

HONEY ROSE

VOCALS

Sustainability Business Planner
Honeyrose Vocals
2025

Meeting Outline:

- 1- Business Self-Reflection
 - 2- Environmental Impact
 - 3- Waste and Resource Management Plan
 - 4- Social Sustainability
 - 5- Economic Sustainability
- References

Business Self-Reflection:

Why do I want to make my business more sustainable?

A commitment to sustainable practices can ensure that the company attracts and retains talent, fosters professional risk management and resilience skills and drives innovative thought processes. It is crucial that a business can take accountability and be transparent about its sustainability goals and practices, as the lack of information and knowledge on this topic poses a threat to wider communities and environments. This business will strive to become a completely sustainable practice, ensuring the longevity of mental health among its working members, while promoting environmental protection and advocating for industrial social change. This ensures that all of the students that work with this company will have the tools and knowledge to understand the impact of their practices in multiple different fields and will be able to promote healthy working lives for both themselves, their customers, community and environment.

What values do I want my business to reflect?

This business is built on clear and strong values, including sustainability, ecology, fairness, equality, diversity, respect, innovation, and passion. These principles will be embedded at the core of all operations and decision-making.

From a consumer perspective, the business will foster a safe, inclusive environment that honours and respects its customers, the surrounding environment, and the broader working industry. All practices will be designed to reflect these values transparently and consistently.

Am I willing to make short-term sacrifices for long-term sustainability?

The long-term map of sustainability must be revised and analysed consistently to ensure that short-term changes and practices are contributing to the longer-term picture of sustainability. Short-term sacrifices within the business will be essential to ensure a smoother transition to a healthier business landscape in the long run.

Environmental Impact:

What are the environmental impacts of my teaching business?

Within 'Honeyrose Vocals', there are a few threats to sustainability, including material usage, data storage, electricity, and the use of travel and public

transportation. While these cannot be eliminated from the business structure, efforts to apply protective measures will be a daily occurrence. This may include unplugging technology when out of use, switching to recycled business materials, such as business cards, paper products and using online sources for document sharing instead of printing.

How much energy does my business consume?

According to Government data, the annual electricity usage of a micro business runs at 20,000 kWh, with 278,000 kWh of gas usage. As the business grows and operations expand, this data increases, with statistics showing electricity use reaching 499,000 kWh and gas use reaching as much as 2,777,000 kWh annually (Department for Business, Energy & Industrial Strategy 2024). These statistics highlight the crucial need to implement safer and renewable energy sources to ensure the safety of the environment.

Are we using renewable or non-renewable resources?

Electricity will be sourced from grid power, which will be derived from various sources, including fossil, nuclear and geothermal sources or driven by kinetic energy (water and wind). Where possible, a green energy supplier and/or solar panels will be invested in to support the rise in renewable energy sources (Wikipedia 2020).

Heating, which typically runs either gas or electric, can be changed for solar, wind or geothermal energy sources to ensure environmentally friendly practices (e.g. electric portable heaters, heat pumps, solar energy) (Checkatrade Team 2023). Materials and supplies such as paper, technology and instruments should be made of sustainably sourced or recycled materials. Digital teaching tools will reduce paper wastage where necessary.

How can we reduce our carbon footprint?

The business's carbon footprint will be reduced through many different, evidence-supported protocols.

The main short-term plan will be to invest in renewable energy and business tools during the set-up period and subsequent business plan reviews that will take place monthly. Where possible, renewable energy sources and materials will be invested in, focusing on consistent recycling plans. Improving efficiency where possible, a conscious effort to turn off electrical sources and limit energy wastage will be imperative to limit the company's carbon footprint. By encouraging both staff and students to turn off appliances when not in use, turn off lights and heating when

appropriate and use renewable sources, this will ensure all involved in the business are aware of the impact of climate change. Not only will this advocate for a better-future landscape for the environment, but it will also save the business budget (e.g. using LED bulbs as they use less energy and have longer life-spans, reducing emissions and allowing important office supplies to last longer) (Gibson 2024). Promoting and advocating for sustainable practices will ensure that my business fosters important connections and advocates for individuals to innovate and find their ways of supporting an environmentally friendly landscape.

Waste and Resource Management Plan:

What waste is generated, and how will it be managed? How does recycling play within the business structure?

Waste from this business will primarily be from paper and physical learning materials when they are used within the classroom. To combat this, recycled paper will be purchased, and all students and staff will be encouraged to use laptops and tablets for taking notes and for the sharing of learning resources. Reusable water bottles and straws will be encouraged within the practical environment for the health and well-being of the vocal students, aligning with current health research that suggests that straw phonation is a successful tool for building vocal strength and preserving the health of the Larynx long-term (Kang et al. 2020).

All waste will be recycled and stored according to local policies to ensure correct environmental waste procedures.

For the long term, I believe aligning with the ideas within the ‘circular economy principle’ will highlight the efforts to become a sustainable practice and could, in turn, promote innovation.

The circular economy principle centres around three main principles:

- Eliminate waste and pollution
- Circulate products and materials
- Regenerate nature

By designing products and structures that support the idea of longevity and not recycling, it promotes a circular system in which waste is prevented. By maintaining, reusing, and refurbishing products, remanufacturing broken or outdated products, and recycling as a last resort, we can keep finite materials within the economy and out of the environment and promote biodegradable sources to return to the environment. This promotes a **regenerative nature** and is an enhanced tool to consider when

thinking about the recycling process and how we as businesses can innovate within the process (Ellen MacArthur Foundation, 2024).

How will business materials be sustainably and ethically sourced?

Research will be the biggest tool to ensure sustainable sourcing with suppliers and business materials.

- Setting clear goals and highlighting what the word ‘sustainable’ means to the business and those involved is crucial to ensure that we know which principles we align with best. When the clear, actionable and measurable goals are acknowledged and underlined, this allows reviewing and analysing supply chains to run smoothly and closer to the business landscape and needs.
- Using communication and collaborative efforts with suppliers can help answer questions and lead to open and honest conversations on standards and ethics. Regular interactions can ensure mutual problem-solving and can lead to shared commitment and innovative solutions in sustainability.
- Embracing transparency within environmental practices is crucial, as in the age of social media and information, businesses are increasingly expected to be transparent about their practices. Sharing the progress, monitoring and evaluations, success and challenges can help build important connections and will establish the business as a leader in responsible sourcing.
- Connecting with the team members of the suppliers can help establish an idea as to how the company are treating their staff. Not only will this foster important collaborative connections, but it can also ensure that the products ordered are coming from workers who are provided with safe working environments, fair pay and sufficient rest times.

Social Sustainability:

How does my business contribute to the local community?

‘Honeyrose Vocals’ contributes to the local community by providing easy-to-access and in-depth music tutoring, focusing deeply on healthcare and science to promote safe professional practices among students. By fostering an environmentally friendly atmosphere, connecting to businesses and local grassroots venues in the area, this business aims to support and uplift.

Are we creating a fair and inclusive environment for all involved, respecting cultural values and rights?

Inclusivity, fair treatment, cultural education, and social support are the forefront of the values, and together with staff and students, this business will work towards a musical industry in which everyone is able to work. No matter the social, cultural or environmental factors, every business owner and teacher should work towards safe advocacy for all involved, keeping up-to-date and knowledgeable on various cultural and social beliefs. This business will connect with various charities, helplines and companies in the area to ensure that when further support is required, it is easily accessible and easy to navigate. In 2024- 2025, this business made its first connections to 'Papyrus', a suicide prevention charity. With in-depth CPD training and communication, I have the toolkit to provide safe mental health first aid, which will ensure the safety of all involved in the daily running of the business. Keeping accountable and ensuring that all training and knowledge on the current standing laws and regulations, especially regarding working with underage and special needs communities, is vital.

How can we empower customers to make sustainable choices?

To empower those connected to the business to make sustainable choices, it is important to lead by example. By demonstrating sustainable and environmentally friendly practices, giving relevant information, providing factual evidence on current statistics and highlighting current musical professionals who are making a positive impact, this can help the individual to form their own relationship to environmental safety. It is important to take into account the diversity of each individual's opinions and thought processes, and this should be nurtured. Ideas made by customers on innovative, sustainable practices should be taken into account and demonstrated when appropriate, safe and viable to do so.

Economic Sustainability:

Is this business model viable in the long term?

This model has been created to not only ensure long-term success with the business, but also other important aspects such as public health and environmental safety. For long-term success, it is important to take into account the ever-changing needs and demands of the general public and factor in trending social media and innovative practices. Business success isn't always linear and can encounter challenges, which is a normal occurrence; therefore, this model will be re-evaluated at each crucial stage to ensure that it doesn't remain fixed in the past and keeps pace with social and economic change. Customer surveys and case studies will help to evaluate what is

working and what isn't, analysing what the customer wants from the service and how this changes with various categories such as age and income status.

How does sustainability drive or hinder profitability? Are there cost savings involved in energy savings or waste reduction?

While traditional views see the words 'sustainable' and 'business' as incompatible and suggest that businesses must make a choice between profit or environmental protection, current business models are working to preserve both the environment and profit. By developing long-term renewable sources and energy, this allows the business to develop a larger profit margin due to investing in long-standing physical materials such as LED light fixtures and buying products that have the potential to be renewed, reused or recycled.

In the 2020 CGS sustainability survey, it was reported that 61% of UK consumers say that sustainability is central to their buying decisions, while 51% of US consumers rate sustainability as important (CGSinc 2020). By developing sustainable practices, this can lead to increased customer support and engagement, which can increase profitability from positive consumer satisfaction and word of mouth advertising. Research has found that implementing sustainable practices can reduce operating costs and increase your operational profits up to 60% and by making behavioural changes and switching to renewable energy, a total of 9% (£1,395 per business year on average) can be saved on an energy bill (Angel 2025).

How are industry leaders addressing sustainability?

Many different musical bands, businesses and teaching models are addressing sustainability through various initiatives, including reducing waste within live performance and music production, promoting eco-friendly merchandise and product production, utilising renewable energy and encouraging sustainable travel practices. While many artists and music industry professionals may not have the in-depth knowledge and toolkit to address these environmental issues, companies with the knowledge and expertise to address and take action exist. Musicians such as Billie Eilish, Coldplay, and Drake have started 'going green' within their tours by partnering up with organisations like Reverb, which provides resources, education and the toolkit for these musical touring teams to diminish their environmental harm (SeventhQueen 2024).

Collaboration with like-minded businesses helps spread the message of sustainability, and learning new ideas and methods from other sustainability experts will ensure that consistent learning is achieved.

How will the business measure progress (KPIs, metrics), and how will this be reported?

To effectively and correctly log our progression to meeting sustainability targets, this business will develop a sustainability strategy report annually that will be easily accessible and will underline the key questions on environmental health. We will measure our progress by developing a comprehensive strategy, underlining our clear and measurable goals, establishing rules and regulations, and monitoring and reporting progress that aligns with sustainability targets.

Identifying key performance indicator measures (KPIs)-

- Carbon footprint reduction (tracking emissions saved by online vs in-person lessons, teacher and student travel habits, etc).
- Paper usage (% reduction of printed materials by using online/tablet resources for key learning apparatus such as lyrics and sheet music).
- Energy consumption (kWh used per month in teaching, performance and business spaces).
- Sustainable business purchases (% of teaching materials, instruments and equipment sourced from eco-friendly suppliers).
- Recycling products (% of waste recycled or composted).
- Online vs in-person (collecting data on the % of lessons that are conducted online vs in-person to determine travel emission savings).
- Cost savings from green practices.
- Community recognition (number of individuals taking on more eco-friendly practices because of eco-friendly branding, number of individuals partnering to create eco-friendly art, number of students joining while maintaining environmentally friendly practices as a business).

Are we following any reporting standards (e.g. GRI, B Corp, SDGs)?

To strengthen our green credentials within the marketplace, we will comply with all UK-based reporting standards and make our mission statement for sustainability easily accessible for all potential partnerships (students, business partners, investors). We will use KPI's to capture the link between environmental and business performance. While many reporting standards only apply to businesses on a large scale, we will ensure that the correct documentation and filing process is completed to maintain high standards and build an environmentally safe and compliant nature.

How can we prepare for disruptions or changing customer demands in line with our sustainability plan?

Building up operational resilience will be a key factor that we will take into account when addressing changes in business or customer demands.

- Preparing 'what if' scenarios for climate, regulatory changes and market shifts will ensure that we have a secure plan of action for any sudden changes.
- We will maintain strategic flexibility through innovation with product/service lines, managing customer expectations, and applying a financial buffer to allocate budgets for any sustainability transitions.
- Engaging with customer feedback- monitoring changing community attitudes towards green products.
- Communication transparency is crucial to developing a community of customers that trusts the business vision and pathway. Customers trust brands that explain their sustainability pathway and the disruptions that may occur, without compromising goals.
- We will align with international standards such as ISO 22301 for 'Business Continuity Management'. Published by the International Organisation for Standardisation, ISO 22301 is designed to help organisations prevent, prepare for, respond to and recover from unexpected and disruptive incidents (Amtivo 2025). ISO 14001 is an internationally agreed and recognised standard for Environmental Management Systems (EMS). An EMS supports organisations in identifying, managing, monitoring and controlling environmental processes (British Assessment Bureau 2022).

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