

A modern barbershop interior featuring two black leather chairs with built-in hair washers. The background is filled with tall wooden shelving units. The left unit holds various green and white product boxes, while the right unit displays a variety of decorative items including a bicycle, a motorcycle, a sewing machine, a typewriter, and framed posters. Large letters spelling 'BARBER' are mounted on the wall. A large green diagonal graphic element is overlaid on the left side of the image.

103^B.11 SUSTAINABLE PRACTICE

EXPLORE //

**Have you ever wondered
what happens to cut hair
and other shop waste?**

INSPIRE //

Working sustainably creates a healthier environment for everyone.

ACHIEVE //

Following this lesson on *Sustainable Practice*, you'll be able to:

- >> Provide examples of sustainable business practices
- >> Identify the legislation, regulations and codes of practice that underpin sustainability requirements
- >> Suggest improvements in your own shop

FOCUS //

SUSTAINABLE PRACTICE

Sustainability in the Barbershop

Sustainability Requirements

Planning for Sustainability



What does sustainability mean to you?

103^B.11 | SUSTAINABLE PRACTICE

What does sustainability mean to you?

A generally agreed-upon definition is that sustainability means to live and work in a way that allows us to meet our needs and the needs of our generation, while not impacting the ability of future generations to meet their needs.

Barbershops use large amounts of both water and energy to service clients.

Consider:

- >> Washing someone's hair at a basin uses approximately 60 litres of water
- >> Barbershops use, on average, around 200 litres of water per chair per day



SUSTAINABILITY IN THE BARBERSHOP




Working sustainably means making a conscious effort to reduce consumption of natural resources and consumable products, and to manage what you do use more efficiently. Barbershops use water and other resources extensively. However, making some small changes in our workplace can have a big impact.

RESOURCE USE

Do you know how much water your shop uses each day? Or how much power? Did you know that Australian barbershops and salons send over 2 million kilograms of waste to landfills every year?

WATER, ELECTRICITY AND CONSUMABLE PRODUCTS

Three areas where businesses consume significant resources are water, electricity and consumable products. Being aware of how much water and energy you are using will help you plan how to reduce waste.

| HOW MUCH DO YOU USE? | CHECK YOUR USAGE | REDUCE USAGE |
|---|--|---|
| WATER  | <ul style="list-style-type: none"> >> Check the water bill for your Average Daily Usage (if you have access) >> Check the water meter at start of the day: <ul style="list-style-type: none"> ■ Water meters have eight digits (first five show kilolitres, last three show litres) ■ Record the number ■ Check the water meter at same time the following day >> Compare days of the week >> Track usage weekly or monthly to see if your usage is decreasing over time | <ul style="list-style-type: none"> >> Install low-flow showerheads at shampoo basin >> Shampoo hair once instead of twice >> Turn off basin tap when applying shampoo, conditioner or massaging client's scalp >> Repair leaking taps or hoses >> Wash linen on full loads |
| ELECTRICITY  | <ul style="list-style-type: none"> >> Smart meters allow you to track electricity usage throughout the day >> If you don't have a smart meter, check your meter at start of day: <ul style="list-style-type: none"> ■ Record number ■ Check at the same time the following day >> Compare different days of week and note energy-use patterns | <ul style="list-style-type: none"> >> Switch appliances off at the power socket >> Turn appliances off when on standby >> Install energy-efficient light bulbs |
| PRODUCTS  | <ul style="list-style-type: none"> >> Keep a separate bin to store empty product container to see how much has been used each week | <ul style="list-style-type: none"> >> Check manufacturer's instructions >> Use only as much as required; often you need less than anticipated >> Adjust amount dispensed according to hair density and type >> Choose organic products and products made with sustainable production methods >> Switch to reusable gloves >> Recycle packaging >> Recycle foil |



DISCOVER **MORE**

Barbers and hairdressers are key agents for creating social change. A recent UK study measured this effect by educating industry professionals on sustainable barbering and hairdressing practices, and providing their workplaces with “green makeovers.” Researchers found that customers surveyed after visiting these businesses were “significantly more likely to report that environmental issues had been considered in their salon visit and that they themselves would consider such issues in their hair-care practices at home.” (Baden & Prasad, 2014)

Researchers noted that industry professionals have “vast social networks” and this enables them to be influencers of behavioural change. By discussing, and implementing, sustainable initiatives, barbers may actually encourage significant numbers of clients to make similar changes to their daily habits.

Globally, barbershops and salons are taking steps to conserve water and energy and reduce waste, and to encourage social change. Search online to see what compelling examples you can find.



INDUSTRY **CONNECTION**

Minimise Your Footprint And Change Lives With Sustainable Salons

Sustainable Salons is the first comprehensive resource recovery program designed for the salon environment that rewards salons and gives back to the community.

Founded by Paul Frasca and Ewelina Soroko in 2015, Sustainable Salons specialises in collecting up to 95% of the salon waste bin and redirecting all material for reuse, recycling and repurposing solutions. The program also offers rewards for salons’ recycling efforts with useful items and savings for their business, while 100% of the recycling proceeds are donated to OzHarvest and KiwiHarvest, charitable organisations dedicated to feeding the most vulnerable in our community.

The Sustainable Salons program began in the hairdressing industry and now spans across beauty salons, dermal clinics and pet-groomers in QLD, NSW, ACT, VIC, SA, WA and New Zealand.

Plastic packaging is sent to specialist local plastics recyclers where it’s cleaned and made into outdoor furniture and new product packaging, keeping it in circulation and out of our oceans!

All aluminium products, cardboard, paper, magazines, razor blades, unwanted tools and select disposables are sold for recycling, and the proceeds are donated to OzHarvest and KiwiHarvest to provide meals for hungry people.

All excess chemical waste is now being turned back into clean water used for manufacturing and construction, rather than going down the drain and contaminating our oceans.

Hair clippings are collected from the salon floor and stuffed into stockings to make hair booms that will help clean up oil spills along our coastlines! Hair is also repurposed in local community gardens for composting or used in sustainable art installations to educate the community.

Empty glass vials, pipettes and treatment bottles are collected and recycled into new glass products.

Select disposable hygiene products used during beauty treatments are pulled apart and the materials sent for repurposing.

In partnership with Endeavour Foundation, Sustainable Salons is also creating stronger futures for people with a disability by providing purposeful work within our material collection and processing streams.

Sustainable Salons also gives salon members access to sustainably-minded alternatives to their usual salon requirements, as well as fun products to increase their green credentials, and services that benefit the business bottom line... all via their members-only Rewards Shop. Each week members earn Rewards Points that they can use to shop for items such as biodegradable gloves, towels and wipes, environmentally friendly cleaning products, sustainably produced tools, business coaching services, fun gift ideas and staff incentives... and so much more!

Every aspect of the Sustainable Salons program is based on the globally recognised three pillars of sustainability – People, Planet and Progress, and are about making real, measurable change that creates a ripple effect for a better future for all!

Be part of the sustainability movement and together we can make salon waste history!



THE THREE R'S

Following are methods to reduce, reuse and recycle water, electricity and consumables at work.

| REDUCE | |
|--|--|
| Reduce the amount of water, electricity, gas and products used | <ul style="list-style-type: none">>> Turn water off when shampooing or massaging the scalp>> Turn lights off when not in use>> Dry capes outside in sunlight>> Adjust styling and colour-product usage according to hair length and density>> Turn off POS and computer systems at night |
| REUSE | |
| Repurpose and reuse products that you would normally discard | <ul style="list-style-type: none">>> Organise hair collection for repurposing into hair booms>> Purchase reusable gloves instead of disposable>> Use towels that are no longer suitable for clients as cleaning cloths |
| RECYCLE | |
| Take old products that can no longer be used and turn them into new products | <ul style="list-style-type: none">>> Set up separate recycling bins for paper, glass and aluminium>> Take soft plastics to a dedicated recycling depot |

Of these three, Reduce is the most effective way to operate more sustainably, followed by Reuse. Recycling is an important component for sustainability, but the recycling process consumes water and energy, and few products are 100% recyclable, meaning there is still some residual waste. So while it's good to recycle water bottles, it is even better to buy a reusable bottle and fill it from the tap each day.

REDUCE, REUSE, RECYCLE

One of the easiest ways you can work more sustainably is by following the simple mantra of:

- >> Reduce
- >> Reuse
- >> Recycle



Image courtesy of Sustainable Salons Australia.



SUSTAINABILITY REQUIREMENTS

In Australia, federal legislation governs the protection of the environment. Each state and territory also has environmental protection laws that are regulated by the Environment Protection Authority (EPA), and local councils.

Laws applying to small businesses are usually regulated by local councils. Laws may establish the requirements for appropriate waste disposal, or the minimum building specifications for new buildings and shop fitting, such as installing double-glazed windows or energy-efficient lighting.


Some states and territories also have Codes of Practice that provide information for businesses to assist them in following state and territory laws. A Code of Practice may be mandatory or voluntary and is generally accepted by the industry as best practice.

Together the federal legislation, the EPA, local councils and Codes of Practice outline the minimum standards businesses must adhere to. Remember to always check the requirements for your local area.

LEGISLATION AND REGULATION

Understanding the purpose of the laws and regulations – and where to find information – will help you avoid penalties you might otherwise incur.

| LEGISLATION, RESOURCE OR BODY | DESCRIPTION | WEBSITE |
|--|---|--|
| Environment Protection and Biodiversity Conservation Act 1999 (EPBC Act) | <ul style="list-style-type: none">>> The central piece of environmental legislation in Australia>> Provides a legal basis for laws protecting the environment | environment.gov.au |
| Environment Protection Authority (EPA) | <ul style="list-style-type: none">>> The body responsible for enforcing environmental law>> Provides information to businesses to help them minimise environmental impact and understand laws applying to their business | epa.nsw.gov.au epa.vic.gov.au epa.sa.gov.au epa.wa.gov.au ntepa.nt.gov.au epa.tas.gov.au environment.act.gov.au |
| State or territory legislation | <ul style="list-style-type: none">>> Each state and territory has its own environmental legislation | business.gov.au Search 'environmental legislation' |
| Codes of Practice (State or territory) | <ul style="list-style-type: none">>> Industry-accepted guides for meeting regulatory standards>> Not available for all states | business.gov.au Search 'environmental legislation' |



ENERGY RATINGS

When purchasing new appliances, consider the energy rating. Products with five stars are the most energy efficient. This means it will take less toll on the environment and cost less to run.



PLANNING FOR SUSTAINABILITY

A sustainability plan is a map that describes how the business wants to operate and describes the steps it will take to achieve that. If your barbershop has such a plan, it is important you take the time to familiarise yourself with it.

A sustainability plan includes:

- » Short- and long-term goals to improve sustainability
- » Strategies to achieve goals
- » Timeframes for implementation

Short-term goals could include:

- » Tracking energy and water usage over a designated period and setting goals to lower these. For example:
 - Use 25% less electricity in 2019 than in 2018
 - Recycle 95% of salon waste
 - Switch to recycled products wherever available
 - Switch to green power or install solar panels

Long-term goals include:

- » Becoming a carbon neutral business
- » Establishing an urban or rooftop garden

SUSTAINABILITY AUDIT

A sustainability audit simply means taking a look at every aspect of the barbershop business to evaluate if there is a more sustainable alternative. Some businesses schedule an audit every six or 12 months to ensure they are continuing to make improvements and operate as efficiently as possible.

RECOMMENDING CHANGE

Creating new habits is not easy, but small changes made every day can have a substantial impact. That impact is multiplied if you can inspire one or two other people to make some changes with you. Making sustainability a regular agenda item in team meetings will ensure everyone in the team is involved and successful!

Protecting the
environment by working
sustainably is good
business practice.



Buy less,
choose well,
make it last.

—Vivienne Westwood

COMMUNICATING CHANGE

| | |
|-----------------------------|---|
| Create discussion | >> Recommend improvements for sustainability practices to your supervisor and fellow team members |
| Lead by example | >> Ditch take-away coffee cups; invest in a reusable cup >> Choose reusable bags instead of plastic bags >> Place your rubbish in the correct recycling bin |
| Use team meetings | >> Present new ideas and initiatives >> Encourage team involvement |
| Promote your success | >> Communicate your sustainability initiatives to your clients to help build client loyalty |

Protecting the environment by working sustainably is good business practice.



LESSONS LEARNED

Sustainable shop practices include:

- >> Measuring usage of utilities and water to help plan ways to reduce them
- >> Adopting the Three Rs: a Reduce, Reuse and Recycle approach
- >> Recommending opportunities to reduce waste and operate more efficiently; having a sustainability plan with strategies and timeframes for achieving short- and long-term goals; and scheduling regular audits

Sustainability requirements are underpinned by legislation and regulations, which include the following laws and recommendations established by:

- >> Environment Protection and Biodiversity Conservation Act 1999 (EPBC Act)
- >> Environment Protection Authority (EPA)
- >> State or territory legislation
- >> Codes of Practice (state or territory)

Suggesting sustainable alternatives in your shop by discussing your ideas with others and participating in shop meetings can inspire change amongst your colleagues and clients.