONTINUE improvement Improvement cycle present in the company
		Completing self-scans	Completing Internal audit forms practice and system	Actionplan: actions from the audit forms practice and system	Implementing continuous improvement
Milieu en energie op de werkplek (Norm 8)		Extended self assessment scan: Is your company/school sustainable?	Audit form Hair and Beauty: Practice audit ISO 14001	Implementing actions action plan (system and practice)	Best Available Techniques OBJECTIVES-SMART Additional recommendation: Communicating externally (marketing image)
Milieu en energie bewustzijn (Norm 7)		Awareness scan salons: https://zelfscan.eu/awareness_salons			
Milieu en energie Organisatie (Norm 4-5-6-9-10)		Scan Organization context of a sustainable salon (only in English)	System description (sustainable-salon.info)		
Relevante achtergrond informatie		<ul style="list-style-type: none"> • - Handbook • - Learning material • - Stickers project • - Magazine project • - Other information 			



2 Continuous improvement

Continuous improvement is an approach in which employees at all levels of a company proactively work together to bring about regular, incremental improvements. The result and also benefit is more job satisfaction and greater commitment, and that continuously.

At the heart of continuous improvement, for example of environmental care, is that you don't work harder, but smarter. This method, which originated in Japan, focuses specifically on the workplace and stimulating employee initiatives.

You learn by doing, which is what continuous improvement is all about. In addition, it gives a lot of energy when colleagues like improving and become inspired. Performance goes up, the customer is better served, there is more job satisfaction and commitment. This method has a positive impact on team development, because most of the suggestions come directly from the shop floor.

How do you tackle improvement as a team in practice?

A commonly used method is Plan, Do, Check, Act (PDCA). In this cycle, a team works in a structured and step-by-step manner towards a solution. Here, the manager has the role of coach. For such a cycle to succeed, managerial involvement is therefore essential. Making mistakes is allowed, as long as everyone learns from them and you then move on to the next cycle. A PDCA cycle can look like this:

- Sharply define the problem
- Collect the facts
- Analyse the facts
- Generate solutions
- Implement/implement
- Monitoring and securing, learning

In teams working satisfactorily on continuous improvement, it is part of their daily activities. It does not require any special functions or skills in the organisation. Instead, employees rely on their own knowledge, common sense and logic. The combined knowledge, experience and skills of the team are more than enough for success. Making mistakes is also part of this. A continuous improvement culture only has a chance of success if people feel safe to make mistakes so they can learn.

Continuous improvement: basic principles

So continuous improvement can actually be applied everywhere and by everyone. That may sound like a recipe for chaos; everywhere and by everyone. Because to avoid it, 5 basic principles have been defined within this thinking;

1. Working in small steps: improvements are carried out in small steps that can be implemented within a relatively short time (formulate achievable goals).
2. Input from everyone: regardless of who is going to implement an improvement, everyone in the company/organisation is able to contribute on possible improvements.

3. Ownership: ownership for improvement lies with the employees, not with the leadership/management. Employees are empowered to implement improvements independently and according to their own insight and ability.
4. Communication: the need for change and improvement is clearly communicated. This ensures that everyone knows what is going on.
5. Analysis: improvements are analysed to see if the desired effect is realised.

3 Best Available Techniques (BAT)

The term Best Available Techniques (BAT) stands for the most effective methods that are technically and economically feasible, to prevent emissions and other adverse effects on the environment of a business. These are applied if they are technically and economically feasible for the Hair and Beauty sector. In the system of ISO 14001 and by legislation, you are obliged when Best Available Techniques are developed to apply them within your company.

To clarify the concept of Best Available Techniques, the following interpretation of the three elements is used:

1. "Best" means "best for the environment as a whole", weighing the impact of the considered technique on the various environmental aspects (air, water, soil, waste);
2. "Available" indicates that it refers to something available on the market and reasonable in cost. They are therefore techniques that are no longer at an experimental stage but have effectively proven their value in business practice. The cost price is considered reasonable if it is feasible for an 'average' company in the sector and not disproportionate to the environmental result achieved;
3. "Techniques" are technologies as well as organisational measures. They relate to both process adjustments, the use of less polluting raw materials, end-of-pipe measures (these are measures taken to improve the environment after the waste has already been discharged) and good business practice.

4 Formulating goals

SMART goals make vague desires concrete and measurable. What are SMART goals? SMART stands for:

- Specific, name details and make clear what you have in mind. Make your goal specific by describing what you want to achieve in concrete terms. Don't use words that can be interpreted in different ways.
- Measurable, Link numbers to your goals. Think turnover, number of transactions, delivery time or how satisfied your customers are. Express these figures as a percentage or in fixed numbers. Also make sure you can measure these figures.
- Acceptable, everyone involved in the goals must agree. Without support, little will come of your goals. Involve colleagues and base yourself on past experiences. Only when you and others support the goals will they be acceptable.
- realistic, Make the goals achievable. The trick is not to make them too easy, but not unattainable either. If the goal is too easy, there is no need to put in extra effort. And knowing you won't achieve your goal anyway can be demotivating. A realistic goal is an ambitious challenge that you are happy to put in the effort.
- Time-bound, put down on paper when activities start and end. A deadline makes planning easier.

When your SMART goal reaches its end point, it's time to evaluate. You then analyse what went well and what could be improved. Based on this, you set new SMART goals.

When you set goals using this method, they become clear and concrete. Do you work together? Then it is clear to everyone what you are working towards. And if you work alone, SMART goals will keep you focused. The SMART method works for all types of goals. By making it clear what you want to achieve, you always have a clear idea of what you are doing it for. Just be careful that these frameworks don't limit your creativity and unboundedness.

5. Image (improvement)

A sustainable image is becoming increasingly important and that importance will only grow with new generations of customers. Sustainability makes people feel positive and engaged. Are you sustainable? Then you care about nature and your company/school's contribution to it. A sustainable image is valuable, but not easy to achieve and maintain.

What is an image?

The image is the image that exists of a person, institution, or company. If an image is widely known by a target group, audience or relation, it can have both positive and negative consequences. The image is determined by several factors. For instance, opinions of other people can determine the image of a person, institution or company. Performance also plays a major role: if services are provided as expected, this will be positive, but if deviations occur, this can damage the image.

Building a sustainable image

Sustainability and care for the environment have become indispensable in any industry. If you are not working on it yourself, customers, business partners or the media may knock on your door asking for an explanation. Sustainability is a term that comes up more and more often and that every person is confronted with sooner or later. So too as an owner of a salon in Hair and Beauty or a school with an in-house salon.

This environmental management system has been developed specifically for your sector and is based on the ISO 14001 system. ISO 14001 is an international standard for environmental management systems. In the field of the environment, it is the most widely applied standard. With the introduction of ISO 14001, environmental policy is implemented throughout the organisation. The standard focuses on continuous improvement of environmental performance and protection of the environment.

Channels shaping the image

- Online: search engine, website, social media, other websites and listings, reviews and ratings
- Word-of-mouth customers
- Building and interior design and appearance
- Articles in press: trade journals, newspaper etc.
- Flyers, leaflets, signing, stickers etc.
- etc.

Influencing image

With an environmental care system in place, you can make a positive impression on stakeholders. When influencing the image, you can use the 4-step plan.

Step 1. List and analyse

The first step is to make an inventory of what can currently be found about the company on the Internet and offline. Then you can analyse what online/offline image you currently have.

Step 2. Establish desired image

After the inventory, you can determine what your company's image should be and what the company wants to project to its environment. Once that has been established, it is determined what and how that image can be changed.

Step 3 Remove, modify and adapt

The next step is to either remove all that found information (online) or modify it in such a way that it meets the desired image. Reviews, of course, you cannot change. Sometimes, however, you will have to deal with information that is more difficult to remove. In these cases, you will have to approach an owner/administrator/moderator to do this for you. They will usually do this, provided you submit a well-written and well-argued request.

Step 4 Follow-up

The last and most important step is to continuously follow up on the image. To do this optimally, you need to keep doing three things: monitoring (keep scanning what information appears online and offline), keeping up, and staying aware (constantly improving and especially staying aware of the image you want to build).