

# Streatham salon revolutionising sustainability in the hair industry

InStreatham Business Improvement District (BID) is proud of the independent businesses in Streatham that are considering the environmental impact they have on their community. Here, BID Operations Lead, Angus Goldsmith talks to Zac Challenger about his motivation for making Streatham more sustainable.

## What's the Green Salon Collective (GSC) all about?

GSC is a recycling company that allows us to dispose of our waste with a zero-carbon footprint. They safely recycle and reuse all our waste from everyday use in the salon, turning it into usable products. One of their major projects involves turning hair into 'hair booms' which cleans waterways and absorbs oil spills in the ocean.

## How did the decision that you wanted to be part of it come about?

We were looking at more environmentally sustainable ways to be able to do business and we came across the GSC – we found that it really fitted our personal ethos and business model. We're making the transition to carbon neutrality in the salon at the moment, becoming more aware that we need zero-carbon products in general.

## How does it affect how you conduct your business?

It doesn't! It was really easy to set up. We now have bins for hair foils and colour tubes, towels and all the general products we use. It doesn't create any extra work for us, other than packaging the waste and contacting the company for collection.

## It sounds like a great scheme – how is it funded?

When we provide a service to a client, they can opt in for a 'Green fee'. This is a small contribution that covers the collection costs. We don't make a profit from this, and any funds left over go into projects that support Streatham and the local area, any green spaces in the area that need regenerating; the reception from our clients has been fantastic!

## So, do you do anything else in the salon to contribute to your zero-carbon goal?

Yes. We're using a new range of products called So-Pure from KEUNE. They're cruelty-free, recyclable, vegan, zero-carbon and, of course, amazing quality! We also give people the option to refill their hair-care product containers for a lesser charge than if they were to buy the products directly from shops. We've recently commissioned a large 'Snakes and Ladders' game set from local environmental sustainability specialist, Paula Owen from Green Gumption. This game educates individuals on environmentally beneficial actions (ladders) and common unsustainable practices (snakes) of personal water and energy consumption. We have donated it to InStreatham and look forward to seeing people have fun with it at Streatham's future events!

Zac & Co are based on in The High Parade, five minutes down from Streatham Hill station, offering boutique hairdressing, massages and an extensive menu of beauty treatments. Zacandco.co.uk

More information at [instreatham.com](http://instreatham.com) or [@instreatham](https://www.instagram.com/instreatham)



*Going the Extra Mile: InStreatham manager, Louise Abbotts receiving the 'Snakes and Ladders' game donated by Zac Challenger (Zac & Co) and Paula Orven from Green Gumption.*



*At InStreatham, we're thrilled to receive the 'Snakes and Ladders' game as it serves as a powerful tool to raise awareness in the community. One of our key areas of work is empowering businesses to embrace sustainable alternatives and we are pleased that Zac and Co have set a remarkable precedent for the hair salon industry. With a firm focus on community engagement, they are not only transforming their own business but also inspiring others to embrace a greener future.*

