

# GREEN SALON

Erasmus+ Project: 'Future Skills & Sustainable Development in the Green Salon'

[www.greensalon.eu](http://www.greensalon.eu)

## Why Green Salon?

The hairdressing sector in Europe employs more than one million people across 400.000 hairdressing salons, receiving 350 million potential customers. Hairdressing (and barbering) services, together with beauty treatment - The hair and beauty sector as it is called, form the personal services sector.

Our project aims to develop innovative ways of learning about sustainability and to promote sustainability in schools and companies in the sector.

## What are we going to do?

We (teachers, students and other stakeholders involved) will combine the sustainable ideas through education and training with innovative ideas within the sector. We will generate educational products like workshops on sustainability and innovation, teaching materials for schools and extra-curricular education about sustainability in the 'green' salon, and a study of management systems of sustainability in the sector. Also we will develop a diagnostic scan and roadmap for businesses and schools, a physical sustainability game and an internet awareness game about sustainability and entrepreneurial skills.

---

*Central in this project is the fact that the project tries to transfer the ideas and knowledge on sustainability through information, education and training to students, schools, employers, employees and other stake-holders in the Hair and Beauty (H&B) sector'.*

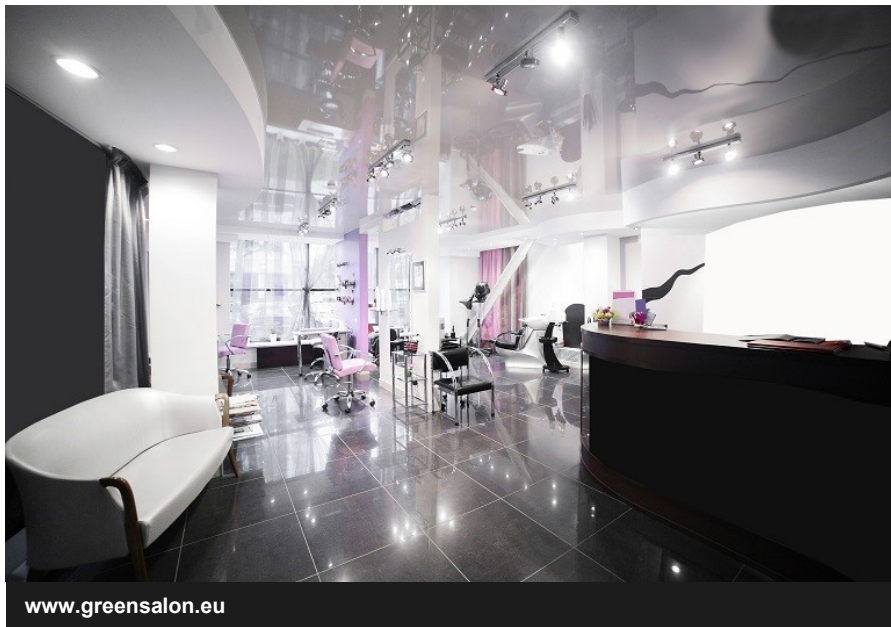
---



Sustainability in the hair & beauty sector

## In this leaflet

- Research in the Hair and Beauty sector
- Sustainability game
- Learning material on sustainability
- Self assessment entrepreneurial skills
- Partners involved



## Self assessment entrepreneurial competences

The future of a hair and beauty salon is changing. Sustainability will be a bigger part of the daily work of a salon owner. The demand of customers will change as well. The customer experience will have more and a different influence on the tasks and attitude towards the future customer than it has nowadays. In this project we will research the future competences of an entrepreneur in the hair and beauty sector. We will develop several self assessment tools made available through the internet. Want to try a self assessment tool now? Go to:

- [www.greensalon.eu](http://www.greensalon.eu)
- [www.zelfscan.eu/future](http://www.zelfscan.eu/future).

## Research in Hair & Beauty

In this project we will do research in the participating countries, on the status of health and safety issues in the sector and the environmental aspects in the salon. Based on desk research we already know the main risk factors:

- Ergonomic factors, mainly back and neck problems;
- Hazardous substances, water;
- Products, cleaning and disinfecting. Main risk activities, being:
  1. hair shampooing
  2. colouring
  3. permanent waves
  4. styling
- Wet cleaning and disinfection work;
- Biological factors, disinfection, ventilation and aircondition;
- Physical factors, microclimate, noise, light, ventilation;
- Electrical risk, electricity and water;
- Slips, trips and falls;
- Burns and cuts;
- Fire risk, hot electrical surface, flammable products and air;
- Psychosocial factors, stress, verbal and/or physical assaults.

### Future entrepreneurial competences?



[www.zelfscan.eu/future](http://www.zelfscan.eu/future)

### Research and experts

In June 2016 the report of the research will be presented and discussed with a group of experts on health & safety, environment, standards and certification. The final report will be available on [www.greensalon.eu](http://www.greensalon.eu)

## Sustainability-Game

The Sustainability Game offers a method to get aware of sustainability and her different aspects in a pleasant way. Sustainability plays a role both at home and at work. For a company sustainable development is an important issue. In the future customers will increasingly ask for sustainable behaviour of the company and its employees. It is important that employees and staff get involved with ideas of sustainability. Also future workers, the students of schools in the present time, have to get aware of the importance and have to learn about the different aspects of sustainability.

## Awareness on sustainability

During this project we will develop an internet game to raise awareness on sustainability. It will be used in the VET-schools and is free available on the internet. The game will be focused on the green salon. It will show several workspots in a salon. In each workspot you can find questions on sustainability you can answer. The questions are about the several aspects of sustainability.



Sustainability in the future Green Salon

## Learning material & scan

During the project: 'Future Skills & Sustainable Development in the Green Salon' we will develop a scan you can use to measure the status of your own hairsalon or the salon in your VET school. Also we will develop new learning material on the most important aspects of sustainability. The scan and the learning material can be used to prepare the salon to the future tasks and challenges. It remains important to meet the expectations of the customers, but at the same time it is very important to meet the (legal) requirements or the standards of a green salon on health and safety and the environment.

## Take your responsibility

Some business practices, such as reducing waste or energy costs, are good for both health & safety and environment as to business profitability. Adopting such practices may or may not be perceived as "green", depending upon consumer perceptions of other aspects of the business. However, these actions can still be positioned as the company "doing its part"- promoting positive reactions toward the hair and beauty salon.

***These are the first steps on the road to a sustainable green salon!***

# Communication

The project aims to promote actions that increase the sustainability in the hair and beauty sector in European small and medium sized enterprises (SMEs) and educational institutes, by promoting the implementation of:

- educational products like workshops on sustainability and innovation,
- teaching materials for schools and extracurricular education about sustainability in the 'green' salon,
- a study of management systems on sustainability in the sector,
- development of a diagnostic scan and roadmap for businesses and schools
- a physical sustainability game
- an internet awareness game about sustainability
- self assessment internet tools on entrepreneurial skills.

We will communicate to you mainly by internet: [www.greensalon.eu](http://www.greensalon.eu). Also we will organize meetings, workshops, participate in trade fairs and conferences. We will publish press releases and articles in sector magazines.



Erasmus+

This project has been funded with support from the European Commission. This publication reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

Erasmus+ Project: 'Future Skills & Sustainable Development in the Green Salon'

## Contact

Visit our project website:  
[www.greensalon.eu](http://www.greensalon.eu)

More information on the developed material: research report, scan and roadmap, sustainability-games and learning material is available on the website.

You can also contact us:

- [info@stivako.nl](mailto:info@stivako.nl)
- 0031 20 5435670

Check the contact info of your regional contactperson on the projectwebsite.

## Stivako

Stivako, since 1941, has been the Vocational Education Training institute for management, marketing and leadership in the print media and creative industries in the Netherlands. Stivako is the coordinator of this Erasmus plus project

## Aarhus Tech

AARHUS TECH is one of the largest vocational institutions in Denmark. It offers 32 different VET courses/training, several HTX courses (Upper Secondary Technical College), courses at Academy Profession level and further education for employees in companies and unemployed people.

## EI Palo

EI Palo in Malaga was opened in 1979 and currently serves over 800 students and has 62 teachers who are allocated among the following levels: secondary school, baccalaureate, adult education and vocational training.

## IGS

The Institut de Gestion Sociale is an International Vocational Training Center located in Lyon, Paris and Toulouse. Since its inception in 1975, IGS enjoys the highest expertise in the field of vocational training and the world of work.

## Bridgwater College

Bridgwater College is located in the heart of Somerset, with main centres in Bridgwater and Cannington. It also has outreach centres in Bridgwater (Angel Place), Lufton near Yeovil and Paignton Zoo.

## ROC van Amsterdam

In Dutch, ROCvA stands for 'Regional Community College of Amsterdam'. We are a foundation under Dutch law, initiated by the local and national government in 1997. We service Amsterdam and the nearby townships of Amstelveen, Hoofddorp and Hilversum.