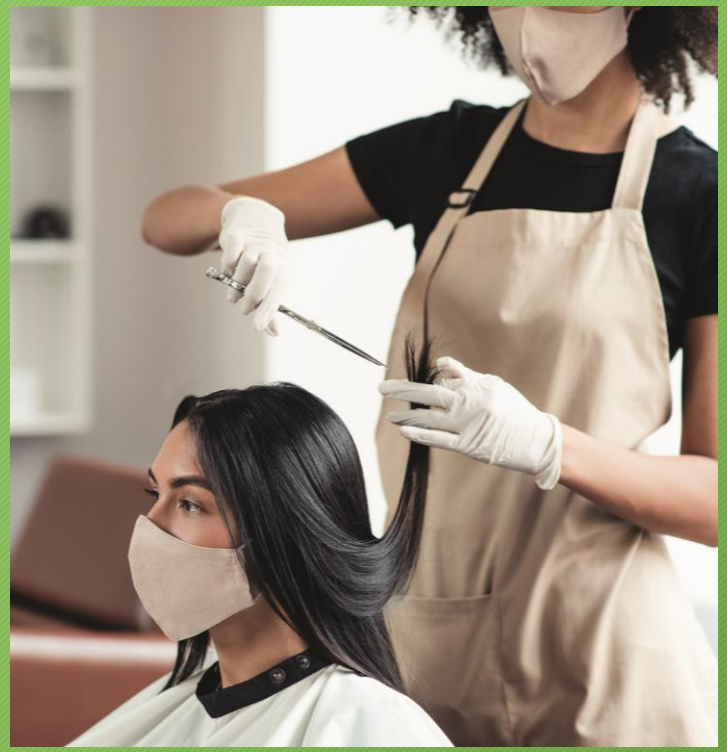
Future Skills for a better life in Sustainable Salons



Three domains

- Sustainability
- Entrepeneurship
- Technology

Worldskills 2020

Skills create opportunities and connect societies. They are the foundation of economic progress!

INSPIRE

WORLDSKILLS INSPIRES YOUNG PEOPLE TO DEVELOP A PASSION FOR SKILLS AND PURSUING EXCELLENCE, THROUGH COMPETITIONS AND PROMOTIONS.

DEVELOP

THEY DEVELOP SKILLS THROUGH GLOBAL TRAINING STANDARDS, BENCHMARKING SYSTEMS, AND ENHANCING INDUSTRY ENGAGEMENT.

INFLUENCE

THEY INFLUENCE INDUSTRY, GOVERNMENT, AND EDUCATORS THROUGH COOPERATION AND RESEARCH – BUILDING A GLOBAL PLATFORM OF SKILLS FOR ALL.

Professional Qualification Profile

What you need to know and be able to do to practice a profession is laid down in a professional qualification. You can acquire a vocational qualification through education, training or by recognition of acquired competences.

Comparing 2020 - 2030

Comparing the three domains now and later

What are the competences that are now described in the professional profiles in terms of sustainability, entrepreneurship and technology?

What are the competencies that will be in the future?

Sustainability 2020 -> Key Competences

- Observe occupational health and safety, fire and environmental protection regulations and requirements of ergonomics
- Able to apply hygiene and safety rules
- Apply ergonomics during working time
- Sorts of waste according to the guidelines
- How to use protective equipment

Interesting countries: Germany, Malta, Spain, United Kingdom.

Sustainability 2020 -> Interesting aspects

Germany:
They are able to make an allergy interview before proceeding to a service.

Iceland:
Is familiar with environmentally friendly products and ways to obtain recognition as an environmentally friendly hairdresser

Spain:
- 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, analysing the risk situations in the labour setting of the Technician in Hairdressing and Hair Cosmetics.

United Kingdom:
Reporting of injuries, diseases and dangerous occurrences – accident book, reporting diseases, log accidents.

Skills 2030 -> Sources

- Eurofound 2014: 4 hypothetical scenarios:
- Congress Hairdressers Ahead
- Congress Hairdresser of Tomorrow 2019
- Tools Green Salon 1.0
- Coiffure EU policy documents
- Other policy documents

Sustainability 2030 -> Sustainability

- Eurofound 2014: 4 hypothetical scenarios:
  1) Unsuccessful automation
  2) Successful automation
  3) High economic stress
  4) High ecological stress
- Difficult to predict skills depending on scenario
- Some skills universally apply for sustainability:
  - ⇒ Improved resource management (water, electricity, products, possibly dry cutting …)
  - ⇒ Improved waste management (packaging, recycling, circular economics…)
  - ⇒ Green marketing towards customers
  - ⇒ Continuously updated health and safety training due to new technologies, and knowledge of working safely as a mobile hairdresser/ beautician

Sustainability 2030 -> Sustainability

- Congress Hairdresser of Tomorrow & Hairdressers Ahead:

Hairdressers & beauticians need to be socially engaged within their communities to improve sustainability

Hairdressers & 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

Hairdressers & beauticians need to take transportation into account: how do clients and products move to and from the salon, how can this become more sustainable?

Entrepeneurship 2020 -> Key Competences

- Planning a business/marketing/financial plan
- Use marketing and sales promotion techniques
- Significance of lifelong learning -> Information about new techniques, products and materials
- Able to organise cooperation with companies
- Applies teamwork strategies, assessing their effectiveness and efficiency on the achievement of the company's goals

Interesting countries: Germany, Finland, Spain, Sweden, Belgium.

Entrepeneurship 2020 -> Interesting aspects

Germany *(are the points below realistic to be performed by a hairdresser?)*

- S/he is able to draw up a cost estimate, calculate contribution margins and balance outcomes economically.
- S/he is able to assess the company's investment needs and its financial resources.
- S/he is able to calculate the company's performance ratios and take them into consideration.
- S/he is able to plan a budget by taking into account the relationship between operational accounts, calculations and results deviations.

Romania *(price nomenclature is this so for every country?)*

- The rates corresponding to the work are chosen according to the type of work and the price nomenclature displayed.

Entrepreneurship 2030

Future hairdressers & beauticians need to be prepared for rising trends:

- increase in male grooming, such as more popular barbershops
- Increase in mobile hairdressers, but also mobility within EU market
- In case of increased automation: creativity and the human aspect (customer care, wellness) become more important, asides from digital skills
- New technology may shift work organisation
- Inclusive marketing becomes more important to appeal to multicultural shifts in demographics, as well as specific skills in working with various ethnical hair types

Entrepreneurship 2030

Future hairdressers & beauticians need to be prepared for rising trends:

- Qualified staff will be more difficult to find if future technologies require more specialised knowledge
- Cost management will become more challenging if resources become scarce
- Networking and organisation of SME's becomes more important to lower training costs
- Clients will be better informed and inspired by social media
- Demographic changes will need to be taken into account

Entrepreneurship 2030

Future hairdressers & beauticians need to be prepared for rising trends:

- Audience targetting becomes more important. Entrepreneurs need to set specific target audiences to be able to compete. Businesses can focus on: customer experience/ low price/ good quality-price ratio / flexible timing & mobility / personalised services

Technology 2020 -> Key Competences

Basic knowledge of ICT

Able to process payment transactions using the cash register system

Presents the electric machinery found in the hairdressing salon, the operation off it, and the method of maintenance

Knowledge of beauty care and relaxation equipment (e.g. species, characteristics, indications and contraindications, operation and effects)

Interesting countries: Sweden, Finland.

Technology 2030

- Automation is the key question: which aspects of hairdressing and being a beautician can become obsolete?
- Additional training will be required:
  - To work together with advanced machines and AI
  - To specialize in tasks which cannot be automated: creative aspects, styles, trends
  - To work with software which already exists: digital previews of haircuts, 3D modelling, online booking systems
- Administrative tasks will be further simplified:
  - Accounting, invoices, business registration

Technology 2030

- Demographic changes also will affect technology: there will be an increased demand in hair dyeing services, anti-aging treatments, anti balding treatments
- Future hairdressers & 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)

Technology 2030

- Social media and online presence are crucial for luring and retaining customers
- Online sales since COVID-19 are here to stay
- Changing consumption patterns will require flexible strategies: shoppers are less inclined to visit physical retailers and increasingly order online. This also reduces visibility of passengers at salons.

Conclusions

- There is still an enormous gap in the skills required of future hairdressers & beauticians, and the occupational profiles that are currently used by the governments.

- New learning material will need to be continually developed depending on how the hair & beauty sector continues to evolve.