

The SDG Accord

The University and College Sector's Collective Response to the Global Goals



Integration of SDGs in

- Institutional governance/strategic level
- SDGs in research
- SDGs in campus operations
- SDGs in curriculum development
- SDGs in student engagement activities
- SDGs into community activities
- SDGs at a whole-institution level

SDG Accord Case Study

Focus on

- Goal 1 - No poverty
- Goal 2 - Zero hunger
- Goal 3 - Good health and wellbeing
- Goal 4 - Quality education
- Goal 5 - Gender equality
- Goal 6 - Clean water and sanitation
- Goal 7 - Affordable and clean energy
- Goal 8 - Decent work and economic growth
- Goal 9 - Industry, innovation and infrastructure
- Goal 10 - Reduced inequalities
- Goal 11 - Sustainable cities and communities
- Goal 12 - Responsible consumption and production
- Goal 13 - Climate action
- Goal 14 - Life below water
- Goal 15 - Life on land
- Goal 16 - Peace, justice and strong institutions
- Goal 17 - Partnerships for the goals

Summary: Making the cut

The Certified Hairstylist Program goes beyond the shears and immerses students in the value of making others feel their best. While the standards of the beauty industry can sometimes be unrealistic, the Hairstylist Program at Georgian College brings a realistic, global approach to a field that can transform lives. For some, a haircut is expressive of identity, culture, and creativity; for others it means they are allowed to go to school.

Students and staff in the Certified Hairstylist Program are deeply committed to making our community a better place. Students have led cut-a-thons to raise money for various causes. Cut-the-Crap was a fundraiser for the Canadian Mental Health Association for mental health and addictions support. The most recent cut-a-thon was in support of Hair Aid, an organization that teaches people in developing countries, living in poverty, how to cut hair. This allows them to find meaningful work and support their families. Hair Aid also supports work in local communities, providing free hair cuts to those in need.

All cut-a-thon fundraising events provide affordable hair services to staff, students, and the Georgian College Community while providing meaningful training for our Certified Hairstylist students.

The Hair Additions class in the Hairstylist Program participates in Wigs for Kids with Ronald McDonald House. Students make children-centred wigs and deliver them to children going through cancer treatments.

The Hairstyling Program also participates in the Green Circle Program, which reduces 95% of the waste created in the hairstyling industry including hair, foils, gloves, and colour tubes by repurposing items that were once adding to landfills. This initiative has now expanded to the Esthetics Program.

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Outline the 3 key benefits of integrating this theme:

- 1.** Applies the SDGs to an “unlikely” industry and successfully demonstrates that the SDGs have value in all subject matter.
- 2.** Programming waste that was once going to landfill is now diverted and turned into various post-consumer products. Other programs have seen the success, simplicity and impact of specialized waste-diversion and have now implemented it in other programs.
- 3.** Demonstrates to staff and students that we all have a role to play, in all industries, at all levels.

Outline the barriers or challenges encountered in integrating this theme and how you overcame these:

- 1.** Navigating internal chains to get permissions to participate in various programs. Georgian College is dedicated to the SDGs so once the right person was connected to the ideas, everything fell into place quickly.

Please outline your conclusions and recommendations to others:

Every program can incorporate the SDGs into curriculum and practice. How you apply your skills in helping others to what you purchase and how you discard your materials are relevant in all academic programs. Normalizing sustainable practices and practicing empathy is how we change industry. Hairstyling, an unlikely first thought when you think of the SDGs, is a prime example that we all have time for the SDGs and that all academic programs have a unique way to connect students to global learning for a sustainable future.