



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.

### 1.1. Partners 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"> <li>- two courses of Basic Professional Education in Hairdressing and Beautician</li> <li>- two training courses of intermediate level in hairdressing and beautician</li> <li>- two advanced vocational training in Beautician and Personal Image Consulting (fashion, communication skills, protocol...)</li> <li>-</li> </ul>

	<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. What's the hair and beauty industry?

*Source: Recherche report "Future Skills & Sustainable Development in the Green Salon"*

### 2.1 Overview of the sector per country

In the questionnaire, we posed a variety of questions, which should help to give a quantitative overview of the countries involved in the project. The hope was that by gathering these information we could derive some financial arguments for introducing a more sustainable approach in Hair and beauty. The available statistics for Hair and Beauty are presented separately. Especially for both Denmark and the Netherlands there is a surprisingly lack of statistical information and even less information on the beauty sector than hairdressing

## 2.1.1 National statistics on hair salons

<i>Hairdressing</i>	<b>ES</b>	<b>NL</b>	<b>UK</b>	<b>DK</b>
<p><b>Number of salons</b></p> <p><b>1-5 employees</b></p> <p><b>6-10 employees</b></p> <p><b>10 employees</b></p>	<p>Total salons 50.000.</p> <p>98% have less than 5 employees (42% of hair salons have just one employee).</p>	25.305	<p><b>THERE ARE over 40,000</b> hairdressing, barbering and beauty businesses in the UK. A quarter of them are in London and the South East</p> <p>35,704 hairdressing</p>	<p>No information</p> <p>But an estimated 5000 salons in Denmark</p>
<p><b>Yearly turnover of salons (total industry)</b></p>	3.296.880 €		<p><b>TWO THIRDS</b> of hairdressing, barbering and beauty businesses have annual turnover of less than £99k. A quarter have turnover between £100k and £250k</p>	N/A
<p><b>Number of self-employed</b></p>	<p><b>95548</b> self-employed in H&amp;B</p>	<p>With turnover less than 175K: 3, &gt;175K 6</p> <p>Most business are self-employed without personnel</p>	<p><b>300,000 PEOPLE</b> work in the hairdressing, barbering and beauty industry</p> <p><b>44% OF PEOPLE</b> working in hairdressing and barbering and 56% of people working in beauty are self-employed.</p>	N/A
<p><b>Number of part-time employees in the trade</b></p>	<p>Total number of employees in H&amp;B: <b>112271</b> people (part and full time)</p>		<p><b>HALF THE PEOPLE</b> working in hairdressing and barbering work part-time. Part-time working is more common in the beauty industry than in hairdressing and barbering</p>	N/A
<p><b>Number of full-time employees in the trade</b></p>	Pending of publishing		56%	N/A

<b>Average number of employees per salon</b>	98% of salons have less than 5 employees	32.900 (of which some 10% students)	<b>93% OF ALL</b> hairdressing, barbering and beauty businesses employ less than 10 people and two thirds employ less than 5 people	N/A
<b>Number of VET students graduating per year</b>	<b>Academic Year 2012/13 ( only statistics available)</b> - 3352 graduated students from VET Schools - 3776 H&B students from occupational training, <b>Total number of H&amp;B students graduating on 2013 year: 9749</b>	Approximately 1000	In 2014/15, there were 499,900 apprenticeship starts in England, 59,500 (14%) more than the previous year. It was the first year since 2011/12 in which apprenticeship numbers increased.	470

<i>Hairdressing</i>	ES				NL	UK	DK
<b>Type and number of registered work hazards in 2013/2014/2015</b>	Type of accidents with sick leaves	2013	2014	2015	Main risks are: 1. Allergenic 2. Physical 3. work related stress	<b>Self-reported work-related symptoms in hairdressers<sup>1</sup></b> <b>Results</b> a. hairdressers reported significantly higher levels of musculoskeletal problems, including work-related shoulder pain work-related wrist and hand pain), work-related upper back pain work-related lower back pain, and work-related leg/foot pain). b. The frequency of self-reported asthma was similar in both groups (hairdressers 16%, controls 17%) as was chest tightness and wheeze. c. Work-related cough was significantly more frequently reported in hairdressers than in controls	N/A
	H&B Working accidents	952	925	Not pub.			
	1PS Working Accidents	33383	33091	40193			
	H&B In itinere accidents	489	519	Not pub.			
	PS In Itinere Accidents	896	888	1070			
	Cause and number of occupational diseases	2013	2014	2015			
Physical agents	Not av.	100	122				

<sup>1</sup> Research basis: In total, 147 hairdressers, 86% of whom were female (median age 27 years) and 67 non-hairdressing controls, all female (median age 38 years) were recruited. Following adjustment for age, smoking and years worked

	Inhalation of chemicals	Not av.	25	26			
	Skin damage	Not av.	54	64			

	ES				NL	UK	DK
<b>Loss of working days due to sick leave in the trade</b>	Average of lost working days	2013	2014	2015		No data. Most hairdressers are self-employed. Therefore would not have sick leave	N/A
	H&B Working accidents	24,5	24,1	Not pub.			
	H&B In itinere accidents	38,9	36	Not pub.			
	Occupational diseases	Not av.	56,27	78			
	TOTAL DAYS	63,4	116,3	7			
<b>Yearly cost of sickness and accidents in the trade</b>	Not available					As above need to research more	N/A
<b>% sick leave in the trade</b>	% Sick leave in PS	2013	2014	2015		skin disorders comprise more than 45 percent of all Occupationally related diseases. Irritant Contact Dermatitis accounts for 80% of all occupational Dermatitis's alone.	N/A
	Working accidents	1,32	1,18	1,5			
	In itinere	0,34	0,32	0,3			
				7			
	%Sick leaves in the trade = Number of Accidents/ Employees and self employed Registered in Social Security <sup>2</sup>						

<sup>2</sup> Non specific statistics for H&B available. Data has been obtained from the general statistics for personal services (PS) which includes hair and beauty, laundry, funeral services and gyms. We've estimated that almost a 70-75% of the figures are related with H&B

	ES	NL	UK	DK
<b>3 main reasons to leave the trade</b>	Lack of management of the hairdressing salon, lack of business experience. Lack of profitability due to the economic crisis. Occupational diseases	Main risks are: 1 Allergenic 2 Physical 3 work related stress	Skin Disorders  Muscle and musculoskeletal disorders Low wages at the start	N/A
<b>Number of people leaving the industry yearly</b>	8% of total The average in others sectors is 3.5-5%			N/A
<b>Average number of active years in the trade</b>	13'9 years	For businesses with employees: 14 years, for those without 8 years	Most established hairdressing would stay in industry for a live career. Others between 2-5 years	8 -9 years. The average age is 48, 7 the figure is misleading as students dropping out after 14 days are included in the figure
<b>Number of Salons using common standards or guidelines such as CSR, ISO, Green initiatives or others</b>	<b>Academia Verde</b> by Lóreal According to LÓreal report, only 100 salons worldwide have this kind of certification. None of them are located in Spain		There are new incentives for salons to work within CSR. ISO but it still very much in its early stages with no statistics. Also green initiatives	No statistics on the number of environmental friendly Salons.  27 salons have the Green salon certification which is an estimated 1% of the salons

### 2.1.2 National statistics on beauty salons

Beauty	Es	Nl	Uk	Dk
<b>Number of salons 1-5 employees</b>	Total salons: 22.000	25.000	13,107	N/A
<b>6-10 employees</b>	95% have less than 10 employees			
<b>10 employees</b>				
<b>Yearly turnover of salons (total industry)</b>	N/A		<b>THE HAIRDRESSING, BARBERING AND BEAUTY INDUSTRY</b> generates almost £7bn in turnover each year	N/A
<b>Number of self-employed</b>	There is not separation between hair and beauty data	N/A		N/A
<b>Number of part-time employees in the trade</b>	There is not separation between hair and beauty data	N/A		N/A
<b>Number of full-time employees in the trade</b>	Pending of publishing	N/A		N/A

<i>Beauty</i>	<b>ES</b>	<b>UK</b>	<b>NL</b>	<b>DK</b>
<b>Average number of employees per salon</b>	95% have less than 10 employees	N/A		N/A
<b>Number of VET students graduating per year</b>	<b>Academic Year 2012/13</b> - 3021 graduated students from VET Schools	Approximately 700		35
<b>Type and number of registered work hazards in 2013/2014/2015</b>	There is not separation between hair and beauty data. Please see previous figures.	Main risks are: 1 Allergenic 2 Physical 3 work related stress		N/A
<b>Loss of working days due to sick leave in the trade</b>	There is not separation between hair and beauty data. Please see previous figures.			N/A
<b>% sick leave in the trade</b>	There is not separation between hair and beauty data. Please see previous figures.		N/A	N/A
<b>Yearly cost of sickness and accidents in the trade</b>	N/A			
<b>3 main reasons to leave the trade</b>	1. Economic crisis 2. Competitiveness of Medical Aesthetic Centers	No hard data yet, research in progress		N/A
<b>Number of people leaving the industry yearly</b>	N/A			N/A
<b>Average number of active years in the trade</b>	N/A	No data found		N/A
<b>Number of Salons using common standards or guidelines such as CSR, ISO, Green initiatives or others</b>	N/A			N/A

The main conclusions, which can be generated from the information, is a confirmation of the picture we already had. The large number is self-employed, the risk of work related illnesses is high and the number of years working in the business is quite low. Generally, the problem is that the information available is presenting an unclear picture and cannot be used for much. For instance in Spain, the figures cover a large group of professions within personal services (PS): hair and beauty, laundry, funeral services and gyms. Both in Denmark and the Netherlands very limited information is available at all.

## 2.2 National requirements for environmental protection in Hair & Beauty

This section is aiming to give an overview of environmental requirements and regulations, which are specific for the Hair and Beauty sector.

	ES	NL	UK	DK
<b>Water</b>	There is no specific legislation regulating environment protection in the hairdressing and beauty sector in Spain. Instead, there are guidelines and bylaws developed by regions and municipalities –	No requirements	Water authorities are responsible for the public water supply. There are no limits or restraints for salons	No specific regulations. It follows the general rules
	such as developing water-saving mechanism <sup>20</sup> .			
<b>Electricity</b>	Development of energy saving practices.	No requirements	No specific regulations	No specific regulations. It follows the general rules – including assistance for reducing electricity consumption
<b>Waste management</b>	“The final holder of packaging waste and used packaging must deliver, in proper separation conditions, to an economic operator for recovery, reuse or recycling, unless a specific provision requires a particular method of management.” <sup>21</sup>	Waste needs to be separated – paper/glass/ plastics/chemicals/ waste/ rest waste	All employers are responsible to separate waste in the provided bins. This is monitored by the disposal team	Each county has different rules
<b>Chemicals</b>	No regulation on chemicals, only the advice to choose chemicals and cleaning products among those less aggressive with the environment.	Chemical waste needs to be presented separately from regular waste	All colours and perm solution should be diluted down the sink	Regulations for exhaust systems and mixing chemical products

<sup>20</sup> National, published by the Ministry of Agriculture, Food and Environment: [http://www.magrama.gob.es/es/calidad-y-evaluacion-ambiental/temas/red-de-autoridades-ambientales-raa-servcomunidad\\_tcm7-15053.pdf](http://www.magrama.gob.es/es/calidad-y-evaluacion-ambiental/temas/red-de-autoridades-ambientales-raa-servcomunidad_tcm7-15053.pdf)  
 Navarra (Comunidad Foral de Navarra): <http://www.navarra.es/NR/rdonlyres/624A5BD9-8E3C-4118-98B3-9E12D0B95FEB/322719/Peluqueria.pdf>  
 Alicante (Comunidad Valenciana): <http://www.alicante.es/sites/default/files/documentos/normativa/ordenanza-reguladora-condiciones-tecnicas-e-higienico-sanitarias-peluquerias-institutos-belleza-y/ordenanza-peluquerias.pdf>  
 Alcobendas (Madrid): [https://www.alcobendas.org/recursos/doc/Documentales/Ordenanzas/1579285129\\_251201195212.pdf](https://www.alcobendas.org/recursos/doc/Documentales/Ordenanzas/1579285129_251201195212.pdf)  
 Valencia (Comunidad Valenciana): [http://www.valencia.es/ayuntamiento/Sanidad.nsf/0/B4D59F6DF95222D3C12577D0003C76B2/\\$FILE/REQUISITOS%20%20PELUQUERIAS%209-9-10Nuevo.pdf?OpenElement](http://www.valencia.es/ayuntamiento/Sanidad.nsf/0/B4D59F6DF95222D3C12577D0003C76B2/$FILE/REQUISITOS%20%20PELUQUERIAS%209-9-10Nuevo.pdf?OpenElement)

<sup>21</sup> Law 11/1997, of 24 April, on packaging and waste packaging (Article 12).

<b>Financiaci</b>	No information	No requirements	All business will have to pay business rates this figure will depend on the building this will be revised every 5 years. Also your business turn over. Your local council will evaluate all these factors.	No specific regulations. It follows the general rules
<b>Control</b>	No information		The environmental agency would monitor. Also Local council.	No specific control on environmental aspects only on H&S
<b>Other</b>	Regulation on noise pollution <sup>22</sup>	Hair and Beauty salons are not considered to have a high impact on the environment. Requirement for special license only applies to companies with high impact on the environment.		
<b>How is it monitored</b>	As there is no regulation, there is no monitoring except for waste management, done by Health Inspection (needles, etc.) and Environment Councillorship of each Town Hall through local police.		Waste management, and H&S is monitored by respective authorities	H&S is monitored

Conclusion and recommendation Generally, it is safe to say that there are no requirements and regulation on environmental aspects, which applies only to hair and beauty salons. There are some general regulations, which vary from country to country, that also apply to Salons. From the information collected, it seems that the Netherlands are prioritising waste management. The questions in the survey does not ask specifically for best practices in the countries on reducing water and electricity consumption. This could have been more relevant questions to pose. Some added information came from the presentation by Johan Galster on the Danish Green Salon Certification.

## 2.3 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 the 4 countries in this research.

### 2.3.1 Common certifications – The Eu Ecolabel



The EU Ecolabel<sup>27</sup> 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.

## 2.4 Overall 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. The case is a bit different when it comes to recognising dermatitis and asthma has work related conditions. In Spain EIS El Palo has presented several testimonies. Also the fact that there it is only in required to have exhaust systems in Denmark and not in any other partner country, supports the general picture that the risky work environment is yet not fully acknowledged. Statistics from the European Agency for Safety and Health at work demonstrates never the less the seriousness of the situation.

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. This needs to be both on Health and safety and on sustainability. The recommendation from Peter Segel to create a 4 step certification and from Ans Rossy to build on the strength of Hairdresser as local agents for dialogue seems as the obvious choice

## 3. Future Skills for a better life in Sustainable Salons – Introduction

### 3.1 General societal changes and challenges

#### Human impact on environment and global warming:

##### 1. Resource scarcity: 'reducing ecological footprint'

Environmentally friendly hairdressing salon natural hair products ecological materials climate neutral buildings = consciously cutting and nurturing hair!

56 % of the Dutch customers (mostly women) considers sustainable hairdressers who only work with natural hair products valuable.

##### 2. Pollution increases:

Different waste management' – Circular economics

### 3.2 Demographic changes

#### 3.2.1 Aging Population – consequences:

- Employees will need to work until an older age. Older employees will also need to be able to follow new evolutions.
- Working with improved health and safety to keep the available employees longer active.
- The average age of the 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...
- Focus on hygiene and cleanliness (important for seniors).
- 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.

#### 3.2.2 Multicultural society – consequences:

- 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.

## 3.2 Changing customer expectations

Customers are looking for additional information on product and services at the internet, social media, search engines, experiences from others, the lowest prices...

### 3.3.1 Time

The current customer is more pressed for time – evolution to a 24/7 economy.

Consequences:

- They visit the hairdresser WHEN it suits them – impact in opening hours: the majority of customers want an appointment after their office hours.
- They visit the hairdresser WHERE it suits them – 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....

### 3.3.2 Sustainability

More attention to sustainability:

- 1 out of 2 Belgians is willing to leave a traditional hairdressing salon for a salon that enacts sustainable initiatives.
- 60% of customers think sustainability needs to be a fundamental part of the company.
- 60% of the 18-24 year olds willing to pay more for a product/brand that supports an important issue from them  
(source: brochure Business Club L'Oréal)

### 3.3.3 Custom made

Looking for 'custom made'

- Production line specific for men, for Asian and Afro hairdressing styles...

### 3.3.4 Experience

Looking for 'unique experiences'

- Focused on before – during – after

### 3.3.5 Price

- Searching for the cheapest price
- Comparing services and prices

### 3.3.6 Price – quality

- For almost ½ of the Dutch customers, the ‘price-quality ratio’ of a hairdresser/beautician is more important than the actual price level.
- Communicating a transparent price-quality ratio is important. For example the price for the services should be related to the level of the hairdresser/beautician.

## 3.3 Increasing digitalisation and technology

1. Sectors, businesses, employees:
  - Often a problem for businesses and their employees.
  - More technical skills, education, training,... is required.
2. The customer is also digitalising
  - Out of 7 billion people on earth, 5,1 billion has a smartphone.
3. Possible applications in our sector:
  - Digital display windows
  - Social Media (Facebook, Instagram, Pinterest..)
  - Website with contact details and opening hours
  - Setting appointments online
  - Online Marketing (to bind customers more to your business, to remind them it is time to book an appointment, to announce special actions such as sending birthday cards, discount coupons...). Customers choose hairdressers/beauticians and products based on the information they find on the internet (for example hairdressing reviews, video’s...)
  - Offer free use of WiFi, tablets...
  - 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

## 3.4 Choosing or losing

### 3.4.1 Economic crisis and budget cuts

- Less purchasing power – many customers will have less means 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.

### 3.4.2 Recent increase of the number of hairdressing salons

- Primarily the number of mobile hairdressers, chair renters, barbers, African and Asian style hairdressers.
- For hairdressers the trend is currently towards more specialisation in a limited number of services. By consequences, there will be a more fierce battle for customers.

## 3.5 Societal changes

### 3.5.1 Consequences

- 'Business as usual' is no longer an option
- A paradigm or common ideology shift is necessary, for example concerning environment:
  - Using resources (renewable energy, higher efficiency, energy savings, CO<sup>2</sup> reduction ...)
  - Reuse and recycling of materials (EU legislation: by 2030, 70% of waste needs to be recycled)
  - Waste becomes a 'resource'
  - Attention to the entire value chain: for example the design of products, materials, packaging, interior design...
- Job transformations
- Importance of 'Technical' + 'Generic' general skills. For example, being able to
- Communicate with experts from outside the personal area of expertise
- Partnerships/ networks across different disciplines = Challenge for the employers + employees!

### 3.5.2 Requirements

- Seizing new economic opportunities
- Additional research and knowledge
- New skills, working methods...
- Adjusting job profiles and function descriptions
- Reforming the existing professionally oriented training by the government, providers of training and social partners
- Additional professionally oriented training
- Additional courses for lifelong learning
- Recognised 'Quality label' for active actors who constantly educated themselves and wield a high level of professionalism
- Consultancy and support of small enterprises
- Support of workplace training
- Investments in permanent training, continuing training and retraining

### 3.5.3 Problems

- The developments are not new, but society is not prepared to these challenges with regard to the necessary competences
- Primarily the smaller enterprises will encounter problems and they will need additional support
- Crisis financing might possibly be a problem
- Training is a luxury in times of crisis
- Courses for lifelong learning: often practical problems, lack of accessibility, lack of guidance...

### 3.5.4 Possible approach

- We will need to evolve much faster
- Measuring of the evolution also needs to be more on the agenda
- Financial instruments/funds will be necessary for 'retraining' people
- Necessity of a common EU approach (see major difference in Europe concerning the organisation and financing of the labour market)
- Necessity of national policy and the initiatives of the social partners
- Integration of vulnerable groups by supporting them to the utmost
- The need for enterprises who take the responsibility by providing additional training

## 4 Overview table future Skills

A professional qualification file has been drawn up in every country. 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.



*(kappersschool Amersfoort, sd)*

Febelhair 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 and in others 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 Summary Overview table future Skills

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

We list the core competences for each domain that we have collected. We also list some competences from some countries that seemed interesting to us

## 4.1.1 Entrepreneurship

- 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



(Developing entrepreneurial skills, 2021)

### 4.1.1.1 Interesting aspects

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

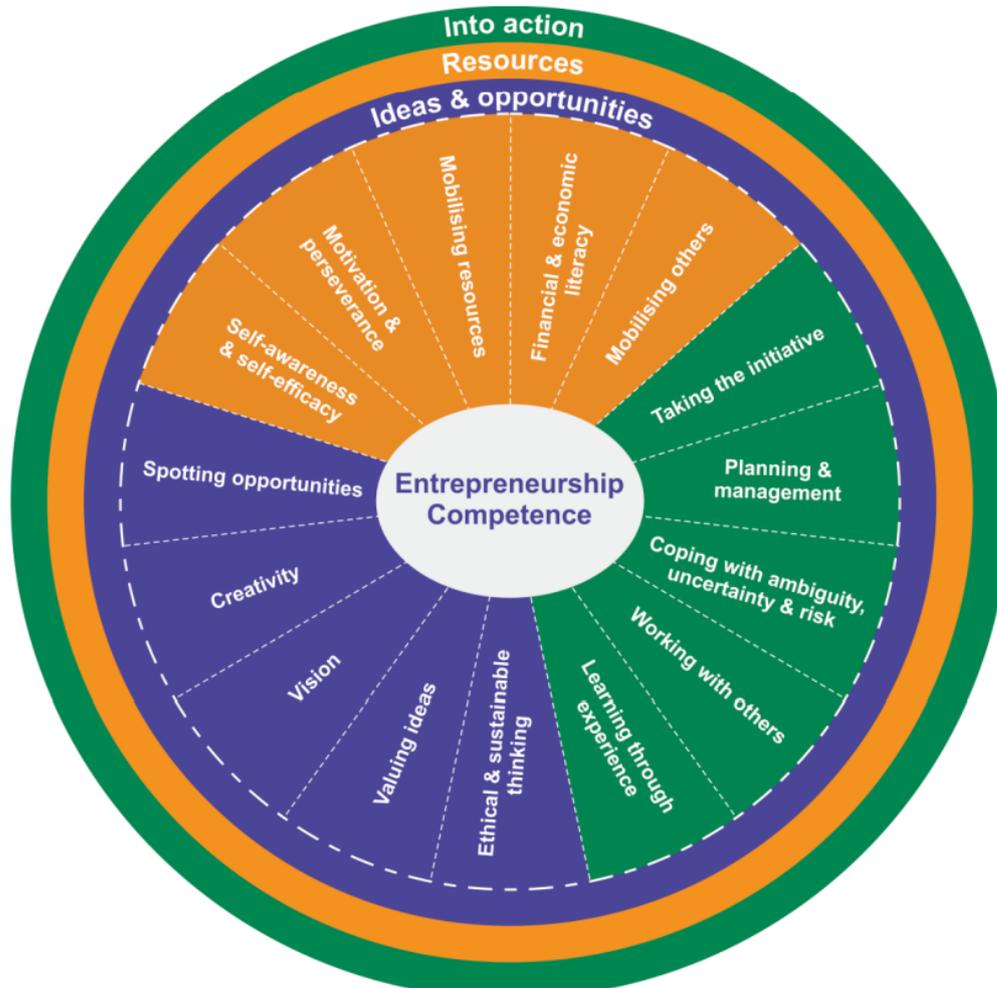
- S/he is able to draw up a cost estimate, calculate contribution margins and balance outcomes economically.
- S/he is able to assess the company's investment needs and its financial resources.
- S/he is able to calculate the company's performance ratios and take them into consideration.
- S/he is able 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.

#### 4.1.1.2 The EntreComp model

Source: "How future proof is the creative Industry?"



The three rings represent the three competence areas, within the circles the 15 competences are situated, each group corresponding with the colour of the ring of the competence area. By representing the method in this way, the whole system is integrated and interrelated. The purple inner ring Ideas and opportunities with the belonging competences: 1. Spotting opportunities, Creativity, Vision, Valuing ideas, Ethical & sustainable thinking. 2. The second orange more inner ring Resources with the belonging competences: 3. Self-awareness, Motivation and perseverance, Mobilising resources, Financial and economic literacy, Mobilising others.

EntreComp can be used as a reference for the design of curricula in the formal education and training sector. It can also be used for activities and programs in nonformal learning contexts (for instance, to foster intrapreneurship with existing organizations). It aims to establish a bridge between the worlds of education and work as regards entrepreneurship as a competence.

Intrapreneurship has been introduced in the paragraph above. It simply refers to entrepreneurship within the company. This term is still debated, the project may start using it again to possibly differentiate between internal and external activities.

Areas	Competences	Hints	Descriptors
1. Ideas and opportunities	<b>1.1 Spotting opportunities</b>	Use your <sup>5</sup> imagination and abilities to identify opportunities for creating value	<ul style="list-style-type: none"> <li>Identify and seize opportunities to create value by exploring the social, cultural and economic landscape</li> <li>Identify needs and challenges that need to be met</li> <li>Establish new connections and bring together scattered elements of the landscape to create opportunities to create value</li> </ul>
	<b>1.2 Creativity</b>	Develop creative and purposeful ideas	<ul style="list-style-type: none"> <li>Develop several ideas and opportunities to create value, including better solutions to existing and new challenges</li> <li>Explore and experiment with innovative approaches</li> <li>Combine knowledge and resources to achieve valuable effects</li> </ul>
	<b>1.3. Vision</b>	Work towards your vision of the future	<ul style="list-style-type: none"> <li>Imagine the future</li> <li>Develop a vision to turn ideas into action</li> <li>Visualise future scenarios to help guide effort and action</li> </ul>
	<b>1.4 Valuing ideas</b>	Make the most of ideas and opportunities	<ul style="list-style-type: none"> <li>Judge what value is in social, cultural and economic terms</li> <li>Recognise the potential an idea has for creating value and identify suitable ways of making the most out of it</li> </ul>
	<b>1.5 Ethical and sustainable thinking</b>	Assess the consequences and impact of ideas, opportunities and actions	<ul style="list-style-type: none"> <li>Assess the consequences of ideas that bring value and the effect of entrepreneurial action on the target community, the market, society and the environment</li> <li>Reflect on how sustainable long-term social, cultural and economic goals are, and the course of action chosen</li> <li>Act responsibly</li> </ul>

2. Resources	<b>2.1 Self-awareness and self-efficacy</b>	Believe in yourself and keep developing	<ul style="list-style-type: none"> <li>• Reflect on your needs, aspirations and wants in the short, medium and long term</li> <li>• Identify and assess your individual and group strengths and weaknesses</li> <li>• Believe in your ability to influence the course of events, despite uncertainty, setbacks and temporary failures</li> </ul>
	<b>2.2 Motivation and perseverance</b>	Stay focused and don't give up	<ul style="list-style-type: none"> <li>• Be determined to turn ideas into action and satisfy your need to achieve</li> <li>• Be prepared to be patient and keep trying to achieve your long-term individual or group aims</li> <li>• Be resilient under pressure, adversity, and temporary failure</li> </ul>
	<b>2.3 Mobilizing resources</b>	Gather and manage the resources you need	<ul style="list-style-type: none"> <li>• Get and manage the material, non-material and digital resources needed to turn ideas into action</li> <li>• Make the most of limited resources</li> <li>• Get and manage the competences needed at any stage, including technical, legal, tax and digital competences</li> </ul>
	<b>2.4 Financial and economic literacy</b>	Develop financial and economic know how	<ul style="list-style-type: none"> <li>• Estimate the cost of turning an idea into a value-creating activity</li> <li>• Plan, put in place and evaluate financial decisions over time</li> <li>• Manage financing to make sure my value-creating activity can last over the long term</li> </ul>
	<b>2.5. Mobilizing others</b>	Inspire, enthuse and get others on board	<ul style="list-style-type: none"> <li>• Inspire and enthuse relevant stakeholders</li> <li>• Get the support needed to achieve valuable outcomes</li> <li>• Demonstrate effective communication, persuasion, negotiation and leadership</li> </ul>

3. Into action	<b>3.1 Taking the initiative</b>	Go for it	<ul style="list-style-type: none"> <li>• Initiate processes that create value</li> <li>• Take up challenges</li> <li>• Act and work independently to achieve goals, stick to intentions and carry out planned tasks</li> </ul>
	<b>3.2 Planning and management</b>	Prioritize, organize and follow-up	<ul style="list-style-type: none"> <li>• Set long-, medium- and short-term goals</li> <li>• Define priorities and action plans</li> <li>• Adapt to unforeseen changes</li> </ul>
	<b>3.3 Coping with uncertainty, ambiguity and risk</b>	Make decisions dealing with uncertainty, ambiguity and risk	<ul style="list-style-type: none"> <li>• Make decisions when the result of that decision is uncertain, when the information available is partial or ambiguous, or when there is a risk of unintended outcomes</li> <li>• Within the value-creating process, include structured ways of testing ideas and prototypes from the early stages, to reduce risks of failing</li> <li>• Handle fast-moving situations promptly and flexibly</li> </ul>
	<b>3.4 Working with others</b>	Team up, collaborate and network	<ul style="list-style-type: none"> <li>• Work together and co-operate with others to develop ideas and turn them into action</li> <li>• Network</li> <li>• Solve conflicts and face up to competition positively when necessary</li> </ul>
	<b>3.5. Learning through experience</b>	Learn by doing	<ul style="list-style-type: none"> <li>• Use any initiative for value creation as a learning opportunity</li> <li>• Learn with others, including peers and mentors</li> <li>• Reflect and learn from both success and failure (your own and other people's)</li> </ul>

Table 1 gives an overview of the EntreComp conceptual model, showing how the entrepreneurship competence has been broken down into different parts within the framework. Competences are numbered for reference issues, the order in which they are presented does not imply a sequence in the acquisition process or a hierarchy: no one element comes first, and none of them is more important than the others. There are no core competences and enabling competences in the EntreComp conceptualization. Depending on the context of take-up, it is reasonable to expect that more emphasis may be put on some of the competences and less on others, or else that competences are streamlined to mirror an entrepreneurial process created to foster learning through entrepreneurship. In other words, the EntreComp Framework can be seen as a starting point for the interpretation of the entrepreneurship competence, which over time will be further elaborated and refined to address the particular needs of specific target groups.

The EntreComp progression model will be shown. The brief description is here: Entrepreneurship as a competence is developed through action by individuals or collective entities to create value for others. The progression in entrepreneurial learning is made up of two aspects:

1. Developing increasing autonomy and responsibility in acting upon ideas and opportunities to create value;
2. Developing the capacity to generate value from simple and predictable contexts up to complex, constantly changing environments

Foundation		Intermediate		Advanced		Expert	
Relying on support <sup>6</sup> from others		Building independence		Taking responsibility		Driving transformation, innovation and growth	
Under direct supervision.	With reduced support from others, some autonomy and together with my peers.	On my own and together with my peers.	Taking and sharing some responsibilities.	With some guidance and together with others.	Taking responsibility for making decisions and working with others.	Taking responsibility for contributing to complex developments in a specific field.	Contributing substantially to the development of a specific field.
Discover	Explore	Experiment	Dare	Improve	Reinforce	Expand	Transform
Level 1 focuses mainly on discovering your qualities, potential, interests and wishes. It also focuses on recognising different types of problems and needs that can be solved creatively, and on developing individual skills and attitudes.	Level 2 focuses on exploring different approaches to problems, concentrating on diversity and developing social skills and attitudes.	Level 3 focuses on critical thinking and on experimenting with creating value, for instance through practical entrepreneurial experiences.	Level 4 focuses on turning ideas into action in 'real life' and on taking responsibility for this.	Level 5 focuses on improving your skills for turning ideas into action, taking increasing responsibility for creating value, and developing knowledge about entrepreneurship.	Level 6 focuses on working with others, using the knowledge you have to generate value, dealing with increasingly complex challenges.	Level 7 focuses on the competences needed to deal with complex challenges, handling a constantly changing environment where the degree of uncertainty is high.	Level 8 focuses on emerging challenges by developing new knowledge, through research and development and innovation capabilities to achieve excellence and transform the ways things are done.

### 4.1.2 Technology

- 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)



(Techdee, 2021)

### 4.1.3 Sustainability

- 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



(Europa, 2019)

#### 4.1.3.1 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.

## 5 Questionnaire

The Belgian parties (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.

Below are the results of the completed questionnaire of all partners who completed the questionnaire



*(Dragnsurvey, sd)*

## 5.1 Surveys and information about the sector

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

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

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

Belgium	Italy	Netherlands	Spain
<ul style="list-style-type: none"> <li>- Secondary + adult education: 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</li> <li>- Private training; There are many private training courses on the themes of business coaching, marketing, administration and sales. These are often very expensive courses.</li> </ul>	<ul style="list-style-type: none"> <li>- Economic – Business management: Many high schools in Italy offer a course with focus on business management and economics (5Y)</li> <li>- Economic: The course of study in economics is one of most popular in every University in Italy (3-5Y)</li> <li>- 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.</li> </ul>	<ul style="list-style-type: none"> <li>- Secondary school: When you graduate from secondary school or adult education as a hairdresser/beautician then entrepreneurship is also covered within the program.. Divers secondary schools provides in education on entrepreneurship like Vakman ondernemen.</li> <li>- High education: Small business and entrepreneurship</li> <li>- Private training: Marketing, administration, sales</li> </ul>	<ul style="list-style-type: none"> <li>- Upper secondary school: Technician in commercial activities, technician in administrative management</li> <li>- Transversal module Business and entrepreneurial initiative, training and job orientation</li> <li>- Higher VET Higher technician in administration and finance, office director assistance, sales management and commercial spaces</li> </ul>

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

Belgium	Italy	Netherlands	Spain
<ul style="list-style-type: none"> <li>- 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...</li> <li>- Private training: social media, online booking...</li> </ul>	<ul style="list-style-type: none"> <li>- ICT: Many high schools in Italy offer a course with focus on ICT.</li> <li>- The course of study in ICT is widely offered by many University in Italy.</li> <li>- This type of courses, for hairdresser or beautician, are offered by many institutions.</li> </ul>	<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"> <li>- Basic VET program: Diploma in office computing, computer science and communications, technician in microcomputer systems and networks</li> <li>- In hair and beauty: 40 hrs circular economy and digitalisation. Applied digitalisation</li> </ul>

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

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

## 5.2 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.

### 5.2.3 Entrepreneurship 2020

	Belgium	Netherlands	Spain	Italy
<b>Customer</b>	<ul style="list-style-type: none"> <li>- Demands:</li> <li>• Follows many training courses</li> <li>• Customer-friendly</li> <li>• Active on social media</li> </ul>	<ul style="list-style-type: none"> <li>- Hygiene and corona measures</li> <li>- Customer-friendly</li> <li>- How to find a your hairdresser?</li> </ul>	<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"> <li>-Businesses must prioritize social action and help consumers to achieve more sustainable and healthy lifestyles.</li> <li>-While younger consumers prefer digital interaction, older adults are looking for contact with another person.</li> <li>-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.</li> </ul>	

			<p>-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> <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>	
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<p><b>Salon owners</b></p>	<ul style="list-style-type: none"> <li>- Following a business management training course.</li> <li>- Knowledge of: <ul style="list-style-type: none"> <li>• Sales</li> <li>• Price calculation</li> <li>• Customer administration</li> <li>• Management</li> <li>• Accounting</li> <li>• Communication</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>- Make a business plan Which contains <ul style="list-style-type: none"> <li>• Who you are as an entrepreneur</li> <li>• Personal characteristics</li> <li>• Your idea</li> <li>• Your company</li> <li>• Legal form</li> <li>• Name and location</li> <li>• Your marketing strategies</li> <li>• Your financial plan</li> </ul> </li> <li>- Marketing</li> <li>- Stay up to date with the latest trends in profession and entrepreneurship</li> </ul>	<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"> <li>- Passion and tenacity</li> <li>- Inspiring affection and empathy.</li> <li>- continuous training and permanent updating</li> <li>- creativity, artistic sense and trends hunting</li> <li>- achieving new challenges</li> </ul> <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"> <li>- Selling techniques</li> <li>- Specialization</li> <li>- Salons management</li> <li>- Cosmetics composition and effects.</li> <li>- Digital tools</li> <li>- Technological innovation</li> </ul> <p>Over the past five years sustainability</p>	<p>Most wanted entrepreneurship skills 2021</p> <ul style="list-style-type: none"> <li>- Innovation</li> <li>- Communication</li> <li>- Economic and administration</li> <li>- Creativity</li> <li>Ethic and sustainability</li> </ul>
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			(Clean & Safe, Better for the Plant / Eco-friendly, Ethical Beauty and Natural) has moved from a trend to a business imperative.	
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#### 5.2.4 Digitalization and digital skills 2020

	Belgium	Netherlands	Spain	Italy
Customer	Online booking system Free Wi-Fi Mobile payment / contactless payment Example hairstyle on tablet	Online booking system Free Wi-Fi Mobile payment / contactless payment Example hairstyle on tablet	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)	
Salon owners	<ul style="list-style-type: none"> <li>- Digital accounting software</li> <li>- Online booking system</li> <li>- Social media</li> <li>- Mobile payments</li> </ul>	<ul style="list-style-type: none"> <li>- Digital accounting software</li> <li>- Online booking system</li> <li>- Social media</li> <li>- Mobile payments</li> </ul>	Technologies such as Machine Learning and artificial intelligence already allow beauty professionals to perform everything from hair diagnostics	Most wanted digitalisation skills 2021 Use of social media, management software, e-commerce tools, office automation software, online citizenship...

	<ul style="list-style-type: none"> <li>- Web shop</li> <li>- Digital learning</li> </ul>	<ul style="list-style-type: none"> <li>- Web shop</li> <li>- Digital learning</li> </ul>	<p>to showing clients complete makeovers from their mobile device.</p> <ul style="list-style-type: none"> <li>-To analyze business data to discover risks and opportunities.</li> <li>- To create better experiences for the clients and motivate their loyalty.</li> <li>- To increase the ability to generate income.</li> <li>- To create competitive advantages over other salons.</li> <li>- To have the ability to react quickly to changes on internal or external needs.</li> <li>-To reduce operating costs.</li> <li>-To improve the efficiency of work processes</li> </ul>	
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## 5.2.5 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"> <li>- Recyclable materials</li> <li>- Water saving</li> <li>- Sustainable energy</li> <li>- Ergonomic</li> <li>- Bio products</li> </ul>	<ul style="list-style-type: none"> <li>- Recyclable materials</li> <li>- Water saving</li> <li>- Sustainable energy</li> <li>- Ergonomic</li> <li>- Bio products</li> </ul>	<ul style="list-style-type: none"> <li>-Sustainable practices</li> <li>Natural produces</li> <li>- Wastes</li> <li>-Safety at work</li> </ul>	<p>Most wanted Sustainability skills 2021</p> <p>Energy saving, water saving, waste reduction, air quality...</p>

### 5.2.5.1 Local tools and good practices for environmental protection, sustainability

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

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

### 5.3 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.

#### 5.3.3 Entrepreneurship 2030

<b>Techniques</b>	<ul style="list-style-type: none"> <li>- Specialise in on one topic</li> <li>- Specialists working together in a company</li> </ul>	<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>
<b>Economy</b>	<ul style="list-style-type: none"> <li>- Small self-contained under one roof</li> </ul>	By working together, the risks and costs are lower. Think of joint insurance.
<b>Social</b>	<ul style="list-style-type: none"> <li>- Creating opportunities for people with disabilities</li> </ul>	Creating trajet for people who has distance to the labour

<b>Customers</b>	<ul style="list-style-type: none"> <li>- Medical attention and products or services to improve life quality.</li> <li>- Natural health and wellness based in non toxic ingredients and customized cosmetics</li> <li>- In home and corporate services</li> </ul>	<p>The largest consumer segment will be the population over 60 years of age.</p> <ul style="list-style-type: none"> <li>- More than half of the world's net worth will be in the hands of women and they spend money in different ways and are more reluctant to taking risks.</li> </ul>
<b>Entrepreneurs and salon owners</b>	<ul style="list-style-type: none"> <li>- Advisory on H&amp;B techniques for shootings and videos.</li> <li>- Knowledge in Green cosmetics</li> </ul>	<p>Water scarcity will generate a revolution in hairdressing and esthetics treatments</p> <ul style="list-style-type: none"> <li>-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.</li> <li>- Especialitation and collaboration between professionals will be compulsory</li> </ul>

### 5.3.4 Digitalization and digital skills 2030

<b>Booking</b>	<ul style="list-style-type: none"> <li>- Online booking system</li> </ul>	<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>
<b>Customers</b>	<ul style="list-style-type: none"> <li>- Emergence of the hair and beauty on-demand/at-home concept</li> <li>- Personalized advice prior to service</li> </ul>	<p>On-demand services have become important as people are trying to make routine activities quick and time efficient.</p>

	<ul style="list-style-type: none"> <li>- Realistic use of “makeover” apps</li> <li>- Booking appointments through internet</li> <li>- Reliable feedback.</li> <li>- Customers becoming prosumers</li> <li>- Valuing experiences more than possessions</li> </ul>	<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 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</p>
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		<p>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>
<b>Hair and beauty teachers and students</b>	<ul style="list-style-type: none"> <li>- To find more effective ways to integrate technology into teaching and learning.</li> <li>- Digital technology ethics</li> </ul>	<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>
<b>Entrepreneur and salon owners</b>	<ul style="list-style-type: none"> <li>- Digital appointments and digital customer follow-up</li> <li>- Collaborative and communication platforms between salons, employees, and employers of different but connected businesses, i.e: hairdressing, nutritionist,</li> </ul>	<ul style="list-style-type: none"> <li>- Clients will expect to be able to book their hair and beauty appointments from their smart phones, iPads or even their watches.</li> <li>- Online appointments grant availability avoiding busy phones, virtual receptionist, and other options.</li> <li>- Tracking salon clients to take action encouraging clients to come more frequently and spend more.</li> </ul>

	<p>dermatologist, cosmetologist...</p> <ul style="list-style-type: none"> <li>- Deposit appointment</li> <li>- Software and apps to facilitate customer service, inventory management, accounting, product sales, etc.</li> <li>- Virtual selling and virtual learning</li> <li>- Polarization of demand in two groups: speed and entertainment. This will make differences in the needs of both groups of clients.</li> <li>- Need for data protection and reputation management.</li> </ul>	<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 life, 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</p>
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		before a face treatment will be a reality.
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### 5.3.5 Sustainability 2030

<b>Government</b>	<ol style="list-style-type: none"> <li>1. Plastic removal.</li> <li>2. Adjustment.</li> <li>3. Good practice detection protocol.</li> <li>4. Minimum level of sustainability in home appliances.</li> </ol>	<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>
<b>Labs</b>	<p>Microplastic removal.</p> <p>Pact for the innovation of new products.</p> <p>Less harmful products.</p>	<ol style="list-style-type: none"> <li>1. Through research to reduce them.</li> <li>2. Promoting research in more sustainable systems.</li> <li>3. Testing for disease.</li> </ol>
<b>Consumers</b>	<p>Reduce health impacts.</p> <p>Greener products.</p>	<p>Reducing the amount of bioaccumulation.</p> <p>Natural and homemade.</p>
<b>Ecologists groups</b>	<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>
<b>Neighbours</b>	<p>Improvements in water purification.</p>	<p>Through more complete water treatment.</p>

<b>Workers</b>	<p>Less harmful to health products.</p> <p>Necessary equipment.</p> <p>Protocols.</p>	<p>Reduction in compounds such as persulfate, benzene...</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>
<b>Entrepreneurs and associations</b>	<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>

## 6 Survey Hairdressers

We created two surveys around the themes of digitalization, entrepreneurship and sustainability. One survey was aimed at hairdressers (independent hairdressers, teachers) and the other was aimed at clients.

We sent out our survey to many hairdressers, but as you know, it is not always easy to get hairdressers to fill in a survey. But in the end, 150 hairdressers filled in the questionnaire.



(academie, 2016)

## 6.1 Summary Survey hairdressers

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

### 6.1.3 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

#### 6.1.4 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)

#### 6.1.5 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

### 6.1.6 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)

### 6.1.7 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

### 6.1.8 Results survey customers Innovation and Digitalization

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%

## 6.2 Survey Partners

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.

### 6.2.1 IES EL PALO Malaga

#### 6.2.1.1 Entrepreneurship

	Professionals	Customers
<b>Entrepreneurship now</b>	<p>Most Valued:</p> <ul style="list-style-type: none"> <li>- Communication skills</li> <li>- Problems solving</li> <li>- Technical or professional skills and innovation</li> </ul> <p>Least valued:</p> <ul style="list-style-type: none"> <li>- Financial and personal management</li> <li>- Marketing and brand promotion</li> </ul>	<p>Most valued:</p> <ul style="list-style-type: none"> <li>- The ability to solve problems</li> <li>- Business administration</li> <li>- Communication skills</li> </ul> <p>Least valued:</p> <ul style="list-style-type: none"> <li>- Flexibility</li> <li>- Marketing and promotion</li> <li>-</li> </ul>
<b>In 2030</b>	<ul style="list-style-type: none"> <li>- Innovation and digitalization of the sector</li> <li>- Brand management and marketing, especially through social media</li> <li>- Emotional management and communication skills, both with clients and employees</li> </ul>	<ul style="list-style-type: none"> <li>- Emotional management and communication skills</li> </ul>

### 6.2.1.2 Digitalisation

	Professionals	Customers
<b>Digitalisation now</b>	<p>Most valued:</p> <ul style="list-style-type: none"> <li>- Digital security and identity</li> <li>- Digital brand management</li> </ul> <p>Least valued:</p> <ul style="list-style-type: none"> <li>- Programming of service preview programs</li> <li>- The editing and processing of digital images</li> <li>-</li> </ul>	<p>Most valued:</p> <ul style="list-style-type: none"> <li>- Electronic payment</li> <li>- Use of social networks</li> <li>- Online reservations</li> </ul> <p>Least valued:</p> <ul style="list-style-type: none"> <li>- Preview apps or programs</li> </ul>
<b>In 2030</b>	The most valued competencies for 2030 are digital security and digital marketing including the company's digital image and the treatment of digital content	Preview programs and the editing and processing of digital images.

### 6.2.1.3 Sustainability

	Professionals	Customers
<b>Sustainability now</b>	<p>Most valued:</p> <ul style="list-style-type: none"> <li>- Prevention of occupational risks</li> <li>- Sustainable use of resources (energy, water)</li> <li>- The sustainable use of cleaning and disinfection products</li> </ul> <p>Least valued:</p> <ul style="list-style-type: none"> <li>- Local providers</li> <li>- Natural cosmetics</li> </ul>	<p>Most valued:</p> <ul style="list-style-type: none"> <li>- Prevention of occupational risks</li> <li>- Sustainable management of resources</li> <li>- The use of natural cosmetics</li> </ul> <p>Least valued: Although 97,9% of the surveyed clients affirm that they consider sustainability important, only 47,4% affirm that they would change their salon or hairdresser for another one sustainable</p>
<b>In 2030</b>	Sustainable waste management, natural cosmetics and the use of sustainable packaging and equipment	Customers expect business to incorporate more natural products, sustainable packaging and equipment, and more sustainable resource management in the coming years

## 6.2.2 CIOFS – FP Lombardia

### 6.2.2.1 Entrepreneurship

	Salon owners (67%), educators( 11%), students (15%), entrepreneurs (11%), workers (12%)
<b>Entrepreneurship courses attended (last 2 years)</b>	<ul style="list-style-type: none"> <li>- 51% YES</li> <li>- 49% NO</li> </ul>
<b>Most wanted entrepreneurship skills 2021</b>	<ul style="list-style-type: none"> <li>- Innovation 78,70%</li> <li>- Communication 67,10%</li> <li>- Economic and administration 55,50%</li> <li>- Creativity 50,50%</li> <li>- Ethic and sustainability 46,80%</li> </ul>
<b>Most wanted entrepreneurship skills 2030</b>	<ul style="list-style-type: none"> <li>- Innovation 72,40%</li> <li>- Communication 59,80%</li> <li>- Ethic and sustainability 53,20%</li> <li>- Economic and administration 50,50%</li> <li>- Hairdressing skills 48,50%</li> </ul>

### 6.2.2.2 Digitalisation

	Salon owners (67%), educators( 11%), students (15%), entrepreneurs (11%), workers (12%)
<b>Digital skills courses attended (last 2 years)</b>	<ul style="list-style-type: none"> <li>- 36% YES</li> <li>- 64% NO</li> </ul>
<b>Most wanted digital skills 2021</b>	<ul style="list-style-type: none"> <li>- Use of social media and communication tools 85%</li> <li>- Management software 56,10%</li> <li>- E-commerce tools 44,50%</li> <li>- Office automation software 22,90%</li> <li>- Robotics and automation 9,30%</li> </ul>
<b>Most wanted digital skills 2030</b>	<ul style="list-style-type: none"> <li>- Use of social media and communication tools 82,10%</li> <li>- Management software 60,50%</li> <li>- E-commerce tools 45,50%</li> <li>- Office automation software 25,90%</li> <li>- Robotics and automation 23,60%</li> </ul>

### 6.2.2.3 Sustainability

	Salon owners (67%), educators( 11%), students (15%), entrepreneurs (11%), workers (12%)
<b>Sustainability skills courses attended (last 2 years)</b>	<ul style="list-style-type: none"> <li>- 80% YES</li> <li>- 20% NO</li> </ul>
<b>Most wanted Sustainability skills 2021</b>	<ul style="list-style-type: none"> <li>- Energy saving 69,40%</li> <li>- Water saving 68,40%</li> <li>- Waste reduction 68,10%</li> <li>- Air quality 55%</li> <li>- Energy autonomy 19,90%</li> </ul>
<b>Most wanted Sustainability skills 2030</b>	<ul style="list-style-type: none"> <li>- Energy saving 74,40%</li> <li>- Water saving 70,10%</li> <li>- Air quality 62,10%</li> <li>- Waste reduction 61,10%</li> <li>- Energy autonomy 26,60%</li> </ul>
<b>Sustainability best practices in use</b>	<ul style="list-style-type: none"> <li>- Waste Separation 32%</li> <li>- Use of sustainable materials 16%</li> <li>- Energy saving politics 8%</li> <li>- Water saving politics 7%</li> <li>- Energy supply from renewable sources 5%</li> </ul>

## 7 Survey Environmental aspects in the Sustainable salon

### 7.1 Introduction

In this project we will step by step develop a simple standard focussed on environmental aspects in a sustainable salon. For this it is necessary to gather knowledge about the various environmental aspects that play a role in the hairdressing salon.

The basic principle that we use is to map this from the various workplaces in a hair salon. At these workplaces, various activities take place that consist of different processes. The workplaces as we have provisionally defined them are:

- Shampooing
- Cutting
- Dyeing
- Perming
- Styling
- Nails
- Management.

We have also used this workspace layout in the following Erasmus+ project: "Future Skills & Sustainable Development in the Green Salon" that closed in 2018.

These activities may or may not result in a burden on the environment. From the legislation and the ISO 14001 standard, the following environmental aspects are mentioned: soil, water, air/odor, raw material/additives, waste and energy.

The research was conducted in Belgium, Spain, Italy and the Netherlands by means of a questionnaire.

## 7.2 Questionnaire

Sustainable salon  
*Certification of a sustainable salon*

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### Developing a certification standard - Assignment

**During the first presentation we explained shortly the steps of developing a standard. In this project we will step by step develop a standard for a sustainable salon. Therefore we start with an assignment and some questions. Please answer these questions before the 15<sup>th</sup> of February. You can use this document for answering the questions.**

**Please send this document with the answers and possible additional information by e-mail to: [eva.bouwman@dienstencentrum.com](mailto:eva.bouwman@dienstencentrum.com)**

#### 1. Workstations

In the previous project 'Green Salon' several workstations were defined:

- Shampooing
- Cutting
- Dyeing
- Perming
- Styling
- Nails
- Management

**QUESTION 1:** Are these workstations complete, or do we miss important workstations?

**FILL IN YOUR ANSWER:**

- Yes, the workstations are complete
  - No, fill in the missing workstations:
    - 1:
    - 2:
    - 3:



## 2. Topics of a sustainable salon

For the time being, we use the workstations as a starting point. For each workstation it is important to indicate in broad lines which topics are important for the future certification standard.

**QUESTION 2:** Please fill in what in your opinion the main topics are for each workstation and give a short explanation? Don't forget used equipment's in each workstation which uses for example a lot of energy like a hairdryers or warm water for washing.

**FILL IN YOUR ANSWER:**

<input type="checkbox"/> Shampooing:
<input type="checkbox"/> Cutting:
<input type="checkbox"/> Dyeing:
<input type="checkbox"/> Perming:
<input type="checkbox"/> Styling:
<input type="checkbox"/> Nails:
<input type="checkbox"/> Management:

### 3. Levels of a standard

To create a set of criteria which is feasible for salons but also create an ambition for a higher level it is important to set the bar for 'Basic' 'Regular' and 'Plus'.

**QUESTION 3:** Give a short description for the 3 different levels so a salon can recognize itself. For example, salons certified for the regular-level at least meet the local legislation.

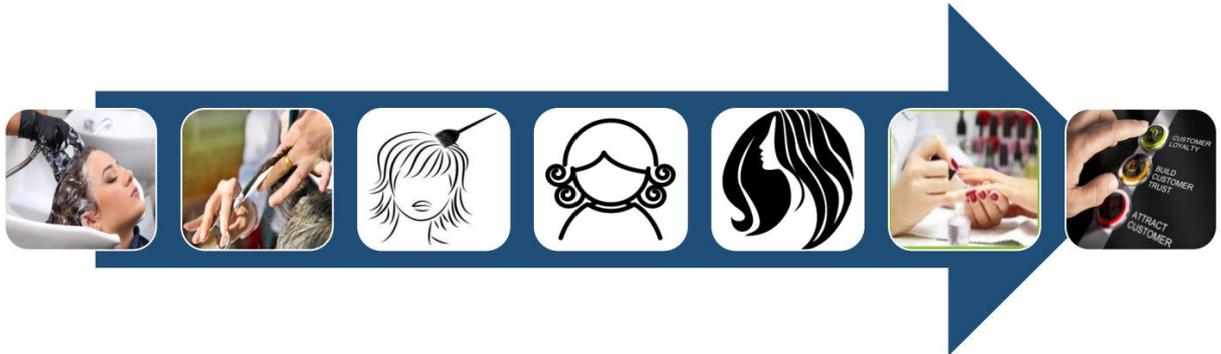
**FILL IN YOUR ANSWER:**

Basic-level:

Regular-level:

Plus-level:

This assignment will be used for awareness and introduction to certification. For the project we want to know what thoughts the project members have, so we can continue developing the standard based on this knowledge.



	SHAMPOOING	CUTTING	DYEING	PERMS	STYLING	NAILS	MANAGEMENT
Subject							
Basic							
Regular							
Plus							



## 7.3 Results

The results of the research were sent to Stivako and processed in Excel sheets. These Excel sheets are the starting point for the development of the simple standard for hairdressing salons and schools. These results will be discussed, adapted, supplemented and tested against European legislation as it applies to the environmental aspects in a hairdressing salon. Below you can see the results.

### 7.3.3 Topics per workstation

topics per Workstation:	Belgium	Spain	Italy	NL
Shampooing	to reduce the use of water	Water temperature, consumption and flow	know-how of the used products in order to make green and sustainable choices	PPD and sulfate free and microbeads free products
	to use environmentally friendly products,	Water pollution: differences between rinsing shampoos and rinsing dyes, perms and other hard chemicals. Possibility of two different drains.	correct products and water dosage.	water waste (water-saving taps)
	to use throw-away towels that are biodegradable	Reuse of water in the bathrooms	<u>Equipment</u> : shampoo station (energy consumption for warm water, water waste, chemical contamination of water)	shampoo and conditioner waste (pumps for measured quantities)
	(no need for washing and drying, using energy and water)	Use of ecological shampoos, conditioners and other chemicals for hair hygiene, Use and disposal of gloves. Sustainable/washing towels and capes.		No disposable gloves
cutting	to use ergonomic tools, made of sustainable materials	Reusable hair cut capes, hygiene and sterilization of cutting tools, Waste management: Hair reuse, used blades, barber neck tape, gloves.	knowledge of correct cutted hair disposal. <u>Equipment</u> : hair clipper (energy consumption, waste battery disposal)	Hair collection for recycling (used for manure and a new technique has been developed to extract oil from waters) We can investigate how much power a clipper costs (electricity or battery)
	to use environmentally friendly products	Toxics: dyes, bleaches, shampoos and some other chemicals.	know-how of the used products (differences between chemical and natural ones) in order to make green and sustainable choices	ammonia and PPD free products
dyeing	to find alternatives for the use of aluminium foil	Foils, and sustainable alternatives	correct dosage when preparing dyeing mixture (color+H2O2) 3) Knowledge of post application treatments (during rinse procedure)	hair dye dose machine ? We have to check which firm this provide
	to use reusable materials, such as brushes to dye and mixing jars, recycling systems	Biodegradable or sustainable supplies and tools (bowls, stirrers, combs...)	<u>Equipment</u> : scale (waste battery disposal), shampoo station (warm water); personal protective equipment (gloves, mask and its disposal); extractor hood and air purifying system (in case of poorly ventilated environment)	
		Biodegradable or sustainable colouring capes, towels, highlights caps, and lingerie		
		Energy consumption of the heat appliances		
		Gloves and cotton pads disposal		
		Waste management of polluted packaging (dyes tubes, bowls), plastic and cardboard		
		Rinsing colours (see shampooing work station)		
		Ventilation and vacuuming systems		
perming	effective use of the products to reduce left-overs			
	to use perm fluid without GTG (glycerylthioglycolate)	Chemicals: permanent, straighteners and keratin	know-how of the used products in order to make green and sustainable choices	
		Waste management: Permanent papers, disposable capes, cotton pads, plastic wraps, termic paper	correct product dosage	
		Biodegradable or sustainable supplies and tools (bowls, colouring brushes, combs...)	Knowledge of post application treatments (during rinse procedure)	
		Biodegradable or sustainable towels, highlights caps, and lingerie	<u>Equipment</u> : scale (waste battery disposal), shampoo station (warm water); personal protective equipment (gloves, mask and its disposal); extractor hood and air purifying systems (in case of poorly ventilated environment)	
		Gloves and cotton pads disposal		
		Waste management of polluted packaging (permanet kits,) plastic and cardboard		
		Rinsing chemicals (see shampooing work station). Energy consumption of heat appliances Ventilation and vacuuming systems		
styling	to use flacons with pump nozzle	Chemicals: mousse, hair spray, gel, wax...	know-how of the finishing products in order to make green and sustainable choices	energy-efficient hair dryers (dyson)
	to use wooden materials such as brushes and combs with a FSC-label	Biodegradable or sustainable towels, caps and other lingerie	<u>Equipment</u> : hairdryers and other styling tools (energy consumption) extractor hood and air purifying system (in case of poorly ventilated environment)	PPD and sulphate-free product
	to use energy-saving hairdryers	High energy consumption: dryers, irons, curlers.... Ventilation systems		Cruelty free products
		Waste management of polluted packaging (hair spray) plastic and cardboard		
nails	to use LED-lights	Toxics: acrylic, gel, nail polish, polish remover and other chemicals.	we are not expert enough to talk about it	
	to use towels of biological cotton instead of throw away materials, such as wipes	Foils, and sustainable alternatives		
	to use materials or equipment with an energy label	Biodegradable or sustainable supplies and tools (nail files, bowls...)		
	effective use of the products to reduce left-overs	Biodegradable or sustainable towels		
		Energy consumption: leds lamps and other electrical equipment		
		Waste management of polluted packaging (nail polish, cotton pads, acrylics...), plastic and cardboard Hygiene and sterilization of cutting tools Ventilation and vacuuming systems.		
management	to have a good management of the stock	Digitalisation: Apps to manage appointments and customers service, social media and software for management.	use of ICT devices (PC, tablets, smartphones...) and related software tools to create and manage customer DB, product warehouse, managing ad administrative archives, customer oriented booking systems, social media profiles and so on.	whether paper or digital is more sustainable.
	to inform and convince your co-workers and clients as a hairdresser	Domotic and sustainable air conditioning and lighting	Reducing the used paper by improving digitalization	
	to chose digital communication instead of printed communication	Waste management with local authorities and external stakeholders	<u>Equipment</u> : ICT devices (energy consumption, technological waste disposal, electric and magnetic fields related issues)	
	to work with local dealers	0 KM suppliers and proximity trade		
	staff training	Certificated, organic and safe suppliers		
	to install a programmable thermostat			
	to use Fair Trade products for coffee and tea use environmentally friendly cleaning products			

<b>Extra workstations:</b>				
<b>Laboratory and recycling area</b>		Ventilation and vacuuming systems: fume hoods and safety cabinets		
		Waste management within the salon: different containers and proper trash classification		
		Hygiene and sterilization		
<b>Storage and laundry room</b>		Water and electricity consumption		
		Safety storage cabinets for chemicals		
		Sitting room/office for employers		
		Ventilation		
<b>Reception and waiting area</b>		Eco friendly furniture		
		Digital magazines and press		
		Courtesy drinks (fair trade coffee and tea) and its cups: one use vs washing		
		Plants to reduce pollution		
		Awareness campaigns about sustainability: tips and advices of how to reduce our carbon foot print Use of some system to reduce water consumption		
<b>applying wigs, extensions and hairpieces</b>				
<b>barbering</b>				

### 7.3.4 Determination work processes

During the research it was indicated that a number of improvements can be made with regard to determining the work processes:

Mentioned here are:

<b>Belgium</b>	<b>Spain</b>	<b>Italy</b>
applying wigs, extensions and hairpieces	Laboratory (place to recycle, to mix colors...)	Dyeing (including discoloration)
barbering	Reception and waiting area	Perming (including chemical hair straightening)
	Storage and laundry room	Management (including customer support)

During the continuation of the project, the workplaces will be reconsidered and relevant additions and improvements will be made.

### 7.3.5 Implementation levels within the environmental standard

The different levels at which a company or school is positioned with regard to its environmental performance in the various work processes in the organization were also examined. An initial exploration was carried out in the study, which will be further elaborated during the project.

Levels of standard	Belgium	Spain	Italy	Netherlands
<b>Basic level</b>	a salon that works according to some sustainable guidelines out of a certified checklist, which can be proven, but where there's still a lot of room for more sustainability	The use of different systems to reduce water and electricity consumption ( example: water aireators, lighth sensors, low consumption devices...)	1) Proper waste management (meeting local legislation)	The salon does waste separation
		Use of organic cotton towels	2) Using energy-saving lighting systems	The salon has LED lighting
		Green cleaning products (vinager, alcohol...)	3) Control water wastage	
		Use of 20% of non toxic cosmetics (certified)	4) Using non-pollutant cleaning products	
		20% of products come from "0 KM suppliers" and proximity trade		
		Cardboard and plastic recycling		
		Not less than 10% of furniture, decoration items, and construction elements should be sustainable or certified.		
		Ventilation systems in the mixing color area.		
<b>Regular level</b>	a salon that works according to a lot of sustainable guidelines out of a certified checklist, which can be proven. The salon is locally legislated, but can still improve their sustainability or take it to a higher level	Electricity contracts with Green energy suppliers .	in addition to "basic level" requirements:	The salon has all the standards of the basic-level, plus:
		30% of water purification and the use of saving-water faucets	1) Using renewable energy suppliers	ecological paper towels
		50% of sustainable or biodegradable lencery	2) Using plants (how many?) for clean up salon air	biodegradable gloves
		Use of 50% of non toxic cosmetics (certified)	3) Using reusable products instead of single-use ones (i.e. towels)	The salon works with products without ppd and sulphates (mirobeads)
		50% of products come from "0 KM suppliers" and proximity trade	4) Using eco-friendly products for beauty and hair treatments	The salon invests in young people by educating them
		Cardboard, plastic and hair recycling		
		Not less than 20% of furniture, decoration items, and construction elements should be sustainable or certified.		
		Source capture ventilation systems (extraction arms) in workstations where hazardous substances are used Mandatory training of one employee in sustainability		
<b>Plus level</b>	a salon that is fully organized in a sustainable way and checks all the points on the checklist	Low consumption home appliances (A+++): air conditioning, heaters, dryers, washing machines....)	in addition to "regular level" requirements:	The salon has all the standards of the basic level and regular level, plus:
		80% of water purification and the use of saving-water faucets	1) Using non-pollutant materials for building and furniture	Works exclusively with products that are 98 % organic
		80% of sustainable or biodegradable lencery	2) Have a grey and toilet water recycling system	Volunteering on community projects that serve the community, think of cutting homeless people or donating to projects that are of interest to the salon
		Use of 80% of non toxic cosmetics (certified)	3) Use a photovoltaic system as standalone energy supplying system (in this case point 1 of "regular level" no longer needed)	
		80% of products come from "0 KM suppliers" and proximity trade 80% Biodegradable or sustainable supplies and tools (bowls, coloring brushes, combs...)	4) Partecipate once a year (at least) in sustainability courses or workshop	
		Ventilation systems with carbon filters to reuse the air		
		Toxic waste management: used gloves, dyes tubes, highlight foil + Cardboard, plastic and hair recycling		
		Not less than 50% of furniture, decoration items, and construction elements (wood, paint...) should be sustainable or certified. It has its national and European certificate of ecological management. Mandatory training of all the employees in sustainability		
<b>REMARKS:</b>		In all the levels we have tried to include measures that have to be with the following topics:		
		Working procedure		
		Energy and water consumption		
		REcycling and reusing		
		Employees training		
		Ventilation		
		Use of hazardous substances and Eco friendly supplier		

## 8 The future hairdressers

Future hairdressers must be prepared for the rising trends. We have already made a summary in terms of the three domains.



*(light, sd)*

### 8.1 Entrepreneurship 2030

- 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
- 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 SMEs becomes more important to lower training costs
- Clients will be better informed and inspired by social media
- Audience targeting 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

## 8.2 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
- 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)
- 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 visitors at salons.

## 8.3 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
- Congress Hairdresser of Tomorrow & Hairdressers Ahead:
  - Hairdressers and beauticians need to be socially engaged within their communities to improve sustainability
  - 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
  - Hairdressers and beauticians need to take transportation into account: how do clients and products move to and from the salon, how can this become more sustainable?

## 9 Attachments

### 9.1 Annex 1 = overview table hairdressers 2020

	Country	Source	Sustainability	Entrepreneurship	Technology and Digitalisation
1	Austria	<b>Certificate of apprenticeship hairdresser (stylist) - LEVEL 4 - 2004</b>		<ul style="list-style-type: none"> <li>•arrangement and coordination of appointments with clients as well as reception and support for clients before, during and after treatments</li> <li>•identification of customer wishes and holding information, advisory, support and sales talks</li> </ul>	payment transaction processing using the cash register system of the training company
2	Chzech Republic	<b>Certificate Hairdresser Fulltime - LEVEL 3 - 2004</b>	<ul style="list-style-type: none"> <li>•exert fundamentals of health protection, occupational safety, and fire prevention and safety</li> <li>•act in an environmentally-conscious manner and in compliance with strategies for sustainability;</li> </ul>	<ul style="list-style-type: none"> <li>•take responsibility for completion of tasks in work or study; adapt own behaviour to circumstances in solving problems</li> <li>•be familiar with various methods of learning, use sources of information well, show functional literacy</li> <li>•understand assignments or identify the cores of problems, exert variable solutions, work both independently and within a team</li> <li>•significance of lifelong learning;</li> </ul>	
		<b>Certificate Hairdresser Fulltime study - LEVEL 4 - 2004</b>	apply the fundamentals of health, occupational safety, and fire prevention and safety.	<ul style="list-style-type: none"> <li>•adapt themselves to the changing conditions of life and work, work well in a team and be responsible for assigned tasks</li> <li>•test and assess newly developed hair care products and preparations for hand and foot care;</li> </ul>	work with information, use ICT;
3	Estonia	<b>Hairdresser 1 - LEVEL 1 - 2001</b>		sells suitable hair care and finishing agents to the customer	

		<b>Hairdresser 1 - LEVEL 4 - 2001</b>		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	<b>Vocational qualification in Hairdressing and Beauty Care - 2017</b>		<b>Demonstrate products, sell and market products and services, and guide customers in skin, hair and beauty care.</b> • 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 information in different sources and evaluate its reliability • actively demonstrate and	<ul style="list-style-type: none"> <li>• communicate in different professional digital environments</li> <li>• work in different digital environments and use digital information</li> <li>• work with the technologies used in their occupation and take into account the benefits of technology in their work</li> </ul>

				<p>sell hair and beauty care products and services to customers, justifying their use diversely, expertly and attracting interest</p> <ul style="list-style-type: none"> <li>• 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</li> <li>• plan and actively use different marketing and sales promotion techniques, drawing diversely on their brand awareness and competence in image marketing and visual marketing</li> <li>• develop their public speaking skills and maintain interaction in different customer service situations</li> <li>• network with different stakeholders</li> <li>• 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</li> <li>• actively communicate in different professional digital environments search for professional information in different sources</li> <li>• independently and showing initiative, and evaluate the reliability of the information</li> <li>• serve customers skilfully and politely, promoting the continuity of permanent customer relationships.</li> </ul> <p><b>Planning a business plan</b></p> <ul style="list-style-type: none"> <li>• look for and generate</li> </ul>	
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				<p>ideas for business opportunities</p> <ul style="list-style-type: none"> <li>• develop a business idea and draw up a business plan for it</li> <li>• network with stakeholders</li> <li>• prepare the documents associated with setting up a company.</li> </ul> <p><b>Working in a company</b></p> <ul style="list-style-type: none"> <li>• plan business activities for a company</li> <li>• build cooperation networks that promote the business activities</li> <li>• conduct business</li> <li>• evaluate and develop the company's operation.</li> </ul>	
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5	Germany	<b>Certification hairdresser - 2008</b>	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"> <li>• to create a profit and loss statement,</li> <li>• to carry out internal accounting,</li> <li>• to conduct an inventory valuation.</li> <li>• to read and evaluate balance sheets,</li> <li>• to make write-downs and provisions and transfer them onto a balance,</li> <li>• to draw conclusions for the company.</li> </ul> <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"> <li>• to make a location analysis,</li> <li>• to develop a start up concept,</li> <li>• to draw up a medium- and long-term business plan.</li> </ul> <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><b>Master Hairdresser craftsperson</b></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"> <li>• to implement prevention of MSD musculo-skeletal diseases at work, when using tools and during the service to the client,</li> <li>• to apply the necessary measures to prevent occupational diseases in accordance with national rules or legislation such as wearing gloves,</li> <li>• to apply ergonomics during working time.</li> </ul> <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.</p> <p>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	<b>Certificate hairdresser - hair care technician - LEVEL 5 - 2001</b>	<ul style="list-style-type: none"> <li>• Applies the regulations for the hygiene and cleanliness of the work areas, of the machinery, and of materials.</li> </ul>	<ul style="list-style-type: none"> <li>• Describes the basic principles for organizing a hair salon.</li> <li>• Formulates methods for the promotion of the hair salon products and of the services on offer</li> <li>• Collaborates with effectiveness with other professionals, in order to provide the best possible service.</li> <li>• Communicates and collaborates smoothly with the recipients of his/her services</li> </ul>	Presents the electric machinery found in the hairdressing salon, the operation thereof, and the method of maintenance.
7	Hungary NOT MUCH INFORMATION	<b>Certificate hairdresser - LEVEL 3 - 2001</b>			

8	Iceland	<b>Certificate hairdresser - LEVEL 4 - 2001</b>	· 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	<b>Hairdresser science - LEVEL 5</b>	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	<b>Certificate Hairdresser/Hair designer - LEVEL 3 - 2005</b>			
11	Luxembourg	<b>Professional profil coiffeur - coiffeuse - LEVEL ? - 2008</b>		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	<b>Certificate Hairdresser - LEVEL 3 - 2017</b>	<p><b>The candidate must have the necessary knowledge and skills to:</b></p> <ol style="list-style-type: none"> <li>1. Maintain health and safety practices.</li> <li>2. Maintain security practices</li> <li>3. Follow and carry out emergency procedures</li> <li>4. Deal with hazards to minimise risks</li> <li>5. Ensure tools, equipment, materials and work areas meet hygiene requirements</li> <li>6. Handle, use and store products, tools and equipment safely.</li> <li>7. Dispose of salon waste safely</li> </ol> <p><b>candidate must know:</b></p> <ol style="list-style-type: none"> <li>1. The main legislation for health and safety</li> <li>3. The hazards and risks that may occur in the salon.</li> <li>4. Emergency procedures and requirements.</li> <li>5. What personal protective clothing and equipment to wear during different services.</li> <li>6. The right methods used in the salon to ensure hygiene.</li> <li>7. How to dispose of different types</li> </ol>	Work effectively in a professional manner - Deal with clients' requirements in a friendly and confident manner -	
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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><b>candidate must be able to:</b></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	<b>Certificate Hairdresser - LEVEL 2,3, 4 - 2020</b>		<p>Has knowledge of:</p> <ul style="list-style-type: none"> <li>- Target groups</li> <li>- Acquiring</li> <li>- Marketing &amp; public relations</li> </ul>	<p>Can use the ICT skills / can use social media</p>

				<ul style="list-style-type: none"> <li>- Disciplines in hairdressing</li> <li>- Financing possibilities for investments, personnel policy, administration, bookkeeping...</li> </ul>	
15	Norway	<b>Certificate hairdressing - LEVEL 4 - 2001</b>	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	<b>Certificate Hairdressing - LEVEL 4 - 2018</b>	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:
		<b>Certificate technician in hairdressers/barber services - LEVEL 4 - 2018</b>	observe the rules of occupational health and safety, apply fire and environmental protection regulations as well as requirements of ergonomics,		
		<b>Certificate assistend hairdresser - LEVEL 2 - 2018</b>	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	<b>Certificate hairdresser - LEVEL 4 - 2001</b>	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	<b>Technician in Hairdressing and Hair Cosmetics - LEVEL 3 - 2011</b>	<ul style="list-style-type: none"> <li>- Determines the protective action of the Spanish Health Service in view of the different covered eventualities, identifying the different types of assistance.</li> <li>- Assesses the risks derived from his/her activity, analysing the job conditions and the risk factors present in his/her labour setting.</li> <li>- Participates in the development of a risk prevention plan for a small enterprise, identifying the responsibilities of all the agents involved.</li> <li>- Applies protection and prevention measures,</li> </ul>	<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	<b>Certificate in hairdressing services - LEVEL 2 - 2010</b>	<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"> <li>1. Be able to maintain health, safety and security practices</li> <li>2. Be able to follow emergency procedures</li> </ol> <p><b>You can:</b></p> <ol style="list-style-type: none"> <li>a. Conduct yourself in the workplace to meet with health and safety practices and salon policy</li> <li>b. Deal with hazards within your own area of</li> </ol>		
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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><b>How to follow safe and hygienic working practices:</b>  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.		
		<b>Qualification in advanced and creative hairdressing - LEVEL 3 - 2020 NOT MUCH INFORMATION</b>			
20	Switzerland	<b>Manuel de formation Coiffeuse CFC/Coiffeur CFC; directives &amp; procédures de qualification</b>	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.	
		<b>Manuel de formation Coiffeuse CFC/Coiffeur CFC; Plan de formation</b>	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.
		<b>Manuel de formation Coiffeuse CFC/Coiffeur CFC; Plan de formation</b>	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.		
		<b>Manuel de formation Coiffeuse CFC/Coiffeur CFC; Plan de formation p55</b>	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	
		<b>Manuel de formation Coiffeuse CFC/Coiffeur CFC; Plan de formation p56</b>	9,1,1: separation of waste for recycling 9,1,2: checking waste economy and optimising it in team		
2 1	Sweden	<b>Entrepreneurship Swedish school</b>		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><b>Entrepreneurship Swedish school</b></p>		<p>Teaching in the course should cover the following core content:</p> <ul style="list-style-type: none"> <li>· The importance of entrepreneurship for individuals, organisations, companies and society in areas relevant to the students' education.</li> <li>· 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.</li> <li>· 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.</li> <li>· Basic techniques for meetings and documentation.</li> <li>· Leadership and group processes. In connection with this, the course covers problemsolving.</li> <li>· Applied marketing in the project's areas based on laws and other regulations.</li> <li>· Presentation techniques adapted to purpose, recipient and situation.</li> <li>· Forms of funding in project areas, financial planning, documentation and follow-up.</li> </ul>	
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		<p><b>Entrepreneurship Swedish school</b></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>	
		<b>Europass: Supplement to a Professional Qualification</b>	<ul style="list-style-type: none"> <li>• knowledge of health and safety issues and how choice of materials affects people and the environment and the ability to work safely and ergonomically.</li> </ul>	<ul style="list-style-type: none"> <li>• knowledge of the history and future development of craftsmanship.</li> <li>• knowledge of entrepreneurship and entrepreneurship.</li> <li>• ability to plan, implement and evaluate their work process.</li> </ul>	
		<b>Handicrafts: hairdressing 1</b>	<ul style="list-style-type: none"> <li>· Hygienic, ergonomically sound and environmentally friendly working methods, and how</li> </ul>		7) Skills in using digital technology in the profession

			<p>protective equipment is used.</p> <ul style="list-style-type: none"> <li>· Environmental measures, such as recycling and waste sorting.</li> <li>· Responsible professional conduct.</li> </ul>		<ul style="list-style-type: none"> <li>· Digital technologies for inspiration and documentation.</li> </ul>
		<b>Handicrafts: hairdressing 1</b>			Grade A: Students use after consultation with the supervisor digital technologies.
		<b>Handicrafts: hairdressing 2</b>	<p>Hygienic, ergonomically sound and environmentally friendly working methods, and how protective equipment is used.</p>	<ul style="list-style-type: none"> <li>· Assessment and analysis of work processes and results.</li> </ul>	<ul style="list-style-type: none"> <li>· Description and documentation of ideas and work processes using special terms and digital technologies.</li> </ul>
		<b>Handicrafts: hairdressing 3</b>		<p>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.</p>	<p>Digital technologies for simple marketing, and documentation of work processes and final results.</p>
		<b>Handicrafts: hairdressing 4</b>	<ul style="list-style-type: none"> <li>· Product and material knowledge. How appropriate materials and</li> </ul>		<ul style="list-style-type: none"> <li>· Digital technologies for documenting work</li> </ul>

			products are chosen for the task. The course also covers environmental aspects.		processes and final results.
		<b>Handicrafts: hairdressing 5</b>		· 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.
		<b>Handicrafts: hairdressing 6a</b>	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	<b>Occupational standard hairdresser</b>		Administration: Preparation of material vouchers Preparation of payment slips	

		<b>Occupational standard hairdresser</b>		<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	<b>Hairdresser</b>	<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>		
		<b>Hairdresser Stylist</b>	<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"> <li>- Basic knowledge of professional software</li> <li>- Knowledge of inventory management</li> <li>- Knowledge of inventory techniques</li> <li>- Knowledge of presentation techniques -</li> <li>- Basic knowledge of social and labour legislation</li> <li>- Basic knowledge of professional software</li> <li>- Knowledge of the duration of treatments</li> <li>- Knowledge of planning techniques</li> <li>- Knowledge of the organisation of a hair salon (e.g. roles, responsibilities,... - Keeps track of data on your own work (performance and sales)</li> <li>- Reflects on the own work in relation to profitability and discusses this with the hairdresser-salon manager</li> <li>- Directs the own work in consultation with the hairdresser- salon manager</li> <li>- Exhibits the products according to certain themes and sales objectives</li> </ul>	<p>Basic knowledge of ICT</p>

				<ul style="list-style-type: none"> <li>- Changes the layout of the products at regular intervals</li> <li>- 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</li> <li>- Places price list and advertising about services/products in a visible place for the customer</li> <li>- Provides information to the customer about the available products/services (shampoos, care products,...) - Knowledge of costing - Knowledge of (commercial) communication techniques</li> <li>- Knowledge of advice and sales techniques</li> </ul>	
		<b>Hairdresser Salon manager</b>	<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"> <li>- Applies the commercial strategy and the external communication strategy of the hair salon</li> <li>- Informs and compares the different ranges of products and materials</li> <li>- Sets products according to certain themes and sales objectives</li> <li>- Start the cash register daily and close it</li> <li>- Check the cash register regularly</li> <li>- Informs the manager about the operation of the hair salon</li> <li>- Evaluates and discusses with the manager the results of the operation of the hair salon according to the stated objectives •</li> </ul>	

				Tracks inventory, fixes deficits, makes and receives orders	
2 4	Italy	<b>Hairdresser</b>	<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>

## 9.2 Annex 2: overview table Beautician 2020

	Country	Source	Sustainability	Entrepreneurship	Technology and Digitalisation
1	Austria	<b>Certificate of apprenticeship beautician - LEVEL 4 - 2004</b>		· competent, type-oriented advisory services and sales negotiations	· 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	<b>Certificate Beautician Full time study - LEVEL 4 - 2004</b>	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	<b>Cosmetician LEVEL 5 - 2001</b>		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.
		<b>Cosmetician 1 - LEVEL 1 - 2001</b>	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	
		<b>Beautician - LEVEL 5 - 2018</b>	<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><b>Entrepreneurship:</b></p> <ol style="list-style-type: none"> <li>1. Choosing a form of business and planning activities.</li> <li>2. Managing a salon.</li> <li>3. Planning marketing and sales campaigns.</li> <li>4. Planning work time.</li> </ol> <p><b>Performance indicators:</b></p> <ol style="list-style-type: none"> <li>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;</li> <li>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</li> </ol>	<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	<b>Vocational qualification in Hairdressing and Beauty Care - 2017</b>	work to promote sustainable development	<p><b>Demonstrate products, sell and market products and services, and guide customers in skin, hair and beauty care.</b></p> <ul style="list-style-type: none"> <li>• present hair and beauty care sector products and services to customers clearly and using sales arguments.</li> <li>• monitor the achievement of their sales targets.</li> <li>• use marketing and sales promotion techniques, drawing on their knowledge of image marketing, brand awareness and visual marketing.</li> <li>• monitor the achievement of their sales targets and plan additional targets.</li> <li>• use different marketing and sales promotion techniques, drawing diversely on their knowledge of image marketing, brand awareness and visual marketing</li> <li>• work in cooperation with stakeholders, maintain relations and establish new contacts</li> <li>• search for professional</li> </ul>	<ul style="list-style-type: none"> <li>• communicate in different professional digital environments</li> <li>• work in different digital environments and use digital information</li> <li>• work with the technologies used in their occupation and take into account the benefits of technology in their work</li> </ul>

				<p>information in different sources and evaluate its reliability</p> <ul style="list-style-type: none"> <li>• actively demonstrate and sell hair and beauty care products and services to customers, justifying their use diversely, expertly and attracting interest</li> <li>• 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</li> <li>• plan and actively use different marketing and sales promotion techniques, drawing diversely on their brand awareness and competence in image marketing and visual marketing</li> <li>• develop their public speaking skills and maintain interaction in different customer service situations</li> <li>• network with different stakeholders</li> <li>• 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</li> <li>• actively communicate in different professional digital environments search for professional information in different sources</li> <li>• independently and showing initiative, and evaluate the reliability of the information</li> <li>• serve customers skilfully and politely, promoting the continuity of permanent customer relationships.</li> </ul> <p><b>Planning a business</b></p>	
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				<p><b>plan</b></p> <ul style="list-style-type: none"> <li>• look for and generate ideas for business opportunities</li> <li>• develop a business idea and draw up a business plan for it</li> <li>• network with stakeholders</li> <li>• prepare the documents associated with setting up a company.</li> </ul> <p><b>Working in a company</b></p> <ul style="list-style-type: none"> <li>• plan business activities for a company</li> <li>• build cooperation networks that promote the business activities</li> <li>• conduct business</li> <li>• evaluate and develop the company's operation.</li> </ul>	
5	Germany NO INFORMATION				
6	Greece	<b>Certificate supplement beautician specialist - LEVEL 5 - 2001</b>	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	<b>Certificate beautician - LEVEL 4 - 2001</b>			- Perform electro-cosmetic treatments;
8	Iceland not much information	<b>Certificate beauty therapist - LEVEL 4 - 2001</b>	· 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	<b>Beautician - LEVEL 5 - 2001</b>	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	<b>Professional profil esthéticien - LEVEL ? - 2009</b>		Applying Sales Techniques - Plan a sales strategy	Application of apparatus - Function of the apparatuses Manipulation electronic checkout

1 2	Malta	<b>Certificate Beauty specialist - LEVEL 3 - 2017</b>	<p><b>The candidate must have the necessary knowledge and skills to:</b></p> <ol style="list-style-type: none"> <li>1. Maintain health and safety practices.</li> <li>2. Maintain security practices in salon.</li> <li>3. Follow and were necessary carries out emergency procedures.</li> <li>4. Deals with hazard within own area of responsibility.</li> <li>5. Ensures tools, equipment, materials and work areas meet hygiene requirements.</li> <li>6. Positions self and client safely throughout service.</li> <li>7. Handles, uses and stores products, tools and equipment safely.</li> <li>8. Disposes of salon waste safely.</li> </ol> <p><b>The candidate must know:</b></p> <ol style="list-style-type: none"> <li>1. The main provision of health and safety.</li> <li>2. Employers` and employees` responsibility</li> <li>3. Hazardous and risks that may occur in the salon.</li> <li>4. Emergency</li> </ol>	<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><b>The candidate must be able to:</b></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	<b>Certificate Beautician - LEVEL 3 - 2010</b>		<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 - <b>Runs a business:</b></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 - <b>Preparing for independent business ownership:</b></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	<b>Certificate of technician of cosmetician services - LEVEL 4 - 2018</b>	observe the rules of occupational health and safety, apply fire and environmental protection regulations as well as requirements of ergonomics,		
17	Slovenia	<b>Certificate hairdresser - LEVEL 4 - 2001 (same document hairdresser )</b>	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	<b>Technician in Hairdressing and Hair Cosmetics (same document) - LEVEL 3 - 2011</b>	<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"> <li>- Carries out the activities for the setting-up and implementation of a company, choosing its legal structure and identifying the associated legal obligations.</li> <li>- Carries out basic administrative and financial management activities of an SME, identifying the main accounting and tax obligations and filling in documentation.</li> <li>- Advises and sells products and services related to his/her position, developing marketing techniques.</li> <li>- Customizes the implementation of temporal and permanent changes, applying the tools and the techniques required.</li> </ul>	
19	United Kingdom NO INFORMATION				
20	Belgium	<b>Beautician</b>	<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)
		<b>Beautician Salon manager</b>	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"> <li>- Advises the manager on.m. investments with a view to a profitable organisation</li> <li>- Evaluates and discusses with the manager the results of the functioning of the beauty institute according to the stated goals</li> </ul>	
24	Italy	<b>Hairdresser</b>	<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"> <li>- Economic – Business management: Many high schools in Italy offer a course with focus on business management and economics (5Y)</li> <li>- Economic: The course of study in economics is one of most popular in every University in Italy (3-5Y)</li> <li>- 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.</li> </ul>	<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>

## 9.3 Annex 3: Questionnaire

# 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...).

<b>Name of Producer</b>	
<b>Link</b>	
<b>Description</b>	

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

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)