

# ROAD MAP 2022

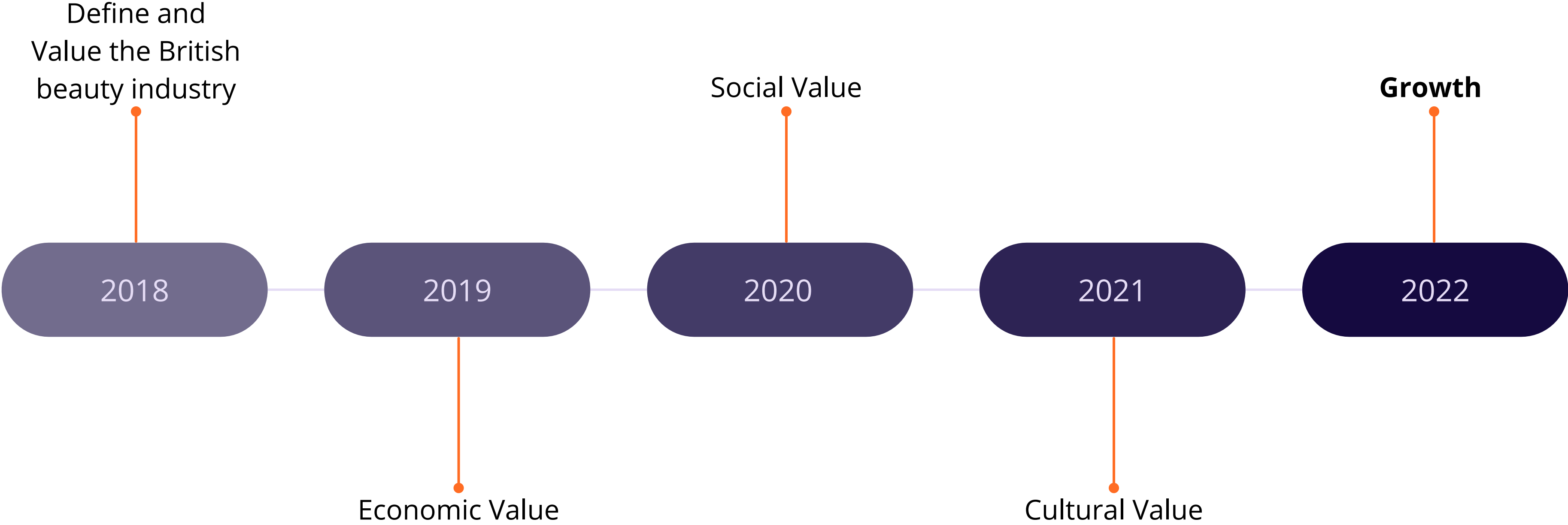
## *GROWTH*

SUPPORTING A SUCCESSFUL, INNOVATIVE AND INCLUSIVE BEAUTY INDUSTRY

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**BRITISH**  
SUPPORTING A SUCCESSFUL, INNOVATIVE  
**BEAUTY**  
AND INCLUSIVE BRITISH BEAUTY INDUSTRY  
**COUNCIL**

# 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.

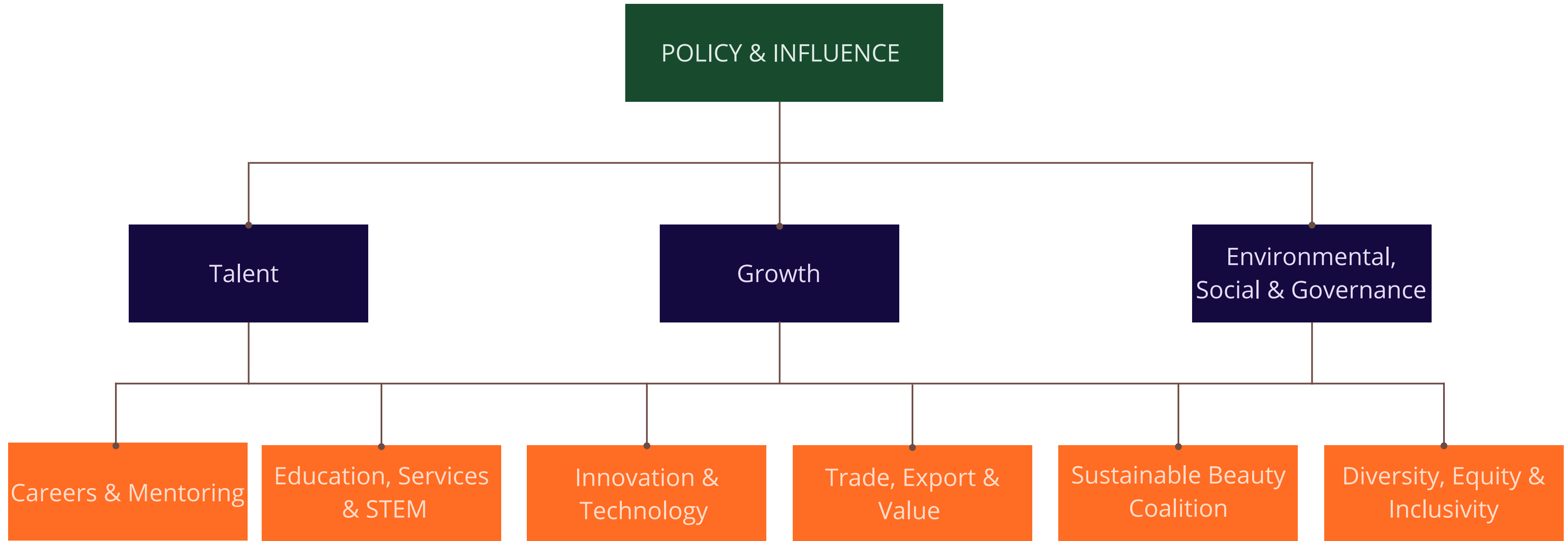
# FOCUS AREAS

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

PILLAR  
PRESIDENT

## TALENT

.....  
FOCUS ON CAREERS AND  
MENTORING, DIGITAL  
CREATORS, STEM AND  
OVERSIGHT OF TRADE &  
APPRENTICES FOR THE  
PURPOSE OF RECRUITMENT  
INTO THE SECTOR.

PILLAR  
PRESIDENT

## GROWTH

.....  
FOCUS ON PRODUCT AND  
TECH INNOVATION WHILST  
BUILDING A FLOW OF  
INVESTMENT TO SUPPORT  
START UPS AND SCALE UPS.

PILLAR  
PRESIDENT

## ESG

.....  
FOCUS ON BUILDING A  
SUSTAINABLE AND  
EQUITABLE FUTURE FOR  
BRITISH BEAUTY BRANDS,  
SERVICE PROVIDERS,  
RETAILERS AND SALONS.

## 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



# PILLAR INITIATIVES: 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)

## **SERVICES / CONTENT / SCIENCE INITIATIVES:**

- No7 Beauty Company Creator Collective
- British Beauty Week
- Creator content
- Digital Media Makeup NOS
- Film and TV Make Up & Hair
- Meta Insight Events
- Mentoring programme (TBC)
- Regional talent ambassadors for BBCo (TBC)



# PILLAR INITIATIVES: GROWTH

## **3 YEAR PROGRAMME**

- Trade Hub
- Innovation Hub

## **COMMITTEES**

- Fund selection committee
- BBW committee

## **BRAND / RETAIL / PRODUCT DEVELOPMENT /SME INITIATIVES**

- Next British Beauty Brand
- BeautyMatter Collaboration (event)
- British Beauty Week
- Innovation Labs
- Innovation Awards
- Great Campaign - Brand Great Britain - craftsmanship, creativity and clarity
- R&D Fund
- Technology, AI & AR R&D Fund

# PILLAR INITIATIVES: ESG

## **3 YEAR PROGRAMME**

- SBC Future Framework
- Equity & inclusivity

## **COMMITTEES**

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

## **INITIATIVES**

- BBCo net zero commitment
- Plastics Summit
- 'Hair has no gender' / trans awareness
- Black Business Institute
- DEI Statement of Intent / DEI Brand rider
- Female entrepreneur / Female Lead
- National recycling interactive map
- Menopause

# PILLAR INITIATIVES: 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

## INITIATIVES

- Media Hub
- Regulation and licensing
- GREAT campaign
- COVID recovery - building back better
- Energy Crisis
- SIC/SOC code changes
- DIT events USA
- Education and Apprentices