

Welcome at the project:  
"Future Skills & Sustainable  
Development in the Green  
Salon"



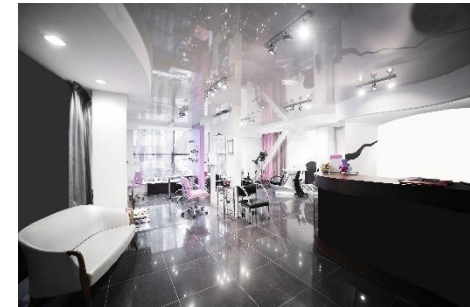
FINISHED FILES ARE THE RESULT OF  
YEARS OF SCIENTIFIC STUDY COMBINED  
WITH THE EXPERIENCE OF MANY  
YEARS.



looking is not the same as  
seeing.

# Sector description

- Small and micro businesses are predominant
- Majority of the workforce is female (over 80%)
- Many of them work part-time and stay in the sector for only short periods of time
- Relatively high proportion of self-employed workers (42%)
- Young workforce. About 80 % of recruits are aged under 26 and 56 % are under 19.
- Low communication and sharing between the different companies. They don't have a high level of interaction.





# Trends:

- Growing amount of entrepreneurs working at home and a growing amount of budget salons;
- More attention to perception, customized service and flexibility, for example business hours;
- Through workshops and master classes more attention to new talent;
- Sustainability (products and daily operations);
- Due to the significant improvement of mass-market products for home use, new niche markets are expanding: services with beauty and nail care, make-up and tanning beds, but also combinations with lifestyle and fashion.

# Opportunities and threats

- Attracting and retaining good staff (stylists) is difficult;
- Reduce untimely exit of the staff from H&B would increase the profitability of the investments in vocational training.
- Stimulating entrepreneurship through e.g. chair hire, can contribute;
- A clear and recognizable choice of a specific target group is important.
- As a specialist or by customized service can be distinguished;
- Commercial formulas that are active efforts to expand their market share;



# Opportunities and threats

- Combinations of delivering services that fit together like Hair, Beauty and Fashion:
- Collaboration with fashion shops and workshops for customers;
- Customer loyalty through the use of social media and also do offers on this channel (fixed) relationships;
- Additional revenue can be generated by giving workshops on skin and hair care, makeup and hair styling.
- Work-related sickness, allergies and asthma for instance (The cost of work-related skin diseases has been estimated to be about five billion euros a year in the EU alone).



# What to do?

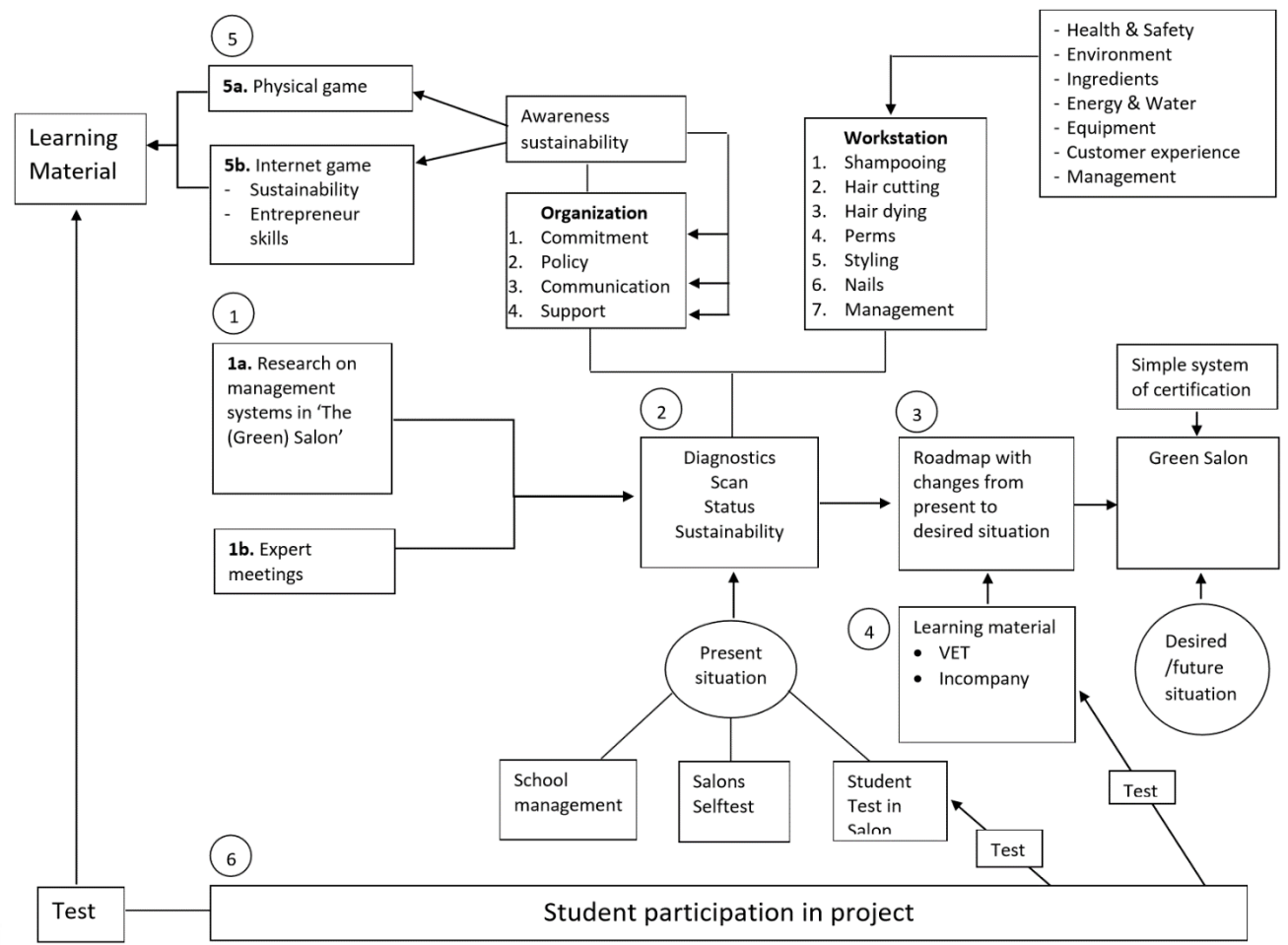


- Sustainability
- Health and Safety
- Environment





# What did we do?



# Research

Health and safety is an integrated part of all educations focusing on ergonomics and chemicals/products and how the student and professional can protect themselves. There is substantial evidence documenting that Hair and Beauty is a risk profession and at European level it is recognised that MSD (Musculoskeletal disorder) is directly caused by repeated work processes, long hours of work standing, few breaks and non-ergonomic equipment.

The case is a bit different when it comes to recognizing dermatitis and asthma as work related conditions. In Spain EIS El Palo has presented several testimonies. Also the fact that there it is only required in Denmark not in any other partner countries to have exhaust systems, supports the general picture that the risky work environment is yet not fully acknowledged.



# Research

Environmental protection and sustainability is only an add-on subject, which is integrated in other subjects, probably mostly based on the interest and motivation of the teacher. There are not a transparent tool or certification available for Hair and Beauty to become more sustainable or CSR.

The sustainability agenda in the sector is still driven by personal enthusiasm and convictions.



# Diagnostic Scan

The scan has questions on the following subjects:

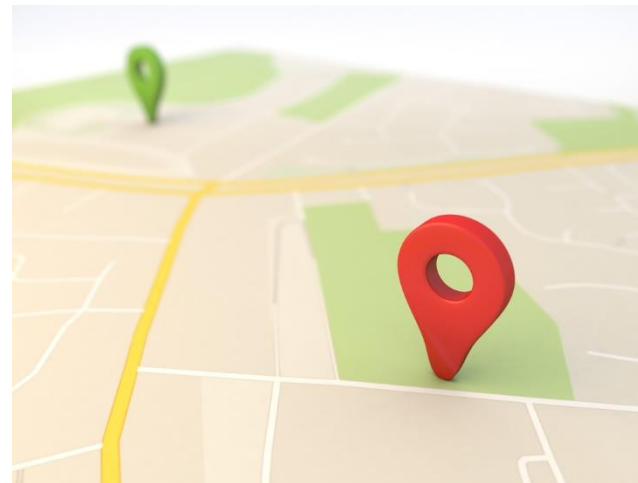
- General Questions (for statistics data)
- Health and Safety: chemicals, use of gloves and ergonomics
- Prevention Management
- Sustainability: consumption and recycling
- Information / knowledge needs



# Learning Material: 3 Modules & Roadmap

- Module 1: Environment and recycling
- Module 2: Prevention and Risk
- Module 3: Plan a green salon

Roadmap: under construction





# Internet awareness game



# Physical sustainability game





# Quiz

Kahoot

# Start now!



Thanks, Frank den Hartog Stivako