

IMPACT REPORT 2023-2024

Salon Freyja's first Impact Report

freyja

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A Word from the Co-Founders



When we started Salon Freyja, we weren’t just building a salon. We were building a space where people could show up as themselves, connect, and leave feeling more like who they truly are. From day one, we’ve been driven by the belief that a salon can be more than just a place to get your hair done; it can be a hub for creativity, inclusivity, and sustainability.

Today, we stand at an exciting crossroads. Freyja is no longer just an idea - it’s a living, breathing community. We’ve spent the past six and a half years refining what it means to be a salon that leads with purpose, proving that beauty and sustainability are not just compatible, but inseparable. Now, we’re thinking even bigger.

The future of Freyja is about deepening our impact. We want to push the boundaries of what a sustainable salon can be—rethinking the client experience, finding new ways to connect with and care for our guests, and continuously learning. We want to be a workplace where people thrive, where careers are built with intention, and where our team feels supported in every aspect of their growth. And above all, we want to continue fostering the kind of culture that makes Freyja feel like home—for our team, for our clients, and for the community that surrounds us.

This impact report, with the help of Sarah Le Masson among others, is a reflection of what we’ve built together so far and a promise of where we’re going.

With each step forward, we are redefining what a salon can be—more intentional, more connected, and more impactful.

Michael Chacko & Ewelina Wnęk
Co-Founders of Salon Freyja

A Word from the Sustainable Development Coordinator

I will always remember the conversation I had with Ewelina Wnęk the very first time I walked into Freyja. She spoke of a strong desire to make a difference and to prioritize sustainability and well-being in all of her and Mike’s choices and decisions. These values resonated with me and at that precise moment, I told myself that if I ever were to work in a hair salon, it would be at Freyja.

A few years later, after having completed a diploma in hairdressing and a master's degree in sustainable development management, that wish became a reality: I started working as a hairstylist at Freyja. I quickly expressed my interest in supporting Mike and Ewelina in their sustainability journey. For several months, we discussed the best way to shape this involvement. Finally, in January 2024, I officially took on the additional role of Sustainable Development Coordinator, with the goal of defining and implementing a sustainability strategy for the salon, in alignment with Mike and Ewelina's vision.

And here we are today, sharing with you the result of several months of hard work - our approach, an initial measurement of our impact, and our future commitments. This report is meant to be shared widely, to hold us accountable for our commitments but also to inspire and engage other individuals and organizations looking to embark on similar initiatives.

For Salon Freyja, this marks the beginning of a long journey toward a more sustainable and responsible beauty industry, and we are incredibly proud of what we have accomplished so far.

Sarah Le Masson
Hairstylist & Sustainable Development Coordinator at Salon Freyja





Our Commitment towards Sustainability

Salon Freyja is proud to be part of the **Sustainable Beauty Movement!**

By prioritizing sustainability in every decision we make, we aim to minimize the environmental and social impact of our daily operations, helping to keep both our clients' hair and the planet healthy.

We have explicitly integrated into our company charter our commitment to considering all our stakeholders in decision-making, our dedication to incorporating sustainable practices across every aspect of our business, and our ongoing efforts to continuously improve for a better future.

Our Vision, Mission...

Vision

Our ultimate goal is to be the **premier destination** for those seeking **exceptional service, connection, and a commitment to sustainability and inclusivity.**

Mission

To create a **lasting and positive impact on people and the planet**, while fostering **creativity and connection** through the **art of hair.**



...and Core Values

Human Connections

Human Connections mean we place a high priority on empathizing and understanding the needs, preferences, and perspectives of others. This consists of actively listening to feedback, seeking out diverse opinions, and treating others with respect and compassion.

It also implies a commitment to working together and collaborating effectively. We aim to build strong relationships with colleagues, clients, and suppliers and identify ways to leverage everyone's strengths and expertise.

Creating a sense of community and belonging through meaningful interactions and relationships ultimately leads to greater overall well-being and a stronger sense of unity. We believe in crafting experiences that bring people together, creating opportunities for safe social interaction, and fostering a culture of inclusivity and belonging.

Learning

Learning means promoting a culture of curiosity and innovation, where everyone is encouraged to ask questions, challenge assumptions, and seek out new ways of doing things, enabling us to continuously improve through the perpetual refinement of our services, product offerings and processes. We strive to seek feedback from clients and employees and experiment with new technologies or approaches.

Learning also means we are committed to providing ongoing education and training opportunities. By investing in employee development, we can help ensure that all members of the team are equipped to meet the changing needs of the market and excel in their roles.

Social skills and emotional intelligence are essential to building strong relationships and fostering a positive and collaborative work environment for employees and clients alike. Creating a culture of empathy, collaboration, and mutual respect leads to higher levels of employee satisfaction and productivity, as well as better relationships with our clients.

Inclusivity

Inclusivity values and celebrates diversity in all its form. Inclusivity means celebrating diversity in all its forms, recognizing the unique perspectives and experiences that each individual brings to the table and actively seeking out and welcoming diverse perspectives and contributions.

This also means awareness of and acceptance that different individuals may require different resources and support in order to achieve equal opportunities and outcomes.

We also recognize that diverse perspectives and experiences can fuel new ideas, innovation, and direction.



...and Core Values

Integrity

Integrity means treating others with dignity and demonstrate kindness and compassion. We honor personal boundaries and acknowledge and value the contributions of others.

Integrity also means taking responsibility for one's actions and decisions, being honest about mistakes, taking steps to address them, and learning from them.

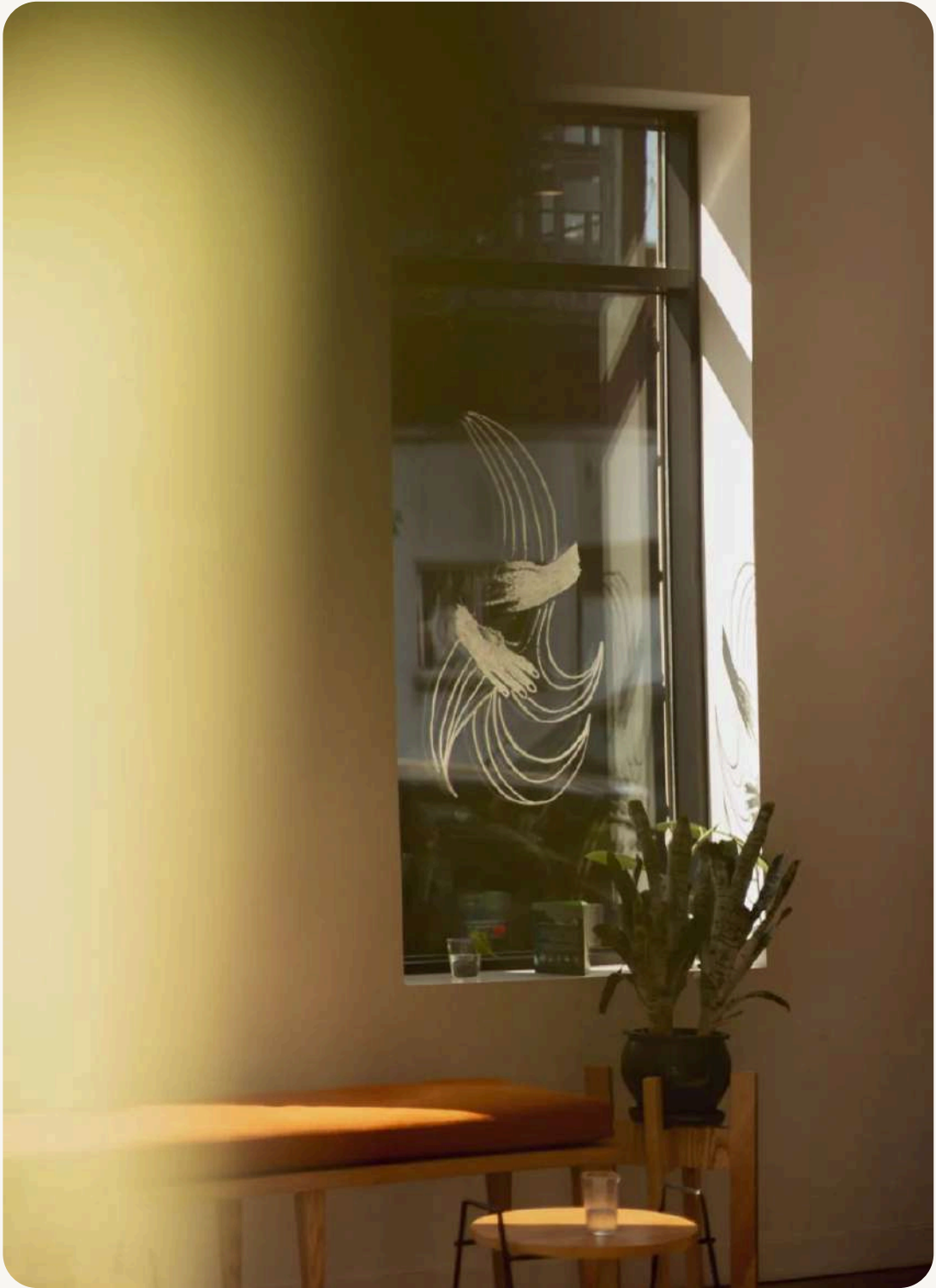
It means upholding ethical standards, even when doing so may be difficult. Awareness that actions reflect not only on themselves but also on their organization and community. Being honest and transparent in all business dealings, treating employees/colleagues fairly, and avoiding unethical behaviours.

Sustainability

Sustainability means recognizing the importance of work-life balance. We support everyone's physical, mental, and emotional health, and strive to create a work environment that fosters balance and flexibility.

It also means the protection and preservation of the natural environment to remain healthy and habitable for future generations.

This means implementing sustainable practices to help achieve long-term business success, improve brand reputation, foster innovation and create a positive impact on employees' overall wellbeing.



Our Story

2012

Ewelina and Mike first crossed paths while they were both colleagues at another salon. At that time, Ewelina was already an experienced stylist, while Mike had recently finished business school and decided to pursue a career as a hairstylist.



2014

After completing his apprenticeship, Mike connected with Ewelina over their shared frustrations about the way hair stylists and artists were perceived in society. They strongly believed that there was room for change in the industry and wanted to shift the narrative by promoting environmental sustainability and inclusivity, while continuously elevating the client experience.

2018

Their vision came to life exactly 4 years later when Freyja was born. They collaborated with a community of craftsmen and artisans who helped shape and create the salon, sourcing over 90% of its materials locally and nationally.



2021



Freyja's commitment to sustainability was taken to the next level by becoming the first salon in Montreal to participate in a pilot program to completely offset our CO₂ emissions, achieving Carbon Neutral Certification.

2023

Freyja celebrated its fifth anniversary with a party to commemorate this amazing milestone. The team was grateful to have overcome challenges such as closures during COVID-19, restructuring, and rebuilding thereafter.



Salon Freyja achieved Carbon-Neutral Certification once again. This time for its electricity consumption emissions (Scope 2)!


2024

Salon Freyja and its team remain committed to continuously learning and improving their practices, while staying true to their vision of creating a true haven for those seeking exceptional service, authentic human connection, and a strong commitment to sustainability and inclusivity.


The beginning of 2024 also marks the creation of a new position within the team: the Sustainability Coordinator, which is held by Sarah Le Masson.

The focuses for 2024 have been structure and transparency. The creation of an invisible framework behind the scenes is essential to the longevity and continuity of Salon Freyja, enabling it to carry out its mission and vision.


The Team




Alex Marica
(She/Her)
Lead Shop Associate




Camila Espinosa
(She/Her)
Shop Associate




Chika Hayashida
(She/Her)
Hairstylist/ Perm Specialist




Ebonie Veěžina-Charles
(She/Her)
Shop Associate




Émilie Nadon
(She/Her)
Junior Hairstylist / Junior Colourist




Ewelina Wnęk
(She/Her)
Co-Founder / Hairstylist / Colourist




Hollie Flashman Jarvis
(She/Her)
Hairstylist




Jessica Dalterio
(She/Her)
Hairstylist / Educator




Laura Kelly
(She/Her)
Hairstylist / Colourist




Mathieu Richard
(He/Him)
Colorist




Michael Chacko
(He/Him)
Co-Founder/ Hairstylist




Melanie Carlone
(She/Her)
Shop Associate




Priscilla Marian
(She/Her)
Shop Associate



Sarah Le Masson
(She/Her)
Hairstylist / Sustainable Development Coordinator



Shiomi Kodoma
(She/Her)
Hairstylist



Serena Thibault
(she)
Hairstylist/ Junior Colorist

*Team Constitution as of February 2025

Structure and Transparency

The past two years (2023-2024) were marked by a **restructuring and reconstruction of the team and work environment at Salon Freyja** following the impact of the COVID-19 pandemic.

Structure and transparency were the key guiding principles that helped us **shape the desired future of Salon Freyja**.

Throughout 2024, we **followed the framework and best practices of the B Corp¹ certification standards** through the **B Impact Assessment (BIA)**, which has allowed us to structure ourselves, implement several initiatives, and define our ESG (Environmental, Social, and Governance) policies.

The **BIA** has been an **essential tool** for Freyja and its restructuring. Thanks to this process, we have refined our practices in **governance and transparency, strengthened our relationship with our community, assessed our environmental impact, improved working conditions for our team, and enhanced our client experience**.

As of today, we are proud to highlight the progress we have made together and to announce that we have submitted our BIA to B Lab for verification, with the **goal of achieving B Corp Certification in 2025**.



Highlights of 2023 and 2024



Voted **Best Hair Salon in Montreal** by the Montreal Community (Cult MTL 2023)²

Expansion of the team **between 2023 and 2024**, growing **from 11 to 16 incredible individuals**

Completion of our **first strategic planning workshop** with the entire Freyja team

Creation of a **new role** within the team : **Sustainable Development Coordinator**

Modification of our **shareholder agreement** to safeguard our commitment to **creating a positive impact on the environment and society**, and to ensure these considerations are integral to our decision-making

Freyja nominated as finalists for the **Contessa 2025³ Sustainability Achievement Award**

Measure of our **carbon footprint for Scope 1, 2 and 3** (partially)

Went from being opened 6 days a week to being **opened 7 days a week**

Beginning of the **journey towards obtaining the B Corp Certification**

First community involvement of our team in a **park cleanup in Little-Italy**

Launch of our **social media communication plan through storytelling**, highlighting our team, our community and the environment

Obtained **Carbon-Neutral Certification** for our electricity consumption emissions (2023 and 2024)

The Impact

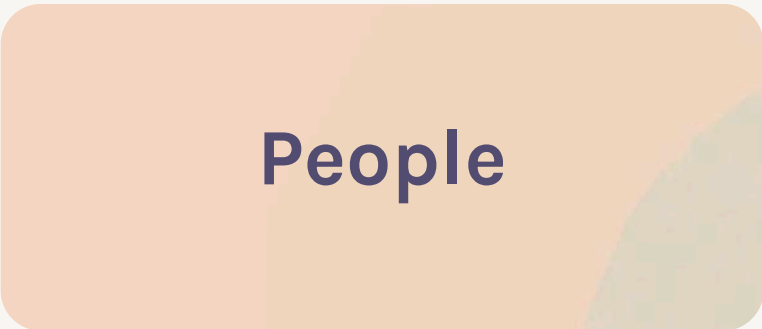
We are more than proud to finally share our results for 2023 and 2024 with you!

We’ve worked hard over the past year to **measure and analyze our impact**, both on a **human level, within our community, and on the environmental side**.

The following sections provide an **overview of our impact throughout 2023 and 2024**.
We want to **highlight data, our commitments, initiatives, and future goals** so that you can better understand where we are and where we aim to go.



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Waste

According to our partner **Green Circle Salons**⁴, the beauty industry generates **more than 877 lbs of waste every minute in North America**. That’s an enormous amount of waste that all too often ends up in already overcrowded landfills, which are responsible for significant greenhouse gas emissions.

Since the beginning of Salon Freyja, we’ve been part of the **Green Circle Salons Program**, which allows us to divert 95% of the waste generated by our activities (hair, metals, plastics, cardboard, paper, excess hair color, and personal protective equipment) from landfills.

An Environmental Stewardship Fees (ESF) is added to your service invoice and is directly linked to the waste recovery service provided by Green Circle Salons.

Here’s what happens to our waste:

- 1

We generate waste throughout our day-to-day operations (hair clippings, metals, plastics, papers, PPE., excess of color...)
- 2

We sort our waste directly at the salon in separate identified bins
- 3

As soon as we fill 3 big cardboard boxes of various waste categories, we schedule a pick up
- 4








Green Circle Salon sends a delivery company to pick the boxes up
- 5

Our waste is shipped to Green Circle Salons’s dispatch center where it is weighted by categories
- 6

Our waste is then dispatched throughout various industrial and specialized waste treatment companies
- 7

Finally, our waste is **composted, recycled** or **recovered into energy**

Note: Organic waste, certain plastics and cardboard, as well as household waste, are treated by the City of Montreal and not by Green Circle.

	2023	2024
	151 lbs composted	126 lbs composted
	157 lbs recycled	69 lbs recycled
	25 lbs recycled	*
	23 lbs recycled	14 lbs recycled
	27 lbs recycled	*
	35 lbs recovered into energy	10 lbs recovered into energy
	23 lbs recycled	17 lbs recycled

*In 2024, we chose not to use Green Circle's services for plastics and papers. Instead, we use the City of Montreal's recycling services for these types of waste, since the sorting center are located closer to the salon. That being said, to date, we do not yet have the necessary processes in place to measure waste generated that is NOT recovered by Green Circle. This explains the lack of data. We are working hard to address this issue.

Carbon Footprint



Salon Freyja **measures its carbon footprint**. This means that we **assess the environmental impact of our operations (both internally and externally)**. In other words, we evaluate our footprint for **Scopes 1, 2, and 3**.⁵

How to define Scopes 1, 2 and 3 ?
It is a method of categorizing and measuring both direct and indirect emissions related to an organization’s operations.

- **Scope 1** refers to **direct emissions from an organization's operations*** (for example: emissions related to gas heating in an office or factory; emissions from the combustion of fuel in company-owned service vehicles; emissions from fossil fuels used in the production of goods...).

**Note :* In the case of Salon Freyja, since we are a service-based business, that our heating and air conditioning run on electricity, and that we do not own any company vehicles, we have no Scope 1 emissions.

- **Scope 2** refers to **indirect emissions from the energy purchased and used***.

**Note :* For Salon Freyja, this corresponds to our electricity consumption from Hydro-Québec.

- **Scope 3** refers to **all other indirect emissions across the entire value chain**** (for example: the impact of products purchased from our suppliers, the transportation and delivery of these products, the clients travel to the salon, our team work-home commuting, the waste generated during operations, etc.).

***Note:* Since Salon Freyja does not have direct control over these emissions, it is more challenging to measure them comprehensively. This requires in-depth work, particularly in close collaboration with our suppliers. As of now, we do not measure all of our Scope 3 emissions.



Carbon Footprint

To illustrate our carbon footprint, here is a visual representation of the key operations required to deliver Salon Freyja’s services, along with the corresponding Scopes assigned to them.

Legend :

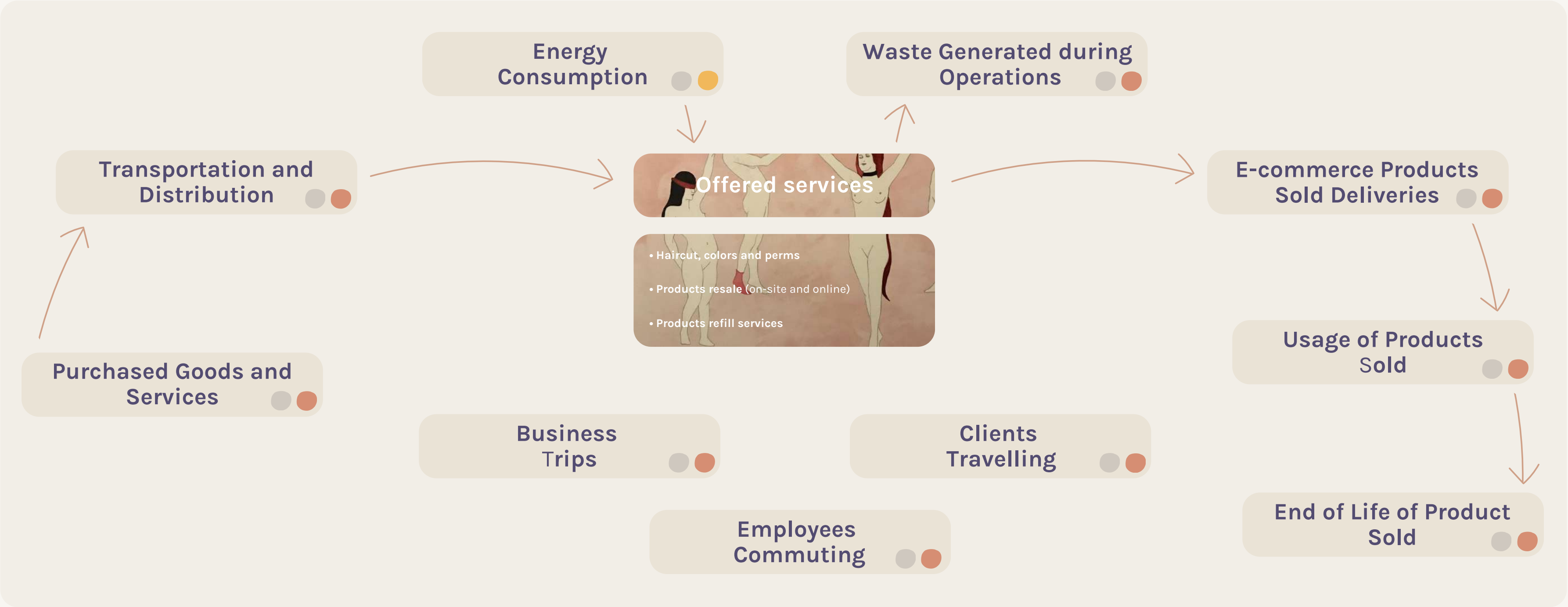
Key operation

Greenhouse Gas Emissions (GHG)

Scope 1

Scope 2

Scope 3



The Measure of our Carbon Footprint

Measuring our carbon footprint is an **ongoing effort** due to the **accessibility and data accuracy**. The goal for 2024 has been to **gather as much realistic data as possible** for 2023 and 2024 in order to **calculate our carbon footprint and start setting future objectives** to mitigate our impact.

That being said, it is important to **consider certain nuances when interpreting this carbon footprint**.

First, **not all of Salon Freyja’s operations (as illustrated on the previous page) are currently measured**. At this stage, we have only assessed:

- Our energy consumption
- The commuting of our entire team between our homes and the salon
- Our clients travels between their home and the salon
- **Certain** waste generated during our operations
- The deliveries of products sold online

- Scope 2
- Scope 3

We would not have been able to calculate the footprint of this category without the involvement of our clients in this process. A huge thank you to all our clients for sharing your travel data :)

The objective is to fully measure our footprint across Scopes 1, 2, and 3. However, for now, we only partially measure the impact of Scope 3 operations. But this is a start!

Indeed, Scope 3 is **challenging to measure** because **we do not have direct control over this data**. Therefore, must **work closely with our partners and suppliers** to obtain **reliable and representative data**, which is why it will take more time before we can include all operations.

Secondly, it is crucial to understand that the **total calculated carbon footprint is an absolute number**. Therefore, conclusions should not be drawn too quickly, and comparisons between 2023 and 2024 should be made with caution, as these figures do not necessarily include the exact same data (e.g., waste) and also depend on various other external factors. Once we have sufficient perspective, we will be able to compare our footprint year over year using specific ratios and set greenhouse gas reduction targets to effectively minimize our impact.



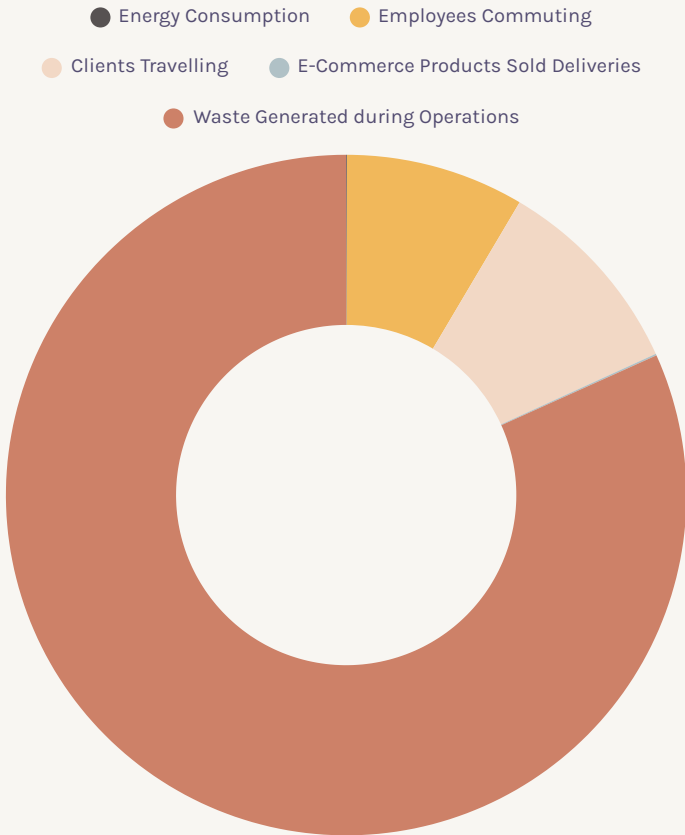
Carbon Footprint for 2023

Below is Freyja's 2023 carbon footprint by key operations, measured in kg CO₂ equivalent*:

	2023 (kg CO ₂ equivalent)
Energy Consumption	15,02
Employees Commuting	3 282,87
Clients Travelling	3 747,62
E-Commerce Products Sold Deliveries	30,19*
Waste Generated during Operations**	31 660,75

- On this footprint, 0,44 kg CO₂ eq were compensated and are carbon neutral
- For now, these numbers only represent waste recovered by our partner Green Circle Salon, excluding excess hair color.

Scope 1 Scope 2 Scope 3



By comparing the climate footprint of each of these operations, we notice that **waste represents the largest share for Salon Freyja.**

*kg CO₂ equivalent is the unit of measurement used to simplify and standardize the calculation of the impact of various greenhouse gases on global warming (including carbon dioxide (CO₂), methane (CH₄), nitrous oxide (N₂O), carbon tetrafluoride (CF₄, PFC-14), trifluoromethane (CHF₃, HFC-23), and sulfur hexafluoride (SF₆)).

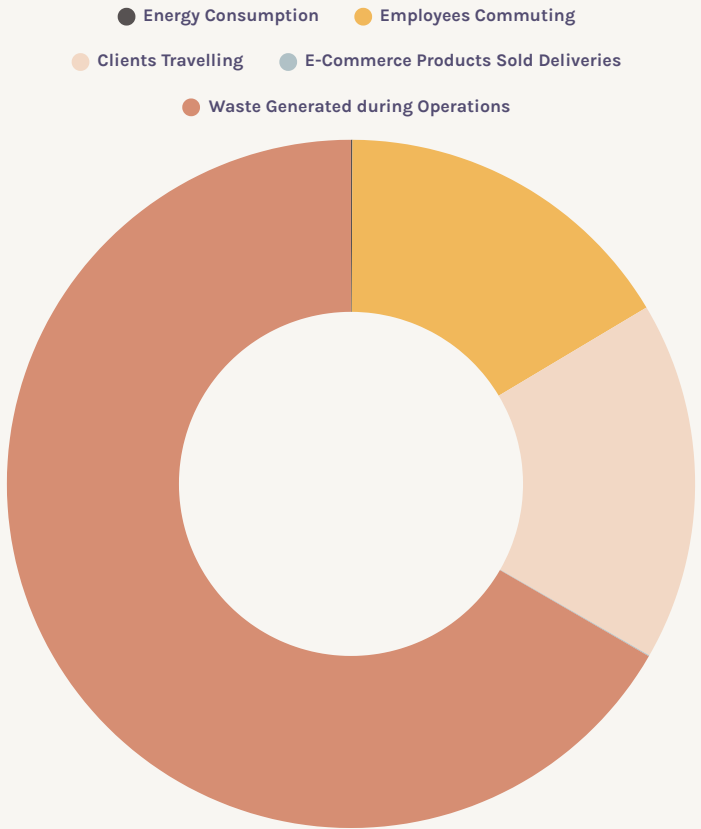
Carbon Footprint for 2024

Below is Freyja's 2024 carbon footprint by key operations, measured in kg CO₂ equivalent*:

	2024 (kg CO ₂ equivalent)
● Energy Consumption	16,73
● Employees Commuting	4 118,23
● Clients Travelling	4 245,12
● E-Commerce Products Sold Deliveries	10,98 [*]
● Waste Generated during Operations ^{**}	16 769,31

- On this footprint, 0,939 kg CO₂ eq were compensated and are carbon neutral
- For now, these numbers only represent waste recovered by our partner Green Circle Salon, excluding excess hair color. Also, for 2024, this number also exclude plastics and papers compared to 2023.

● Scope 1 ● Scope 2 ● Scope 3



In 2024, waste still represents the largest share of Freyja's carbon footprint.

Note: It will be interesting to see if this trend remains the same once we integrate all Scope 3 operations into our carbon footprint assessment.

*kg CO₂ equivalent is the unit of measurement used to simplify and standardize the calculation of the impact of various greenhouse gases on global warming (including carbon dioxide (CO₂), methane (CH₄), nitrous oxide (N₂O), carbon tetrafluoride (CF₄, PFC-14), trifluoromethane (CHF₃, HFC-23), and sulfur hexafluoride (SF₆)).



Carbon Neutrality

In 2021, Salon Freyja took its commitment to reducing its environmental footprint even further. It became the first hair salon in Montreal to participate in the Green Circle Salon pilot project titled "The Carbon Neutral Salon Benefit", aimed at offsetting its CO₂ emissions.

In 2023, the program was renewed in collaboration with Offset Alliance⁶, a B Corp-certified and Women-Owned Small Business. Through this partnership, Salon Freyja offsets its CO₂ emissions specifically related to its electricity consumption. This allowed us to obtain carbon neutrality certification for our Scope 2 emissions. A certification that has been maintained for 2024 as well.



Scan the code to view our Carbon Neutral Certificate for 2023.



Scan the code to view our Carbon Neutral Certificate for 2024.





Water

As of today, we do not yet have the necessary equipment to measure our water consumption. **We aim to have a water meter installed by 2025.**

In order to mitigate our water consumption, we have still put some equipment and habits in place. **Specifically, we use ECOHEADS showerheads.⁷**

Some advantages of these showerheads include:

- Reduces water usage
by up to 65%
- Filters and cleans
water
- Removes sediment,
rust, and sand
- Introduces negative ions
to soften the water
- Increases water
pressure

Other habits we have implemented at Freyja:

- Each sink has its own hot water line to reduce water waste related to the time needed to adjust the right temperature
- We have installed filters on each sink to capture the maximum amount of solid waste in water
- During shampooing, we turn off the water when it's not needed
- We avoid running small loads of laundry
- We avoid wasting coffee batches and make it on-demand

Commitments and Objectives for the planet

- 1

Deepen the measure of our carbon footprint and include the following Scope 3 elements:

 - **purchased goods and services** from our suppliers
 - **transportation and distribution** of these goods and services to the salon
 - all of our **business trips** (if applicable)
 - the **totality of waste generated** during our operations

The goal will then be to identify the operations with the highest impact and set emission reduction targets in priority order.
- 2

Offset our carbon footprint by contributing to more projects that capture or reduce GHG emissions both locally and internationally, with the goal of achieving carbon neutrality for each of our operations (this practice goes hand in hand with the reduction of our carbon footprint over time).
- 3

Install a water meter in order to track our water consumption and set reduction and/or optimization goals.
- 4

Communicate more about our carbon footprint and environmental initiatives with our stakeholders, as well as share our knowledge and best practices.
- 5

Encourage our team and clients to adopt eco-responsible behaviours in their daily lives.



Our Culture and Brand

We believe that what fuels the passions of our employees will fuel the passions of our customers. In a few words, here is how we define our **organization’s culture**.



Passion for Innovation and Excellence

Encourage a relentless pursuit of creativity and excellence in hair care services. This involves staying abreast of industry trends and continuously seeking out new techniques and products that align with sustainability and inclusivity.

Sustainability Consciousness

Embed sustainability into the salon's DNA, making eco-friendly choices in products, practices, and partnerships. Employees should be advocates for the planet, understanding the impact of their work on the environment and striving to minimize it.

Inclusivity at Heart

Foster an environment where everyone—employees and customers alike—feels welcomed, valued, and understood. This means recognizing and celebrating diversity in all its forms, including hair types, styles, and personal expressions.

Commitment to Continuous Learning

Promote an atmosphere of growth and learning, where employees are encouraged to expand their skill sets, explore new areas of interest, and share knowledge with others. This includes regular training sessions, workshops, and opportunities for professional development.

Integrity and Authenticity

Ensure that honesty and transparency are the foundation of all interactions—within the team, with customers, and among the wider community. This builds trust and fosters a genuine connection with the salon's brand.

Community Engagement

Encourage active participation in the community, whether through local events, charity work, or sustainability initiatives. This not only strengthens the bond with the community but also amplifies the salon's impact beyond its doors.



Equity, Diversity and Inclusion

Employment at Freyja is rooted in our **commitment to equity, diversity and inclusion (EDI)**. We believe that a **diverse team enriches our culture, strengthens our community and enhances the services we provide.**

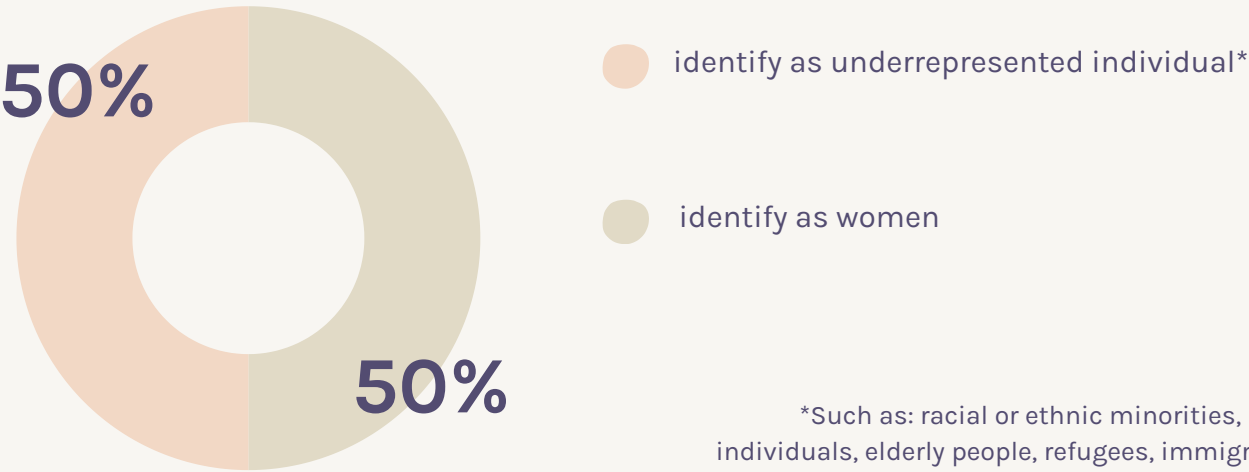
Our hiring practives focus on **creating an inclusive environment where every individual - regardless of gender, race, background or ability - feels welcome and valued.** We actively seek to **break down barriers, provide equal opportunities, and ensure that all voices are heard.**

At Freyja, we aim to **cultivate a workplace that reflects the diversity of the world around us.**

A few data on our team:



As for Freyja’s owners:



*Such as: racial or ethnic minorities, people with disabilities, LGBTQIA+ individuals, elderly people, refugees, immigrants, people with low income, etc.

Equity, Diversity and Inclusion



As part of our continued commitment, Salon Freyja strives to create a non-discriminatory, inclusive, and safe space where both clients and team members feel welcome, respected, and free to be themselves.

Gender-Neutral Pricing

To support gender equity and eliminate discriminatory pricing practices, we’ve adopted an **inclusive pricing model**. Our prices are based on the time and complexity of the service, considering factors like hair length, texture, and the techniques involved in the service provided.

Silent Appointments

We recognize that every client is different. For those who prefer a quieter experience, **we offer the option to book a silent appointment** at the time of booking. This ensures expectations are clear and creates a space for clients to fully relax, without the pressure to make conversation.



Team Well-Being



The well-being of our team is a priority for us.

We are committed to providing a healthy, inclusive, and balanced work environment where everyone feels heard and able to thrive both professionally and personally.

Respect, a human approach, and kindness are the fundamental principles at Freyja.

Health and Safety

We ensure that our working conditions are ergonomic and safe, that the air quality is good, and that our products are as non-harmful as possible. We encourage the team to do frequent stretches to prevent musculoskeletal disorders (MSDs).

Flexibility

We offer maximum flexibility to help our team balance their personal and professional lives. We remain attentive to everyone and handle situations in a fair and humane manner.

Compensation Protection

We have introduced a cancellation policy to protect our team's salary from life's uncertainties.

Since enforced, the number of “no-shows” for appointments has decreased significantly. We thank our clients for supporting Freyja in the implementation of this policy, for sharing our values, and for respecting the work of our team :)

Education and Personal Development

We ensure that our team has access to extensive training opportunities so they can continue learning and improving their skills.

Education and Personal Development

Learning is part of our core values. We strongly believe that education is essential for the professional and personal development of every member of our team.

Between June 2023 and May 2024 our team has completed a cumulative total of:

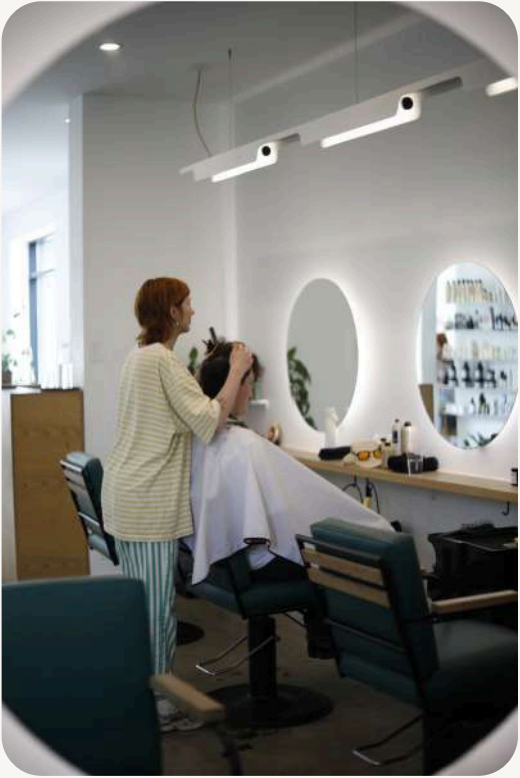
411.5 hours

of trainings

These include:

- Onboarding training for new employees
- Role-specific training at Freyja
- Cutting and colouring techniques workshops
- Training on Davines products used at Freyja
- Sustainability training
- Apprenticeship training

... and more.



Commitments and Objectives for the People

- 1

Support the well-being of our team by providing them with a wellness budget to cover expenses related to health, a healthy lifestyle, or anything that contributes to their overall well-being.
- 2

Offer more training to our team, both professionally and personally, and continue tracking the number of hours to set clear goals.
- 3

Regularly survey our team to gauge satisfaction and implement actions to improve and ensure that the work environment remains as pleasant as possible.
- 4

Provide team members with the opportunity to get more involved by creating new internal roles.
- 5

Encourage the personal and professional growth of each team member through the development of roadmaps to success.





Our Community : a Hyper-Local Liveliness

We are incredibly lucky to be surrounded by an exceptional community!
We wouldn’t be the organization we are today without it.

Nestled in the heart of Little Italy, Rosemont-La-Petite-Patrie. We benefit from a **vibrant, hyper-local community**, including the surrounding businesses, talented crafters who helped design our space, our carefully selected partners and suppliers, the City of Montreal, all of our collaborators, and of course, our valued clientele.

We’ve always prioritized supporting the local economy and its development.

At least 95%

of our clients live within **80 km** of the salon

At least 85%

of our clients live within **10 km** of the salon



Data for the period between June 2023 and May 2024

65% of our canadian suppliers are located within **80 km** of Salon Freyja

*our **significant suppliers** are those that together represent at least 80% of our expenses

Our Partners and Suppliers

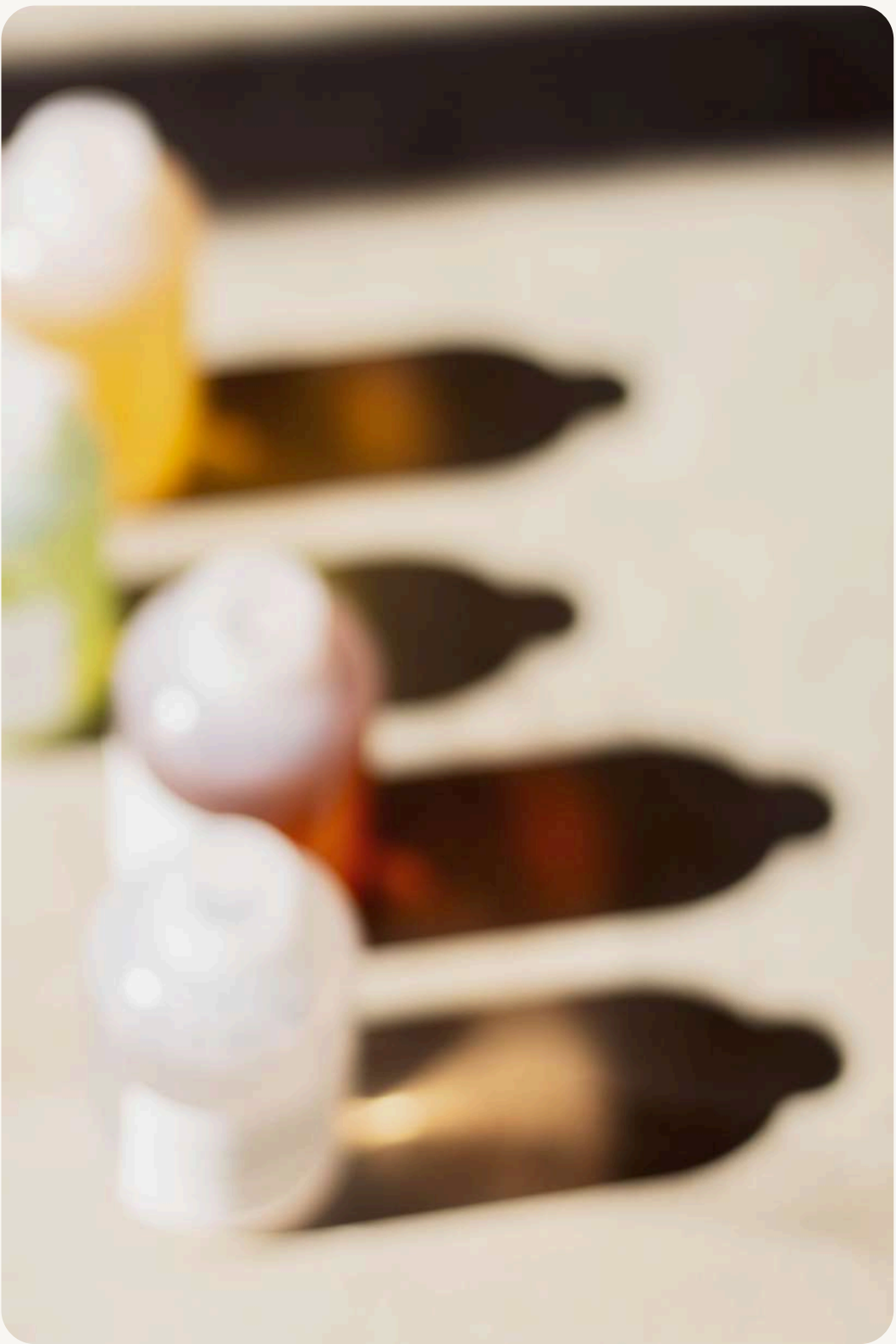


Since the inception of Salon Freyja, we have carefully chosen partners and suppliers who align with our values. **We are proud to work with committed partners and suppliers such as Davines⁸ (B Corp) and Aura Distribution⁹, Junes¹⁰, The Unscented Company¹¹ (B Corp), Green Circle Salons (B Corp), Camellia Sinensis¹², Dispatch Coffee¹³, Traffic Coffee¹⁴, Stephen J¹⁵, Cutting Edge Distribution¹⁶, and more...**

Maintaining long-term relationships is extremely important to us and **we have been collaborating with most of our current suppliers since our first year of operation.**

We are also **committed to prioritize local businesses, good governance, regulations compliance, social and environmental certifications or designations, and alignment with our values** when selecting new partners and suppliers.

We value transparency in our supply chain. We are determined **to collaborate further with our partners and suppliers, particularly to assess our carbon footprint of the goods and services we purchase to provide quality services that respect both society and the environment.**



Community Involvement

We are starting to get more involved in our community.

In 2024, we organized our **first community involvement event with the entire Freyja team to clean up a park in the Little Italy. A significant amount of waste was collected in just a few hours.**

Of course, it's just the beginning. **We look forward to getting more involved and giving back to our community in a more meaningful way.**

Indeed, **we want community involvement to become increasingly frequent for our team.**



Scan the code to watch a short video on this first community involvement



Commitments and Objectives for the Community

- 1
- Organize more community engagement and volunteering days with the team. We also aim to extend this commitment to our entire community (clients, partners, neighbours...) and invite anyone interested to get involved. Our goal is to ensure that our local community is strong, resilient, and engaged, working together for our future.
- 2
- Work with more suppliers or partners who have an environmental/social certification or a positive impact.
- 3
- Collaborate with our suppliers and partners to calculate the most realistic and accurate Scope 3 carbon footprint.
- 4
- Get involved in events focused on sustainable development and join groups dedicated to creating a more sustainable beauty industry. Also, contribute to research by collaborating with the academic community.
- 5
- Communicate more about our initiatives and the impact of our industry, and collaborate with other hair salons to implement responsible practices.



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Photography Constance Carpanese
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