



SUSTAINABLE BEAUTY COALITION CHARTER

1. BACKGROUND

The British Beauty Council is a not-for-profit, non-governmental organisation (NGO), representing a wide range of businesses across the personal care sector, from those offering professional services in hair, beauty and wellness to product development, retail, technology and brands both large and small.

Our work is supported and funded through the patronage of the industry.

2. VISION OF THE SUSTAINABLE BEAUTY COALITION

For the beauty industry to have a measurable positive impact on the health and well-being of people and the planet through its brands, business operations, supply chains and customer relationships.

3. PURPOSE OF THE SUSTAINABLE BEAUTY COALITION

The purpose of the Sustainable Beauty Coalition (SBC) is to accelerate the collective sustainability drive of the beauty industry.

The Sustainable Beauty Coalition (SBC) was formed by the British Beauty Council, as one of the recommendations of its ground-breaking sustainability report 'Courage to Change', published in 2020. The Coalition is a committee made up of sector experts, brands, suppliers, and industry representatives from across the beauty and personal care sectors including retail, supply chain, trade associations, NGOs, media, etc, and will create a roadmap for the beauty industry.

This roadmap will include:

- Addressing and co-creating solutions to the industry's key sustainability challenges
- Transparency and accountability: being clear with consumers and others about what sustainability means and the progress achieved, using consistent language.
- Education and awareness building: to engage and activate consumers so they are part of the solution and to encourage responsible consumption.
- Innovation: harnessing the industry's excellence in innovation for good and exploring the role technology can play in delivering the ambitions of the framework.

***'The Courage to Change Report': October 2020*

The SBC will sit within the ESG Pillar.

4. AUTHORITY

The Executive Board of the British Beauty Council delegates the task of acting on the above purpose, to the committee. However, the committee is not authorised to alter the above purpose, which is the responsibility of the Executive Board.

5. MISSION OF THE SBC

The Sustainable Beauty Coalition exists to:

- Develop a clear strategy and initiatives which will accelerate the sustainability drive of the industry.
- Create and deliver a roadmap, to be agreed by the British Beauty Council, in order to make tangible progress towards identified SBC goals.
- Monitor the progress of the roadmap against its goals; and keep these goals and the overall execution of initiatives under review.
- Encourage and strengthen links across the industry, communities, voices, and professional bodies to accelerate collaboration, knowledge and bolder collective efforts.
- Work with governments to champion the work of the industry and support the government agenda in the race to net zero.
- Act to create stronger frameworks and policies for the beauty sector in the UK.
- Champion the green economy.

The aim of the Roadmap is to:

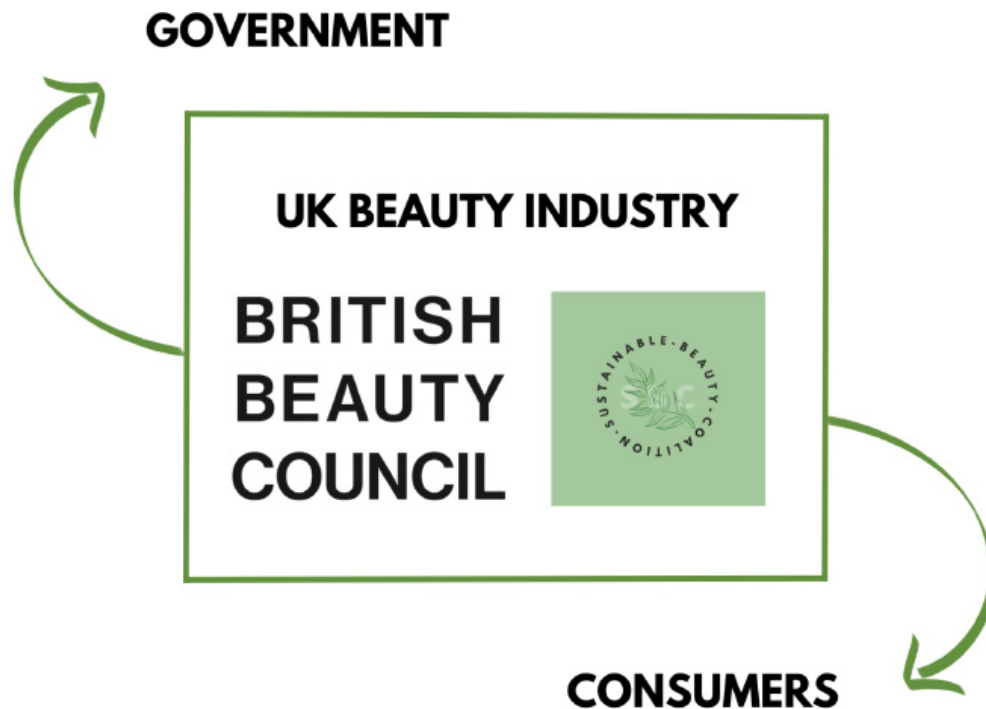
- **Raise awareness** within our industry, with consumers and with UK governments as to the role the beauty industry has in contributing to both the challenges and solutions for the environment and sustainability.
- To **develop a clear strategy and initiatives** which will accelerate positive change across the industry, monitoring progress against goals; and keeping these goals and the overall execution of initiatives under review.
- **Drive transparency** and rid the industry of spurious green claims which harm its reputation.

6. OUR AUDIENCE

GOVERNMENT / NGOs: Liaising with Government and non-government organisations for action and a coherent industry voice, helping them to support the industry and coordinating efforts to the whole sector by creating a coordinated network of like-minded businesses.

INDUSTRY: For the collective beauty industry to show leadership, including learning from other sectors by sharing best practices and creating industry-wide initiatives and for individual businesses to do more to improve the planetary impact of their products and services.

CONSUMERS: Helping to promote conscious consumerism and to engage with the industry on issues they care about to encourage positive change. Educating about product claims, product use impact and post-consumer waste.

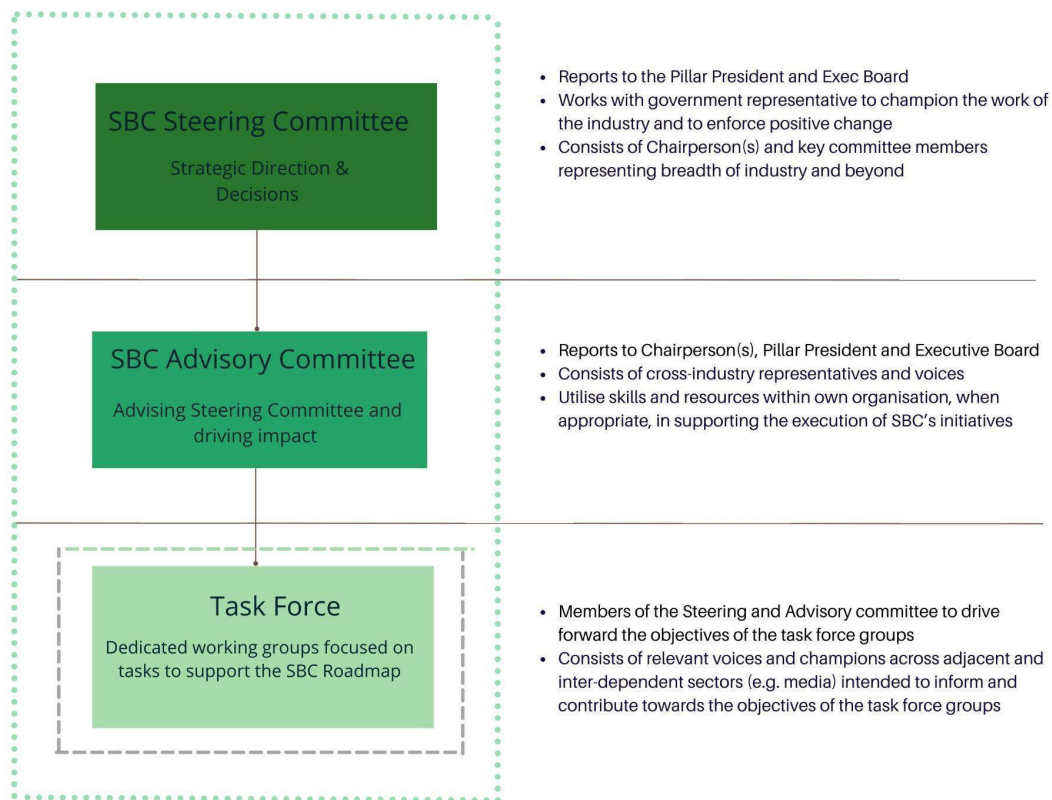


7. CRITERIA FOR MEMBERSHIP

Brands, individuals and companies applying to the Coalition should fulfil the following requirements:

- Be a 'beauty' personal care business or an expert actively engaged within the industry.
- Have sustainable business practices as a core purpose.
- Demonstrate transparency by being willing to cooperate and exchange information at a pre-competitive level.
- Be willing to make positive advancements in sustainability through thought leadership and advocacy.
- Display a commitment to understanding of the government/legal or technical considerations required to support the work of the committee.
- Be willing to invest time to develop the agenda beyond committee meetings.
- Members should be leaders within their companies with the ability to speak on behalf of the organisation.

8. STRUCTURE, ROLES & RESPONSIBILITIES



9. APPOINTMENTS

- Pillar President, appointed by the British Beauty Council
- Chairperson(s), Steering Committee: appointed by the CEO, British Beauty Council
- Membership of the Advisory Committee: appointed by the Chairperson(s) and CEO, British Beauty Council
- Task Force Lead: appointed by the Chairperson(s) SBC on behalf of the SBC Steering Group
- Task Force Membership agreed by the Task Force Lead.

NB: The Executive Board of the British Beauty Council may also establish, determine the titles and the powers of, and appoint and remove members to such committees, as it thinks fit.

10. ROLES

Chairs

- The Chairperson(s) will work with the British Beauty Council CEO, the Pillar President and the Executive Board to lead the committee and overall roadmap.
- The Chairperson(s) is required to serve a two year term but will be able to sit for a second term, subject to approval of the CEO, and subject to any conditions the Executive Board might impose (for example, that the second term should be shorter). *British Beauty Council – Sustainable Beauty Coalition – Charter -November 2023*

- The responsibilities of the Chairperson(s) include calling of the meetings, setting the agenda, liaison with the Pillar President and British Beauty Council CEO; coordinating the work of the SBC, being the point of reference for the SBC, representing the Coalition, etc.
- Spokesperson for the SBC -speaking at events and the writing of articles, interviews, etc. where appropriate, with BBCo oversight.

11. STEERING COMMITTEE

Governance

- The work of the Steering Committee is to guide the SBC in high level direction, identify key topics for Advisory Committee and/or Task Force participation, represent the SBC, connect the SBC to other efforts in the industry and beyond, and inspire everyone contributing to it.
- Committee members are required to serve a two year term but will be able to sit for a second term, subject to approval of the CEO, and subject to any conditions the Executive Board might impose (for example, that the second term should be shorter than the first).
- Each member is expected to contribute a minimum of *twelve days* a year through industry work, contributing to or leading project work, and attending meetings.

12. ADVISORY COMMITTEE

Governance

- The work of the Advisory Committee is to support the work of the SBC through offering expert guidance and advice, working within Task Force groups, and actively engaging and promoting initiatives.
- Committee members are required to serve a one year term but will be able to sit for a second term, subject to approval of the CEO, and subject to any conditions the Executive Board might impose (for example, that the second term should be shorter than the first).
- Each member is expected to contribute a minimum of *four days* a year through industry work, contributing expert insight and guidance and attending meetings.

13. COMPOSITION OF THE STEERING & ADVISORY COMMITTEES

The Committees should:

- be representative of the UK beauty industry as outlined in The Value of Beauty Report.
- exhibit good levels of representation and diversity.
- include the industry and industry support organisations.
- include sustainability experts and industry experts from relevant backgrounds and organisations, including NGOs.

14. TERM OF MEMBERSHIP

- Committee membership will be reviewed annually by the Chair / CEO and subject to any conditions the Executive Board might impose (for example, that the second term should be shorter than the first).

Resignation, Removals and Vacancies:

- Any member may resign at any time by giving written notice to the Chairperson(s). A member's resignation shall take effect at the time specified in such notice, and unless otherwise specified therein, the acceptance of such resignation shall not be necessary to make it effective. Any member may be removed by serious cause by the BBCo or by majority vote of remaining committee members. All resultant vacancies will be filled throughout the year by the CEO and Chairperson(s) through an application and interview process.

15. RULES FOR COMMITTEE MEMBERS

Members of the committee are required to:

- Demonstrate a commitment to the aims and objectives of the Coalition and British Beauty Council and promote the interests of the Coalition in the wider community.
- Devote their time and expertise in order to participate in the development and activation of the SBC Roadmap in support of the aims of the Coalition and Council.
- Demonstrate a commitment to actively work, contribute, develop thinking, advocate and commit the resources available to support the work of the Coalition and the British Beauty Council.
- Demonstrate a commitment to following this Charter and its governance structures.
- Demonstrate a commitment to combating any discrimination on the grounds of race, ethnic or national origin, religion, belief, age, disability, gender or sexuality.
- Understand that an individual committee member does not have the right, other than through the Chairs or with the British Beauty Council's agreement, to make statements or express opinions on behalf of the Coalition or British Beauty Council.
- Understand that it is unethical for Coalition members to publicly criticise, canvass or reveal the views of other members which have been expressed at meetings of the Coalition.
- Declare openly and immediately any conflicts of interest which could represent an actual or perceived conflict with the work of the Coalition and the British Beauty Council.
- Accept that involvement in any conduct or activity which might by association bring the British Beauty Council or Coalition into disrepute will result in removal as a member of the Coalition.
- Accept that if a committee member is recorded as absent for three consecutive meetings, they may be removed and cease to be a member of the Coalition.
- Work cooperatively with other committee members in the best interests of the Coalition and British Beauty Council, have full and frank discussions in order to take decisions collectively.
- Acknowledge that differences of opinion may arise in discussion of issues but that, when a majority decision prevails, it should be supported.
- Endeavour to attend all meetings and contribute positively to the work of the Coalition in any way possible.
- Commit to utilising your own resources to carry out the work of the Task Force group.

16. TASK FORCE GROUPS

Governance

- An SBC Steering Committee member to oversee each Task Force group.
- Task Force groups to be self-managing and take a consensual consultative approach to actioning initiatives, subject to the Task Force group Roadmap signoff by the Chairperson(s).
- Task Force groups can include non-committee members. *British Beauty Council – Sustainable Beauty Coalition – Charter -November 2023*

Ways of working

- Task Force groups to determine key goals and a timeframe for delivery to be ratified by SBC and the British Beauty Council. Set objectives with specific, measurable, attainable, relevant, and time-based goals.
- Maximum flexibility & freedom to self-organise teams and sub-groups (min. 3 people – max. 12 people depending on scope and level of work).
- All team members must contribute and share workload as equally as possible.
- Each team member has clear deliverables and work to be undertaken between meetings.
- Apply sprint approach: solutions that generate visible change and will have immediate impacts.
- Decision-making: consensus with voting (where needed) facilitated by Task Force leader with decisions escalated to SBC Steering Committee by exception.
- Task Force leader reports back to Steering committee regularly to ensure Roadmap is being followed and where Task Force collaboration is necessary.

17. MEETINGS

- The SBC and Task Force groups shall meet regularly.
- At least 50% of committee members should be in attendance.
- Meetings will take place via Zoom or in person (with at least one in person meeting per year) and be recorded and minuted.
- Special meetings may be called to undergo project work or at the request of the Chairperson(s).
- Notice of meetings shall be given at least via email at least two weeks prior with input into the agenda.
- The British Beauty Council Administrator will keep a permanent record of minutes of the SBC committee members, and a record of all actions taken by the members without a meeting.
- A representative of the British Beauty Council must be present at every committee meeting (except Task Force meetings), to advocate on behalf of the Executive Board.

18. REPORTING

Minutes and actions will be taken at all Steering and Advisory committee meetings, by a representative of the British Beauty Council and made available to committee members prior to each subsequent meeting. Minutes shall be accessible to the members of the respective Committee and others where relevant, although sensitive information may be redacted. Recordings are only intended to support the minutes and for the use of 'catching up' for committee members that have missed meetings and will not be circulated as standard due to the nature of discussions but kept as a factual record.

19. DIVERSITY & INCLUSION

The British Beauty Council recognises the importance of diversity and inclusivity in all levels of the beauty and personal care industry, including among its leadership, practitioners and role models, and in the way in which beauty and personal care is represented and characterised.

All committee members are required to always observe the provisions of the Diversity Policy of the British Beauty Council.

20. REMUNERATION

Committee members will not be financially compensated for their contribution to the Coalition or the British Beauty Council.

21. CONFLICT OF INTERESTS

Committee members are required to declare at each meeting any conflicts of interest which could represent an actual or perceived conflict with the work of the committee and the British Beauty Council.

22. CONFIDENTIALITY

It is likely that members will participate in and/or join meetings between other parties, who are or may be in competition with one another in their markets. The British Beauty Council and its committee members are bound by competition law.

All Coalition members are required to keep confidential any and all information of a confidential or proprietary nature relating to the British Beauty Council, its activities, or any other member, unless such information falls within one or more of the categories listed in the British Beauty Council [Rules](#).

Data Protection

We will collect and process information relating to you in accordance with the privacy notice which is available. You shall comply with the [data protection policy](#) when handling personal data as part of your role at the British Beauty Council.