



Learning material
Sustainable salon

Student manual
Module 1



Funded by
the European Union

Module 1

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

This project has been funded with support from the European Commission. This publication reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

The project partners and associated partners within this program are:



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1. Sustainability, climate change and carbon footprint

Introduction to this lesson

This lesson is the beginning of a whole range of material concerning sustainability in different ways. In this part you will learn what sustainability means. You will get information on scans that can be used to measure your level of sustainability.

You will also learn about climate change and carbon footprint, also how to calculate your carbon footprint as a consumer and how to reduce it personally.

Summary

- 1.1 Sustainability
 - The concept: What does “sustainability” mean?
 - When are you sustainable?
 - Scans on sustainability
- 1.2 Climate change
 - Definition
 - Unhealthy planet
 - Climate conferences and sustainable development goals
- 1.3 Carbon footprint
 - Definition
 - The Consumer Footprint Calculator (general)
 - How to reduce your personal carbon footprint?
 - Conclusion and sources

1.1 Sustainability

No one knows what the future holds. But suppose you were to be a step closer, you could make preventive adjustments to become one of the better salons in the near future.

Were you already thinking about the profile of the hairdresser anno 2030? What will be expected of you?

To be sure, the focus will be on sustainability, digitalization and entrepreneurship.

But what do you already know about these topics and how can your know-how help us to write the correct profile?

With this educational material, we will find out together. Keep in mind that it's not only the beauty of the hair you need to see, but also the beauty of our planet.

The concept: What does “sustainability” mean?



The capacity to support or maintain a process continuously over time is the broadest description of sustainability. In the environment of business and policy, sustainability aims to save the vacuity of natural or physical coffers over time by precluding their reduction. There are three pillars to the conception of sustainability profitable, social, and environmental — generally appertained to as gains, earth, and people. In that breakdown, the idea of “profitable sustainability” focuses on conserving the natural coffers that give the physical inputs for profitable product. These inputs can be renewable or run out.

The idea of "environmental sustainability" places a greater emphasis on the life support systems, like the atmosphere and soil, that need to be maintained in order for economic production and human life to exist. Social sustainability, on the other hand, looks at how economic systems affect people and includes efforts to end hunger and poverty as well as fight inequality.

The World Commission on Environment and Development was established by the United Nations in 1983 to investigate the connection between social equity, economic development, and ecological health. In 1987, the commission, which was headed by Gro Harlem Brundtland, a former prime minister of Norway, published a report that has since become the standard for defining sustainable development.

“Meeting the needs of the present without compromising the ability of future generations to meet their own needs” is how sustainable development, or the blueprint for achieving sustainability, is defined in that report.

Sustainability encompasses more than just environmental protection in business contexts. Sustainable business practices can be evaluated in two ways, according to Harvard Business School:

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the impact that a company has on society and the environment—the objective of sustainable business practices is to have a positive impact on at least one of these areas.

Businesses are encouraged to strike a balance between immediate returns and long-term advantages as a result of this view of responsibility, as well as the objective of pursuing goals that are inclusive and environmentally friendly. This covers a wide range of possible methods. Moving toward sustainability would include reducing energy consumption, sourcing goods from fair-trade organizations, and ensuring that their physical waste is disposed of properly and with a smaller carbon footprint.

Additionally, sustainability targets have been established by businesses, such as a pledge to eliminate all packaging waste by a certain year or a percentage reduction in emissions overall.

The search for new deposits to outpace the drawdown of existing reserves has been the primary focus of the push for sustainability in energy generation as well. For instance, some electricity companies now make public their goals for generating energy from renewable sources like wind, hydropower, and solar.

Some businesses have been accused of “greenwashing,” which is the practice of giving the impression that a company is more environmentally friendly than it actually is. These policies typically result in public goodwill. Companies that successfully implement sustainability strategies reap financial benefits in addition to the social benefits of enhancing human needs and the environment. Sustainable resource use can boost a company’s long-term viability, and reducing waste and pollution can also help a business save money.

A business can save money on utility bills and enhance its public image by, for instance, installing plumbing and lighting fixtures that are more energy-efficient. Companies that implement certain sustainability practices may also qualify for tax breaks from the government.

A company’s sustainability can also make it more appealing to investors. According to a 2019 HEC Paris Research paper, shareholders are willing to pay €70 more for a share in a company that donates at least one euro per share to charities because they value the ethical aspects of the company so highly. Additionally, the study revealed a decline in valuation for businesses thought to have a negative social impact.

Harvard Business Review has argued that the perception that environmental, social, and governance issues are not mainstream in the investment community is outdated, based on interviews with senior executives from 43 global investing firms.

According to Harvard Business Review, the “sea change” in investor attitudes stems from investors’ increased commitments. When the Principles for Responsible Investment initiative, supported by the United Nations, launched in 2006, 63 investment firms with \$6.5 trillion in assets under management committed. It had 1,715 businesses with \$81.7 trillion in assets in 2018.

Sustainability strategies can be implemented by businesses in the same way that other strategic plans are created.

Finding a specific weakness or shortcoming is the first step in integrating sustainability practices. A company might discover, for instance, that it produces too much waste or that its hiring practices harm the communities in the area. The company should then decide on its objectives and the metrics it will use to evaluate its progress. Either a specific percentage goal for diversity hiring or an ambitious target for carbon footprint reduction can be set by an organization. The business will be able to see objectively if its objectives have been met as a result of this.

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The strategy's implementation and evaluation of its outcomes are the final steps. This necessitates ongoing re-evaluation due to the possibility that a company's objectives shift as it expands. Companies aiming for sustainability frequently run into a few common pitfalls. The knowledge-to-action gap is one of them: Even though a lot of executives list sustainability as one of their top business values, few of them actually do anything about it.

The compliance-competitiveness gap is yet another. While increasing a company's sustainability metrics can boost its market competitiveness, these objectives should not be confused with mandatory compliance obligations. Compliance is required, despite the fact that sustainability is desirable.

The three fundamental concepts of environmental, social, and economic sustainability—sometimes referred to as “people, planet, and profits”—are referred to as the principles of sustainability. This means that a company must be able to support a healthy community and workforce, conserve natural resources, and generate sufficient revenue to maintain long-term financial viability in order to be considered sustainable.

By using renewable energy or reducing waste, many sustainable businesses seek to reduce their environmental impact. Promoting diversity and fairness in the workforce or enacting policies that benefit the local community may also help businesses become more sustainable.

A company's ability to continue its operations over a long period of time is referred to as its economic sustainability. A company must be able to guarantee that it will have enough resources, workers, and customers for its products into the foreseeable future in order to be economically sustainable.

More and more companies and businesses are looking for ways to minimize their effects on the environment and their community as consumers become more environmentally conscious. Companies can continue to attract customers while highlighting their social benefits through sustainability practices.

ASSIGNMENT

What do you think “sustainability” means being a hairdresser? Write down words or short sentences on the assignment paper.

ASSIGNMENT

Would you be able to give a definition to the word “sustainability”? Write it down on the assignment paper.

When are you sustainable?

Sustainable living is both a way of life and a philosophy; the term is as well-known as it is nuanced. It is promoted by well-known activists, NGOs, and lifestyle blogs, and it is used in everything from cotton t-shirts to water-saving showerheads in marketing and advertising.

However, what exactly does it imply? In general, sustainable living entails making decisions and acting in ways that promote human and environmental health while remaining within our means. We prioritize the use of renewable resources without jeopardizing the ability of future generations to

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meet their own needs by practicing sustainability in our household (such as composting), community, and lifestyle.

However, sustainable living extends beyond the individual. Sustainable living, like its broad scope, can mean different things to different people. Sustainable living trends present an opportunity to greenwash products and enter the eco-market as they are adopted by brands and businesses seeking revenue. Values of sustainability are deeply ingrained in the cultures of conscious individuals and their communities. Traditional ecological knowledge (TEK) is the fundamental environmental knowledge derived from a group's historical traditions and experiences, even though not all traditions can be generalized. TEK is the blueprint for what we now know as sustainable living. It acknowledges the ecological effects of biodiversity and the ways in which human activity can affect an environment's carrying capacity.

Additionally, sustainable living may not have any cultural significance at all for some people; rather, it may be a mode of living that is contingent on their socioeconomic status. Sustainable choices and investments can be costly, and a sustainable lifestyle may not always be financially feasible for everyone.

Put simply: The system for sustainable living is not perfect. Instead, the process of moving toward sustainability in our homes, communities, and ways of life is a process of change that is unique to each person. Individual actions to reduce our environmental impact are emphasized in sustainable living, but do our choices actually matter? Yes is the straightforward response, but there is more to it. Individual choices do not make a difference when it comes to addressing sustainability issues like climate change and environmental degradation, but they do make a difference. Individual actions are valuable contributions to a larger, more powerful movement aimed at reducing human impact on the environment and are a part of the collective. In a similar vein, adopting a sustainable way of life benefits not only your own family but also the community, economy, and environment.

As part of your effort to eat more plants, you can reduce your risk of chronic illness by eating cleaner when you choose to buy from your local farmer. 2, supporting the local economy by shopping locally; and 3, reducing emissions of greenhouse gases by limiting the distance travelled to get the produce to you. Sustainable living involves more than just oneself, and each individual's actions do have an impact.

However, it is essential to keep in mind that not only the individual bears responsibility. Since 1988, just 25 corporate and state-producing entities have been responsible for more than half of all industrial emissions worldwide—that's nearly 500 gigatonnes of CO₂ in the last 30 years. A contentious debate has arisen among the international community as a result of this startling dichotomy. When governments and major polluters lack accountability on a widespread scale, why encourage people to live sustainably?

This question is rejected in its entirety by the response!

In the discussion of climate action and environmental protection, it is a regrettable error to debate individual versus collective action. Individual behaviour change advocacy does not take away from the political and systemic action that is required to address the global environmental crisis. Instead, actions taken by individuals, groups, and politicians all work together to strengthen, deepen, and broaden the environmental movement. Environmental activism is not a zero-sum game.

As previously stated, sustainable living is a complex process with varying outcomes for each individual. When it comes to making decisions and alterations to one's lifestyle that are mindful of the environment, there are neither obligatory nor stringent requirements. Keeping this in mind, we can group our choices, actions, and behaviours for sustainable living into five easy-to-follow categories.

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Similar to sustainable living, consuming less and changing how you consume is open-ended. We consume food, energy, water, and material goods like clothing, electronics, and lifestyle accessories—it's hard to know where to begin when we use the term "consumption."

We can do more than just turn off the lights when we leave a room to save energy. Saving money and energy can be significantly improved by purchasing appliances that use less energy.

Even though water covers 70% of the globe, only 2.5% of it is fresh water, and only 1% of it is easily accessible for human consumption. Global water consumption has increased more than twice as fast as population growth over the past century, adding to that alarming statistic. We can effectively reduce our overall consumption and alter the way we use water by leading a sustainable lifestyle.

And it's not just about taking shorter showers, turning off the water when brushing your teeth, or letting the grass turn brown; changing how you behave as a consumer can also help you save water.

A single cotton t-shirt, for instance, requires approximately 2,700 liters of water to produce. Instead, the next time your favourite white t-shirt gets a stain that can't be fixed, try shopping at a local thrift store or an ethical fashion brand. Also, ask yourself what ethical and sustainable fashion are.

Reducing waste is the second part of reducing consumption; the less we consume, the less we will waste! It's not easy to live a zero-waste lifestyle, and it seems that no matter what we do to reduce our waste, there will always be extra packaging, food that spoils, or headphones that break. Learning how to recycle is a great place to start in our efforts to reduce waste. For information on what can be recycled and where, consult your local municipality's guide.

Before throwing away non-recyclable goods, look for creative ways to repurpose them instead of purchasing single-use plastics. Composting is a great alternative to throwing food in the trash because organic matter accounts for approximately 60% of the materials that end up in landfills. It promotes self-sufficiency and reduces our impact on the environment to address the challenge of finding new and sustainable ways to produce, create, and substitute goods and services that you would otherwise purchase.

When and where you can alter your shopping habits. Similar to other measures for sustainable living, depending on your financial flexibility, some choices and behaviours are more accessible and realistic than others. Even though it's better for the environment and more ethical to shop locally, it can be expensive and difficult to stock your kitchen with local products. Instead, check the grocery store for legitimate fair trade certifications and investigate the ethical standards and business practices of the brands you frequently purchase from.

We'll keep it short and sweet when it comes to stuff: Shop with intention rather than impulsively and less frequently. Think about buying goods that are well-made and less likely to be replaced frequently. Before you look for something brand-new, try thrift stores or a local clothing swap if you need new clothes.

However, if you're buying something new, try to support brands that use sustainable business practices.

It's easier than you might think to offset your emissions. Your daily carbon emissions are effectively offset when you choose to use public transportation, carpool, walk, or bike as your mode of transportation. When compared to driving the same distance in the city, walking 2.5 km will produce 75% fewer emissions of greenhouse gases. We are better for the environment and our bodies when we drive less.

This is probably the most significant factor in your carbon footprint if you fly frequently. Choose a less carbon-intensive mode of transportation when distances permit, such as taking the train or flying directly; landing and taking off procedures account for 25% of airplane emissions. But if you can't change how you travel, you might want to buy carbon offsets when you fly. By investing in projects that reduce emissions of carbon dioxide or other greenhouse gases, carbon offsets provide a means of combating pollution.

We are obligated to continue educating ourselves in the environmental debate, as the fundamental principles of sustainable living extend beyond our own homes and communities. Find ways to support your household and become familiar with local sustainable initiatives in your community,