



Rewiring your business approach

Story by International College of Cosmetology



STARPTAUTISKĀ
KOSMETOLOĢIJAS
KOLEDŽA

International College of
Cosmetology is a private
college founded in 2003.
We offer two study
programs - Aesthetic
Cosmetology and
Therapeutic Massage, both
in the study field of Health
Care



**OUR MOST IMPORTANT
STAKEHOLDER -**

PLANET EARTH

Sustainability

**Current
generations**



**Future
generations**



Sustainability today

A sustainable future is based on a physical **balance** between what the Earth produces as materials, energy, and ecosystem services and our need to provide the essentials for our survival and that of all other species.

Sustainability fundamentally is ethical concern

93% of consumers expect brands to take more responsibility for environmental and social issues.

Our Road Map
towards
SUSTANABILITY



5 myths about implementing sustainability

- Complicated
- Don't have time
- Too many involved people
- Expensive
- It makes NO CHANGE



The International College of Cosmetology is guided by the UN Sustainable Development Goals (SDGs) in developing its Sustainability Strategy

(SDGs)





#Company vision: Healthy and well-groomed people

"Promote mental health and well-being" (SDGs)

1. We support initiatives that promote the well-being, mental and physical health of the surrounding community;
2. We support and promote activities that promote an active and healthy lifestyle;
3. We organize events and training for stress reduction and meditation.

4. ●

In 2019, the Chair of the Board Marika Çederte received the Harvard University distance learning course certificate "Improving Your Business Through a Culture of Health" and in May 2020 completed the distance learning course at Yale University "Science of Well being".



MARIKA GEDERTE TAKES CARE OF

#3 GOOD HEALTH AND WELL-BEING



We are competent - we teach others, and we learn ourselves, we improve throughout our lives

"Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all" (SDGs)

1. We support education and training initiatives;
2. We learn ourselves;
3. We ensure equal access to quality education for all.
4. We implement the pedagogue "Academy of Excellence"



Director Inguna Kalķe received the Bureau Veritas certificate "Quality System Manager" in accordance with ISO 9001: 2015 in 2019, and the certificate for mastering the professional development program "Project Management"



INGUNA KALĶE TAKES CARE OF

#4 QUALITY EDUCATION



#We are socially responsible - we respect human rights

"Achieve gender equality" (SDGs)

1. We support diversity among students and staff;
2. We share our experiences of diversity;
3. We attract engage men in cosmetology studies.
4. We get to know other nations and cultures.



Ilze Blūma, Deputy Director for Studies, obtained the "Viewpoints" certificate on tolerance and improvement of diversity management skills in 2019, is currently studying "Science of Well-being" at Yale University, has completed the continuing education course "Working with people with disabilities"



ILZE BLUMA TAKES CARE OF

#5 GENDER EQUALITY

#GLOBALGOALS



#We are socially responsible - we care about the environment in which we live

"Ensure sustainable consumption" (SDGs)

1. We analyze and reduce our impact on the environmental #Footprint;
2. We reduce paper consumption in the college.
3. We sort waste.
4. We participate in and support Zero Waste initiatives.



International Cooperation Coordinator Elizabete Libiete has received a "Viewpoints" certificate on tolerance and development of diversity management skills and a certificate "World Largest Lesson for supporting the Global Goals for Sustainable Development"



ELIZABETE LIBIETE TAKES CARE OF

#12 RESPONSIBLE CONSUMPTION

#GLOBALGOALS



#We are socially responsible - we care about the environment in which we live

"Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests" (SDGs)

1. We plant trees
2. When running in the forest, we collect garbage.
3. We organize #Greenclass in the open air.
4. Measures to promote cycling



Project coordinator Laura Everte received the certificate "World Largest Lesson for Supporting the Global Goals for Sustainable Development" in 2019 and a certificate from "Viewpoints" on tolerance and development of diversity management skills



LAURA EVERTE TAKES CARE OF

#15 LIFE OF LAND

International College of Cosmetology Strategic sustainability goals 2025*



#5 - GENDER EQUALITY

- 20% students - male
- 30% - employees - male



#12 - RESPONSIBLE CONSUMPTION AND PRODUCTION

Reduce paper to 0

#4 - QUALITY EDUCATION



100% all staff and students trained in sustainability, corporate social responsibility and diversity



#3 - GOOD HEALTH AND WELL BEING

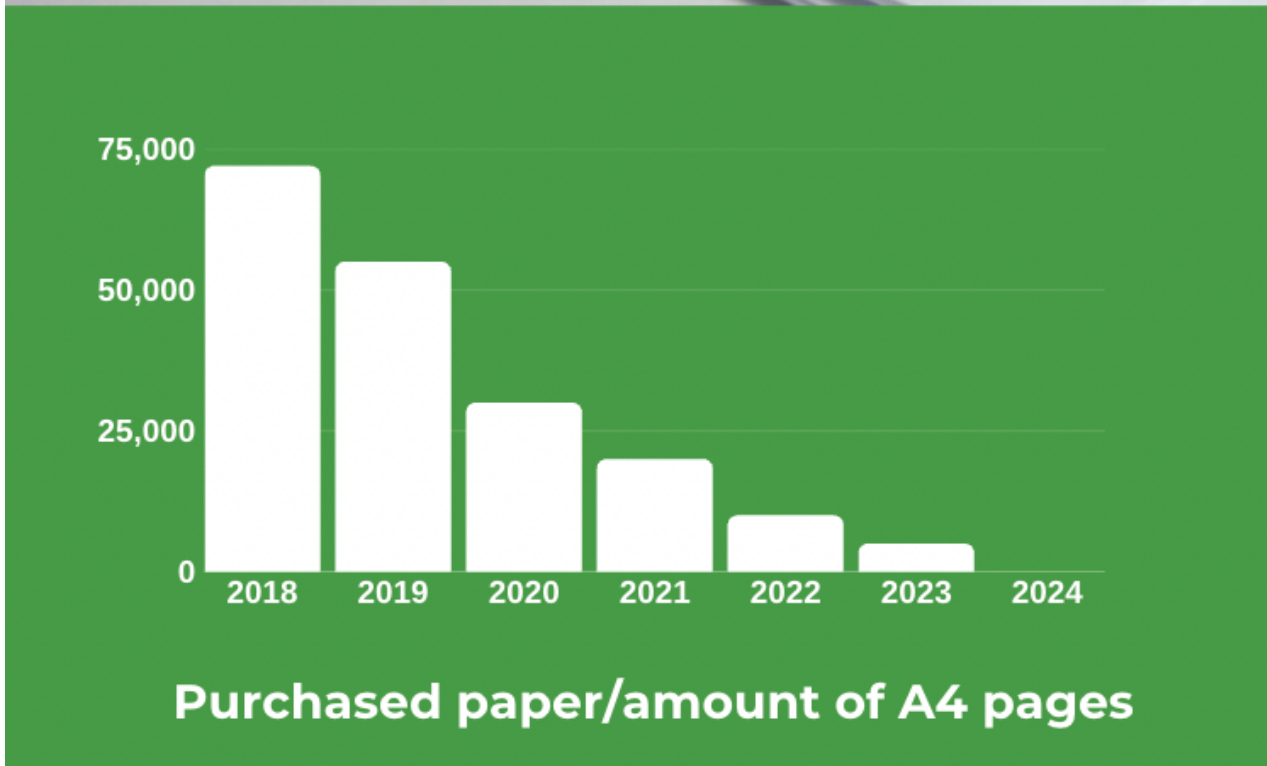
Health promoting projects - 5



#15 - LIFE ON LAND

- 500 trees have been planted
- Green classes - 20





Purchased paper/amount of A4 pages

Paper consumption

- The volume of procurements in 2019 has decreased by 30% compared to 2018, thanks to the initiative “Do you really need it?”, recording each copied page with a signature.
- We sign contracts by using e-signatures;
- We conduct questionnaires electronically;
- The lecturers no longer copy the presentations, everything is available electronically on the server
- Applying for studies. Remotely - online.



OUR ENVIRONMENT #FOOTPRINT

- Disposable products
- Waste
- Energy efficiency
- Water
- Fuel

<https://www.footprintcalculator.org/home/en>



WHAT IS YOUR

Ecological Footprint?

How many planets do we need if everybody lives like you?

When is your personal Overshoot Day?

TAKE THE FIRST STEP





OUR social #HANDPRINT

1. Well-being of students and staff
2. Supportive work environment
3. Cooperation with the public
4. Cultural and social diversity
5. Public education in beauty care
6. Engaging men in the profession of cosmetology

The Benefits of Becoming a Sustainable Business

- Clear Company Strategy
- Reduced Business Costs
- Waste Reduction
- Increased Productivity
- Better Brand Image & Improved Competitive Advantage
- Better Employee Recruiting & Retention





WE ARE FOR

#CLEANBEAUTY

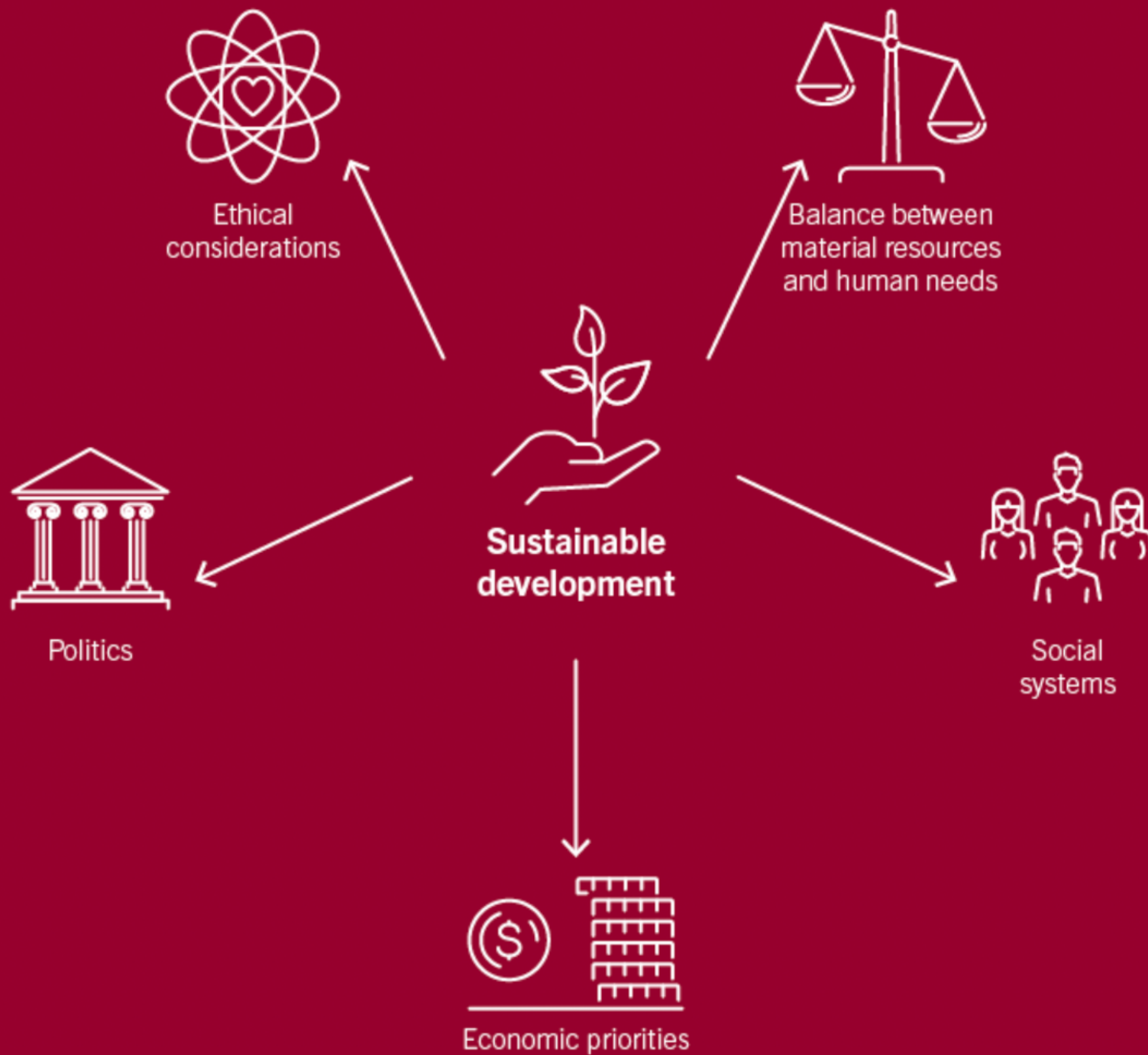


INTERNATIONAL COLLEGE
OF COSMETOLOGY



Sustainable future

Immediate and practical action must be taken to address the serious environmental and climate change issues that confront the planet and society. Corporations large and small are essential actors and stakeholders in an unprecedented effort to shift production and consumption away from linear and waste intensive practices toward systems that promote reuse, recycling and a general reduction in unsustainable exploitation of degraded natural capital.



A sustainable future is a humane and equitable sociopolitical, economic, and cultural reality that values all human life and provides resources for all generations today and into the future.