



Future skills for a better life in Sustainable Salons

Outcomes inventory/research on status education in EU
and developments including discussion
Status Future competences

Research Method

1. Overview
Table
Future Skills

2. Survey

1. Overview Table future skills

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 obtain a professional qualification by following a course or by recognizing acquired competences.



Three domains

Sustainability

Entrepreneurship

Technology



2. Survey

Survey 1



Survey 2



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?



Entrepreneurship 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



Entrepreneurship 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.





Results survey hairdressers

1. Entrepreneurship



► How was entrepreneurship addressed in your course?

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

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

1. Entrepreneurship



► What entrepreneurship skills do you need daily in the salon?

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

1. Entrepreneurship



► Have you taken any additional training specific to entrepreneurship?

- Business management - 1 year evening class
- L'oréal business club
(<https://lorealpro.myprosalon.be/the-business-club/#1>)
- Salon emotion

<https://www.salonemotion.com/>

<https://www.salonemotion.com/about>

- Training at Unizo - session pre-starter course/management course.
(<https://startersplatform.unizo.be/nl/aan-de-slag>)

1. Entrepreneurship



- ▶ **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

1. Entrepreneurship



- ▶ **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 customers

1. Entrepreneurship



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

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
 - creativity and the human aspect (customer care, wellness) become more important
 - New technology may shift work organisation
 - 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
 - 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)





Results survey hairdressers

2. Innovation and digitalization



- ▶ How is innovation and digitalization addressed in your course?
- Very often NOT
- ICT (secondary education (Word, Excel, PowerPoint))
- Online books/tablets

2. Innovation and digitalization



- ▶ Have you attend any additional training courses specific to innovation and digitalization?
 - Salonkee/Optios = online booking system company
(<https://salonkee.be/>) (<https://optios.net/>)
 - L'oréal business club
 - Very often Not -> find it out themselves

2. Innovation and digitalization



- ▶ 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)

2. Innovation and digitalization



- ▶ **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



Results survey customers

2. Innovation and digitalization



- 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. Innovation and digitalization



- ▶ 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%

2. Innovation and digitalization



- ▶ 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)

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
 - 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

- ▶ 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)
- ▶ 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.



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



Sustainability 2020 -> Interesting Aspects

► Germany

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

► 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.





Results survey hairdressers

3. Sustainability



► How does/do sustainability come up in your education?

The following themes will be short discussed during the training. this isn't a separate course:

- Waste Management,
- Hygiene management
- Environmental Management
- Ergonomics
- Bio products

3. Sustainability



- ▶ 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. Sustainability



- ▶ What sustainability skills do you apply in your salon/school?
 - Waste management (sorting - reusable materials)
<https://www.wecare4hair.com/hairgrip-pro-alu/>
 - Water saving (water saving taps)
<https://www.wecare4hair.com/ecoheads/ecoheads>
 - Solar panels
 - Heat pump
 - LED lighting

3. Sustainability



- ▶ 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

3. Sustainability



- ▶ Which sustainability skills do you think will become more important in 2030?
 - Environmentally conscious materials and products
 - sustainable products and materials
 - Waste Management
 - Recyclage



Results survey customers

3. Sustainability



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

3. Sustainability



- ▶ **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. Sustainability



► 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%

Sustainability 2030

- ▶ 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

- ▶ 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?



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

