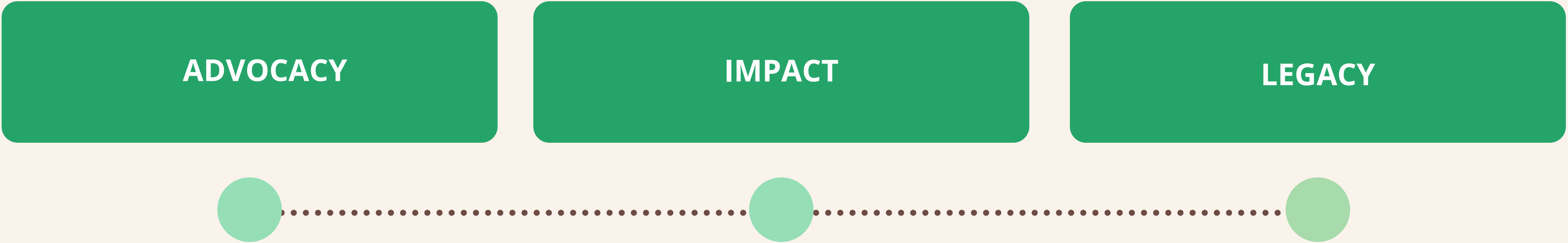


SUSTAINABLE BEAUTY COALITION ROADMAP

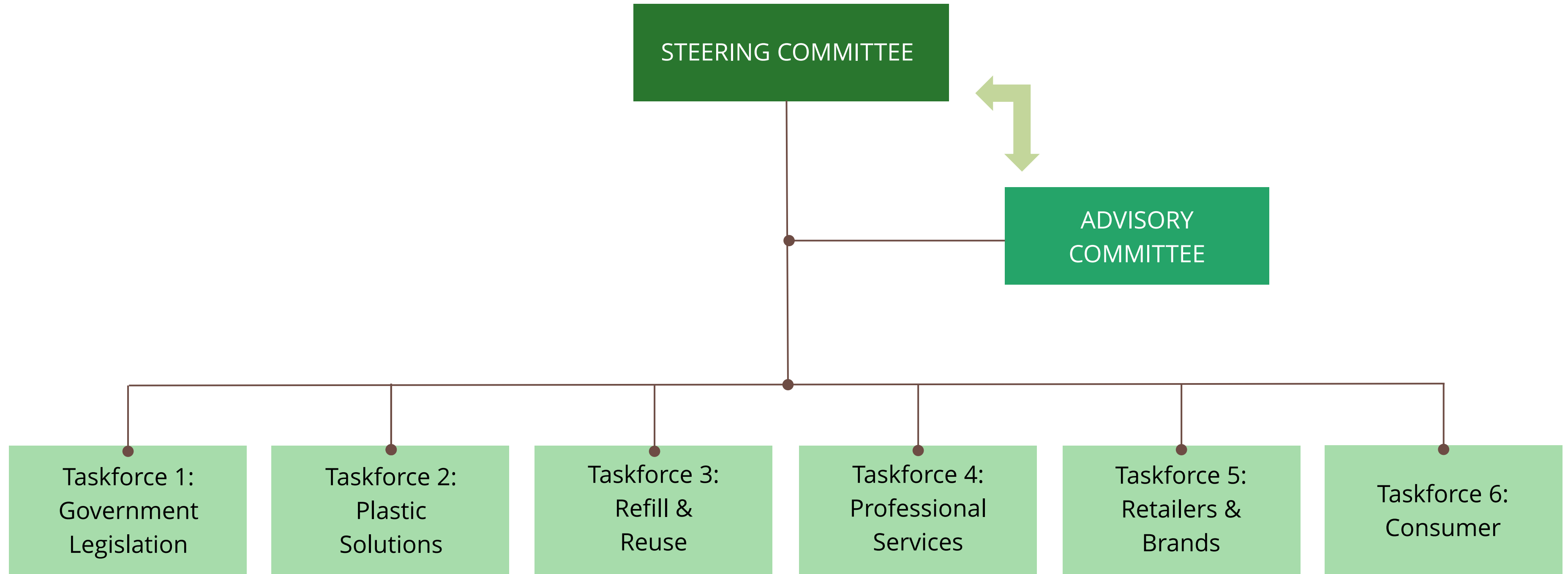
BRITISH
BEAUTY
COUNCIL



FOCUS AREAS



COMMITTEE ORGANISATION



SBC INITIATIVES

3 YEAR PROGRAMME FOCUS

- The Great British Beauty Clean Up
- Ensuring the legacy of the Plastic Solutions Summits over the next 3 years and beyond
- Maintenance and development of communications with industry and consumers e.g. Planet Positive Beauty Guide

INITIATIVES & DELIVERABLES:

- TF1 – Influence and inform government on key waste & resource management policy
- TF2 – Custodian of the Plastic Solutions Summit’s 4 pillar plastic pledge
- TF3 – Create active participation & collaboration to reuse/refill models across industry and consumer
- TF4 – Reduce packaging waste from the professional services sector
- TF5 – Gain commitment for simple sustainability mission including roadmap for all beauty brands & retailers focusing on the ‘5 R’s’: Reduce, Recycle, Reuse, Refill and Replace
- TF6 – Develop an educational outreach programme for professionals and consumers for “The Great British Beauty Clean Up”, which includes the development of the Planet Positive Beauty Guide 2.0

SBC AIMS, ACTIONS AND CHALLENGES

Aims

- **Launch** 'The Great British Beauty Clean Up'
- **Unite** beauty retailers and brands to work collaboratively to reduce waste.
- **Drive** systemic change towards a circular economy in packaging and waste.
- **Promote and pursue** innovation to solve the biggest issues – Sachets, Pumps, Airless Systems etc
- **Champion** improving recycling rates of specific materials such as glass and aluminium
- **Position** the UK beauty industry as a proactive leader in plastic reduction and circular alternatives
- **Enable** reuse and refill within the beauty industry by defining and developing commitment goals
- **Inform** stakeholders by educating and mobilising government, consumers and industry to take positive action, including our position & framework on greenwashing

Challenges

- **Size and scale** of businesses within the beauty industry and the different stages they are at in their waste management journey.
- **Avoid duplicating** work being done by other groups or initiatives.
- **Ensuring collaboration** as the ambitious nature of the task relies on input and agreement from market competitors.
- **UK competition law** prohibiting the exchange of commercially sensitive and market information between competitive businesses.

Actions

- **Relaunch** the Planet Positive Beauty Guide
- **Build** a consumer and industry facing campaign: 'The Great British Beauty Clean Up'
- **Assist** in the implementation of the Plastic Solutions Summit 4 Pillar Pledge.
- **Create** a community space for professional services to share best practices and work together on initiatives.
- **Identify** common goals for ALL UK retailers to address, focusing primarily on packaging and waste issues
- **Review** overall landscape in respect of reuse/refill models & interventions, recommend opportunities to participate collaboratively to overcome barriers to adoption for brands and retailers.
- **Produce** position statements and engage with government on waste management policy.
- **Establish** a simple sustainability brand mission for beauty brands and retailers focusing on the '5 R's'

