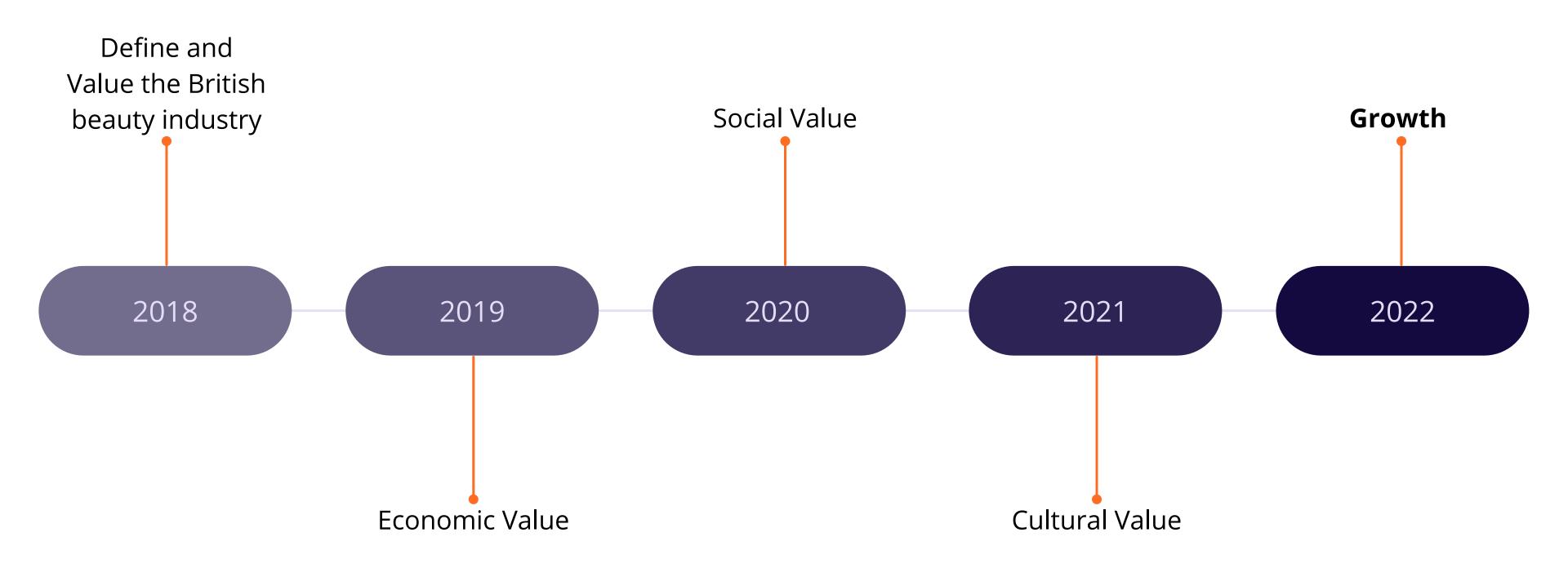
ROAD MAP 2022 GROWTH

SUPPORTING A SUCCESSFUL, INNOVATIVE AND INCLUSIVE BEAUTY INDUSTRY



BRITISH BEAUTY COUNCIL TIMELINE



AIMS + AMBITIONS

GOAL

To develop a sustainable future for the fast growing personal care sector.

GOAL

To use positive influence to affect change and cultivate industry investment.

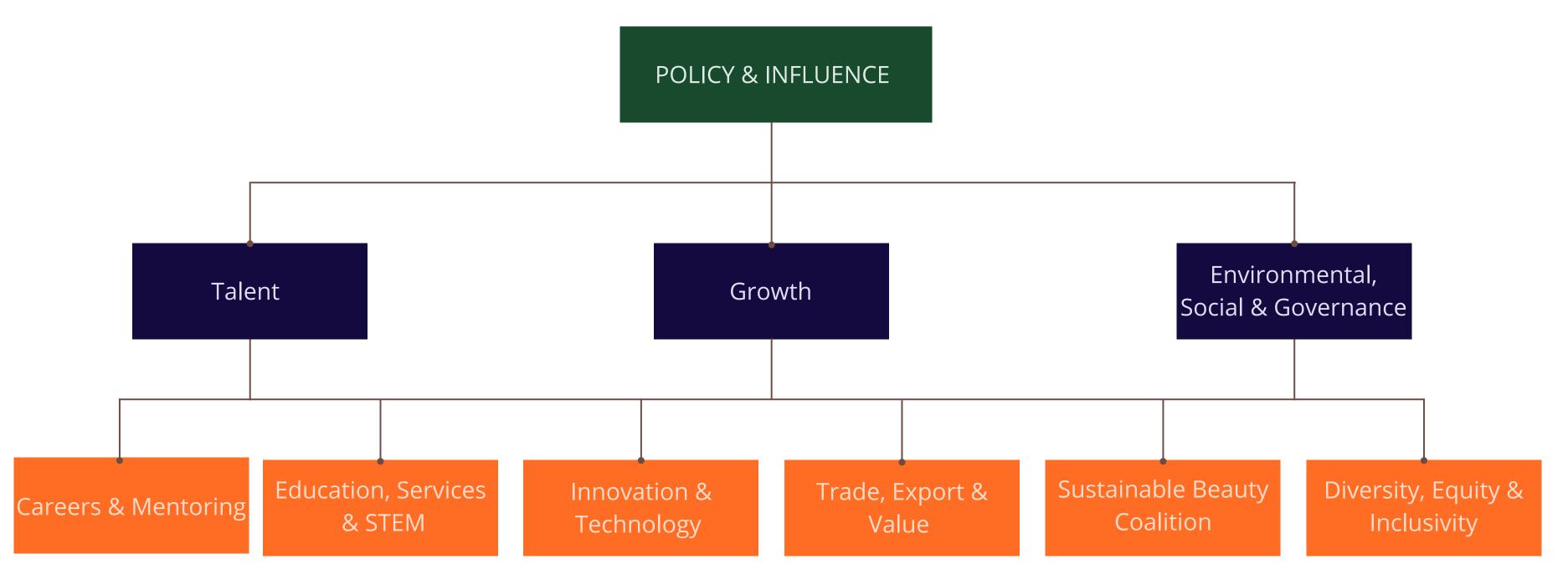
FOCUS AREAS

Following a meeting of the Executive Board, these are the key areas of focus for the British Beauty Council during the Growth phase and for the next three years.



PILLAR ORGANISATION

FOUR NEW PILLARS



SUPPORTING A SUCCESSFUL, INNOVATIVE AND INCLUSIVE BRITISH BEAUTY INDUSTRY







POLICY & INFLUENCE

REPRESENTING THE HAIR, BEAUTY AND WELLNESS SECTOR AS A WHOLE, COMMUNICATING THE MULTI-FACETED AND MULTI-DIMENSIONAL ROLE IT THE PLAYS BOTH SOCIALLY AND ECONOMICALLY, IN ORDER TO CHALLENGE AND ERADICATE THE DATED, LINEAR PERCEPTION OF OUR INDUSTRY.

PILLAR PRESIDENT

PILLAR BREAKDOWN

GROWTH **ESG TALENT ESG GROWTH TALENT** SUSTAINABLE **DIVERSITY**, EQUITY CAREERS & TECHNOLOGY & INVESTMENT & STEM & BEAUTY & INCLUSIVITY MENTORING **INNOVATION** TRADE COALITION (SBC)

POLICY & INFLUENCE

PILLAR PLAN: TALENT

3 YEAR PROGRAMME

- Future Talent Working in Beauty & Science Campaign
- Careers Hub

COMMITTEES

- Hair Committee
- Hair Committee Education working group
- Education bursary committee (TBC)

PILLAR PLAN: GROWTH

3 YEAR PROGRAMME

- Trade Hub
- Innovation Hub

COMMITTEES

- Fund selection committee
- BBW committee

PILLAR PLAN: ESG

3 YEAR PROGRAMME

- SBC Future Framework
- Equity & inclusivity

COMMITTEES

- Sustainable Beauty Coalition
- DEI Committee
- Hair / DEI NOS working group

PILLAR PLAN: POLICY & INFLUENCE

3 YEAR PROGRAMME

- From Talent Future Talent: working in beauty and science
- From Growth Trade hub
- From ESG Government's race to net zero and post COP26 commitments
- Regulation and licensing of the sector

COMMITTEES

Policy Committee