

**ecolife**



**Sustainable hairdressers**  
**Ans Rossy – 23 June 2016**

**eco**  
**MAKES**  
**LIFE**  
**BETTER**

## Ecolife:

Knowledge centre on footprinting & sustainable behaviour change

- Belgian ngo (2002)
- Multi disciplinary team: 7 staff + freelancers
- Assignments: public, non-for-profit, business

### Ecolife-network

- Certified Bilan Carbone<sup>®</sup> (Association Bilan Carbone<sup>®</sup>)
- Member Global Action Plan International (GAP)
- Member Global Footprint Network (GFN)+ Waterfootprint Network (WFN)
- Member of BBL, NBV, The Shift

# ECO MAKES LIFE BETTER!

**Create a sustainable world through behavioural change**

**We:**

- *Support organisations* in realising their sustainable goals
- *Coach change processes* towards sustainable behaviour
- *Empower people* by enhancing knowledge, increasing choice skills  
+ creating engagement and ownership

## Ecology as opportunity

# SOME REFERENCES

## Footprinting



## Research



## Coaching



## Campaigns



## Workshops



1. Project
2. Tools + outcomes
3. Further opportunities
4. Connect all the dots



**CSR Flanders - [Deel 1] Groene kappers, geknipt voor de toekomst!**

*23 augustus 2011*

Geen zorg, dit gaat niet over een nieuw groen haarproduct... stel u voor! Dit artikel gaat over of uw kapper uw hoofd en haar goed behandelt, dit liefst met gezonde en veilige producten en of hij ook bewust omgaat met andere duurzaamheidsuitdagingen in zijn vak. Ons haar dragen we (bijna) een heel leven met ons mee. Het gwe in goede gezond kappers dan ook in straathoek. ...



# 1. THE PROJECT



Cooperation:



VERSTERKT ONDERNEMERS

with support of province:



## PURPOSE OF THE PROJECT

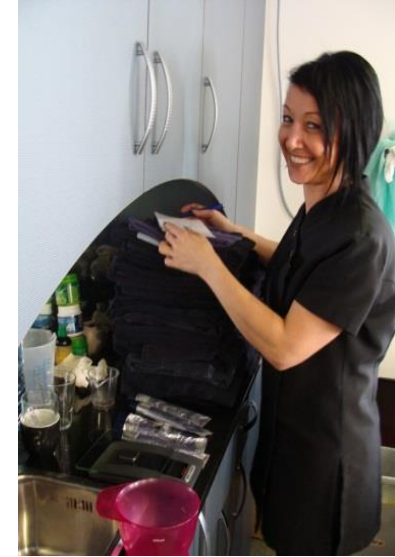
1. Develop practical tools that:
  - **help haidressers to improve their positive impacts,**
  - **make them prepared for the future!**
2. Training module for schools (hairprofession)
3. Raise awareness + raise the bar in the sector
4. Create synergies with other actors (supply chain, local city, ...)
5. Possibilities for further mainstreaming



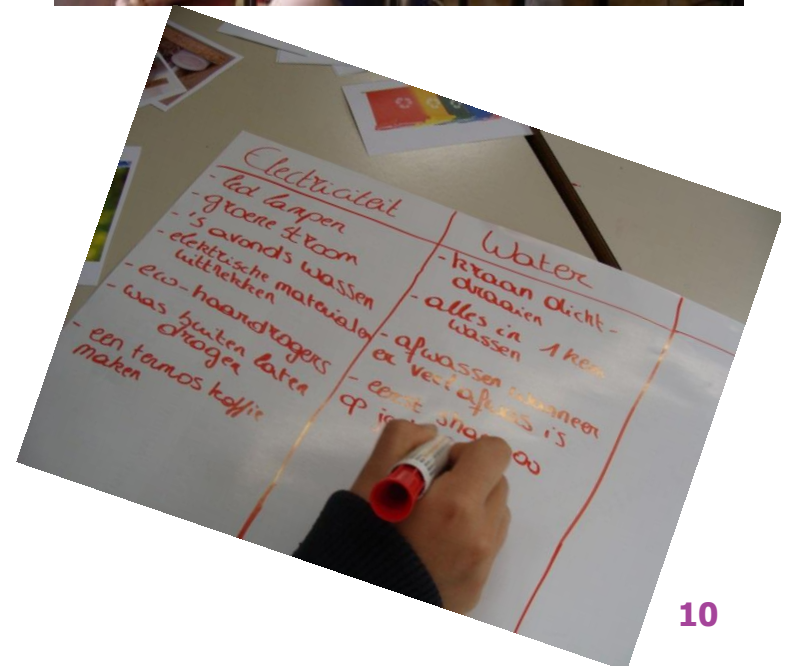




# 7 HAIR DRESSERS



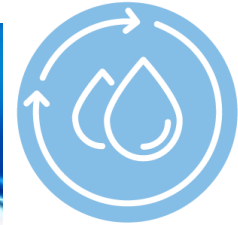
# 2 SCHOOLS



## THE PROCESS

- Analysis: research on impacts, best practices, ...
- Take off: agree on purpose and goals
- Pilots selection + connect to Covenant of Mayors (Climate)
  
- Visit and checklist with hairdressers
- Discussion and input on tools
- Tips and actions + development of tools for salon
  
- Involving other actors (University, Public Waste Organisation)
- Further steps

# The main environmental impacts in salons



# HAIRDRESSERS: CHALLENGES & NEEDS

- Lack of knowledge:
  - sustainable hair products, energy + water saving technologies, waste disposal
- Non accurate knowledge:
  - use of gloves, rain water, LED/lighting, type of boiler ...
- Lack of customized information available
- No examples (peers) visible! to look up to
- Feel unprepared to address supply chain issues with suppliers, producers
- Underestimate the trends for the profession + consumer power
- Taxsystem does not stimulate sustainable behaviour

# TRENDS NOT BE MISSED!

- More diversity: (elderly, coloured, young, cancerpatients)
- More conscious (health) and better informed clients
- More allergies among customers
- SMART online communication (search, occupancy rate, reviews, create community)
- Stand out of the crowd:
  - festivals, metro-stations, homes, hospitals, ...
  - from hairdresser ⇒ total care & wellness – feeling good 😊
  - trendy & multifunctional salons
- Sustainable, green, organic is a growing business



## 2. TOOLS + ACTIONS



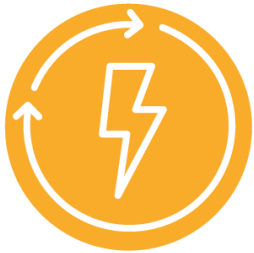
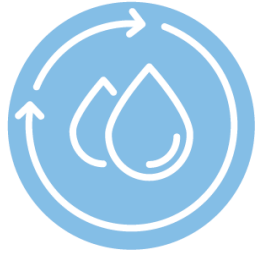
# COMMUNICATION CONCEPT

**Salon is the place for social interaction!**

- support behavioural change in staff
- raise awareness with customers
- create links & a community



# ... AND LET CONVERSATION BEGIN 😊



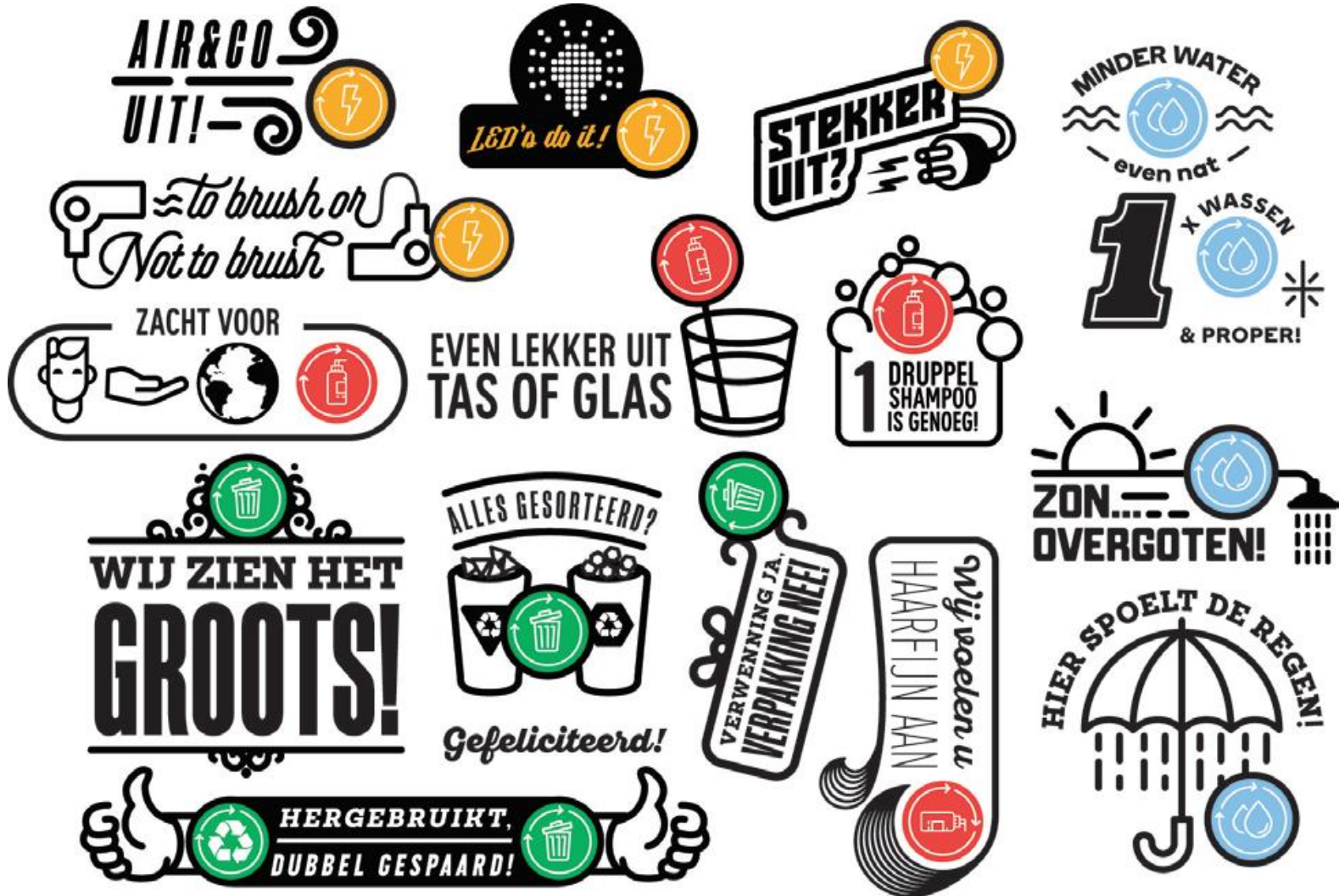
In salon Sizoo Haute Coiffure

GEKNIPT VOOR DE TOEKOMST



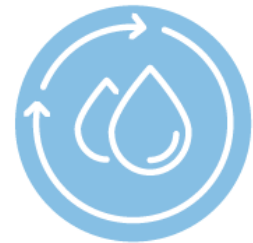
ER GAAT MEER IN JE HAAR DAN ERAF

# SIMPLE REMINDERS HELP A LOT 😊



# EMPLOYEES & CUSTOMERS GIVE TIPS

MIJN HAARFIJNE  
TIP VOOR :



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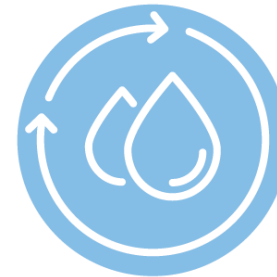
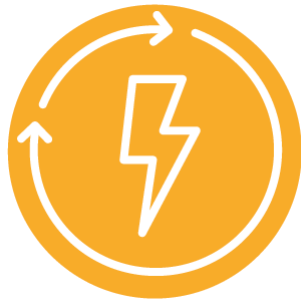
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# INFO + TIPS

## Clear information + easy-to-start tips

5 subjects + cooperation with waste officials (OVAM):

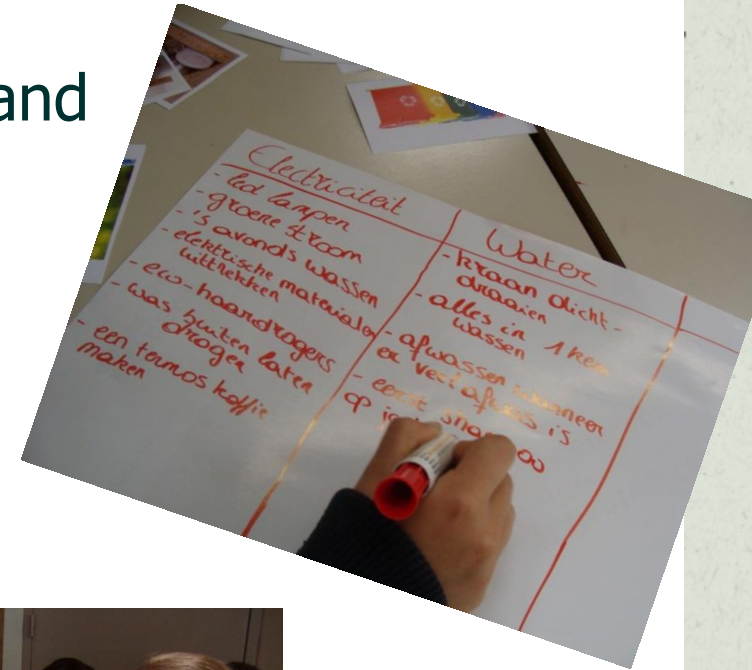


Documents (in Dutch) online at UBK/UCB:

<http://www.coiffure.org/nl/sectorinfo/geknipt-voor-de-toekomst>

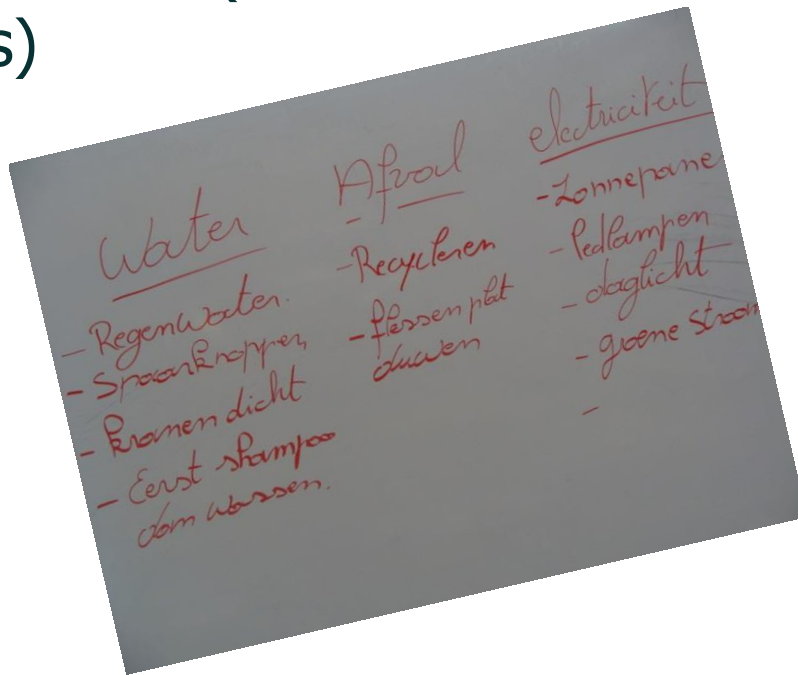
# TRAINING AT SCHOOLS

- Pupils prepared 2 subjects beforehand
- Interactive in groups
- Understanding the challenges
- What actions can we take?
- Use the knowledge in internship:  
⇒ help other salons



# CHALLENGES AT SCHOOLS

- Environmental conscious school?!
- Lack of knowledge among teachers
- Bring in expertise from outside
- Develop educational material
- Involve hairdressers that work sustainable (learn most from peers)



**Make sustainability  
the norm!**



## SOCIAL CASE - UNIVERSITY (KUL)

**How to value waste streams; what possible business solutions?**

**7 teams – many ideas** 😊

- 1. Green label for salons:** Branding-marketing!
- 2. Consumers :** interactive map or App (social media)
- 3. Waste – circular economy:** producer takes waste back, refill systems
- 4. Smart metering + footprinting:** raise awareness with clients on the actual costs
- 5. Joint purchase (association) :** cost reduction, more power towards producers
- 6. New local producers** of sustainable hairproducts
- 7. Alternative materials:** Rock foil/stone paper (instead of aluminium)  
<http://www.stonepaper.co.nz/news>

# MASTERPROOF KUL: WASTE STREAMS

## 1. Get objective data on:

- **Volumes** of waste in salons in Belgium
- **Type** of waste streams in hair dressing (+ beauty!) sector

## 2. Reuse potential for: aluminium, hair ...:

example Canada: [HTTP://BC.CTVNEWS.CA/A-CUT-ABOVE-RECYCLED-HAIR-HELPS-MOP-UP-OIL-SPILLS-1.2407194](http://bc.ctvnews.ca/a-cut-above-recycled-hair-helps-mop-up-oil-spills-1.2407194)

**3. New business models in supply chain** ⇒ social entrepreneurs

# OUTCOMES OF 'GEKNIPT VOOR DE TOEKOMST'

- More awareness within sector federation + readiness to continue (i.e. in education)
- Enlarged circle of stakeholders (waste, university, employers association (SME's), local cities, ...)
- More than just environment, but future of the profession





## 3. FURTHER OPPORTUNITIES

## PLENTY OF OPPORTUNITIES ☺

### ➤ Salon + Sector:

1. CLEAR VISION for sector + clear VISUALS in salon ⇒ label?!
2. LOCAL AMBASSADOR: [HTTP://WWW.BORED PANDA.COM/BARBER-FREE-HAIRCUT-KIDS-READ-BOOKS-COURTNEY-HOLMES/](http://www.boredpanda.com/barber-free-haircut-kids-read-books-courtney-holmes/)
3. VISIBILITY for best practices + hairdressers that already do it + REPEAT, REPEAT, REPEAT!
4. Invest in KNOW-HOW + CAPACITY BUILDING. Use visual media (tutorials sustainable salon practices – UK: <http://myhairdressers.com/hairdressing-training/hairdressing-lectures/sustainability-part3.html#.Vd2LHJcuS9Y>
5. SET THE SUSTAINABLE STANDARD in platforms, exhibitions etc. + promote sustainable producers, alternative products, hair dressers, ...

# PLENTY OF OPPORTUNITIES, BEYOND 😊

## ➤ Cross-sector cooperation:

1. EDUCATION + ROLE MODELS: train-the-trainer, buddies,
2. RESEARCH:
  1. solid data: energy/water efficiency systems, waste streams, re-use (hair)
  2. measuring – footprinting tools (communication!)
3. SUPPLY CHAIN: producers, technicians, ...
4. LEGAL FRAMEWORK: access to advice on sustainable building, financial incentives, ...
5. CONSUMERS: Free App ToxFox (<http://www.bund.net/toxfox>)



# UNDERSTANDING BEHAVIOUR

- 95% of behaviour is unconscious (create new habits)
- Social norm (part of a group)
- Social information (peers)
- We don't like to loose!
- Choice stress: the wrong decisions (nudging, default)
- The right context helps!

# BEHAVIOURAL CHANGE: ALWAYS A MIX OF MEASURES

- 1. Technology, materials** (energiezuinige verlichting, afvalbakken, sensoren, enz.)
- 2. Adapt context** (slimme ruimtelijke planning, fietsenstalling, *geen* afvalbakken, enz.)
- 3. Behaviour of users** (inform, engage, competition, reward, ...)
- 4. Cooperation with other stakeholders**

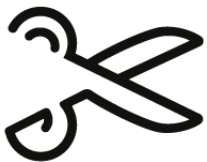


# WAYS TO INFLUENCE BEHAVIOUR

- make it sexy (I want it too!)
- enforce
- be clear and KISS
- make it easy (access)
- change cost-benefits (take away obstacles)
- experience (senses very important!)
- compare with others (peer group pressure)

## 5. CONNECT ALL THE DOTS

GEKIPT VOOR DE TOEKOMST



**ER GAAT MEER IN JE HAAR DAN ERAF**

# Resilience for the future

## 1. Integrated approach

- social, environmental, health, economical, community (climate & social action)

## 2. Rethink the business model

- Hair + beauty salons **don't buy** products, but **a service** from the industry!

## 3. Innovation in waste stream – hair

## 4. Make sustainability the norm (behavioural change)

**HAIR DRESSER IS**



**WHEN**

- 1. SAVING** energy, water, materials and costs
- 2. REDUCING** waste and polute less
- 3. IMPROVING** health of him/her self, employees + customers
- 4. STRENGHTENING** market position, attract new clients + retain staff
- 5. CONTRIBUTING** to a better climate for the future
- 6. DOING GOOD** to people + the planet 😊

**ECOLIFE**

**ANS ROSSY - PROJECTMANAGER**

**[ANS.ROSSY@ECOLIFE.BE](mailto:ANS.ROSSY@ECOLIFE.BE)**

**[WWW.ECOLIFE.BE](http://WWW.ECOLIFE.BE)**