

Erasmus + project 'Green Salon'

22 March 2018, Amsterdam

COIFFURE EU - Miet Verhamme

Coiffure EU

- **CEU:**

- ❑ **European network of 20 national hairdressing employers federations**
- ❑ **Is known in Europe as the social partner for employers in the hairdressing sector**
- ❑ **Objectives:**
 - Promotes, represents and defends interests of member organizations
 - Contribute to favourable conditions and high professional standards for hairdressers
 - Exchange information



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What is being done in Europe? Sustainability and environment

❑ **CEU:** Congress on Circular Economy was cancelled because of terrorism threat

❑ **Sharing good practices:**

- France: Mon Coiffeur s'engage – Label
- Belgium
- UK
- Germany
- Slovenia
- ...



France: Mon Coiffeur s'engage – Label



Une initiative des professionnels de la coiffure

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Belgium: Geknipt voor de toekomst



Belgium: Poster sorting of waste



Belgium: smartphone application



What is being done in Europe?

Health and safety



❑ EU projects:

- Safe hair project: <http://www.safehair.eu>
- Ergohair: www.ergohair.eu
- 'A close shave': <http://www.coiffure.org/nl/sectorinfo/europese-projecten/transnationaal-esf-project-op-een-haar-na>

❑ Negotiations:

- Implementation of the agreement on Health & Safety
- Cosmetic Europe regarding the replacement of the Skin testing method by a scientifically based questionnaire

Safe hair project



Safehair Employee Employer Trainee Trainer

Impressum Sitemap

Homepage

SafeHair 1.0

SafeHair 2.0

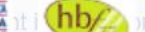
A warm welcome to the official internet page of the EU grant projects "SafeHair 1.0 und 2.0"

Here you will find information on the research projects and on the subjects of "Skin" and "Skin Protection in Hairdressing Work".

Whether you are a teacher, employer, or an employed hairdresser, or perhaps still in training: this page offers information in different languages for various target

groups. This skin protection information can be adapted

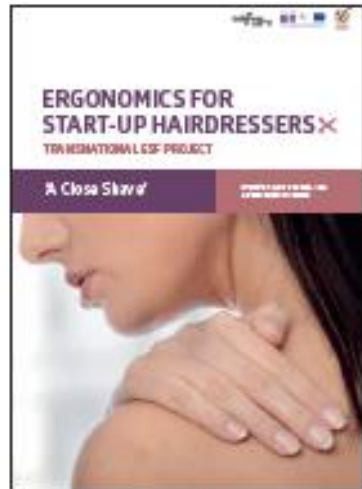
... tailored form for instruction or take necessary measures for skin protection. Convince yourself!



DESK RESEARCH



DEVELOPMENT TOOLS



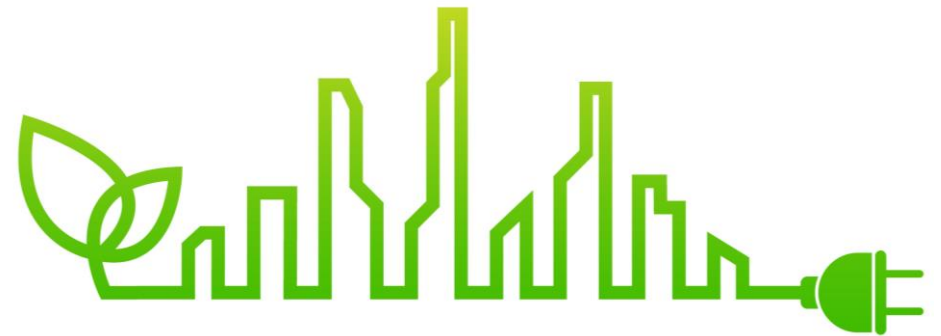
EXPERIMENT IN FLANDERS



Importance of sustainability

- ❑ Hairdressing has a clear impact on the environment and health
- ❑ Health problems also have an economic cost

Technical solutions are important, but behavioural change is key!



Why hairdressers are not into sustainability- H&S

- No interest or time
- insufficient awareness of the dangers of working in an unhealthy and unsafe environment
- Not enough sector specific information
- Costs - investments
- No attention given during training
- Other working method (for ex. biological products)
- Insufficient guarantees that a 'green' product offers the same quality as the current product



Reasons for sustainable work

- Cost savings (cheaper) = personal interest
- Good for the environment and the health of the hairdresser and the customer
- To avoid job loss due to physical symptoms, allergies
- Pressure from customers (the number of customers suffering from skin irritations, allergies or even more serious disorders is increasing)



Pitfalls

- ❑ Concept 'sustainability'
- ❑ Greenwashing
- ❑ Too heavy administrative burden for certification



Some conclusions

- Good efforts in some countries
- Behavioural change is difficult
- Need for a general sustainability concept in hairdressing
- Attention to chain from producer to consumer
- Need for circular economy and new business models
- Answering growing wishes of customers
- Importance of image and reputation
- Sustainable hairdressers are usually also sustainable in their private lives



The way forward

- Importance of education and training
- Using simple formats
- Bottom up approach
- Plenty of room for learning and doing
- Sharing, promotion and implementation of good practices
- Walk the talk
- Building Communities of Expertise
- Use customer pressure to prompt hairdressers to sustainable action
- Participate in local climate actions
- More stimulation of H&S, sustainability by social partners



Thank you for your attention!

Coiffure EU

**Miet Verhamme
UBK/UCB vzw-asbl**

**Vijfwindgatenstraat 21 F
9000 Ghent - Belgium**

miet.verhamme@coiffure.org