

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



# Who are we?

A group of 6 European Vocational Education Institutions highly involved with the improvement of teaching methods and sustainability.

## Partners of the project:

Stivako and Roc Van Amsterdam from the Netherlands

Aarhus Tech from Denmark

Bridgwater College from UK

IGS from France and

IES El Palo from Málaga



# Green Salon Project aim

- To develop innovative ways of learning about sustainability and to promote sustainability in schools and companies in the hair and beauty sector.
- To promote awareness about hairdresser's health and safety.
- To build up a new hairdressers's generation involved with Corporate Social Responsibility (CSR).
- To exchange knowledge on different levels among the partner Institutions and spread it to the sector stakeholders.

# Contents topics of the project

Occupational  
health and  
safety risks

Entrepreneurial skills

Sustainability

Standards and  
certifications

Eco-efficiency  
in hair and beauty  
salons

Gaming

# Green Salon background information

The Leonardo Project carried out by three of the current Green Salon Project partners: **“Innovation and sustainability in the creative industries.”** (2012-2014).

The former project focused on the environmental and health problems existing within hair and beauty and the media graphic trades due to the use of chemicals.



# 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.
- Poor entrepreneurial skills and management ability.







# Trends:

- Growing amount of entrepreneurs working at home and immigrants running their own salon to offer services to their own communities.
- More attention to perception, customized service and flexibility, to adapt to customer's demands.
- The increasing demand of toxic free and organic cosmetics.
- 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:

- Combinations of delivering services that fit together like Hair, Beauty and Fashion.
- The use of social media to strengthen customer's loyalty and to attract new customers.
- More natural and organic cosmetics available.
- Increasing demand of eco friendly salons.
- Additional revenue can be generated by giving workshops on skin and hair care, makeup and hair styling and providing products for "do it yourself"

## Threats:

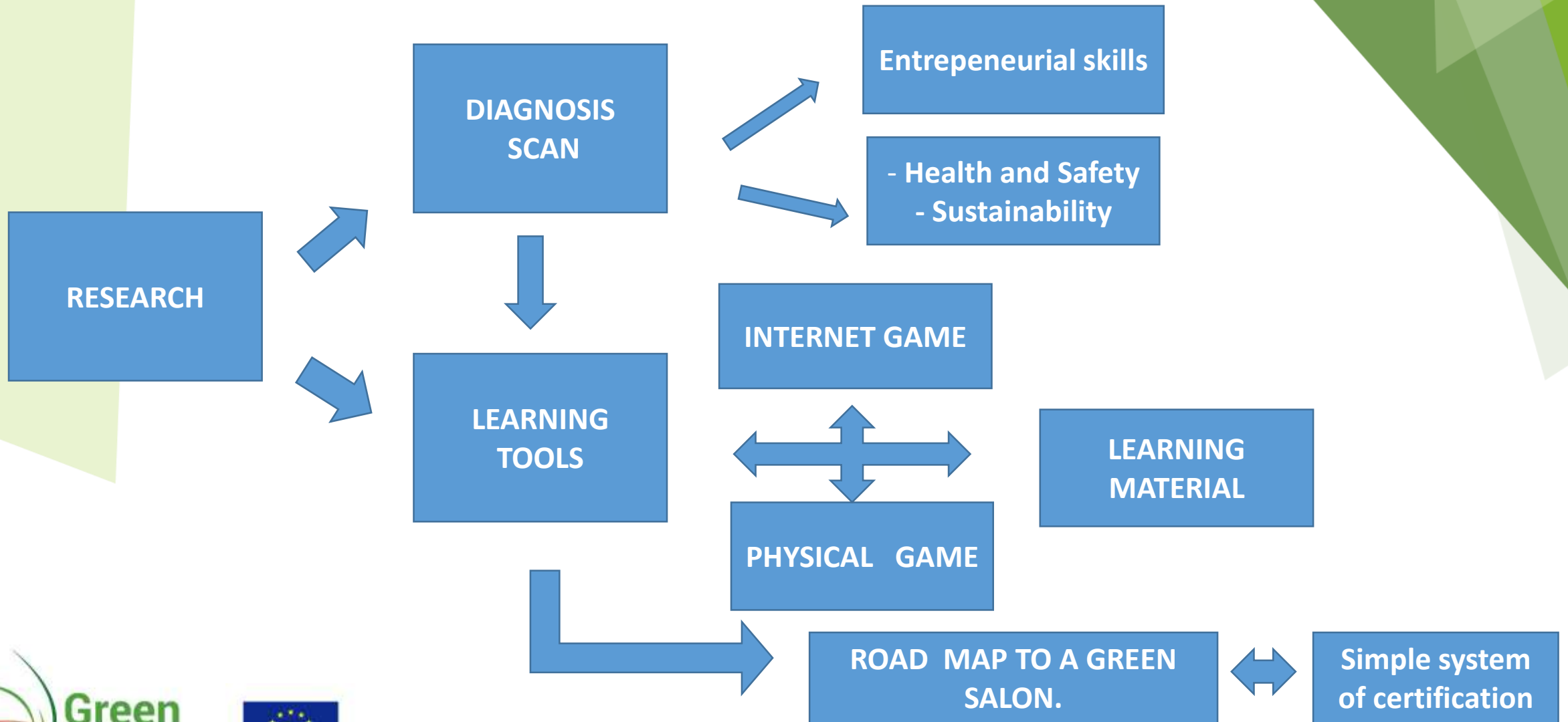
- Work-related sickness, allergies and asthma for instance .
- Low- cost salons with poor conditions and exploiting workers .
- Legal liability for customers's allergies.
- Increasing number of people suffering from allergies or cancer and avoiding chemical exposure and hairdressing services.
- Non- Professionals intrusion (nails care, youtube...)
- Lack of certifications and sustainability standards.



# What to do?

- Sustainability
- Health and Safety
- Environment
- Entrepreneurial skills

# What did we do?



# Entrepreneur Skills

Becoming a successful entrepreneur isn't easy.

Why does one person successfully take advantage of an opportunity, while another, equally knowledgeable person does not?

What we do know is that a successful Hair and Beauty entrepreneur seems to have certain traits in common:

Personal characteristics.

Interpersonal skills.

Critical and creative thinking skills.

Practical skills.:

Diagnoses your skills



# Research

+ Info



- Health and safety is an integrated part of all education systems and training focusing on ergonomics and chemicals/products .
- Hair and Beauty is recognized as a risk profession causing musculoskeletal disorders.  
The case is a bit different when it comes to recognizing dermatitis and asthma as work related conditions.
- Environmental protection and sustainability is only an add-on subject, driven by personal enthusiasm and convictions.
- There are not a transparent tool or certification available for Hair and Beauty  
to become more sustainable or CSR.

# 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

+ Info



# Learning Material: 3 Modules & Roadmap

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

+ Info

Roadmap: under construction





# Internet awareness game

+ Info



# Physical sustainability game

+ Info



# Start now!!

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



Thanks,  
Paloma Rodriguez Bonilla