



ANNE VECK LIMITED SUSTAINABILITY REPORT 2024/25

INTRODUCTION

Anne Veck Limited

Anne Veck Limited is a micro SME based in Oxford, U.K. The company was founded in 1991 and until 2022 operated hairdressing salons. By March 2022 these had been sold and since then the business has focused on hairdressing training, photo shoots, shows and session work, as well as championing sustainability in the hair and beauty sector.

Until 2022 turnover was c.£960,000 p.a. with c.20 employees. Today turnover is c.£70,000 with 2 employees (2 company directors). The business operates from a hair salon (Kelly's Hair Oxford), a home office and studio and at customers' premises in the U.K., Europe and occasionally elsewhere.

Since investing in major "green" salon refits from 2013 onwards, Anne Veck Limited has been recognised as a leading champion of sustainable hairdressing in the U.K. with several industry awards and accreditations and an active programme of advocacy. Research shows that most people are concerned about climate change and nature loss but don't often talk about it. We hope that our advocacy work which extends from chatting in the salon to on line media influencing, will encourage more conversations which will, in a very small way, impact this societal norm of silence so as to influence political and business action.

Anne Veck Limited is a founder member and sponsor of the U.K. Business and Biodiversity Forum (UKBBF) and a member of the British Beauty Council's Sustainable Beauty Coalition (SBC). Director Keith Mellen is a director at UKBBF and a member of SBC's professional services task force. Director Anne Veck is a brand ambassador for B Corp brands Easydry and Olivia Garden, Sustainability Champion for the Hairstyling Tools Collective and Global Ambassador for the Slow Fashion Movement.

This report

Anne Veck Limited (AV) published its Carbon Emissions Reduction Plan 2023-30 and Nature Positive Business Plan 2023-30 separately in May 2023, with annual reviews in June and July 2024 respectively. Unless otherwise stated, 24/25 = 1/5/24 to 31/4/25 and 25/26 = 1/5/25 to 31/4/26.

With this 2nd annual review, we report on progress in an integrated Sustainability Report and have rewritten the two plans as a Sustainability Plan. We have done this to reflect the reality that the climate and nature emergencies are inextricably linked, in fact part of a "polycrisis" across climate change, nature loss and inequality.

As a micro business, AV's impact on nature is insignificant. However, we hope that by sharing our plan we might encourage other small businesses to transition towards Net Zero and Nature Positive, especially those in the hairdressing sector.

AV has signed up to the U.N.'s SME Race to Zero and is the only SME globally to have its nature strategy endorsed by Business For Nature's Its Now for Nature programme. (At time of writing.We hope this situation changes soon.) AV has also taken the U.K.'s Nature Positive Business Pledge.

A note about reporting on our value chain (Scope 3): small businesses usually lack the financial and reputational influence to enforce ethical and sustainable improvements by their suppliers and customers. In fact our experience is that our major suppliers and some of our customers which are all larger businesses than AV, will not or can not supply us with data on CO2 emissions, never mind impacts on nature (which at the moment, most don't consider). Because of this our choice of suppliers is directed by researching their sustainability /ESG reports and/or their accreditations or lack of them. For example, whenever possible, we choose suppliers (e.g. for hair care products, towels, energy, waste management and recycling) which are B Corp and/or are FSC, RoSPA, Fairtrade, Leaping Bunny, etc. certified. We also consult Ethical Consumer's "Ethiscore".

Finally, we have set new targets for 2025/26, followed by a brief list of links to AV sustainability assets.

Plan structure

Impacts: CO2 emissions / direct impacts on biodiversity / indirect impacts on diversity / advocacy/ value chain

Baselines/ targets/ action taken/ progress made

As far as possible we are guided by the Mitigation Hierarchy, i.e. Avoid/Minimise/Restore/Compensate and the similar "3Rs" Reduce/Re-use/Recycle.

SUSTAINABILITY PLAN REPORT

Baseline 2023/24	Target 2024/25	Action to meet target & compensate impact	Progress
<i>CO2 emissions</i> Scopes 1&2 inc. at salon, home, business travel 4.26 tonnes	2.8 tonnes	Anne Veck review personal practice eg reduce lighting/hot water/ electrical equipment use. Directors reduce business travel	3.16 tonnes
Scope 3 value chain no data available (For more on this see Value chain section below)	None	Suppliers & customers contacted.	0 responses
Compensate for CO2 emissions with high quality CO2 credits Carbon Footprint Ltd	Nature based credits	Chose Gold Standard Marketplace/reforestation Panama	5 tonnes offset

CO2 emissions worst cases based on 2022 measurements certified by Carbon Footprint Ltd. No data available from suppliers and customers, both larger companies who haven't responded to requests or smaller businesses (42 businesses total) and salon clients who don't have the data.

3.16 = salon, home, elsewhere @ 1.1 + travel @ 2.05. More detailed breakdown available on request.

Direct impacts on biodiversity

At salon none	None	None	None
At home office/studio none	None	None	None

This salon is a ground floor retail unit. There are no opportunities to change legacy direct impacts (e.g. destruction of nature when site built on) or do anything new. At the home office there are 600 sq/m. gardens which are managed for wildlife with no chemical inputs for at least 32 years. However this is carried out independently of the business.

Indirect impacts on biodiversity

Water use

At salon			
Water used by Anne Veck 20m3 p.a.	19m3 p.a.	Increase dry cuts, dry shampoo, ensure taps not left running and "ecoheads" used at backwash	19.m3 p.a.
At home office/studio			
Water used by Anne 3m3 p.a.	2.75m3 p.a.	Reduce water use when washing wigs, tools, etc.	2.75m3/p.a.

Water from roof drains, grey and black water including chemical waste at both sites goes to general sewage. Most chemical waste is, fortunately, organic. Until Thames Water is either regulated effectively or re-nationalised, AV's water impact on aquatic biodiversity and human health will continue to be negative. Water use is calculated as a worst case (maximum use) 7% total salon use and 2.5% total home use. Reductions may be caused by slight decrease in business.

Chemical waste

At salon			
Waste generated by Anne 310g/day	310g /day	Continue using Vish software to reduce and measure waste	310g/day
At home/studio not measured	None	Continue to do very little colour work	None

Forest products

At salon and home			
Paper or card used for marketing or customer services: 0	0	Continue to use digital alternatives eg price list on website	0
For printing, 100% FSC paper.	100% FSC	Continue to use FSC recycled or 100% (not Mix)	100% FSC
Paper based system for books/accounts 100%	100% paper	Change to digital when book keeper retires	2026?

Advocacy

Publish update of sustainable hairdressing

toolkit 1	1 update p.a.	Salon RE:Source adapted for freelancer market	1 update Published October 2024
Sustainable hairdressing tool kits downloaded 1,500 times minimum	2,000 downloads	Call to action to download every opportunity in industry media and social. Total is a worst case estimate.	2,000 downloads
Salon RE:Source Instagram 800 followers	1000 followers	Continuous engagement activity	1,549 followers
Anne Veck Sustainability email list 450 names	600 names	Call to action to subscribe every opportunity	601 names
Participate in 5 sustainability initiatives	8 initiatives	Race to Zero/SME Climate Hub Committed, UKBBF, SBC, It's Now for Nature, Nature Positive Business Pledge, Slow Fashion Movement, Hairtool Collective, Fellowship for British Hairdressing Net Zero project. B Corp certification applied for February – October 2024 but unsuccessful.	8
Presentations 3	4 p.a.	Colour World, Hair Con x 2, UN Global Compact UK, UKBBF Nature Positive Series, Salon International.	6
Media features 5	8 p.a.	Respond to media requests/supply via PR	21 (calendar year 2024)
<i>Value chain</i> <u>CO2 emissions</u> Suppliers no data available Customers no data available	None None	Contact suppliers Contact business customers, discuss with individual customers	0 data 0 data , some(number not recorded) positive conversations
<u>Impact on biodiversity</u> Suppliers Biodiversity impacts, dependencies, some positive action taken as indicated by company report, accreditations and certifications 9 suppliers	42 suppliers (total number of suppliers)	Continue to research suppliers and change when possible	12
Indicated by unsubstantiated claims e.g website (risk of greenwashing) 6 suppliers	0 suppliers	Ditto	6
No information available, e.g. website 26 suppliers	0 suppliers	Ditto	23

Subject to regulatory action for damaging biodiversity and causing human health risks **1 supplier**

0 suppliers

We have no option to change this supplier which is a privatized public service monopoly

1

In this category we look for accreditations and published commitments. We also check Ethical Consumer's Ethiscore which unfortunately does not have a Nature Positive type score category, although it does score businesses on animal cruelty and climate.

Very few of AV's suppliers and customers have any commitments to nature or biodiversity beyond FSC, RoSPA (Round Table for Sustainable Palm Oil) or other accreditations such as Leaping Bunny (animal cruelty) and Fairtrade. None appear to be compensating for their impacts on biodiversity, except Davines (our main supplier of hairdressing products and one of our major customers for training) who have signed up to the Science Based Targets initiative and the Nature Positive Network and Ecotricity (energy supplier at the salon) endorsed by RSPB and Friends of the Earth.

As with carbon, none reply to requests for data.

TARGETS FOR 2025/26

Action	23/24 baseline	24/25 target	24/25 actual	25/26 target	Comments
<i>CO2 emissions</i>					
Scopes 1&2	4.26 tonnes	2.8 tones	3.16 tonnes	2.8 tonnes	Use independent carbon calculator
Scope 3 value chain	no data available	n/a	n/a	1 useful response	Keep trying!
Compensate for CO2 emissions with high quality CO2 credits	Carbon Footprint Ltd Village trees Kenya	Nature based credits	Gold Standard Marketplace reforestation Panama	Nature based credits	5 tonnes offset = > than Scopes 1&2
<i>Direct impacts on biodiversity</i>					
At salon	none	n/a	n/a	n/a	
At home office/studio	none	n/a	n/a	n/a	
<i>Indirect impacts on biodiversity</i>					
<u>Water use</u>					
At salon: Water used by Anne Veck	20m3 p.a.	19m3 p.a.	19m3 p.a.	18m3 p.a.	Target reflects less activity
At home office/studio: Water used by Anne	3m3 p.a.	2.75m3 p.a.	2.75m3/p.a.	2.5m3/p.a.	ditto
<u>Chemical waste</u>					
At salon: Waste generated by Anne	310g/day	310g /day	310g/day	300g/day	ditto

At home/studio:	not measured	n/a	n/a	n/a	Insufficient to measure
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Forest products

At salon and home
paper or card used
for marketing etc.

0

0

0

0

Exception is use of old stock of folders

For printing

100% FSC paper.

100% FSC

100% FSC

0

Continue to use FSC “Recycled” or “100%”
(not “Mix” because to quote FSC “All forest-based

materials in products or packaging bearing the FSC Mix label must either be from FSC-certified forests, verified as recycled or classed as controlled wood. Controlled wood is not from FSC-certified forests but it mitigates the risk of the material originating from unacceptable sources.” Apparently FSC argue that Mix certification is positive because it allows more companies to participate in the FSC system!)

Paper based system
for books/accounts

100%

100%

100%

Change to digital when book keeper retires 2026?

Advocacy

Publish update of sustainable
hairdressing toolkit

1

1

1 update published

Consider new format e.g. e-book or app

Number of tool kits
downloaded

1,500

2,000

2,000

2,500

Salon RE:Source
Instagram followers

800

1000

1,549

2,000

Anne Veck Sustainability
email list no. of names

450

600

601

650

Participate in
sustainability initiatives

5

8

8

8

Presentations

3

4 .

6

6

Media features

5

8 .

21

15

We are reducing PR spend

Value chain

CO2 emissions

Suppliers

no data

not set

no data

Secure data from 1 supplier

Customers

no data

not set

no data

ditto

Impact on biodiversity

Suppliers

Biodiversity: no. taking some positive action	9	42	12	42	A stretch target. We live in hope!
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No. making unsubstantiated claims	6	0	6	0	ditto
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No. with no information available	26	0	23	0	ditto
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No. subject to regulatory action	1	0	1	0	Possibility of nationalisation
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Useful links

www.anneveckhair.com/sustainable-hairdressing/

www.instagram.com/salonresourceuk/

bit.ly/SalonReSourceUK sustainable hairdressing tool kit

bit.ly/3zOdCJE sustainable hairdressing tool kit for freelance hairdressers

Keith Mellen Director Anne Veck Limited 12/8/25

