

GREEN SALON



IMPACT MANAGEMENT & MEASUREMENT

OVERVIEW

Green Salon’s mission is to enable people to create a stylish, sustainable lifestyle in balance with nature. To do this, Green Salon’s impact goal focuses on mainstreaming green living through behaviour change, sustainable production, and conscious consumption. The Theory of Change was created to help guide Green Salon to achieve this impact goal, and to understand how their activities will guide them. Green Salon also sought assistance in strengthening their criteria assessment methodology, to support and ensure credibility based on their Theory of Change and referencing international frameworks and standards.

Green Salon offers a variety of services to people and businesses to find a more circular way of green living. They provide the following services and products:

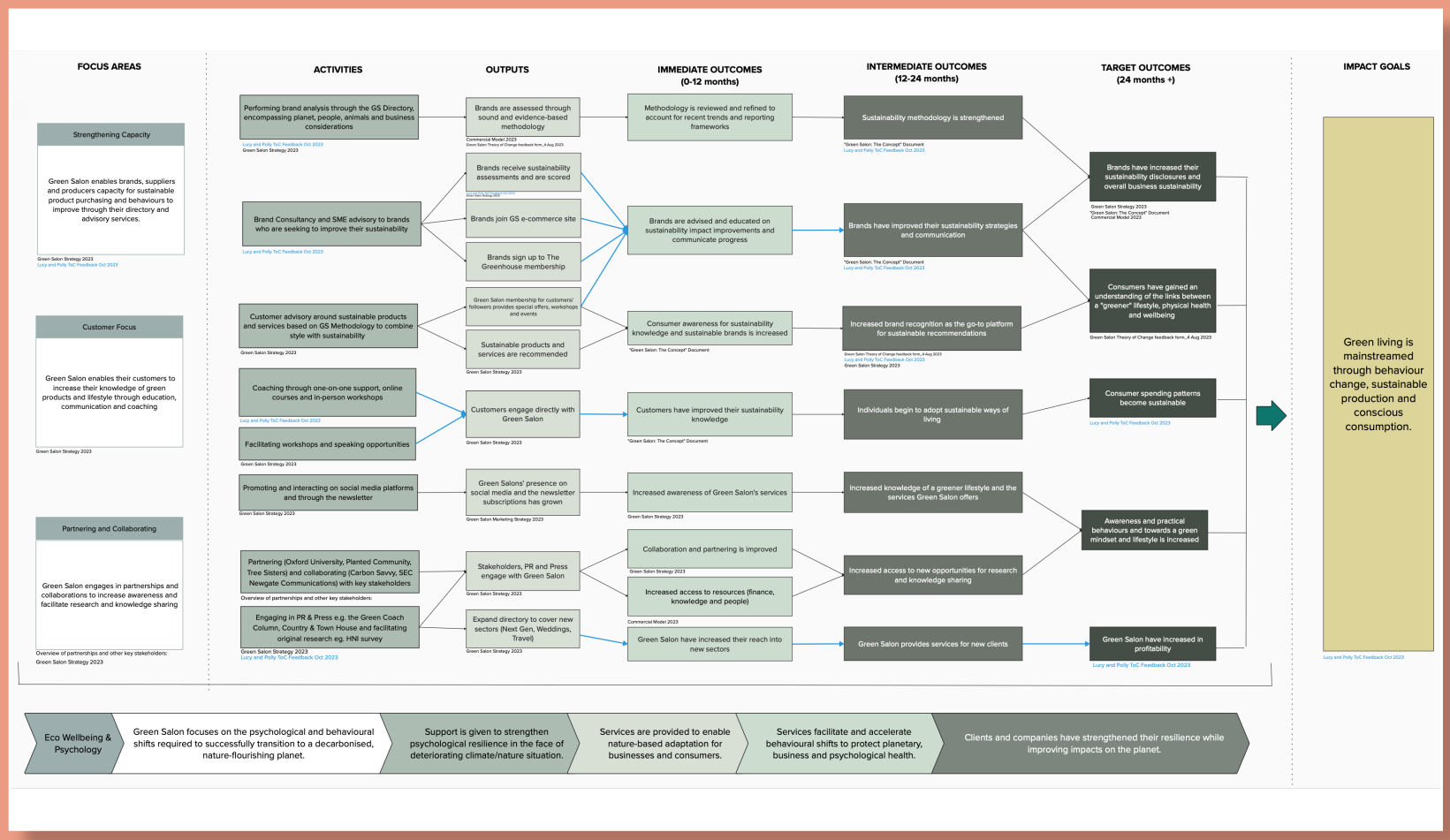
- > Green Salon Directory - Showcased brands that have been “green” rated based on Green Salon methodology.
- > Brands are analysed through publicly available information around a brand’s impact on the planet to inform consumers to make more sustainable purchases.
- > Green Coaching - Tailored guidance, whether in-person or online, to provide personalized advice on making homes more sustainable.
- > Slow Styling - Personalised assistance in curating wardrobes that are functional and stylish but minimise environmental impact.
- > Green Workshops - Virtual and live group sessions that are tailored to offer climate anxiety alleviation, with sustainability experts to empower individuals and teams to act on the climate crisis.

THE CHALLENGE

The goal of the project was to develop a Theory of Change to provide Green Salon with a sound business strategy that supports the development of their business and to define their intended outcomes and impact. Green Salon also needed to revise their methodology for their assessment criteria to ensure that the rating system was credible by aligning with global sustainability standards. This would assist in enhancing their sustainability and impact.

“We have learned a huge amount about sustainability reporting standards and the necessity, and difficulties, of not just measuring output but also outcome.”

Lucy Johnson, Founder of Green Salon.





WHAT WE DELIVERED

- > Theory of Change
- > Revised methodology for assessment criteria
- > Podcast Episode
- > Green Salon Breakfast Speaker



RESULTS

By incorporating global sustainability reporting standards and frameworks, such as SASB and IRIS+, Green Salon's criteria assessment methodology was successfully refined, and has enhanced their credibility in the brand assessment space. Green Salon needed their assessment criteria to provide a complete view of brands' sustainability, as well as to reinforce the evidence for sustainability. They are now able to share with brands the recommended practices to measure and communicate impact. This has enabled Green Salon to formulate a new revenue stream to educate brands on improving their sustainability across all areas. The Theory of Change has assisted Green Salon in making strategic decisions by ensuring they are aligned with their stated outcomes and goals, and ensuring they have a physical roadmap on how they aim to achieve their stated goals.



IMPACT

The methodology provided Green Salon with a robust system for understanding the sustainability of their brands, enabling them to work alongside their brands to measure and amplify their impact. Green Salon has since learnt more about sustainability reporting standards and the necessity of not only measuring outputs but also outcomes. The Theory of Change sharpened Green Salon's focus in understanding what to prioritise to achieve their intended outcomes and stated impact goals.

"Our work with Relativ Impact has really accelerated our mission to provide consumers with robust research, wrapped up in beautiful marketing, about sustainable lifestyle brands that can help them take small steps towards a greener future that are genuinely effective. This enables consumers to feel that they really are making a difference, and lowers the risk of disillusionment, and in turn, helps support people's psychological resilience about the unfolding climate crisis."

Lucy Johnson, Founder of Green Salon



CLIMATE CHANGE ANXIETY

