



Hair & beauty & certification

the world of standards & guidelines

23rd of June 2016
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Hair & Beauty and Certification

The last sheet of our SCCI-presentation on the 8th of December 2015 was:

What is your viewpoint NOW about the necessity of standards or guidelines?

1. Does the consortium wants (or needs) guidelines or standards?
If YES, about which topics?
2. Do these topics need to be certified?
If YES, on which level?





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Well known topics of our society today
(the so called **DESTEP- or PESTEL factors**):

Aging

@ services

Social media

Transparancy

Sustainability

Responsability

Economic crisis

Health & safety

Cyber criminality

Life long learning

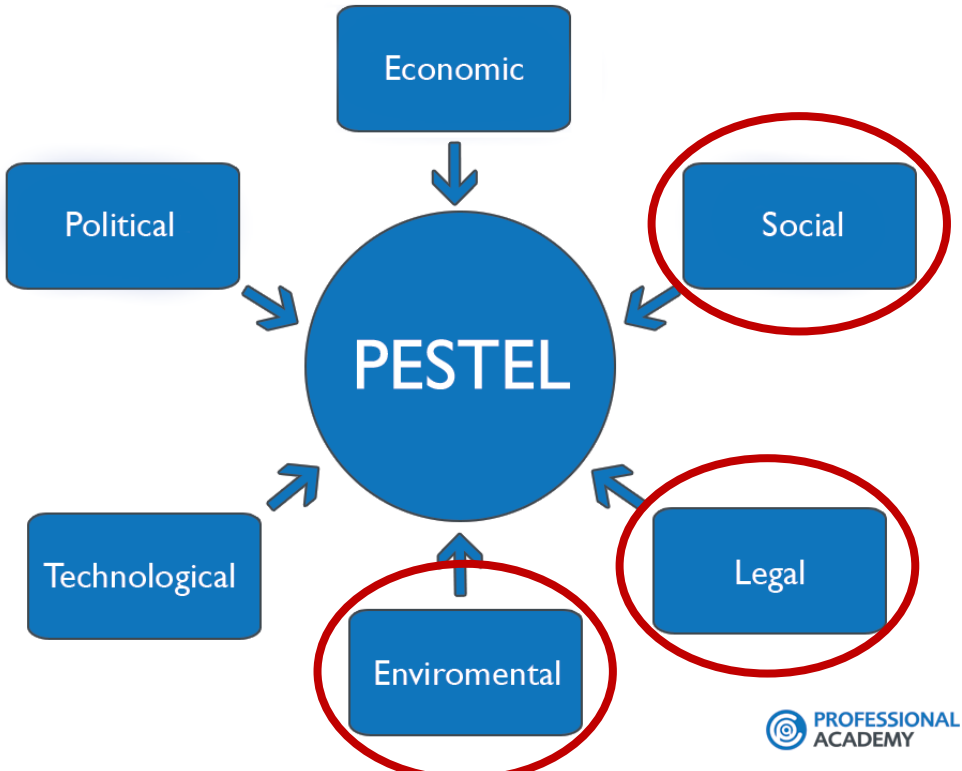
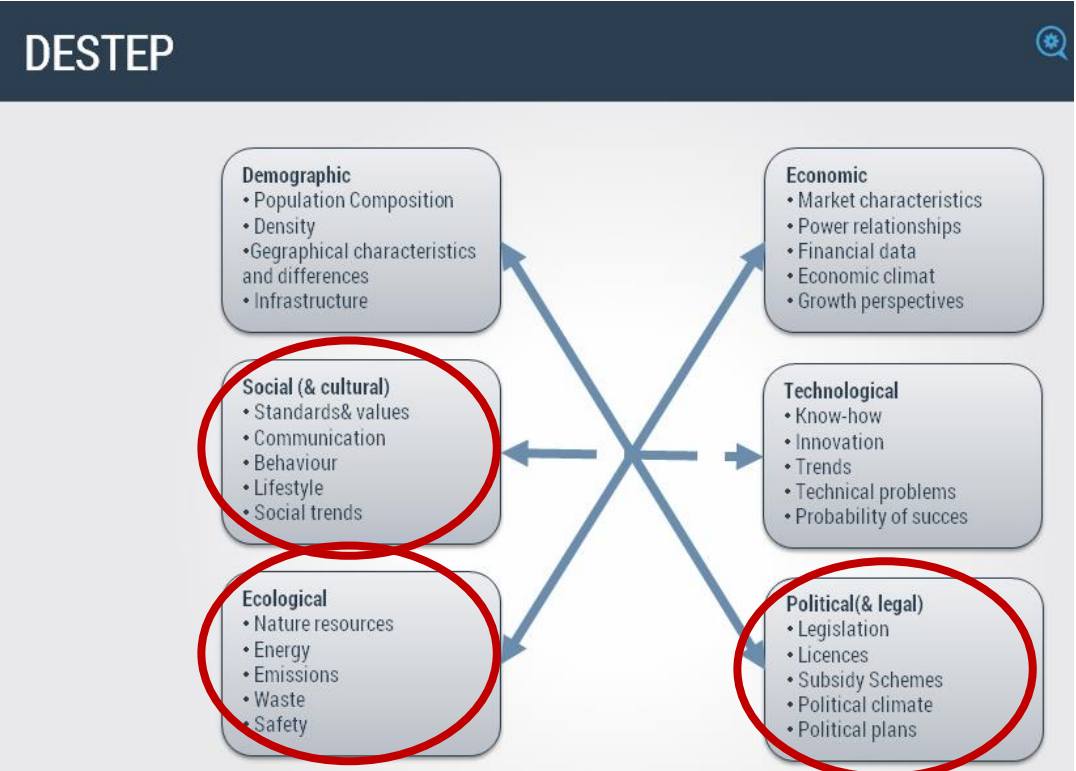




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Every company - also in the hair & beauty sector - should deal with these kind of external factors, the so called: **DESTEP- or PESTEL factors**

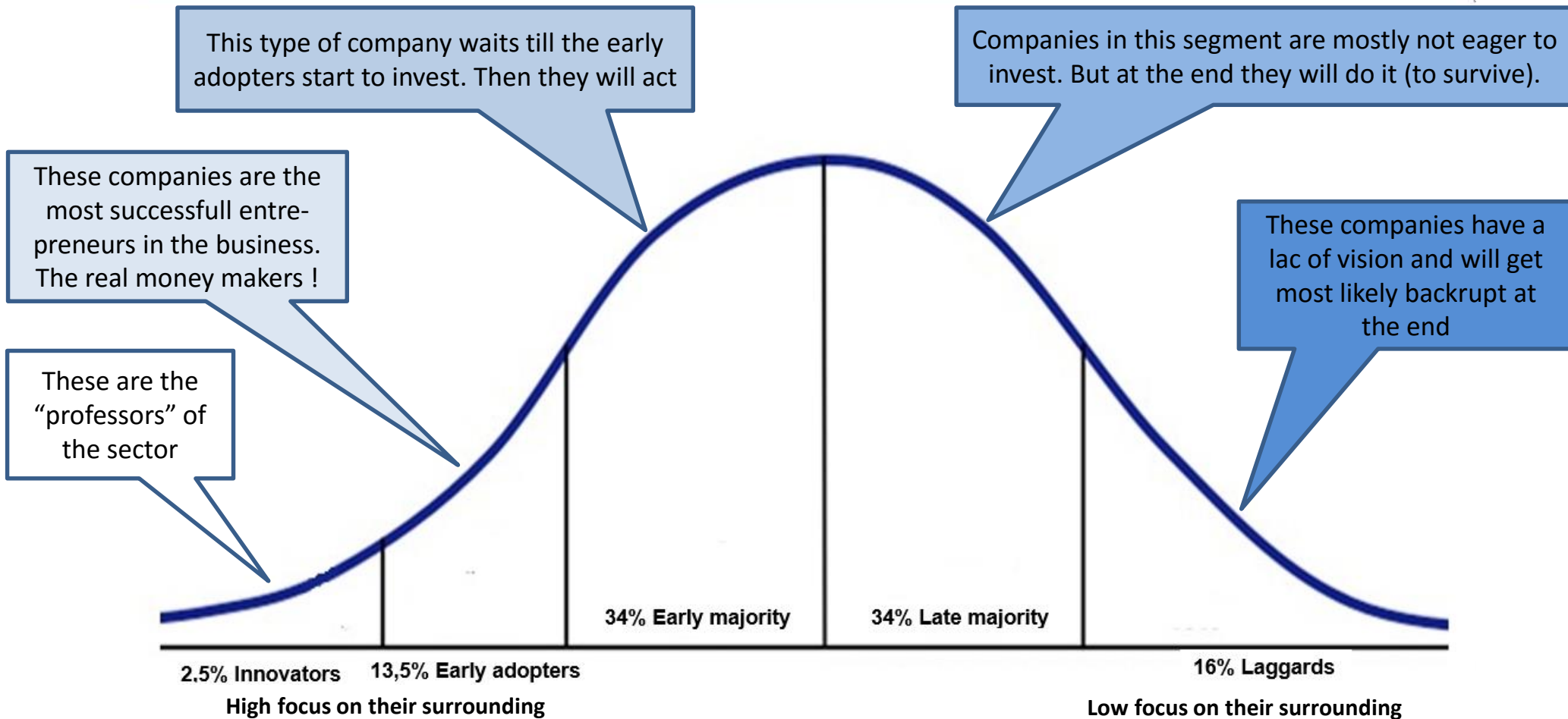
Also about the topic: **health & safety and sustainability**





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The world we live in - the D E S T E P factors (or PESTEL) <i>(these factors are impossible to influence)</i>					
Demography	Economics	Social / cultural	Technology	Ecology	Politics & society
Competitors			Clients		





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What could be a right definition of the different stages of the hairdressers' culture?

Description of the 5 types of companies	
Innovator:	
Early adopter:	
Early majority:	
Late majority:	
Laggard:	





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Could the certification be a growth path?

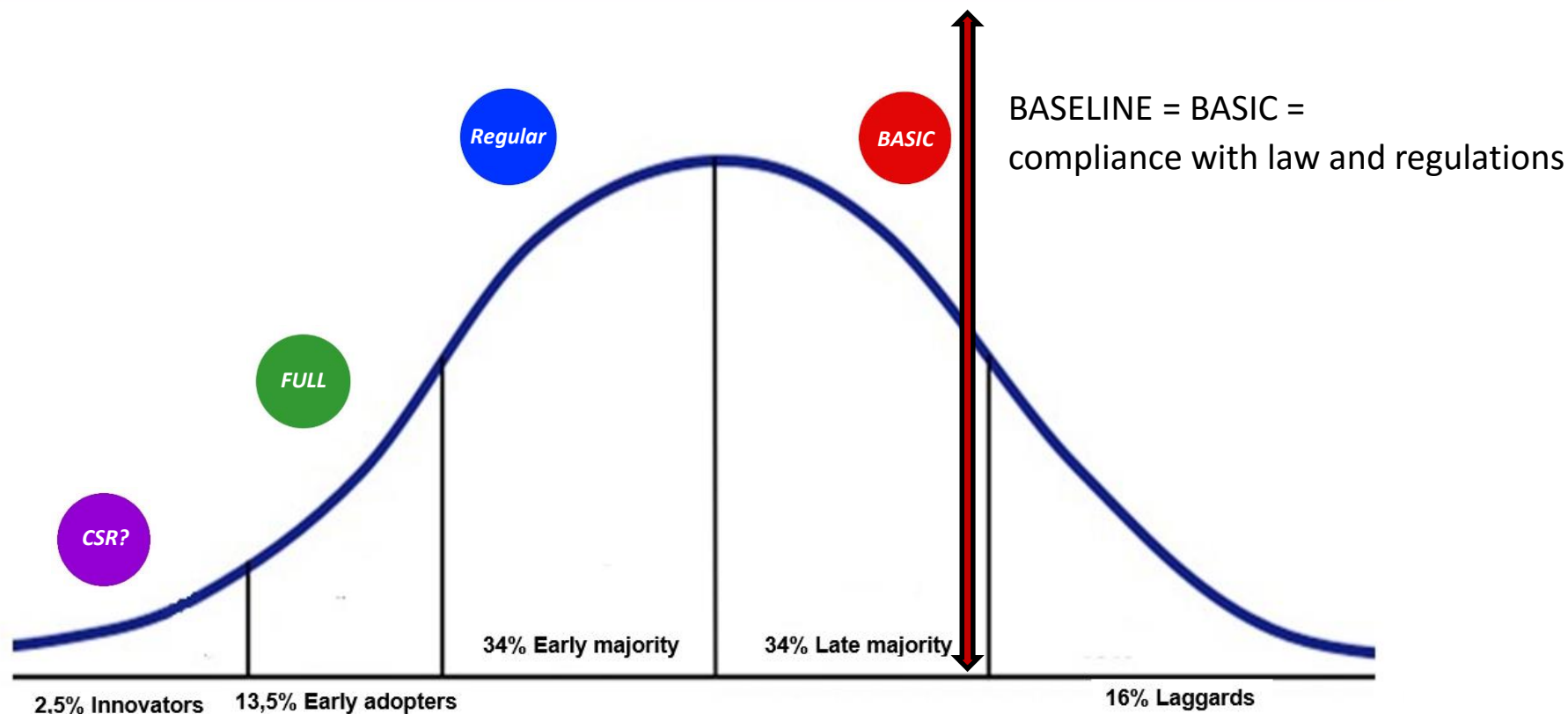
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BASIC

Regular

FULL

CSR?





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How can we define the different stages of the certification levels?

What could be the certification levels? What is the threshold level?	
BASIC	
REGULAR	
FULL	
CSR	



