

Future Skills for a Better Life in Sustainable Salons - Questionnaire

O 1 A8: Develop questionnaire, status profiles, status material on entrepreneur skills

Country:

Name of partner:

Contact person:

Introduction.

In 2016, Eurofound made a report called “Representativeness of the European social partner organisations: Personal services–hair and beauty sector”, where a very exhaustive sector description was made and the main characteristics of the working market in hair and beauty were stated.

The principal conclusions of the report are based in data and information provided by Eurostat, 2008; European Agency for Safety and Health at Work, 2014; ICF GHK, 2014, and here are a resume of them:

- a) It is often difficult to find precise quantitative data. Detailed and country-specific reference to Eurostat data is problematic in the case of the personal services–hair and beauty sector because Eurostat only provides employment data for the entire ‘Other personal service activities which includes the washing and cleaning of textile and fur products, funeral activities, physical well-being activities and other smaller personal activities sector according to NACE (Rev.2) 96, of which ‘Hairdressing and other beauty treatment’ according to the NACE class 96.02 forms only a relatively small part.
- b) The European personal services–hair and beauty sector, as defined within the NACE classification system (96.02), employs more than one million workers. Although the broader personal services sector makes up about 1.3% of total employment in the EU, the overall economic weight remains limited and makes up 0.8% of gross domestic product (EU average).
- c) Growth in the sector is mainly attributable to the formation of micro-enterprises and self-employed hairdressers without employees, leading to a sector broken up into a large number of small units (Eurofound 2016).
- d) Overall, self-employed enterprises often lack the capacity to innovate and increase competitiveness, which leads to the creation of networks in some countries. Self-employed enterprises usually also lack managerial skills as well as marketing capacities (Eurofound, 2014).

- e) While innovations in the sector have mainly been concerned with hairdressing techniques, skin-friendly products and new styles, the use of information technologies for customer relations have become increasingly important (Eurofound 2016).
- f) As Eurofound 2016 reports, the personal services–hair and beauty sector is characterised by a clear majority of young and female workers. Mid-range educational qualifications at International Standard Classification of Education (ISCED) level 3 or 4 (upper secondary education and post-secondary non-tertiary education, respectively) (European Agency for Safety and Health at Work, 2014; ICF GHK, 2014). Some sources indicate a trend towards an increase in immigrant workers in the sector (European Agency for Safety and Health at Work, 2014). Part-time employment (33%–40%) and fixed-term work contracts are common. Long working hours, evening and weekend work characterise the service-oriented working conditions (ICK GHK, 2014).

In 2021, and after 5 years, we want to update that information and focus on the innovation needed to increase competitiveness, employment and customer's satisfaction and thus, strengthen the hair and beauty sector.

1. Information about the sector (hairdressing and nails):

In this first area we are looking for both statistical data and information about the sector. If you can add conclusions supported by / based on facts that would be very welcome.

The focus will be on the hairdressing and nails sector

- If possible, give figures of 2019 (or the most up to date).
- Please also state the sources you acquired the figures from. If you have, or can produce yourself, please add short analyses of the data and any conclusions.

1.1 National statistics on hair and beauty salons

	Hair salons	Nails bars/ salons	Both if separate data isn't available
Number of salons according to size			
Yearly turnover of salons			
Number of self-employed			



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Average number of employees (part and full time)			
Number of VET students graduating per year (educative system)			
Number of graduated/qualified per year (sector stakeholders)			
% sick leave in the trade			
3 main reasons to leave the trade			
Average number of active years in the trade			
Number of Salons using common standards or guidelines such as CSR, ISO, Green initiatives or others			

1.2. Information about new businesses (<5 years), start-ups, new entries in the industry:



	Hair salons	Nails bars/ salons	Both if separate data isn't available
Number of newly established companies between 2016-2020			
What kind of companies are pre-eminent (according to its size, location, activity...)			
Supporting measures/programmes for start-ups (Indicate the source of the measure: sector, local, country)			
Prevalence of the new businesses (how many are still open)			

2. Information about trends in the sector.

In this point we are going to analyse new trends in two different fields:

- Related with artistic/ creative skills and
- In relation with personal or soft skills.

Please consider making a general analysis where to comment characteristics of the market, threats and opportunities and how to solve them.

2.1 Specific information about typical company profiles/descriptions/characteristics in 2020 in your country.

2.2 Specific information about typical company profiles/descriptions/characteristics expected to be required by 2030 in your country.

To develop 2.1 and 2.1 you can consult different sources such as:

- Strategic papers / reports describing company development and demands for entrepreneurs,
- Sectoral development papers (chambers of commerce, industrial organisations)
- Labour market issues / papers
- Trade union papers

2.3 Trends in general in Europe:

Which trends in general in society (demography, globalisation, COVID19,...) do you see having an impact on the hairdressing and beauty sector?

The conclusions will be an introduction to make a deeper analysis on the following issues:

Entrepreneurship. Fundamental changes in technology, the economy and society require new entrepreneurial skills.

Digitalisation and digital skills. Digital technology is implanted in the economy as a whole, affecting production, consumption and the organization, structure and management of companies.

Sustainability. Climate change is a fact and we have to face that threat.

3. Information about profiles from formal and non-formal sources with regards to entrepreneurial characteristics.

Please take into account that entrepreneurial characteristics are a set of abilities with technical, human, administrative and business characteristics, whose performance requires a diverse set of skills. Please describe the general attitude of customers, entrepreneurs and salon owners in the hair and beauty sector.

3.1 Demands in the hair and beauty sector in relation to entrepreneurship skills.

We are especially looking for ideas / materials / information that is **transferable (transversal)** from other industries and can thus be applied in our sector.

Subject	Describe	Source (link)

3.2 Information about industry specific entrepreneurial courses, modules, segments of courses and training in formal/non formal education.

- Try to group your findings in the mainstream of education;
- Do you have access to the hairdresser and beautician qualifications through the non official education systems? Can you send us these documents?
- Indicate type of school, type of students, amounts of students, duration of the course;
- We are looking for existing information in your countries/regions, if available also state the key learning outcomes.
- From VET education (please indicate EQF and National levels)
- From General higher education (please indicate EQF and National levels)
- Other fields or areas where you found interesting and transferable education

Subject/ Description	Type of Course and who provides it. Source (link)	Duration	Related learning outcome and EQF or National level



4. Information about profiles from formal and non-formal sources with regards to digitalisation and digital skills.

Please describe the general attitude of customers, entrepreneurs and salon owners in the hair and beauty sector with regard to digitalisation. Don't forget to include ideas / materials / information that is **transferable (transversal)** from other industries and can thus be applied in our sector.

4.1 Demands in Hair and beauty in relation with digitisation and digital skills.

Subject	Describe	Source (link)

4.2 Information about industry specific digitalisation courses, modules, segments of courses and training in formal/ non formal education.

- Try to group your findings in the mainstream of education;
- Do you have access to the hairdresser and beautician qualifications through the National Qualification Framework? Can you send us these documents?
- Indicate type of school, type of students, amounts of students, duration of the course;



- We are looking for existing information in your countries/regions, if available also state the key learning outcomes.
- From VET education (please indicate EQF and National levels)
- From General higher education (please indicate EQF and National levels)
- Other fields or areas where you found interesting and transferable courses.

Subject/ Description	Type of Course and who provides it. Source (link)	Duration	Related learning outcome and EQF or National level

5. Information about profiles from formal and non-formal sources with regards to sustainability.

Please describe general attitude of customers, entrepreneurs and salon owners in the hair and beauty sector with regard to sustainability

5.1 Demands in Hair and beauty in relation with sustainability and H&S.

We are especially looking for ideas / materials / information that is **transferable (transversal)** from other industries and can thus be applied in our sector.

Subject	Describe	Source (link)



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5.2. Good practices for environmental protection in hair and beauty salons + how it is monitored

Good practices related with	Description	Link to resource
Water		
Electricity		
Electrical Equipment		
Waste management		
Chemicals (hazardous substances - both direct		



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exposure and inhalation)		
Hygiene		
Financial		
Control		
Other		
How is monitored?		

5.3 Existing national or local tools and methods to analyse and improve sustainability and H&S in hair and beauty

List tool/method/certification systems	Link to resource



5.4 What is the attitude of National producers/suppliers and their development activities in relation to Sustainable hair and beauty products?

- Please take into account not only cosmetics but also furniture, equipment, salon linen...providers
- Analyse at least 5 national suppliers of each product and try to focus on the more popular in your country.
- It would be very interesting as well, to include one international provider or manufacturer (e.g: L’Oreal, Aveda, Wella, Goldwell, Olymp.....)

Name of Producer	
Link	
Describe	
Attitude/ Philosophy	
Development activities	1. 2. 3.
Certificates or guidelines followed	



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**Cooperation
with
colleagues**

Please use one table for each supplier