



Inventory/research on status education in EU and developments in the Hair & Beautysector including competences of the hairdresser/entrepreneur.



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1. Project

1.1 Background

The hairdressing sector in Europe employs more than one million people across 400.000 hairdressing salons, receiving 350 million potential customers. Hairdressing (and barbering) services, together with beauty treatment - the hair and beauty sector as it is called, form the personal services sector. Over the last years the sector has gone through a great deal of changes. The sector often has more affinity with knowledge about their profession than with the other aspects of the business. Attention to labour, sustainability and environment, health and safety, marketing and services are success factors for the future. A lot of these aspects you could share under the label: sustainability & future oriented skills.

1.2 Motivation

In this Erasmus+ project, we gather facts through an inventory of the hairdresser's competences in 2030, the desired situation in a sustainable salon and focus on environmental aspects (core of a simple standard), competences needed to reach this situation and research on two diagnostic self-assessment tools to map the current situation on:

1. competence level and measuring the gap on profile and future competences and
2. the gap of the level towards the sustainability system on environment and sustainability in schools (salon).

The outcomes of the inventory will be discussed with experts and the results will later on serve as the input for developing the self-assessment tools, the learning material on environment in a sustainable salon and awareness material on sustainability.

The project works with a final sector conference with student participation along the project. Using the competences of the different partners, their network, the experts, entrepreneurs in the sector and the teachers and students in the conferences and at home in the schools we combine knowledge and perseverance to finalize the task in a good way.

1.3 Partners in the project

	the Vocational Education Training institute for management, marketing and leadership in the print media and creative industries in the Netherlands. Stivako is the coordinator of this Erasmus plus project.
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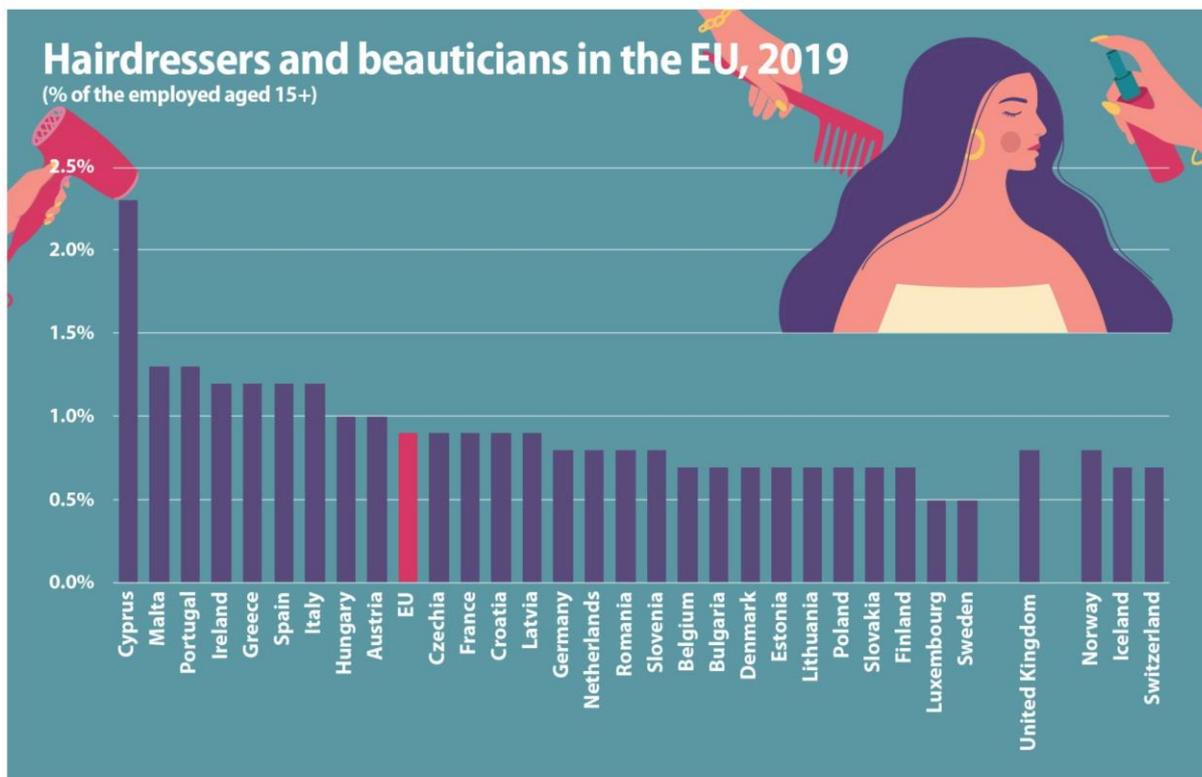
	<p>Like community colleges in other countries ROC focus them on vocational education and training for students from the age of 12 and adults in their region.</p> <p>The Hairdressers department is located in a new building in Amsterdam that was officially opened in September 2012.</p>
	<p>UBK/UCB, better known in the industry as Febelhair.org, is the occupational federation for all Belgian hairdressers, and specifically for the 6256 employers in the hairdressing sector represented in the national Social Dialogue.</p>
	<p>The institute Richtpunt campus Oudenaarde is part of the provincial schools of the province of East Flanders. Our school offers different opportunities to obtain a certificate or diploma. We offer fulltime regular education, but also dual learning, where students have a combination of learning in school and in the hair salon.</p>
	<p>El Palo was opened in 1979 and currently serves over 800 students and has 62 teachers who are allocated among the following levels: secondary school, baccalaureate, adult education and vocational training. Our offer in VET studies are related with the Personal Image Sector:</p> <ul style="list-style-type: none"> - two courses of Basic Professional Education in Hairdressing and Beautician - two training courses of intermediate level in hairdressing and beautician - two advanced vocational training in Beautician and Personal Image Consulting (fashion, communication skills, protocol...) -

	<p>IES Universidad Laboral de Málaga is one of the largest Public Secondary and Vocational Training Educational Institutions in the Andalusia region. In recent years, the centre has a positive experience in Erasmus projects in the area of higher level professional training, and a high potential to continue expanding that international offer.</p>
	<p>IOFS-FP Lombardia is a VET institute, present on Italian regional territory of Lombardy with six accredited local institutes for vocational training and employment services, dislocated in four provinces. The association carries out professional training activities in the following sectors: hairdressing and wellness, catering and bars, bakery and pastry, sales and office work</p>
	<p>Istituto Veneto per il Lavoro IVL is Confartigianato del Veneto's training Centre, the most important local association of small and medium-sized entrepreneurs that associates more than 55.000 craft businesses. IVL aims to implement activities at local, national and international level, in order to facilitate the development and growth of small and medium-sized enterprises through projects and services in the fields of counselling, training and education.</p>

2. Hairdressers and beauticians in the EU

In the European Union (EU), 1.7 million people aged over 15 were employed as hairdressers and beauticians in the, representing 0.9% of total employment (data from 2019 Eurostat).

The majority of hairdressers and beauticians in the EU were women (86%). Over two-fifths (42%) of hairdressers and beauticians were aged 15-34, closely followed by those aged 35-49 (38%). Hairdressers and beauticians aged 50 or above accounted for 21% of those employed in this sector. Among the EU Member States, Cyprus recorded the highest share of hairdressers and beauticians (2.3% of total employment), followed by Malta and Portugal (both 1.3%), Ireland, Greece, Spain and Italy (all 1.2%). By contrast, the lowest shares were recorded in Luxembourg and Sweden (both 0.5%), followed by Belgium, Bulgaria, Denmark, Estonia, Lithuania, Poland, Slovakia and Finland (all 0.7%).



ec.europa.eu/eurostat

2.1 European Haircare market

Hair Care market is segmented (product) under Hair Colorants, Shampoos, Conditioners, Hair Oil, and Others. Europe Hair Care helps men and women maintain their hair's health and cleanliness while also protecting it from harm. Shampoo, conditioner, oil, serum, and other hair-nourishing treatments come in a range of liquid, gel, cream, and lotion forms. There are a variety of products on the market for varied applications depending on the type of hair.

Further, the Europe Hair Care Market is segmented in other ways: based on the distribution channel, the market is segmented under the channels of supermarkets, specialty stores, online stores, and others. On the basis of end-user, the market is segmented under women, men and kids. On the basis of type, the hair care market is segmented under organic and synthetic.

2.2 Europe Hair Care Market Dynamics

The increasing desire for product innovations, particularly in terms of ingredients employed, is driving the expansion of the Europe hair care market. Hair care products in Europe are increasingly being made with natural/organic components, according to a global trend. In this regard, hair care products containing coconut oil, shea butter, and tea tree oils have been increasingly popular in recent years across European markets. The bulk of hair care products offered in Europe primarily affect the outer surface qualities of the hair. Modifying the technology's sub-structural components will be widely adopted in Europe in the near future.

The demand for hair products that are more sustainable/organic than conventional products has grown significantly in the hair care market, emphasizing the rising need for ethical, free from, and environmental claims. In this regard, firms are likely to concentrate their efforts in the near future on expanding their sustainability claims to include packaging materials. Shea butter has seen a considerable increase in demand in recent years across Europe. Shea butter is used in hair care products because of its unique properties in treating dry and damaged hair. Hairdressers and Beauty Salons are increasing in number across Europe to promote growth of hair care market. Many new hair and beauty businesses opened in Europe in 2020. While the number of hairdressers and hair salons has been continuously expanding across Europe, this tendency is especially pronounced in the United Kingdom. Scientific improvements in hair care technology, customer perceptions of luxury and product quality, and the increasing popularity of domestic hair care brands are all contributing to the UK beauty industry's explosive expansion.

The increased consumer demand for organic beauty products is attributed to the robust expansion of hair care products sector. Another important European market is France. The 'Made in France' logo on hair care products is still regarded as a mark of superior quality across Europe. In addition, France is a major exporter of hair care products. These factors are driving the demand for hair care market in Europe.

2.3 Europe haircare market Key players

- L'Oréal S.A. (France)
- Unilever PLC (United Kingdom)
- The Procter & Gamble Company (United States)
- Revlon, Inc. (United States)
- Johnson & Johnson (United States)
- Coty Inc. (Netherlands)
- Wahl Clipper Corporation (U.S.)
- Jemella Ltd (U.K.)

- Henkel AG & Co. KGaA (Germany)
- Codibel n.v/s.a (Belgium)
- Davines S.p.A. (Italy)
- KIEPE s.r.l (Italy)

The market size in US dollars in 2020 was: USD 22.14 Billion. The expected market size in 2027 is estimated on: USD 36.78 Billion (source Stellar market research).

2.4 Trends in Haircare in Europe 2022

E-Commerce

While everything is becoming automated and digitised, the hair salon is still a very hands-on and face-to-face service. Due to COVID-19 most European markets saw almost 50% growth in e-commerce sales in 2020. This rapid increase enabled many markets to maintain a reasonable performance despite several months of salon closures. The United Kingdom, Germany, and the Nordics region are leading e-com players, accounting for more than 50% of all e-commerce sales in Europe.

Sustainability more Important

The pandemic boosted the demand for organic, vegan, and sustainable hair care products. Several brands were able to grow thanks to their natural-oriented positioning despite the unfavourable market situation. Also more salon-owners are investing in making their work processes in the salon more sustainable. Use of energy, water and reducing waste.

Big players were also following this trend with natural-oriented launches. In 2020, the first brand launched its sustainable in-salon Refill Bar, with 92% recycled plastic bottles and 85% bio-based PE labels.

Social media

Social media may not sound like a new sector trend and it certainly isn't. But if your salon's interior isn't "instagram-friendly" yet, it is important to aim for it. Users of social media expects to see a showcase with nice pictures of your workplace and most importantly your hair transformations and styling. The customers might share your salon interior and their new haircut with their friends on social media! "Instagram-worthy salons" are aesthetically pleasing with modern and elegant furnishings, and distinct stylized interiors.

Independent Hairdressers/stylists are growing in numbers

As salons across the globe were closed for a considerable period, many stylists decided to take the independent route. In some EU-countries, where more than half of the hairdressers are working independently, registered increases in the number of independent workers.

Other markets where these numbers were particularly strong were Germany, Austria, the Netherlands, Russia, and Spain. Independent stylists are certainly a group to be watched for by manufacturers, already representing a considerable purchase force in many markets.

2.5 Hair & beauty and certification – the world of standards & guidelines

This section should give you an overview of the certifications used in the Hair and Beauty sector in this research.

2.5.1 The EU Ecolabel

The EU Ecolabel²⁷ is a voluntary scheme, which means that producers, importers and retailers can choose to apply for the label for their products. The life cycle of a product begins with extraction – the mining or cultivation of the raw materials, such as cotton (for textiles) or wood (for paper products). It continues with manufacturing and packaging, distribution, use and finally the “end of life” stage, when the product is disposed of or recycled.



When developing EU Ecolabel criteria for products, the focus is on the stages where the product has the highest environmental impact, and this differs from product to product. In addition, product-specific criteria ensure that any product bearing the EU Ecolabel is of good quality with high performance. Criteria are developed and revised in a transparent way by a group of experts and stakeholders.

2.5.2 ISO 14001

ISO 14001 is the international standard that specifies requirements for an effective environmental management system (EMS) in a company or organization. It provides a framework that an organization can follow, rather than establishing environmental performance requirements.

ISO 14001 is a voluntary standard that organizations can certify to. Integrating it with other management systems standards, most commonly ISO 9001 (quality), can further assist in accomplishing organizational goals.

2.5.3 ISO 16128

ISO 16128 provides guidelines on definitions for natural and organic cosmetic ingredients. In addition to natural and organic ingredients, other ingredient categories which may be necessary for natural and organic product development are defined with associated restrictions.

2.5.4. The Cosmos standard

The COSMOS standard covers in detail all aspects of the supply, production, marketing and control of cosmetic products. COSMOS accredited certification bodies inspect each of these aspects when certifying an organic or natural product.

2.6 Conclusions and recommendations Hair & Beauty sector

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 is directly caused by repeated work processes, long hours of work standing, few breaks and non-ergonomic equipment.

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. Many suppliers provide what they present as 'ecological', 'green' or 'bio' products. Unfortunately only 2% in a cosmetic product needs to be organic to be allowed this label. Many of the so-called 'green' products do still contain for instance persulfate or other hazardous substances and both the professional and the consumer needs to be more than well-informed to find the way in the jungle.

There are though a growing trend to reduce hazardous substances. Experiences from Belgium have shown that hairdressers can be agents of change putting sustainability on the agenda locally by using simple visible tools and dialogue. The empowerment of hairdressers to take charge of changing the situation step by step could be a way forward. The conclusion must be that there is a need to increase awareness and new practises in both education and the sector in general.

3. Important Developments in society

Many developments in Society are going on that affect or will affect the salons. In this chapter we will give an overview of the most important megatrends.

3.1. Demographic Change

The name “Silver Society” characterises the worldwide demographic change towards an older society as a result of increasing life expectancies due to medical advances along with rising quality of life and standard of living all over the world. In parallel, the traditional image of elderly people is replaced by new lifestyles. Instead of retiring, people engage voluntarily and participate in social activities. Furthermore, the “Silver Society” opens a huge market potential for the economy which can be developed by tailoring products and services especially for this group of customers.

Another huge demographic developments is the increasing cultural diversity in European countries. For example in the Netherlands 26,3% of the population have a migration background, with 14,8% from non-European countries. In general more people are living in cities than in rural areas.

The Impact:

- *The average age of both entrepreneur and customer is rising.*
- *Focus on comfort and service: mobile hairdressers, picking up and bringing customer to the salon, services in nursing homes, attention for location an accessibility...*
- *Shrinking of agricultural areas and growth of cities.*
- *Big cities are good for hairdressers focused on younger target audiences, but younger audiences less frequently visit the hairdresser.*
- *Increase in cultural diversity within the workforce. If the staff is a cultural reflection of the customers, then it will appeal more to the customer.*
- *Customers require a different offer of services. Other wishes concerning treatment of hair, offering of special services, separate space or entrance for women with head scarfs...*
- *Creation of other types of hairdressing salons, specialised in Afro, Asian,... hairstyles.*
- *Increase in cultural diversity within the workforce. If the staff is a cultural reflection of the customers, then it will appeal to more the customer.*
- *Customers require a different offer of services. Other wishes concerning treatment of hair, offering of special services, separate space or entrance for women with head scarfs...*
- *Creation of other types of hairdressing salons, specialised in Afro, Asian,... hairstyles.*
- *Increase of entrepreneurs of a higher age.*
- *Risk of skills shortage*

3.2. Digitalisation

The so-called *digital transformation* is the overlying trend that dominates the debate on the future of industry, work, society etc. The digitalisation still has outstanding effects on the future of all industries and sectors. The implications on the organisation of the future as well as the mode of working in the future are tremendous.

The Impact:

- *More Individualised products and services*
- *Marketing via digital channels (social media), digital display windows, websites with appointments-settings, app/e-mail communication with reminders and special actions.*
- *Cloud-computing becomes usual.*
- *High-demand on data privacy protection.*
- *Big data is central – artificial intelligence, deep learning and data analytics deliver hints for (individualised) new products and services.*
- *Apps, for example for trying out hairstyles*
- *Sales of products (interesting when customers do not live close by)*
- *Vending machines for hair products*
- *Cash register software*
- *Mobile payments, useful if your saving system can be used on their mobile (customer cards,*
- *loyalty systems...)*
- *Asking for client satisfaction and reviews*

3.3. Neo-ecology

Neo-ecology is more than just nature conservation or opposition to major industry. Sustainability and efficiency characterize every area and combine economy, ecology, and social responsibility. More and more consumers prefer “good” brands and companies that offer more than just a product. Ethical and ecological aspects of products and brands affect the purchase decision of a customer. These companies promise to make a contribution to the lives of their customers, employees, and society as a whole. Furthermore, regional supply chains gain in significance.

The impact:

- *There will be an increasing awareness of sustainability of products and services.*
- Fifty percent of Belgians is willing to leave a traditional hairdressing salon for a salon that enacts sustainable initiatives. Sixty percent of customers think sustainability needs to be a fundamental part of the company and also 60% of young people (18-24 years) are willing to pay more for a product/brand that supports an important issue from them.
- *There will be a demand for “meaningful” jobs (in particular young employees)*
 - *Products and services must solve problems with social benefit.*
 - *Sustainability and social responsibility are important elements for the presentation of the company in public.*
 - *Use of eco-friendly materials.*
 - *Increase of re-usable packaging.*
 - *Use of new/eco-friendly materials.*
 - *Plastics will be replaced by paper or ecologically compatible materials.*
 - *Use of gamification to motivate people turning to an eco-friendly lifestyle.*

3.4. Mobility

Mobility characterises our today's society that follows a flexible, mobile lifestyle where fixed places such as working offices and living spaces lose their importance. People expect a 24/7 mobility as the traditional 9-to-5 rhythm diminishes due to rising expectations and demands for products and services that are available around the clock. However, the worldwide rising mobility demand causes greater stress to the environment which is why new, sustainable technologies need to be developed.

The impact:

- *There will be an increase of number of people working in home-office to avoid mobility ("third places").*
- *There will be a 24/7/365 availability of products and services.*
- *Gamification for instruction-purposes.*

3.5. Urbanisation

More than half of the world's population is living in urban settlements – and projections show that this development will continue. The trend "Urbanisation" characterises this development and the overall diffusion of the urban way of life. The future of cities is smart, green, sustainable, connected and worth living. However, the dynamics of this trend, especially in emerging nations lead to great issues such as lack of public transportation, infrastructure and living space along with environmental deficits. Furthermore, rural exodus leads to loss of services such as business enterprises, school and public transportation in rural areas due to decreasing purchasing power and lack of economic efficiency. When we look at the impact of this to work and the organisation of the future, there are some important aspects.

The Impact:

- *Realisation of work-life-balance becomes easier – journey to work declines.*
- *Regional competition increases (regional concentration of companies).*
- *New markets and target groups can be developed.*

3.6. Connectivity

"Connectivity" names the movement to a world that is increasingly organised into networks. Whether online or off-line, everyone maintains a diverse array of connections to others and almost all are digitalised. Smart devices, which are connected and communicate with each other via the internet, are also becoming increasingly commonplace. In every area of life, whether professional or personal, they are interconnected and smart.

The Impact:

- *Potential result: shift in entrepreneurship – platforms simplify the process of finding the right partners for a cooperation etc.*
- *Social-media / networks become more and more important for communication with customers, suppliers, etc.*

3.7. Diversity

The trend “Diversity” represents the dissolution of traditional gender roles in the professional and personal life. While more women seek for leadership positions and worklife-balance models that allow to combine work and family responsibilities, men are claiming their right to spend time with their families. Changing role and career models will have great impact on society and economy.

The impact:

- *Increase of female entrepreneurship / entrepreneurs.*
- *Significance of cross-cultural solutions increases.*
- *New customer groups – personalised products and services.*
- *Diversity as an important feature to increase the attractiveness of a company as an employer.*
- *Important premise for successful work in cross-cultural teams and multidisciplinary projects.*
- *Targeted marketing campaigns can be tailored to the individual addressee concerning gender, cultural background, handicaps etc.*

3.8. Globalisation

The trend “Globalisation” characterizes the ongoing integration and internationalization of markets along with the growing effects on society, ranging from the educational system to the private sphere and relationships. Increasing exports and more involvement of emerging nations (BRIC, Next Eleven) in the world trade result in an economic growth which boosts the development of a new middle class in these countries. However, the economic dimension is just one part of it: Boundaries between different cultures are becoming more fluid and various ways of living and consumption are blended.

The impact:

- *There will be new customer groups.*
- *(cross-)cultural sensitivity grows.*
- *Teams are more and more multi-cultural.*
- *Individualised marketing campaigns need deep knowledge of cultural characteristics.*

3.9 New Work

New Work is a result of the radical changes that society and economy are undergoing. It characterises the merging of work and leisure due to work flexibilisation and the new value of human beings in an automated, digitalised and globalised working environment. The transformation from an industrial to a knowledge society, based on creating immaterial value, will result in changing corporate structures and employer behaviour. The workforce in areas such as service, information, and creativity will become a key factor for the global economy. Processes, experience, and ideas will become increasingly important.

The impact:

- *Chance for employers on how to use different leadership styles for different groups in the company, side by side of each other.*
- *Importance of lifelong learning increases.*
- *More independence can have positive impact on female entrepreneurs.*
- *Work-life-learn-balance becomes more and more important.*
- *Organisation of work becomes more complex.*
- *Incentives gain importance for retention management.*
- *New organisational structures must reduce hierarchies and have to facilitate extensive participation of employees in development and decision-making-processes.*

3.10 Culture of knowledge (Knowledge Society / New learning)

In the future more human beings will be able to have access to it considering the achievements of the digitalisation. The trend „Culture of knowledge” describes the change from an industrial to a knowledgeable society where the “culture of knowledge” decides whether individuals, companies and political economies are well prepared for the future.

The impact:

- *Increasing interest in learning.*
- *Increasing request for information.*
- *Chance for further market segmentation.*

3.11 Health-Lifestyle

Health is no longer merely the absence of illness, but is a lifestyle in its own right. Working on the body, mind and soul with the aim of achieving greater vitality has become a philosophy of its own. Healthy living today mainly means an optimised ability to perform and compete along with gaining a feeling of well-being. Thanks to digitalisation, the trend “Health-Style” has become an omnipresent companion to our daily lives. Health assistants are moving into our homes and devices and enable independent monitoring of our own vital signs. However, the democratisation of knowledge and digital health assistants will impact on the entire health system. Patients will become more confident and autonomous, while doctors will be confronted with demands for more transparency and self-determination, and the perception of health experts will shift from “gods in white” to “service providers in white”.

The impact

- *Increase of health (pharmaceutical) and wellness products and services.*
- *Awareness of employees and entrepreneurs for health and work-life-blending increases.*
- *Potential for new products.*

3.12 Individualisation

Individualisation establishes a new culture of choice. For more than 100 years, society has been characterised by the drive toward greater autonomy and selfdetermination together with the decline of classical hierarchy models. People shape and display their identity and personality through their consumption and the search for new connections. Important life decisions are postponed in order to retain as many options as possible for as long as possible. Thus, traditional lifestyles are changing and the image of a traditional family is replaced by freely chosen associations such as friends or topic-based communities. The economy can use the potential of this megatrend by developing personalised products and services based on modular concepts.

The Impact:

- Customers visit the hairdresser WHEN it suits them; this will have an impact in opening hours: the majority of customers want an appointment after their office hours.
- Customers visit the hairdresser WHERE it suits them; this does have an impact on location: shopping mall hairdressers, airport hairdressers, train station hairdressers, festival hairdressers, at diverse daycares it is possible to let your children get haircuts....

3.13 Safety and Security

Safety & Security is a result of the ongoing digitalisation in every area of life and the risks that come with it. While government institutions retreat from its provision, corporations and individuals take increasing responsibility. Finally, every human being needs to deal with the risks that come along with the benefits of digital products and services.

The impact:

- *Increasing awareness of data-security.*
- *Rising demand for secure solutions in any (digital) market.*

3.14 Economic developments

Looking at this 21th century there have been several economic crises. First of all there was the Internet-crises (year 2000) when the Internet-bubble came down to earth, with many economic consequences. From 2008-2013 there was the Financial Crises. Many people lost their jobs, banks hardly could be saved, companies closed their doors. In 2022 a new economic crisis has been announced due to the energy-crisis and the war in Ukrain.

The impact:

- *Customers will have less purchasing power; many customers will have less to spend in the coming years.*
- *Increase in vacancy in certain shopping areas. This also impacts the hairdressing sector, because hairdressing salons are often dependent on visitors which a specific shopping area attracts.*

4. Competences

In this chapter we discuss the impact of the trends in the last chapter (3) on the competences of the entrepreneur in the hairsalon. A professional qualification file has been drawn up in 23 European countries. It states what you need to know and be able to do in order to practise a profession. You can obtain a professional qualification by following a course or by recognizing acquired competences.

Febelhair (Belgium) has made an overview regarding the educational competences regarding *sustainability, digitalization and entrepreneurship*, included in the official educational curricula of all EU countries (as far as available) within the hairdressing and beauty sector.

We collected the professional qualification files for hairdressers and beauticians from 23 countries in the EU. In some countries it was one document, in others countries 10 documents. We have read through all the vocational qualification files per country and extracted all the actions within the topics sustainability, entrepreneurship and digitalization. We prepared an Excel document (Overview Table Future Skills 2020) and assigned the topics to each subject and country. The overview table can be found in the attachment

- Annex 1 = overview table hairdressers 2020

- Annex 2 = overview table beautician 2020

4.1. General competences in the future

We started to look at the results of existing research and European reports about the competences in the future. In the OECD report about the future of education and skills in 1930 (OECD 2019), it becomes clear that students should develop what is called “transformative competencies”. These are the types of knowledge, skills, attitudes and values people need to transform society and shape the future for better lives. These have been identified as:

- Creating new value,
- Reconciling tensions and dilemmas,
- Taking responsibility.

These *transformative* competencies can be used across a wide range of contexts and situations. All three transformative competencies can be seen as higher-level competencies that help learners navigate across a range of different situations and experiences (Grayling, 2017).

Other important competences according to (Laukonen, Biddel and Gallagher, 2018) will be:

- the ability to cope with uncertainty;
- develop new attitudes and values;
- act productively and meaningfully (even when goals shift).

Creating new value

In order to create new value, entrepreneurs need to have a sense of purpose, curiosity and an open mindset towards new ideas, perspectives and experiences. Creating new value requires critical thinking and creativity in finding different approaches to solving problems, and collaboration with others to find solutions to complex problems. In evaluating whether

their solutions work or not, students may need agility in trying out new ideas and may need to be able to manage risks associated with these new ideas. Entrepreneurs also need adaptability as they change their approaches based on new and emerging insights and findings.

Reconcile Tensions and dilemmas

To reconcile tensions and dilemmas, students need first to have cognitive flexibility and perspective-taking skills so that they can see an issue from different points of view and understand how these differing views result in tensions and dilemmas. Students also need to show both empathy and respect towards others who hold views different from their own. They may also need both creativity and problem-solving skills to devise new and different solutions to seemingly intractable problems, particularly skills in conflict resolution. Reconciling tensions and dilemmas can involve making complex and sometimes difficult decisions; therefore students need to develop a sense of resilience, tolerance for complexity and ambiguity, and a sense of responsibility towards others.

Taking responsibility

Taking responsibility requires having a strong moral compass, locus of control and sense of integrity, whereby decisions are made based on whether the resulting action will be for the broader benefit of others. Compassion and respect for others are also important for this competency. Critical thinking can be used as one reflects on one's actions and the actions of others. For this competency, having a sense of self-awareness, self-regulation and reflective thinking is of particular importance. It is also important to build trust before taking responsibility. When students are trusted by their peers, teachers and parents, they are more likely to take responsibility for their actions.

Sources:

Laukonen, R., H. Biddel and R. Gallagher (2018), Preparing humanity for change and artificial intelligence: Learning to learn as a safeguard against volatility, uncertainty, complexity and ambiguity, OECD, <http://www.oecd.org/education/2030/Preparing-humanityfor-change-and-artificial-intelligence.pdf>.

OECD: OECD Future of Education and Skills 2030, Conceptual learning framework, TRANSFORMATIVE COMPETENCIES FOR 2030

OECD Social, Employment and Migration Working Papers No. 275, The environmental sustainability competence toolbox: From leaving a better planet for our children to leaving better children for our planet (2022).

4.2. Competences Entrepreneurship

In our European survey about the competences of the entrepreneur we have found many different competences for the future, as an extension of the general competences that have been published by the OECD. As we expected the competences in the different countries were different, but also there were many agreements.

The traditional competence profile of an entrepreneur includes the following aspects and subjects:

- Accounting and finance.
- Balancing of accounts.
- Controlling.
- Law (work/labour, taxes etc.).
- Management and organisation.
- Leadership.
- Marketing and distribution.
- Communication.
- Public relations.
- Logistics.
- Professional experience.

These traditional competences will still apply for the salon entrepreneur in 2030. We discuss some of these competences in the perspective of the entrepreneur in a hair- and beautysalon.

Finance

Important competences for entrepreneurship have to do with finance, marketing, personnel and sales. The entrepreneur therefore has to be able to develop a business plan and as derivatives a marketing plan and a financial plan. In Germany the respondents do think it's important that the entrepreneur is able to assess the company's investment needs and its financial resources, draw up a cost estimate, is able to calculate contribution margins and balance outcomes economically. Furthermore the German respondent thinks the entrepreneur should be able to calculate the company's performance ratios and take these in consideration.

It is clear that the entrepreneur does need financial competences to run the salon, but when she/he isn't capable to analyze the financial aspects, it's wise to hire an accountant to get sufficient financial information and more detailed performance ratios.

Marketing and Sales

The entrepreneur needs marketing and sales competences. Important for the entrepreneur is to have a mission and vision of his salon: what is our proposition (What value do we deliver and to whom?) and how do we want to develop in the next years.

Marketing communication should be linked to social media and the use of statistics like Google Analytics. Customers will be better informed through the use of social media and an interactive website. Also it will be very important to have knowledge about the customers, the prospects and subjects, so the entrepreneur is able to communicate specific to these target groups.

Finally the salon should develop competences in 'customer experience', meaning to be aware of the impact of all the non-verbal and verbal communication of the salon on customers.

Communication skills

One of the most important competences of customer care is to be able to communicate with customers. It takes several communication skills to understand the customer: to listen

carefully, to advice the customer in the right way, to have a nice conversation, to solve a problem with a customer and to be able to solve a conflict.

Teamwork and Cooperation

The entrepreneur will have a team around her/him. To be effective it's important that the entrepreneur is able to assess the effectiveness and efficiency of the team, according to the goals of the company. Also it's important the entrepreneur is able to have regular team-meetings to discuss the progress of the salon, it's people, finance, sales, clients, but also the process of sustainability. These meetings can sharpen the strategy of the salon.

In the same way the entrepreneur has regular teammeetings, she/he should be aware of the importance of have conversations and meetings with suppliers, other organisations and with people in the business network.

It also becomes clear that it will become more difficult to find qualified staff.

Learning and development

In this fast changing times, it's very important to keep learning and developing the team. By learning the entrepreneur will learn about new techniques, new products, new materials and about possibilities to become more sustainable. Learning is also about working with various ethical hair types, new hairproducts and possible sustainable changes.

4.3. Competences Sustainability

Competences in sustainability are the interlinked set of knowledge, skills, attitudes, and values that enable effective, embodied action in the world with respect to real-world sustainability problems, challenges, and opportunities, according to the context.

Environmental sustainability aims to improve human welfare through the protection of natural capital (e.g. land, air, water, minerals etc.). Initiatives and programs are defined environmentally sustainable when they ensure that the needs of the population are met without the risk of compromising the needs of future generations. Environmental sustainability places emphasis on how business can achieve positive economic outcomes without doing any harm, in the short- or long-term, to the environment.

The competences of sustainability in 2030 for a hairdresser, including the salon-entrepreneur, are in many ways the same that universally apply for sustainability. On the other hand many competences apply especially for the hairsalons.

Sustainability Management

The first step of becoming more sustainable is to become more aware of the use of resources, like water, electricity and hair products. The second step is to control and to manage the use. This needs competences in analysing, recording, control and management. The same is for waste management. To become aware is the first step, the next one is to improve the waste management of products. It's about the management of packaging, recycling, re-usability of products.

Management implies also to apply hygienic and safety rules, apply knowledge of ergonomics and apply knowledge about how to use protective equipment.

Sustainability ('Green') Marketing

The competences of sustainability includes green marketing towards customers. Green marketing (or environmental marketing) is the promotion of environmentally friendly products, services, and initiatives. More specifically, green marketing refers a broad range of environmentally friendly practices and strategies. Some green marketing examples include:

- Using eco-friendly product packaging made from recycled materials
- Adopting sustainable business practices
- Marketing efforts communicating a product's environmental benefits
- Investing profits in renewable energy

Learning and knowing

An important competence is to organise continuously updates of sustainable, health and safety knowledge training for the hairdressersteam. Hairdressers and beauticians need to learn how to rely less on single use plastics, and non-recyclable products, as these will be phased out of the economy. Learning implies also to look further, like how do clients and products move to and from the salon, how can this become more sustainable?

Another competence is to be informed, f.e. by specialists and business-communities, on a regular basis about occupational health and safety, fire and environmental protection regulations and requirements of ergonomics.

4.4. Competences Technology

Digital innovations can be key enablers for the green transition, while the greening of digital technologies is a critical success factor for the digital transformation. Digital innovations can support the green transition. Digital technologies are key to monitoring, with precision, the state of the environment and assessing the impact of policies and interventions with the aim of identifying good practices and bringing such practices to scale. For example, satellites allow for real-time collection of data on greenhouse gas emissions and deforestation, allowing for greater transparency in countries' commitments to reach global environmental agreements.

Many students who do have good levels of environmental sustainability competence do not have similar levels of digital competence and vice versa. Many students throughout EU countries reported low levels of interest in digital tools, a lack of self-efficacy when using digital tools and low levels of self-reported digital competence.

Combining strong environmental sustainability competence with solid digital skills is key to the profound rethinking and retooling that is necessary to adapt the energy, urban, transport, housing, agriculture, clothing and beauty industries – to name just a few – so that they reach climate change goals.

Knowledge of Automation and ICT

Automation is the key question: which aspects of hairdressing and being a beautician can become obsolete? In fact a lot of functions in the salon are already computerized. Hairdressers and entrepreneurs should have basic knowledge of ICT. Future hairdressers and beauticians need to be able to involve customers of different ages and social backgrounds, who might be hesitant to new technologies (44 % of EU citizens do not have basic digital skills). They should be able to work with software (apps) that is linked to salons. Like to work with an app that gives a digital preview of haircuts or 3D-modelling. Knowledge of social media is necessary, because of marketing purposes (new customers, retaining existing customers). Knowledge about an online booking system is also necessary, changing consumption patterns will require flexible strategies: shoppers are less inclined to visit physical retailers and increasingly order online. This also reduces visibility of visitors at salons. Entrepreneurs should have knowledge of administrative systems (bookkeeping, invoices, accounting).

5 Inventory/research

In the project several (desk)research/inventories have been implemented.

1. Inventory I

Febelhair, Richtpunt Campus Oudenaarde and IES EL PALO Malaga jointly developed a questionnaire that was filled in by each partner. By means of the questionnaire we collected information about:

- Training and courses within education in the different partner countries
- Requirements and competences, profiles and skills in the sector in terms of entrepreneurship, digitisation and sustainability
- Trends, future requirements/skills in entrepreneurship, digitisation and sustainability

The blank document can be found in Annex 3.

In 5.1 an overview of the results are presented. The questionnaire was implemented in the participating countries.

2. Inventory II

was set up and executed by El Palo (Spain) and CIOFS (Italy). The survey was aimed at:

- a. hairdressers (independent hairdressers, teachers) and
- b. clients.



(Dragnsurvey, sd)

5.1 Survey and information about the sector

In this paragraph we show the results on:

- Information about courses, modules, segments of courses and training Entrepreneurship (2020)
- Future competences/profiles/skills in the sector (2030),

divided in entrepreneurship, sustainability and Digitalization and digital skills.

5.1.1 Information about courses, modules, segments of courses and training in Hair and beauty

The following important data were collected:

- Type of school, type of students, duration of the course.
- From VET education (indicate EQF and National levels)

Belgium	Italy	Netherlands	Spain
<ul style="list-style-type: none"> - Secondary: Hair care / Hair stylist (5Y – Level 4) - Secondary: Hair care dual/hair stylist dual (3Y – Level 4) - Secondary: Wellness & lifestyle/ specialisation year (5Y – Level 4) - Adult education: Hairdresser, hairdresser salon manager, Barber, hairstylist, beauty professional, art nails, foot care... (Years depends on the school -Level 4) 	<ul style="list-style-type: none"> - Well-being operator – hairdressing (3Y – Level 3) - Well- being operator – cosmetic (3Y – Level 3) - Hairdressing Technician (1Y – Level 4) - Beauty treatments technician (1y – Level 4) - Hairdressing academy 5Y – Level 6) 	<ul style="list-style-type: none"> - Secondary School: Hair care assistant, hair care, hairstylist, hairdresser salon manager (5Y – Level 4) - Adult education: hairdresser, hairdresser salon manager, barber, hairstylist... (Years depends on the school – Level 2) 	<ul style="list-style-type: none"> - Secondary school (lower & upper): basic technician in hair and beauty, Hair salon and cosmetic technician (2000 hrs – Level 3&4) - Hairdressing/ beauty assistant

Hairdressers follow many training courses throughout their careers. The hairdressing world does not stand still and refresher courses are a must. Refresh/upgrading courses are often based on one specific theme such as colouring, cutting, updo or leadership

Suppliers we work with in the hairdressing salon such as L'Oréal, Wella, Schwarzkopf, Joico... offer refresher courses.

Information about courses, modules, segments of courses and training Entrepreneurship

Belgium	Italy	Netherlands	Spain
<ul style="list-style-type: none"> - Secondary + adult education: <p>When you graduate from secondary school or adult education as a hairdresser/beautician then entrepreneurship is also covered within the program. In the past you were required to have a degree in business management before setting up a hair salon/beauty salon. Now this is no longer the case in Belgium</p> <ul style="list-style-type: none"> - Private training; <p>There are many private training courses on the themes of business coaching, marketing, administration and sales. These are often very expensive courses.</p>	<ul style="list-style-type: none"> - Economic – Business management: <p>Many high schools in Italy offer a course with focus on business management and economics (5Y)</p> <ul style="list-style-type: none"> - Economic: <p>The course of study in economics is one of most popular in every University in Italy (3-5Y)</p> <ul style="list-style-type: none"> - Entrepreneurship – economics – business management: <p>This type of courses, for hairdresser or beautician, are offered by many institutions or even directly by manufactures or providers of cosmetics.</p>	<ul style="list-style-type: none"> - Secondary school: <p>When you graduate from secondary school or adult education as a hairdresser/beautician then entrepreneurship is also covered within the program..</p> <p>Divers secondary schools provides in education on entrepreneurship like Vakman ondernemen.</p> <ul style="list-style-type: none"> - High education: <p>Small business and entrepreneurship</p> <ul style="list-style-type: none"> - Private training: <p>Marketing, administration, sales</p>	<ul style="list-style-type: none"> - Upper secondary school: <p>Technician in commercial activities, technician in administrative management</p> <ul style="list-style-type: none"> - Transversal module <p>Business and entrepreneurial initiative, training and job orientation</p> <ul style="list-style-type: none"> - Higher VET <p>Higher technician in administration and finance, office director assistance, sales management and commercial spaces</p>

Information about courses, modules, segments of courses and training
Digitalization and digital skills

Belgium	Italy	Netherlands	Spain
<ul style="list-style-type: none"> - Secondary + adult education: When you graduate from secondary school or adult education as a hairdresser/beautician then ICT skills are also covered within the program. Like working with Word, PowerPoint, Excel... - Private training: social media, online booking... 	<ul style="list-style-type: none"> - ICT: Many high schools in Italy offer a course with focus on ICT. - The course of study in ICT is widely offered by many University in Italy. - This type of courses, for hairdresser or beautician, are offered by many institutions. 	<p>Secondary + adult: When you graduate from secondary school or adult education as a hairdresser/beautician then ICT skills are also covered within the program. Like working with Word, PowerPoint, Excel...</p>	<ul style="list-style-type: none"> - Basic VET program: Diploma in office computing, computer science and communications, technician in microcomputer systems and networks - In hair and beauty: 40 hrs circular economy and digitalisation. Applied digitalisation

Information about courses, modules, segment of courses and training
Sustainability

Belgium	Italy	Netherlands
<ul style="list-style-type: none"> - Secondary + adult education: When you graduate as a hairdresser/beautician then sustainability skills are also covered within the program. - Risktrainer brochure: From the sector, hairdressers and beauty, The following topics are covered <ul style="list-style-type: none"> • Safe workplace • Health protection • Hygienic • Ergonomic • Environment • Psychosocial well-being 	<ul style="list-style-type: none"> - Natural and environmental science: There's a few University in Italy offering a specific course with this focus. - Sustainability and ecological-related education: This type of courses, for hairdresser or beautician, are offered by few institutions at the moment. 	<ul style="list-style-type: none"> - Secondary + adult: Advisor innovation and sustainability - Teaching materials: Sustainability MBO – different teaching materials for sustainability in the hairsalon.

5.2 Competences/profiles/skills in the sector (2020)

In this section we are going to describe the general attitude of customers, entrepreneurs and salon owners in the hair and beauty sector with regard to entrepreneurship, digitalization and sustainability in the hair and beauty sector.

Entrepreneurship 2020

	Belgium	Netherlands	Spain	Italy
Customer	<ul style="list-style-type: none"> - Demands: • Follows many training courses • Customer-friendly • Active on social media 	<ul style="list-style-type: none"> - Hygiene and corona measures - Customer-friendly - How to find a your hairdresser? 	<p>The consumer's demands for 2021, have to do with the pandemic experience and here are the more relevant ones:</p> <ul style="list-style-type: none"> -Businesses must prioritize social action and help consumers to achieve more sustainable and healthy lifestyles. -While younger consumers prefer digital interaction, older adults are looking for contact with another person. -Working from home will be a long-term change and, therefore, seeks to socialize or carry out activities in communities with a lower population density. -Companies must provide solutions that target the consumer's desire to maximize their time by offering them greater flexibility especially with products and services that they can access from or near their homes. 	-

			<p>-People are more health conscious and demand hygiene products, while looking for solutions to avoid less contact and prevent the spread of coronavirus.</p> <p>-Businesses should provide services and products that support people's resilience, health and mental wellness.</p> <p>-Companies must support work-life balance, productivity and communication needs</p>	
Salon owners	<ul style="list-style-type: none"> - Following a business management training course. - Knowledge of: <ul style="list-style-type: none"> • Sales • Price calculation • Customer administration • Management • Accounting • Communication 	<ul style="list-style-type: none"> - Make a business plan Which contains <ul style="list-style-type: none"> • Who you are as an entrepreneur • Personal characteristics • Your idea • Your company • Legal form • Name and location • Your marketing strategies • Your financial plan - Marketing - Stay up to date with the latest trends in 	<p>Most of the salon owners think that to succeed in this sector you need more than just manual skills, it is essential to have</p> <ul style="list-style-type: none"> -Passion and tenacity -Inspiring affection and empathy. - continuous training and permanent updating -creativity, artistic sense and trends hunting -achieving new challenges <p style="text-align: center;">- Demands:</p> <p>One of the bigger demands of salon owners and entrepreneurs is a reduction of VAT from 21% to 10%.</p> <ul style="list-style-type: none"> -Selling techniques -Specialization - Salons management -Cosmetics composition and effects. -Digital tools - Technological innovation <p>Over the past five years sustainability (Clean &</p>	<p>Most wanted entrepreneurship skills 2021</p> <ul style="list-style-type: none"> - Innovation - Communication - Economic and administration - Creativity Ethic and sustainability

		profession and entrepreneurship	Safe, Better for the Plant / Eco-friendly, Ethical Beauty and Natural) has moved from a trend to a business imperative.	
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Digitalization and digital skills 2020

	Belgium	Netherlands	Spain	Italy
Customer	<p>Online booking system Free Wi-Fi Mobile payment / contactless payment Example hairstyle on tablet</p>	<p>Online booking system Free Wi-Fi Mobile payment / contactless payment Example hairstyle on tablet</p>	<p>Integrated online booking service for salons. Spaniards are reluctant to book an appointment via the Internet (only 13% would do it online, 52% by phone and the rest do it in person)</p>	
Salon owners	<ul style="list-style-type: none"> - Digital accounting software - Online booking system - Social media - Mobile payments 	<ul style="list-style-type: none"> - Digital accounting software - Online booking system - Social media - Mobile payments 	<p>Technologies such as Machine Learning and artificial intelligence already allow beauty professionals to perform everything from hair diagnostics</p>	<p>Most wanted digitalisation skills 2021 Use of social media, management software, e-commerce tools, office automation software, online citizenship...</p>

	<ul style="list-style-type: none"> - Web shop - Digital learning 	<ul style="list-style-type: none"> - Web shop - Digital learning 	<p>to showing clients complete makeovers from their mobile device.</p> <ul style="list-style-type: none"> -To analyze business data to discover risks and opportunities. - To create better experiences for the clients and motivate their loyalty. - To increase the ability to generate income. - To create competitive advantages over other salons. - To have the ability to react quickly to changes on internal or external needs. -To reduce operating costs. -To improve the efficiency of work processes 	
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Sustainability 2020

	Belgium	Netherlands	Spain	Italy
Customer	For customers, sustainability is less important. They come for the service.	Sustainability is already becoming more important for costumers and it will influence their choice of salon.	Natural Produces Free from Parabens, Silicons and colorants Recycled plastic bottles Less plastic Eco labelling	
Salon owners	<ul style="list-style-type: none"> - Recyclable materials - Water saving - Sustainable energy - Ergonomic - Bio products 	<ul style="list-style-type: none"> - Recyclable materials - Water saving - Sustainable energy - Ergonomic - Bio products 	<ul style="list-style-type: none"> -Sustainable practices Natural produces - Wastes -Safety at work 	<p>Most wanted Sustainability skills 2021</p> <p>Energy saving, water saving, waste reduction, air quality...</p>

Local tools and good practices for environmental protection, sustainability

Tools, methods	Description	How is it monitored
Water	<ul style="list-style-type: none"> - Showerhead: Doubles the water pressure and creates a powerful flow, so halving the rinsing time. Save up to 65% of water consumption - Devices to save water: temperature or flow control taps, jet concentrators, pearlizers - Closed taps when shampooing - Use of one use towels - Use of hair filters to avoid drain clogs 	Water bill
Electricity	<ul style="list-style-type: none"> - Solar panels - Heat pump - Led lighting - Recommendations - A/C set >20°C - Led lights. Low consumption appliances A+++ 	Electricity bill
Waste management	<ul style="list-style-type: none"> - Recycling and reusing materials: <ul style="list-style-type: none"> • Biodegradable towels • Eco paint pots - Hazardous waste deposit and disposal training 	Cheaper – less washing Law 10/1998, of April 21, on Waste and Royal Decree 833/1988 about dangerous and toxic waste
Chemicals	<ul style="list-style-type: none"> - Using pastas instead of powders - Ventilation system where you can make colour - Using a locked blender to mix the colours - Use of non toxic products 	Health of the hairdresser Ecocert, Icea, Aiab, Ccpb, Nature, Cosmos, Demeter y EU Ecolabel
Hygiene	<ul style="list-style-type: none"> - Cleaning the few bio-salons that exist, with organic products. Use of organic cotton towels washed with bio-products in short programs 	

Products	<ul style="list-style-type: none"> - Organic, eco, natural certified products 	Authorized national certifying organizations (European market)
Furniture	<ul style="list-style-type: none"> - Wood furniture - Use of recycled or sustainable materials in furniture 	Franchise
Other	<ul style="list-style-type: none"> - Demand sustainable policies to suppliers - Use of silencers in dryers - Ecofriendly packaging 	

5.1.2 Future demands and skills (2030)

In this section we are going to analyse new trends also in the same two different fields:

- Related with artistic/ creative (technical) skills and
- In relation with personal or soft (general) skills.

Entrepreneurship 2030

Techniques	<ul style="list-style-type: none"> - Specialise in on one topic - Specialists working together in a company 	<p>For example, a hair salon where you can only get your hair dyed or an institute where you can only get a facial. Hairdressers and beauticians specialise in one theme, which makes them excel.</p> <p>Different specialisation under one roof. Like a hairdresser, a beautician and a barber and a brow specialist</p>
Economy	<ul style="list-style-type: none"> - Small self-contained under one roof 	By working together, the risks and costs are lower. Think of joint insurance.
Social	<ul style="list-style-type: none"> - Creating opportunities for people with disabilities 	Creating trajet for people who has distance to the labour
Customers	<ul style="list-style-type: none"> - Medical attention and products or services to improve life quality. - Natural health and wellness based in non 	<p>The largest consumer segment will be the population over 60 years of age.</p> <ul style="list-style-type: none"> - More than half of the world's net worth will be in the hands of women and they spend money in different

	<p>toxic ingredients and customized cosmetics</p> <ul style="list-style-type: none"> - In home and corporate services 	ways and are more reluctant to taking risks.
Entrepreneurs and salon owners	<ul style="list-style-type: none"> - Advisory on H&B techniques for shootings and videos. - Knowledge in Green cosmetics 	<p>Water scarcity will generate a revolution in hairdressing and esthetics treatments</p> <p>-Care, relaxation and nutrition for the body and mind, with a holistic approach. The goal is to offer an express version in which client feels that we value the little free time they have but always from the excellence and luxury.</p> <p>- Especialitation and collaboration between professionals will be compulsory</p>

Digitalization and digital skills 2030

Booking	<ul style="list-style-type: none"> - Online booking system 	<p>The online booking system has been on the rise for the past three years. Will everyone be using it by 2030? The hairdresser or beautician will no longer have to worry about scheduling and will not have to do telephones.</p>
Customers	<ul style="list-style-type: none"> - Emergence of the hair and beauty on-demand/at-home concept - Personalized advice prior to service - Realistic use of "makeover" apps - Booking appointments through internet - Reliable feedback. - Costumers becoming prosumers - Valuing experiences more than possessions 	<p>On-demand services have become important as people are trying to make routine activities quick and time efficient.</p> <p>New clients may be in doubt of their needs, usual clients may be thinking of having a complete change or trying something new in addition to their usual choices.</p> <p>Having the chance to do digital consultations would provide information, simplifying and fastening the services.</p> <p>Amazon launches its first "Experience salon" in London</p> <p>Half of the world's smartphone users predict that by 2025 we will all be</p>

		<p>wearing AR wearables and by 2030, with 5G technology, the internet of the senses will take hold. They also predict wearables that can translate languages instantly, allow us to control and experience smell, sight, taste, textures and temperature digitally.</p> <p>-3D holographic displays will be a powerful tool for marketing and communication.</p> <p>Booking appointments through internet will become usual and also will help with keeping in touch with clients.</p> <p>Satisfied customers are the best recommendation and referral source for any business. Salons will encourage their clients to write reviews of the salon, staff and services.</p> <p>Favourable reviews help potential clients decide. Less enthusiastic feedback tells what weaknesses the salon should focus on and eliminate to improve the service.</p> <p>Salon owners will need to view a client visiting the salon as an experience, and look at how they can “wow” that person with everything they do. What’s great about this, is that if they do it well, people will be willing to pay a lot more for the privilege, and do a lot more to spread the word about the business.</p>
<p>Hair and beauty teachers and students</p>	<ul style="list-style-type: none"> - To find more effective ways to integrate technology into teaching and learning. - Digital technology ethics 	<p>Schools have to take advantage of the potential of technology in the classroom to tackle the digital divide and give every student the skills they need in today’s connected world Educators, in this new cybernetic world, are obliged to better prepare the new generations of “digital natives”, so that they can face the ethical and social dimensions not only of existing digital technologies, but of those that have yet to be invented.</p>

<p>Entrepreneur and salon owners</p>	<ul style="list-style-type: none"> - Digital appointments and digital customer follow-up - Collaborative and communication platforms between salons, employees, and employers of different but connected businesses, i.e: hairdressing, nutritionist, dermatologist, cosmetologist... - Deposit appointment - Software and apps to facilitate customer service, inventory management, accounting, product sales, etc. - Virtual selling and virtual learning - Polarization of demand in two groups: speed and entertainment. This will make differences in the needs of both groups of clients. - Need for data protection and reputation management. 	<p>-Clients will expect to be able to book their hair and beauty appointments from their smart phones, iPads or even their watches.</p> <p>-Online appointments grant availability avoiding busy phones, virtual receptionist, and other options.</p> <p>- Tracking salon clients to take action encouraging clients to come more frequently and spend more.</p> <p>Virtual selling and virtual learning</p> <p>Online booking systems with a deposit will let professionals insure themselves against “no-shows”.</p> <p>Owning a professional product line, selling online advice, selling proper products matching the clients needs, doing online consulting...</p> <p>Collaborative and communication platforms between salons, employees, and employers of different but connected businesses, i.e: hairdressing, nutritionist, dermatologist, cosmetologist...</p> <p>Speed: clients who want speed in the salon will be results-driven and will be looking for clinically efficient offerings; having good control of data and client preferences will help reduce time of reaction.</p> <p>Entertainment: clients who want entertainment will be willing to enjoy spaces that offer care, relaxation and nourishment for the soul; again, having good control of data and client preferences will help personalizing experiences.</p> <p>-The world's robot population is growing rapidly. Many are industrial robots, but personal robotics is growing fast. Robots washing hair or scanners analysing your skin before a face treatment will be a reality.</p>
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Sustainability 2030

Government	<ol style="list-style-type: none"> 1. Plastic removal. 2. Adjustment. 3. Good practice detection protocol. 4. Minimum level of sustainability in home appliances. 	<p>Through legislation such as 'Waste Law'.</p> <p>To unify methods with: Clarity. Quality and efficiency. National standards and international standards.</p> <p>Cleaning, Chemical hazards, recycling...</p> <p>Setting limits like energetic labels for home appliances.</p>
Labs	<p>Microplastic removal.</p> <p>Pact for the innovation of new products.</p> <p>Less harmful products.</p>	<ol style="list-style-type: none"> 1. Through research to reduce them. 2. Promoting research in more sustainable systems. 3. Testing for disease.
Consumers	<p>Reduce health impacts.</p> <p>Greener products.</p>	<p>Reducing the amount of bioaccumulation.</p> <p>Natural and homemade.</p>
Ecologists groups	<p>Removal of microplastics.</p> <p>Reduction of CFC, persulfate, carcinogenic products and those that affect reproduction .</p> <p>Decrease in water consumption and pollutants..</p>	<p>News and more ecological cosmetics.</p> <p>Greener and biodegradable products.</p> <p>Through better appliances and water treatment before going to the sewers.</p>
Neighbours	<p>Improvements in water purification.</p>	<p>Through more complete water treatment.</p>
Workers	<p>Less harmful to health products.</p>	<p>Reduction in compounds such as persulfate, benzene...</p>

	<p>Necessary equipment.</p> <p>Protocols.</p>	<p>IPE (gloves, mask, apron, glasses).</p> <p>They are fulfilled in both (men's and women's hairdressers), where there are significant differences.</p>
<p>Entrepreneurs and associations</p>	<p>New technologies (not face-to-face).</p> <p>Set goals.</p> <p>Sustainable labeling.</p> <p>Good practices.</p> <p>Higher water yield.</p> <p>Air valuation.</p> <p>More sustainable home appliances.</p>	<p>Showing yourself and raising awareness of the products.</p> <p>Reduction of electricity and carbon footprint through renewable energy, wasting reduction.</p> <p>New more ecofriendly composition</p> <p>Chemical hazards, prevention of occupational risks, improvement of recycling and cleaning protocol.</p> <p>Closed circuit and water storage, water purification systems.</p> <p>-Extraction and ventilation system (forced and natural).</p> <p>-Extractors for volatile products Led lights, efficient appliances: washing machine, dryers, hairdryers...</p>

5.2 Survey Hairdressers on digitalization, entrepreneurship and sustainability

This survey around the themes of digitalization, entrepreneurship and sustainability was aimed at:

- a. hairdressers (independent hairdressers, teachers),
- b. clients.

The survey was sent out our survey to many hairdressers, but it is not always easy to get hairdressers to fill in a survey. But 150 hairdressers filled in and returned the questionnaire.



(academie, 2016)

5.2.1 Summary survey hairdressers

We list the questions and answers. For clarification, we noted the most frequent answers that were given by the hairdressers.

Results Survey hairdressers Entrepreneurship

1. How was entrepreneurship addressed in your course?

- Business management
- Salon management
- Sales management
- Price calculation
- Starting up a mini company

**Frequently given answer: not enough attention was paid to this subject*

2. What entrepreneurship skills do you need daily in the salon?

- Management
- Leadership
- Communication
- Price calculation
- Planning
- Stock management
- Customer service/management
- Social media
- Webshop

3. Have you taken any additional training specific to entrepreneurship?

- Business management – 1 year evening class
- L'Oréal business club
- Salon emotion
- Training at Unizo (Union of self-employed entrepreneurs.) – session pre-starter course/management course.

4. How did your entrepreneurship skills evolve during your career? Which ones became more important?

- Communication (to the clients)
- Sales techniques
- Social media (website – Facebook – Instagram)
- Online booking system
- Balance between costs and income
- Get to know new companies
- Keep up with the latest trends by reading trade journals

5. What entrepreneurial skills do you think will become more important in 2030?

- Specialising on one topic
- Digitalisation (webshop, online education, social media)
- Training staff properly

Results survey hairdressers Sustainability

1. How does/did sustainability come up in your education?

- The following themes will be briefly discussed during the training. This isn't a separate course:
- Waste Management,
- Hygiene management
- Environmental Management
- Ergonomics
- Bio products

2. Have you completed any additional specific training for sustainability?

- Hairborist: organic hairdressing brand that gives the hairdresser a training before they work with the products. <https://hairborist.nl/>
- Workshops through companies (often L'Oréal)

3. What sustainability skills do you apply in your salon/school?

- Waste management (sorting - reusable materials)
- Water saving (water saving taps)
- Solar panels
- Heat pump
- LED lighting

4. How has the view on sustainability evolved during your career? What do you focus on more than before?

- This answer is very common: Very little attention paid
- Sorting/recycling
- Working with natural products
- Electricity savings

5. Which sustainability skills do you think will become more important in 2030?

- Environmentally conscious materials and products
- Sustainable products and materials
- Waste management
- Sorting/recycling

6. How does/did sustainability come up in your education?

- The following themes will be briefly discussed during the training. This isn't a separate course:
- Waste Management,
- Hygiene management
- Environmental Management

- Ergonomics
 - Bio products
- 7. Have you completed any additional specific training for sustainability?**
- Hairborist: organic hairdressing brand that gives the hairdresser a training before they work with the products. <https://hairborist.nl/>
 - Workshops through companies (often L'Oréal)
- 8. What sustainability skills do you apply in your salon/school?**
- Waste management (sorting - reusable materials)
 - Water saving (water saving taps)
 - Solar panels
 - Heat pump
 - LED lighting
- 9. How has the view on sustainability evolved during your career? What do you focus on more than before?**
- This answer is very common: Very little attention paid
 - Sorting/recycling
 - Working with natural products
 - Electricity savings
- 10. Which sustainability skills do you think will become more important in 2030?**
- Environmentally conscious materials and products
 - Sustainable products and materials
 - Waste management
 - Sorting/recycling

Results survey hairdressers Innovation and Digitalization

- 1. How is innovation and digitalization addressed in your course?**
- Very often NOT
 - ICT in secondary education (Word, Excel, PowerPoint)
 - Online books/tablets
- 2. Have you attend any additional training courses specific to innovation and digitalization?**
- Online booking system company
 - L'oréal business club
 - very often not, find it out themselves
- 3. How did your digital skills evolve during your career? Which ones became more important?**
- Digital accounting
 - social media (website - Facebook - Instagram)
 - Mobile payments

- Customer management online (pc- Ipad)
- 4. What skills around innovation and digitalization do you think will become more important in 2030?**
- Social media (Facebook - Instagram)
 - Webshop
 - Digital course
 - Online booking system

5.2.2 Results survey customers

Results survey customers Entrepreneurship

- 1. Do you think your hairdresser is a good entrepreneur?**
- No – 25%
 - Yes – 75% (customer – friendly, follows many training courses, active on social media)

Results survey customers Innovation and Digitalization

- 1. Which of the following aspects of digitalization does your hairdresser already have in place?**
- Social media/website - 21%
 - Mobile payment/contactless – 17%
 - Online booking system – 12 %
 - Free wifi – 10%
 - Digital customer profile - 8%
- 2. Which of the following aspects of digitalization would you like to see offered in the hair salon?**
- Online booking system – 20%
 - Free wifi – 14%
 - Mobile payment/contactless - 13%
 - Example hairstyle on tablet – 11%
- 3. What aspects of digitalization do you think will become important within the hair salon in the future?**
- Online booking -> hairdressers who work without an appointment a live camera so the customers can see how busy it is.
 - App -> photo of the customer + matching hairstyle (colour and cut)

Results survey customers on sustainability

- 1. Does your hairdresser communicate about sustainability in the hair salon?**
- No 80%
 - Yes 20% (organic/bio products/disposable materials)

2. What aspects of sustainability do you think will become important within the hair salon in the future?

- Limit water consumption
- Disposable materials
- Recyclable materials
- Biological products

3. As a customer, would you change hair salons when you know that another hair salon is doing a more sustainable job?

- YES – 24%
- NO – 60%
- NO OPINION -16%

The colleagues from IES EL PALO Malaga and CIOFS-FP Lombardia also prepared a survey that they sent out to hairdressers and customers. We share the results they found.

6 Attachments

Annex 1: Overview table hairdressers 2020

	Country	Source	Sustainability	Entrepreneurship	Technology and Digitalisation
1	Austria	Certificate of apprenticeship hairdresser (stylist) - LEVEL 4 - 2004		<ul style="list-style-type: none"> •arrangement and coordination of appointments with clients as well as reception and support for clients before, during and after treatments •identification of customer wishes and holding information, advisory, support and sales talks 	<p>payment transaction processing using the cash register system of the training company</p>
2	Chzech Republic	Certificate Hairdresser Fulltime - LEVEL 3 - 2004	<ul style="list-style-type: none"> •exert fundamentals of health protection, occupational safety, and fire prevention and safety •act in an environmentally-conscious manner and in compliance with strategies for sustainability; 	<ul style="list-style-type: none"> •take responsibility for completion of tasks in work or study; adapt own behaviour to circumstances in solving problems •be familiar with various methods of learning, use sources of information well, show functional literacy •understand assignments or identify the cores of problems, exert variable solutions, work both independently and within a team • significance of lifelong learning; 	
		Certificate Hairdresser Fulltime study - LEVEL 4 - 2004	<p>apply the fundamentals of health, occupational safety, and fire prevention and safety.</p>	<ul style="list-style-type: none"> •adapt themselves to the changing conditions of life and work, work well in a team and be responsible for assigned tasks • test and assess newly developed hair care products and preparations for hand and foot care; 	<p>work with information, use ICT;</p>

3	Estonia	Hairdresser 1 - LEVEL 1 - 2001		sells suitable hair care and finishing agents to the customer	
		Hairdresser 1 - LEVEL 4 - 2001		The hairdresser is up-to-date with fashion trends, advises the client on the selection of services and products, and recommends haircare products for the client. Administration and organization of activities - Booking appointments. - Setting prices of services. - Organisation of activities.	
4	Finland	Vocational qualification in Hairdressing and Beauty Care - 2017		Demonstrate products, sell and market products and services, and guide customers in skin, hair and beauty care. <ul style="list-style-type: none"> • present hair and beauty care sector products and services to customers clearly and using sales arguments. • monitor the achievement of their sales targets. • use marketing and sales promotion techniques, drawing on their knowledge of image marketing, brand awareness and visual marketing. • monitor the achievement of their sales targets and plan additional targets. • use different marketing and sales promotion techniques, drawing diversely on their knowledge of image marketing, brand awareness and visual marketing • work in cooperation with stakeholders, maintain relations and establish new contacts • search for professional 	<ul style="list-style-type: none"> • communicate in different professional digital environments • work in different digital environments and use digital information • work with the technologies used in their occupation and take into account the benefits of technology in their work

				<p>information in different sources and evaluate its reliability</p> <ul style="list-style-type: none"> • actively demonstrate and sell hair and beauty care products and services to customers, justifying their use diversely, expertly and attracting interest • monitor the achievement of their sales targets actively and over the long term, develop their sales work by setting new sales targets and monitor their achievement • plan and actively use different marketing and sales promotion techniques, drawing diversely on their brand awareness and competence in image marketing and visual marketing • develop their public speaking skills and maintain interaction in different customer service situations • network with different stakeholders • comply with beauty care and consumer protection legislation and keep up with changes in it, and follow information released by the authorities related to safety of beauty care products • actively communicate in different professional digital environments search for professional information in different sources • independently and showing initiative, and evaluate the reliability of the information • serve customers skilfully and politely, promoting the 	
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				<p>continuity of permanent customer relationships.</p> <p>Planning a business plan</p> <ul style="list-style-type: none"> • look for and generate ideas for business opportunities • develop a business idea and draw up a business plan for it • network with stakeholders • prepare the documents associated with setting up a company. <p>Working in a company</p> <ul style="list-style-type: none"> • plan business activities for a company • build cooperation networks that promote the business activities • conduct business • evaluate and develop the company's operation. 	
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5	Germany	Certification hairdresser - 2008	S/he is able to apply hygiene and safety rules. S/he is able to apply the vocationally-specific regulations concerning environmental protection.	<p>S/he is able</p> <ul style="list-style-type: none"> • to create a profit and loss statement, • to carry out internal accounting, • to conduct an inventory valuation. • to read and evaluate balance sheets, • to make write-downs and provisions and transfer them onto a balance, • to draw conclusions for the company. <p>S/he is able to draw up a cost estimate, calculate contribution margins and balance outcomes economically.</p> <p>S/he is able to assess the company's investment needs and its financial resources.</p> <p>S/he is able to calculate the company's performance ratios and take them into consideration.</p> <p>S/he is able to plan a budget by taking into account the relationship between operational accounts, calculations and results deviations.</p> <p>S/he is able</p> <ul style="list-style-type: none"> • to make a location analysis, • to develop a start up concept, • to draw up a medium- and long-term business plan. <p>S/he is able to apply the aspects of civil law relevant for skilled craft businesses and SMEs as well as provisions of commercial law, crafts, commerce and industry, competition and taxation legislation.</p> <p>S/he is able to organise cooperation with</p>	
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				<p>companies.</p> <p>S/he is able to apply a self- and time-management.</p> <p>S/he is able to interpret analyses and studies of sales and procurement markets.</p> <p>S/he is able to negotiate and to handle contracting.</p>	
		<p>Master Hairdresser craftsperson</p>	<p>s/he is able to act with social and ecological responsibility - Hygiene and safety</p> <p>S/he is able to use and maintain vocationally-specific machines, tools and materials.</p> <p>S/he is able to make an allergy interview before proceeding to a service.</p> <p>S/he is able to apply hygiene and safety rules.</p> <p>S/he is able to provide comfort and ergonomic positions to the client during the service.</p> <p>S/he is able</p>	<p>Human Resources Management - Entrepreneurship - Marketing and Sales Management - S/he is able to produce operational accounts.</p> <p>S/he is able to calculate the costs of products and services and to analyse their profitability.</p> <p>S/he is able to calculate the prices of products and services.</p> <p>S/he is able to identify overall profit and losses.</p> <p>S/he is able to select types of financing for corporate requirements, such as equity financing, self-financing and debt financing, leasing, factoring as well as types of public financing and subsidisation.</p> <p>S/he is able to draw up the bases for an investment</p>	<p>s/he is able to use information and communication technology (ICT).</p>

			<ul style="list-style-type: none"> • to implement prevention of MSD musculo-skeletal diseases at work, when using tools and during the service to the client, • to apply the necessary measures to prevent occupational diseases in accordance with national rules or legislation such as wearing gloves, • to apply ergonomics during working time. <p>S/he is able to apply the regulations of personal and physical work protection.</p> <p>S/he is able to apply the vocationally-specific regulations concerning environmental protection.</p>	<p>budget, taking into account the company's liquidity and possible types of financing. S/he is able to conduct a cost control. S/he is able to prepare a financial plan for the company, determine liquidity and identify the company's investment requirements</p> <p>S/he is able to plan and set corporate targets. S/he is able to plan, organize and coordinate the work-, production- and business-processes, also including storage and logistics. S/he is able to evaluate and improve the company's organisational structures and processes. S/he is able to apply the aspects of civil law relevant for skilled craft businesses and SMEs as well as provisions of commercial law, crafts, commerce and industry, competition and taxation legislation.</p> <p>S/he is able to organise cooperation with companies.</p> <p>S/he is able to apply a self- and time-management. S/he is able to prepare a target group-specific market analysis, taking into account customers, suppliers, competitors, etc. S/he is able to draw up a marketing plan.</p> <p>S/he is able to implement sales and after sales techniques. S/he is able to apply the appropriate instruments to design policies connected with pricing, terms and conditions, products and product lines and services, such as branding. In this context he/she is able to</p>	
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				assess the impact of marketing measures.	
6	Greece	Certificate hairdresser - hair care technician - LEVEL 5 - 2001	<ul style="list-style-type: none"> • Applies the regulations for the hygiene and cleanliness of the work areas, of the machinery, and of materials. 	<ul style="list-style-type: none"> • Describes the basic principles for organizing a hair salon. • Formulates methods for the promotion of the hair salon products and of the services on offer • Collaborates with effectiveness with other professionals, in order to provide the best possible service. • Communicates and collaborates smoothly with the recipients of his/her services 	Presents the electric machinery found in the hairdressing salon, the operation thereof, and the method of maintenance.
7	Hungary NOT MUCH INFORMATION	Certificate hairdresser - LEVEL 3 - 2001			

8	Iceland	Certificate hairdresser - LEVEL 4 - 2001	· adheres to law and regulation on environmental protection, is familiar with environmentally friendly products and ways to obtain recognition as an environmental friendly hairdresser	· is able to make a simple financial and marketing plan for running a hairdressing salon.	
9	Iceland	Hairdresser science - LEVEL 5	Describe the safety procedures when working with chemicals in a hairdressing context		Describe the safety procedures when working with electrical equipment in a hairdressing context
10	Lichtenstein	Certificate Hairdresser/Hair designer - LEVEL 3 - 2005			
11	Luxembourg	Professional profil coiffeur - coiffeuse - LEVEL ? - 2008		Inform about various fashion trends new techniques, material in trade journals, at demonstrations, in training courses. Information about new techniques, products and materials in instructions for use, in trade journals, in demonstrations, in training courses. Applying Sales Techniques	Dealing with the electronic cash register. Perform electronic billing

1 2	Malta	Certificate Hairdresser - LEVEL 3 - 2017	<p>The candidate must have the necessary knowledge and skills to:</p> <ol style="list-style-type: none"> 1. Maintain health and safety practices. 2. Maintain security practices 3. Follow and carry out emergency procedures 4. Deal with hazards to minimise risks 5. Ensure tools, equipment, materials and work areas meet hygiene requirements 6. Handle, use and store products, tools and equipment safely. 7. Dispose of salon waste safely <p>candidate must know:</p> <ol style="list-style-type: none"> 1. The main legislation for health and safety 3. The hazards and risks that may occur in the salon. 4. Emergency procedures and requirements. 5. What personal protective clothing and equipment to wear during different services. 6. The right methods used in the salon to ensure hygiene. 7. How to dispose of different types 	<p>Work effectively in a professional manner - Deal with clients' requirements in a friendly and confident manner -</p>	
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			<p>of salon waste.</p> <p>8. How to outline the principles of good hygiene and infection control</p> <p>9. The basic security procedures</p> <p>10. The importance of personal presentation, hygiene and conduct.</p> <p>candidate must be able to:</p> <p>1. Communicate effectively in the salon to meet with health and safety practices and salon policy.</p> <p>3. Deal with hazards within own area of responsibility according to the salon policy.</p> <p>5. Maintain cleanliness and good personal hygiene and use required personal protective equipment.</p> <p>8. Monitor tools, equipment, material and work areas to meet hygiene requirements.</p> <p>9. Dispose of all types of salon waste safely to meet with legal and salon requirements.</p> <p>10. Follow salon policy for security.</p>		
14	Netherlands	Certificate Hairdresser - LEVEL 2,3, 4 - 2020		<p>Has knowledge of:</p> <ul style="list-style-type: none"> - Target groups - Acquiring - Marketing & public relations 	<p>Can use the ICT skills / can use social media</p>

				<ul style="list-style-type: none"> - Disciplines in hairdressing - Financing possibilities for investments, personnel policy, administration, bookkeeping... 	
15	Norway	Certificate hairdressing - LEVEL 4 - 2001	He or she is able to work in accordance with current rules for Environment, Health and Safety.	The hairdresser is able to assess market needs for hairdressing and has knowledge of economic business operations	
16	Poland	Certificate Hairdressing - LEVEL 4 - 2018	observe occupational health and safety, fire and environmental protection regulations and requirements of ergonomics,		use computer programmes supporting the performance of tasks, and in addition, within the scope of professional tasks performed:
		Certificate technician in hairdressers/barber services - LEVEL 4 - 2018	observe the rules of occupational health and safety, apply fire and environmental protection regulations as well as requirements of ergonomics,		
		Certificate assistend hairdresser - LEVEL 2 - 2018	organize the work station in accordance with the applicable ergonomic requirements and occupational health and safety, fire protection and environmental protection		

			regulations. use personal and collective protective equipment while performing occupational tasks,		
1 7	Slovenia	Certificate hairdresser - LEVEL 4 - 2001	provide for hygiene, professional counselling and business communication; protect and preserve one's own health and the health of others by providing for the safe work environment;	provide for hygiene, professional counselling and business communication;	
1 8	Spain	Technician in Hairdressing and Hair Cosmetics - LEVEL 3 - 2011	<ul style="list-style-type: none"> - Determines the protective action of the Spanish Health Service in view of the different covered eventualities, identifying the different types of assistance. - Assesses the risks derived from his/her activity, analysing the job conditions and the risk factors present in his/her labour setting. - Participates in the development of a risk prevention plan for a small enterprise, identifying the responsibilities of all the agents involved. - Applies protection and prevention measures, 	<p>Selects job opportunities, identifying the different possibilities of labour integration, and the alternatives of lifelong learning. Applies teamwork strategies, assessing their effectiveness and efficiency on the achievement of the company's goals.</p> <p>Exercises rights and complies with the duties derived from labour relationships, recognising them in the different job contracts.</p> <p>Determines the protective action of the Spanish Health Service in view of the different covered eventualities, identifying the different types of assistance.</p> <p>Assesses the risks derived from his/her activity, analysing the job conditions and the risk factors present in his/her labour setting.</p> <p>Participates in the development of a risk</p>	

			<p>analysing the risk situations in the labour setting of the Technician in Hairdressing and Hair Cosmetics.</p>	<p>prevention plan for a small enterprise, identifying the responsibilities of all the agents involved. Selects job opportunities, identifying the different possibilities of labour integration, and the alternatives of lifelong learning.</p> <p>Applies teamwork strategies, assessing their effectiveness and efficiency on the achievement of the company's goals. -</p> <p>Recognizes skills related to entrepreneurial initiative, analysing the requirements derived from the job positions and business activities.</p> <p>- Defines the opportunity of creating a small enterprise, assessing the impact on the performance setting and incorporating ethic values.</p> <p>- Carries out the activities for the setting-up and implementation of a company, choosing its legal structure and identifying the associated legal obligations.</p> <p>- Carries out basic administrative and financial management activities of an SME, identifying the main accounting and tax obligations and filling in documentation. - Advises and sells products and services related to his/her position, developing marketing techniques.</p> <p>- Customizes the implementation of temporal and permanent changes, applying the tools and the techniques required.</p>	
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1 9	United Kingdom	Certificate in hairdressing services - LEVEL 2 - 2010	<p>The aim of this unit is to increase your understanding of health and safety and its importance in the salon in which you work.</p> <p>You will develop the ability to carry out a simple risk analysis, recognise a hazard, responsibly deal with the hazards you have found and follow safe and hygienic working practices.</p> <p>You will also need to be able to locate fire fighting equipment, first aid resources and have an awareness of fire, emergency and evacuation procedures.</p> <p>This unit applies to hairdressing, beauty therapy, nail and barbering salons and spas.</p> <ol style="list-style-type: none"> 1. Be able to maintain health, safety and security practices 2. Be able to follow emergency procedures <p>You can:</p> <ol style="list-style-type: none"> a. Conduct yourself in the workplace to meet with health and safety practices and salon policy b. Deal with hazards within your own area of 		
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			<p>responsibility following salon policy</p> <p>c. Maintain a level of personal presentation, hygiene and conduct to meet with legal and salon requirements</p> <p>d. Follow salon policy for security</p> <p>e. Make sure tools, equipment, materials, and work areas meet hygiene requirements</p> <p>f. Use required personal protective equipment</p> <p>g. Position yourself and the client safely</p> <p>h. Handle, use, and store products, materials, tools, and equipment safely to meet with manufacturer's instructions</p> <p>i. Dispose of all types of salon waste safely and to meet with legal and salon requirements</p> <p>How to follow safe and hygienic working practices: Maintaining a safe salon – clean, tidy, safe standards of working, remove spillages, report slippery surfaces, remove/ report obstacles, clear access to trolleys and equipment, clean/sterilise/disinfect tools,</p>	
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			<p>equipment and work surfaces, no smoking, eating, drinking or drugs in salon, professional personal hygiene.</p> <p>Personal protective equipment – wear protective equipment, avoid latex, powdered gloves, apron.</p> <p>Electricity at work – visual check of equipment, no trailing wires, portable appliance testing.</p> <p>Manual handling – moving stock safely, lifting, working heights, unpacking.</p> <p>Towels – wash regularly, clean for every client, place dirty towels in covered bin.</p> <p>Reporting of injuries, diseases and dangerous occurrences – accident book, reporting diseases, log accidents.</p> <p>Control of substances hazardous to health – store, handle, use, disposal, replace lids, ventilation for vapour and dust, avoid over-exposure to chemicals, use manufacturer’s instructions for use.</p> <p>Disposal of waste – sharps box, closed top bin, dilute</p>	
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			chemicals with running water, environmental protection, salon policies for hazardous waste, single use items, recycle empties. Product storage – check end date/ packaging, store away from heat/damp/ direct sunlight, empties avoid theft.		
		Qualification in advanced and creative hairdressing - LEVEL 3 - 2020 NOT MUCH INFORMATION			
20	Switzerland	Manuel de formation Coiffeuse CFC/Coiffeur CFC; directives & procédures de qualification	Pos. 4: organisation and care of the professional environment, Safety at work, health protection and environmental protection; 10 % of score on exam qualification, 20 %	Under Pos. 4: SP 4.8 & 4.10/CO 8.3: exam; knowledge of economic and ecologic aspects of the enterprise and planning their fulfillment. Under SP 2.1-5: advising and selling services, products, tools for home service, presentation and stock of products and	

			of score on practical work (TPP) qualification, 10 % of score on professional knowledge qualification	services for sale, continuous training.	
		Manuel de formation Coiffeuse CFC/Coiffeur CFC; Plan de formation	Operational competence domain 9: safety at work, health and environmental protection: eliminating waste, and 8,3: knowledge of economic and ecologic aspects for managing the entreprise and planning their fulfillment	8,3: knowledge of economic and ecologic aspects for managing the entreprise and planning their fulfillment	1.4: hairdressers can use techniques for communication and information. They can use these to contact clients to improve the business, and for their own studies. They pay attention to save important information in a trustworthy way.
		Manuel de formation Coiffeuse CFC/Coiffeur CFC; Plan de formation	Methodological competences: 1.3: taking the environment and costs into account; the hairdressers at the CFC level are conscious of the limits of natural resources. They use raw materials, energy and water sparingly, and they apply resources and work techniques strategically. They		1,5,6: Confidential treatment of client data; 1,5,7: confidential treatment of salon data

			respect the environment and recycle correctly.		
		Manuel de formation Coiffeuse CFC/Coiffeur CFC; Plan de formation p55	8,3,1: being able to explain economic usefulness of using ecologic principals 8,3,2: being economical towards resources following the entreprise standard 8,3,3: using checklists to properly use resources in the salon	8,3,4: being able to explain your professional career 8,3,5: understanding the link between margin and salary costs	
		Manuel de formation Coiffeuse CFC/Coiffeur CFC; Plan de formation p56	9,1,1: separation of waste for recycling 9,1,2: checking waste economy and optimising it in team		
2 1	Sweden	Entrepreneurship Swedish school		1) Understanding of what entrepreneurship means for individuals, organisations, companies and society. 2) The ability to turn ideas into practical and goal oriented activities to start a project or fictitious company. 3) The ability to carry out a project or run a fictitious company. 4) The ability to complete and evaluate a project or a fictitious company. 5) Knowledge of how ideas and products are protected through laws and other regulations. 6) The ability to use business economic methods.	

		<p>Entrepreneurship Swedish school</p>		<p>Teaching in the course should cover the following core content:</p> <ul style="list-style-type: none"> · The importance of entrepreneurship for individuals, organisations, companies and society in areas relevant to the students' education. · Processes for developing ideas: creating, evaluating, realising, further developing or abandoning ideas in project activity areas. In connection with this, the course covers how products and ideas are protected through laws and other regulations such as intellectual copyright. · Basic project methodology: how goals are formulated, planning, organising and delegating responsibility, implementing, presenting and evaluating a project. In connection with this, the course covers how to identify, create and cooperate in networks. · Basic techniques for meetings and documentation. · Leadership and group processes. In connection with this, the course covers problemsolving. · Applied marketing in the project's areas based on laws and other regulations. · Presentation techniques adapted to purpose, recipient and situation. · Forms of funding in project areas, financial planning, documentation and follow-up. 	
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		<p>Entrepreneurship Swedish school</p>		<p>Grade A Students give an account in detail and in a balanced way with the help of some examples of what entrepreneurship means for individuals, organisations, companies and society. In addition, students discuss in detail and in a balanced way the relationship between entrepreneurship and societal development. Students draw up after consultation with the supervisor a coherent project plan, and also review the plan where necessary during the course of the work. Students take responsibility for and carry out after consultation with the supervisor projects in a good way in accordance with planning. In their work, students follow with certainty routines for project administration, documentation, communication and cooperation. In addition, students identify and solve after consultation with the supervisor problems that occur in the project. Students apply well grounded and balanced reasoning about how the group process functions and the importance of leadership in terms of the group's work process. Furthermore, students identify networks for projects, create and coordinate these, and also give an account in detail and in a balanced way of the importance of</p>	
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				<p>networks in different projects.</p> <p>Students market and present with certainty their projects, and adapt the marketing and presentation to purpose, recipient and situation.</p> <p>Students evaluate in balanced assessments work processes and results in a project evaluation, and also make proposals on how the work process can be improved.</p> <p>Students describe in detail and in a balanced way how ideas and products are protected through laws and other regulations.</p> <p>Students draw up with certainty financial plans, and also carry out simple calculations, and simple and structured financial follow-up. In addition, students evaluate their financial results in balanced assessments.</p> <p>In consultation with the supervisor, students assess with certainty their own ability and the requirements of the situation.</p>	
		Europass: Supplement to a Professional Qualification	<ul style="list-style-type: none"> • knowledge of health and safety issues and how choice of materials affects people and the environment and the ability to work safely and ergonomically. 	<ul style="list-style-type: none"> • knowledge of the history and future development of craftsmanship. • knowledge of entrepreneurship and entrepreneurship. • ability to plan, implement and evaluate their work process. 	
		Handicrafts: hairdressing 1	<ul style="list-style-type: none"> · Hygienic, ergonomically sound and environmentally friendly working methods, and how 		7) Skills in using digital technology in the profession

			<p>protective equipment is used.</p> <ul style="list-style-type: none"> · Environmental measures, such as recycling and waste sorting. · Responsible professional conduct. 		<ul style="list-style-type: none"> · Digital technologies for inspiration and documentation.
		Handicrafts: hairdressing 1			Grade A: Students use after consultation with the supervisor digital technologies.
		Handicrafts: hairdressing 2	Hygienic, ergonomically sound and environmentally friendly working methods, and how protective equipment is used.	· Assessment and analysis of work processes and results.	<ul style="list-style-type: none"> · Description and documentation of ideas and work processes using special terms and digital technologies.
		Handicrafts: hairdressing 3		Customer-oriented and responsible professional practice for reception, sales and service e.g. customer dialogues. The course covers cash systems and handling different means of payment.	Digital technologies for simple marketing, and documentation of work processes and final results.
		Handicrafts: hairdressing 4	<ul style="list-style-type: none"> · Product and material knowledge. How appropriate materials and 		<ul style="list-style-type: none"> · Digital technologies for documenting work

			products are chosen for the task. The course also covers environmental aspects.		processes and final results.
		Handicrafts: hairdressing 5		· Planning purchases and pricing goods. Customer orientation and responsible professional practice when dealing with customers, sales and service.	Digital technologies for presenting the finished work.
		Handicrafts: hairdressing 6a	Advanced cutting and styling techniques, and also techniques for colouring and layering when treating customers. Efficiency and creativity with a focus on quality of results. In connection with this, the course covers taking account of the environment when handling materials and products e.g. recycling and source sorting.	Planning purchases and pricing products, goods and services for better profitability. Communication about work processes, and also evaluation and analysis of final results. Application of goods sales ethics.	Digital technologies to support sales and the presentation of ideas and results.
2 2	Romania	Occupational standard hairdresser		Administration: Preparation of material vouchers Preparation of payment slips	

		Occupational standard hairdresser		<p>1. Identification of the data necessary for drawing up vouchers</p> <p>1.1. The types of work are correctly identified by correlation with the performance performed.</p> <p>1.2. The rates corresponding to the work are chosen according to the type of work and the price nomenclature displayed.</p> <p>2. Preparation of vouchers</p> <p>2.1. The vouchers shall be drawn up with the exact record of the work carried out.</p> <p>2.2. Vouchers shall be written in a few.</p> <p>2.3. The total amounts of services performed are calculated correctly.</p> <p>2.4. The figures corresponding to the amounts of services shall be carefully drawn up in order to perform the calculations correctly.</p>	
2 3	Belgium	Hairdresser	<p>Knowledge of hygiene rules and disinfection rules -</p> <p>Knowledge of ergonomics -</p> <p>Sorts of waste according to the guidelines -</p> <p>Knowledge of environmental regulations -</p> <p>Adheres to the hygiene, safety and ergonomics guidelines</p> <p>- Sorts of waste according to the guidelines-</p> <p>Preventive work and adhere to safety, health and hygiene rules and guidelines is important in</p>	<p>Knowledge of (commercial) communication techniques.</p> <p>- Suggests, advises and sells products and accessories in function of the treatment -</p> <p>Knowledge of advice and sales techniques-</p> <p>Captures a new appointment if necessary</p> <p>- Overflows and deals with the treatment and/or products with the customer</p> <p>- The exercise of the profession requires the necessary eagerness to learn, flexibility and creativity: keeping up with the evolutions and trends, being able to meet the varying wishes of the customer ...</p>	<p>uses information and communication technology (computer, calculator)</p> <p>. Basic knowledge of ICT</p>

			<p>function of the customer's own health. - The professional deals with products ecologically and economically</p> <p>- The professional constantly pays attention to the prevention of or protection against (occupational) specific risks (in themselves and/or with the customer)</p>		
		Hairdresser Stylist	<p>Adheres to the hygiene, safety and ergonomics guidelines - Sorts of waste according to the guidelines - Knowledge of hygiene rules and disinfection rules - Knowledge of ergonomics</p> <p>- Knowledge of safety rules</p> <p>- Knowledge of environmental regulations</p>	<p>Knowledge of (commercial) communication techniques</p> <ul style="list-style-type: none"> - Basic knowledge of professional software - Knowledge of inventory management - Knowledge of inventory techniques - Knowledge of presentation techniques - - Basic knowledge of social and labour legislation - Basic knowledge of professional software - Knowledge of the duration of treatments - Knowledge of planning techniques - Knowledge of the organisation of a hair salon (e.g. roles, responsibilities,... - Keeps track of data on your own work (performance and sales) - Reflects on the own work in relation to profitability and discusses this with the hairdresser-salon manager - Directs the own work in consultation with the hairdresser- salon manager - Exhibits the products according to certain themes and sales objectives 	<p>Basic knowledge of ICT</p>

				<ul style="list-style-type: none"> - Changes the layout of the products at regular intervals - Calculates the rate of services/products in a hair salon in accordance with the guidelines of the hair salon and in consultation with the hairdresser-salon manager - Places price list and advertising about services/products in a visible place for the customer - Provides information to the customer about the available products/services (shampoos, care products,...) - Knowledge of costing - Knowledge of (commercial) communication techniques - Knowledge of advice and sales techniques 	
		Hairdresser Salon manager	<p>Adheres to the hygiene, safety and ergonomics guidelines - Sorts of waste according to the guidelines - Ensure that the rules on deontology, hygiene, safety, health, ergonomics, environmental protection are respected according to the risk analysis of the hair salon</p>	<p>Ensures the day-to-day operation of the hair salon taking into account the applicable rules of the hair salon and the legislation</p> <ul style="list-style-type: none"> - Applies the commercial strategy and the external communication strategy of the hair salon - Informs and compares the different ranges of products and materials - Sets products according to certain themes and sales objectives - Start the cash register daily and close it - Check the cash register regularly - Informs the manager about the operation of the hair salon - Evaluates and discusses with the manager the results of the operation of the hair salon according to the stated objectives • 	

				Tracks inventory, fixes deficits, makes and receives orders	
2 4	Italy	Hairdresser	<p>-Natural and environmental science: There's a few University in Italy offering a specific course with this focus.</p> <p>-Sustainability and ecological-related education: This type of courses, for hairdresser or beautician, are offered by few institutions at the moment.</p>	<p>- Economic – Business management: Many high schools in Italy offer a course with focus on business management and economics (5Y)</p> <p>- Economic: The course of study in economics is one of most popular in every University in Italy (3-5Y)</p> <p>- Entrepreneurship – economics – business management: This type of courses, for hairdresser or beautician, are offered by many institutions or even directly by manufactures or providers of cosmetics.</p>	<p>-ICT: Many high schools in Italy offer a course with focus on ICT.</p> <p>-The course of study in ICT is widely offered by many University in Italy.</p> <p>-This type of courses, for hairdresser or beautician, are offered by many institutions.</p>

Annex 2: Overview table Beautician 2020

	Country	Source	Sustainability	Entrepreneurship	Technology and Digitalisation
1	Austria	Certificate of apprenticeship beautician - LEVEL 4 - 2004		<ul style="list-style-type: none"> · competent, type-oriented advisory services and sales negotiations 	<ul style="list-style-type: none"> · skin diagnosis · application of physical beauty care (electricity, water, light, heat and cold) and UV-rays as well as technical equipment for beauty care (e.g. ozone devices, iontophoresis, high frequency, interferential current therapy)
2	Chzech Republic	Certificate Beautician Full time study - LEVEL 4 - 2004	act in an environmentally-conscious manner and in compliance with strategies for sustainability; apply the fundamentals of health, occupational safety, and fire prevention and safety.	negotiate the purchase of preparations used in cosmetic care and selling them to customers;	know how to use information and ICT, have basic ICT skills
3	Estonia	Cosmetician LEVEL 5 - 2001		The work of a cosmetician presupposes a purposeful and creative attitude towards the work, good communication skills and responsibility for the results of his/her work. The work of a cosmetician requires a constant individual development.	The work of a cosmetician requires knowledge of the equipment needed for performing

					different procedures and ability of using it.
		Cosmetician 1 - LEVEL 1 - 2001	manages his/her work in a salon efficiently, economically and in compliance with safety requirements	manages his/her work in a salon efficiently, economically and in compliance with safety requirements	
		Beautician - LEVEL 5 - 2018	<p>1. prepares the workplace by supplying it with the necessary tools and products;</p> <p>2. monitors the availability and shelf life of the products (including antiseptics and disinfectants) and equipment required for the job;</p>	<p>They advise clients regarding the selection and use of appropriate beauty products and recommend products that can be used at home based on the salon treatment. The beautician's job requires constant self-improvement. They are aware of trends and are able to recommend treatments based on the client's personality.</p> <p>Entrepreneurship:</p> <ol style="list-style-type: none"> 1. Choosing a form of business and planning activities. 2. Managing a salon. 3. Planning marketing and sales campaigns. 4. Planning work time. <p>Performance indicators:</p> <ol style="list-style-type: none"> 1. evaluates business opportunities based on the objectives of their operations; selects the most suitable form of enterprise; manages their activities taking professional information, legislation and the basics of small enterprises into account; 2. prices services based on operating costs and the market situation; prepares a salon budget based on expenses and revenue; adheres to budget implementation; organises 	<p>The work of a beautician requires knowledge of the appropriate equipment to use when performing various procedures. Uses a computer in their work at the Basic User Level on the Digital Competence Self-Assessment Scale</p>

				<p>the purchasing of the necessary products and consumables; manages the customer base in compliance with legislation;</p> <p>3.prepares sales and marketing campaigns based on the concept of the salon; puts together loyalty programmes;</p> <p>4.plans working hours and produces work schedules.</p>	
4	Finland	Vocational qualification in Hairdressing and Beauty Care - 2017	work to promote sustainable development	<p>Demonstrate products, sell and market products and services, and guide customers in skin, hair and beauty care.</p> <ul style="list-style-type: none"> • present hair and beauty care sector products and services to customers clearly and using sales arguments. • monitor the achievement of their sales targets. • use marketing and sales promotion techniques, drawing on their knowledge of image marketing, brand awareness and visual marketing. • monitor the achievement of their sales targets and plan additional targets. • use different marketing and sales promotion techniques, drawing diversely on their knowledge of image marketing, brand awareness and visual marketing • work in cooperation with stakeholders, maintain relations and establish new contacts • search for professional 	<ul style="list-style-type: none"> • communicate in different professional digital environments • work in different digital environments and use digital information • work with the technologies used in their occupation and take into account the benefits of technology in their work

				<p>information in different sources and evaluate its reliability</p> <ul style="list-style-type: none"> • actively demonstrate and sell hair and beauty care products and services to customers, justifying their use diversely, expertly and attracting interest • monitor the achievement of their sales targets actively and over the long term, develop their sales work by setting new sales targets and monitor their achievement • plan and actively use different marketing and sales promotion techniques, drawing diversely on their brand awareness and competence in image marketing and visual marketing • develop their public speaking skills and maintain interaction in different customer service situations • network with different stakeholders • comply with beauty care and consumer protection legislation and keep up with changes in it, and follow information released by the authorities related to safety of beauty care products • actively communicate in different professional digital environments search for professional information in different sources • independently and showing initiative, and evaluate the reliability of the information • serve customers skilfully and politely, promoting the continuity of permanent customer relationships. <p>Planning a business</p>	
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				<p>plan</p> <ul style="list-style-type: none"> • look for and generate ideas for business opportunities • develop a business idea and draw up a business plan for it • network with stakeholders • prepare the documents associated with setting up a company. <p>Working in a company</p> <ul style="list-style-type: none"> • plan business activities for a company • build cooperation networks that promote the business activities • conduct business • evaluate and develop the company's operation. 	
5	Germany NO INFORMATION				
6	Greece	Certificate supplement beautician specialist - LEVEL 5 - 2001	Applies the most suitable hygiene methods of the industry.	· Participates in the promotion and sale of cosmetic preparations.	· Shows core knowledge of foreign terminology in order to facilitate reading and identifying preparations. • Takes and records electronically the history and the details of the customer.

7	Hungary not much information	Certificate beautician - LEVEL 4 - 2001			- Perform electro-cosmetic treatments;
8	Iceland not much information	Certificate beauty therapist - LEVEL 4 - 2001	· works according to law and regulations on hygiene, health and safety in the workplace. Knows of preventive measures, rights and obligations and is able to give first aid if accidents or mishaps occur		
9	Ireland	Beautician - LEVEL 5 - 2001	Develop safe and hygienic work practice. Explain the theory & practice of salon sterilisation and hygiene. Demonstrate personal & public hygiene		Outline safe practice when using electrical equipment
10	Lichtenstein NO INFORMATION				
11	Luxembourg	Professional profil esthéticien - LEVEL ? - 2009		Applying Sales Techniques - Plan a sales strategy	Application of apparatus - Function of the apparatuses Manipulation electronic checkout

1 2	Malta	Certificate Beauty specialist - LEVEL 3 - 2017	<p>The candidate must have the necessary knowledge and skills to:</p> <ol style="list-style-type: none"> 1. Maintain health and safety practices. 2. Maintain security practices in salon. 3. Follow and were necessary carries out emergency procedures. 4. Deals with hazard within own area of responsibility. 5. Ensures tools, equipment, materials and work areas meet hygiene requirements. 6. Positions self and client safely throughout service. 7. Handles, uses and stores products, tools and equipment safely. 8. Disposes of salon waste safely. <p>The candidate must know:</p> <ol style="list-style-type: none"> 1. The main provision of health and safety. 2. Employers` and employees` responsibility 3. Hazardous and risks that may occur in the salon. 4. Emergency 	<p>How to explain available salon services, their duration and cost - Communicate in a pleasant manner and effectively.</p> <p>- Explain cost and ranges of salon services, treatments and retail products - How to communicate effectively. - Different communication techniques.</p>	
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		<p>procedures` requirements</p> <p>5. What personal protective equipment to wear during different services</p> <p>6. The methods used in salon to ensure hygiene</p> <p>7. How to dispose of different types of salon wastes</p> <p>8. How to outline the principles of hygiene and infection control</p> <p>9. The importance of personal presentation, hygiene and conduc</p> <p>The candidate must be able to:</p> <p>1. Communicate effectively in the salon to meet with health and safety practices and salon policy.</p> <p>2. Position self and client safely throughout the service.</p> <p>3. Deal with hazards within own area of responsibility according to the salon policy.</p> <p>4. Be thorough, responsible and conscientious.</p> <p>5. Maintain cleanliness and good personal hygiene and use required personal protective equipment.</p> <p>6. Adhere to</p>		
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			<p>salon procedures.</p> <p>7. To deal with suspicious persons and packages.</p> <p>8. Monitor tools, equipment, material and work areas to meet hygiene requirements.</p> <p>9. Dispose of all types of salon waste safely to meet with legal and salon requirements.</p> <p>10. Follow salon policy for security</p> <p>11. Maintain a good level of personal presentation, hygiene and conduct to meet legal and salon requirements.</p>		
1 3	Netherlands	Certificate Beautician - LEVEL 3 - 2010		<p>Prepares the launch of the company - Prepares for business operations - Prepares for the promotion of the company - Advises clients and sells products and services - Runs a business:</p> <p>3.1 Analyse the market</p> <p>3.2 Start a company</p> <p>3.3 Shape the company</p> <p>3.4 Present and promote the company</p> <p>3.5 Carries to purchasing and stock policies</p> <p>3.6 Carry out (financial) administrative working duties</p> <p>3.7 Evaluate the company - Preparing for independent business ownership:</p> <p>2.1 Analyses the market</p> <p>2.2 Designs the business</p>	

				<p>2.3 Profiles and promotes the business</p> <p>2.4 Purchases and manages stocks</p> <p>2.5 Regulates the financial elements of (the start-up of) the business</p> <p>2.6 Evaluates the business</p>	
15	Norway NO INFORMATION				
16	Poland	Certificate of technician of cosmetician services - LEVEL 4 - 2018	observe the rules of occupational health and safety, apply fire and environmental protection regulations as well as requirements of ergonomics,		
17	Slovenia	Certificate hairdresser - LEVEL 4 - 2001 (same document hairdresser)	provide for hygiene, professional counselling and business communication; protect and preserve one's own health and the health of others by providing for the safe work environment;	provide for hygiene, professional counselling and business communication;	

18	Spain	Technician in Hairdressing and Hair Cosmetics (same document) - LEVEL 3 - 2011	<p>Selects hygiene and disinfection methods, relating them to the risks of infection and infestation through the material. - Determines the protective action of the Spanish Health Service in view of the different covered eventualities, identifying the different types of assistance.</p> <p>- Assesses the risks derived from his/her activity, analysing the job conditions and the risk factors present in his/her labour setting.</p> <p>- Participates in the development of a risk prevention plan for a small enterprise, identifying the responsibilities of all the agents involved.</p> <p>- Applies protection and prevention measures, analysing the risk situations in the labour setting of the Technician in Hairdressing and Hair Cosmetics.</p>	<p>Selects job opportunities, identifying the different possibilities of labour integration, and the alternatives of lifelong learning. Applies teamwork strategies, assessing their effectiveness and efficiency on the achievement of the company's goals.</p> <p>Exercises rights and complies with the duties derived from labour relationships, recognising them in the different job contracts.</p> <p>Determines the protective action of the Spanish Health Service in view of the different covered eventualities, identifying the different types of assistance.</p> <p>Assesses the risks derived from his/her activity, analysing the job conditions and the risk factors present in his/her labour setting.</p> <p>Participates in the development of a risk prevention plan for a small enterprise, identifying the responsibilities of all the agents involved. Selects job opportunities, identifying the different possibilities of labour integration, and the alternatives of lifelong learning.</p> <p>Applies teamwork strategies, assessing their effectiveness and efficiency on the achievement of the company's goals. - Recognizes skills related to entrepreneurial initiative, analysing the requirements derived from the job positions and business activities.</p> <p>- Defines the opportunity of creating a small enterprise, assessing the impact on the performance setting and incorporating ethic values.</p>	
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				<ul style="list-style-type: none"> - Carries out the activities for the setting-up and implementation of a company, choosing its legal structure and identifying the associated legal obligations. - Carries out basic administrative and financial management activities of an SME, identifying the main accounting and tax obligations and filling in documentation. - Advises and sells products and services related to his/her position, developing marketing techniques. - Customizes the implementation of temporal and permanent changes, applying the tools and the techniques required. 	
19	United Kingdom NO INFORMATION				
20	Belgium	Beautician	<p>Works with an eye for well-being, safety, quality and environment -</p> <p>Works in accordance with the regulations in relation to safety, hygiene, health and environment</p> <p>- Works ergonomically, ecologically and economically -</p>	<p>Advises the customer, promotes and sells care and products - Presents the cares and products according to certain themes and sales objectives - Convinces the customer of the added value of care and products and encourages the customer to purchase</p> <p>- Informs the customer about prices, discounts, special promotions,... - Tracks inventory, fixes deficits, makes and receives orders -</p>	<p>Provides information about equipment -</p> <p>Basic knowledge of ICT (office software) -</p> <p>Knowledge of beauty care and relaxation equipment (e.g. species,</p>

			Basic knowledge of environmentally conscious working	Basic knowledge of customer administration - Basic inventory knowledge - Basic knowledge of inventory techniques - Knowledge of (commercial) communication techniques - Knowledge of advice and sales techniques	characteristics, indications and contraindications, operation and effects)
		Beautician Salon manager	Works with an eye for well-being, safety, quality and environment - Contributes to (the implementation of) the prevention policy in the workplace - Works in accordance with the regulations m.b.t. safety, hygiene, health and environment - Works ergonomically, ecologically and economically	Advises the customer, promotes and sells care and products - Follows the evolutions/trends in the field - Presents the cares and products according to certain themes and sales objectives - Convinces the customer of the added value of care and products and encourages the customer to purchase - Informs the customer about prices, discounts, special promotions,... • Tracks inventory, fixes deficits, makes and receives orders • Regulates the organization of the beauty institute - Ensures the day-to-day operation of the beauty institute taking into account the applicable rules of the beauty institute and the legislation - Applies the commercial strategy and the strategy for external communication of the beauty institute - Informs and compares the different ranges of products and equipment - Proposes care and products according to certain themes and sales objectives - Start the cash register daily and close it - Check the cash register regularly - Informs the manager about	

				<p>the operation of the beauty institute</p> <ul style="list-style-type: none"> - Advises the manager on.m. investments with a view to a profitable organisation - Evaluates and discusses with the manager the results of the functioning of the beauty institute according to the stated goals 	
24	Italy	Hairdresser	<p>-Natural and environmental science: There's a few University in Italy offering a specific course with this focus.</p> <p>-Sustainability and ecological-related education: This type of courses, for hairdresser or beautician, are offered by few institutions at the moment.</p>	<ul style="list-style-type: none"> - Economic – Business management: Many high schools in Italy offer a course with focus on business management and economics (5Y) - Economic: The course of study in economics is one of most popular in every University in Italy (3-5Y) - Entrepreneurship – economics – business management: This type of courses, for hairdresser or beautician, are offered by many institutions or even directly by manufactures or providers of cosmetics. 	<p>-ICT: Many high schools in Italy offer a course with focus on ICT.</p> <p>-The course of study in ICT is widely offered by many University in Italy.</p> <p>-This type of courses, for hairdresser or beautician, are offered by many institutions.</p>

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:

Summary.

- 1. SECTION 1. Surveys and information about the sector.**
 - 1.1. Information about courses, modules, segments of courses and training in formal/non formal education.
 - 1.1.1. Hair and beauty.
 - 1.1.2. Entrepreneurship.
 - 1.1.3. Digitalization and digital skills.
 - 1.1.4. Sustainability.
- 2. SECTION 2. Year 2020. Demands and Competences/profiles/skills in the sector.**
 - 2.1. Entrepreneurship.
 - 2.2. Digitalization and digital skills.
 - 2.3. Sustainability.
 - 2.3.1. Local tools and good practices for environmental protection, sustainability.
 - 2.3.2. Attitude of national producers/suppliers.
- 3. SECTION 3. Year 2030. Trends, future demands/skills.**
 - 3.1.1. Entrepreneurship.
 - 3.1.2. Digitalization and digital skills.
 - 3.1.3. Sustainability.

SECTION 1. Surveys and information about the sector

1.1 Information about courses, modules, segments of courses and training in formal/non formal education.

Try to group your findings in the mainstream of education.

In relation with entrepreneurship, digitalization and sustainability, we are especially looking for ideas/materials/information that is transferable (transversal) from other industries and can thus be applied in our sector.

1.1.1 Hair and beauty.

Please, indicate type of school, type of students, duration of the course.

If available, also state the **key learning outcomes**.

If available, also state the amounts of students.

- From VET education (please indicate EQF and National levels)
- If relevant, from higher education for hair & beauty (please indicate EQF and National levels)
- From non-official education systems. Can you send us these documents?
- Other fields or areas with interesting and transferable education.

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

1.1.2 Entrepreneurship.

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

Please, indicate type of school, type of students, , duration of the course.

If available, also state the key learning outcomes.

If available, also state the amounts of students

- From VET education (please indicate EQF and National levels)
- If relevant, from higher education for hair & beauty (please indicate EQF and National levels)
- From non-official education systems. Can you send us these documents?
- Other fields or areas with interesting and transferable education.

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

1.1.3 Digitalization and digital skills.

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

Please, indicate type of school, type of students, duration of the course.

If available, also state the key learning outcomes.

If available, also state the amounts of students

- From VET education (please indicate EQF and National levels)
- If relevant, from higher education for hair & beauty (please indicate EQF and National levels)
- From non-official education systems. Can you send us these documents?
- Other fields or areas with interesting and transferable education.

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

1.1.4 Sustainability.

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

Please, indicate type of school, type of students, , duration of the course.

If available, also state the key learning outcomes.

If available, also state the amounts of students

- From VET education (please indicate EQF and National levels)

- If relevant, from higher education for hair & beauty (please indicate EQF and National levels)
- From non-official education systems. Can you send us these documents?
- Other fields or areas with interesting and transferable education.

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

SECTION 2. Year 2020.

Competences/profiles/skills in the sector

In this section we are going to describe the general attitude of customers, entrepreneurs and salon owners in the hair and beauty sector with regard to entrepreneurship, digitalization and sustainability in the hair and beauty sector, analysing the current competences/profiles/skills in two different fields:

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

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

To develop it you can consult different sources formal and not formal, such as:

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

Don't forget to include ideas/materials/information that is transferable (transversal) from other industries and can thus be applied in our sector.

2.1 Entrepreneurship 2020

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 demands and describe the general attitude of customers, entrepreneurs and salon owners in the hair and beauty sector.

Subject	Demands	Description of general attitude towards entrepreneurship	Source (link)
customers			
entrepreneurs and salon owners			

2.2 Digitalization and digital skills 2020

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

Subject	Demands	Description of general attitude towards entrepreneurship	Source (link)
Customers			
Entrepreneurs and salon owners			

2.3 Sustainability 2020.

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

Subject	Demands	Description of general attitude towards entrepreneurship	Source (link)
customers			
entrepreneurs and salon owners			

2.3.1 Local tools and good practices for environmental protection, sustainability.

Please describe the existing national or local tools, methods or certification systems to analyse and improve sustainability as well as good practices for environmental protection in hair and beauty salons.

Tools, methods, certification systems or good practices related with one or all of the following:	Description	Link to resource	How is it monitored
Water			
Electricity			
Electrical equipment			
Waste management			

Chemicals (hazardous substances - both direct exposure and inhalation)			
Air ventilation			
Hygiene			
Financial			
Control			
Other			

2.3.2 Attitude of national producers/suppliers.

Describe 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, etc. 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 once distributed per partner (e.g.: L'Oréal, Aveda, Wella, Goldwell, Olymp...).

Name of Producer	
Link	
Description	

Attitude/philosophy	
Development activities	
Certificates or guidelines followed	
Cooperation with colleagues	

Please use one table for each supplier.

SECTION 3. Year 2030. Trends, future demands and skills.

In this section we are going to analyse new trends also in the same two different fields:

- Related with artistic/ creative (technical) skills and
- In relation with personal or soft (general) skills.

Please consider making a general analysis where to comment characteristics of the future market in your country in 2030, threats and opportunities and how to solve them.

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

To develop it you can again consult formal and not formal sources. The conclusions will be an introduction to make a deeper analysis on entrepreneurship, digitalization and sustainability.

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

3.1 Entrepreneurship 2030

As there are fundamental changes in technology, the economy and society require new entrepreneurial skills.

Subject	Demands	Description	Source (link)

3.2 Digitalization and digital skills 2030

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

Subject	Demands	Description	Source (link)

3.3 Sustainability 2030

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

Subject	Demands	Description	Source (link)