



**Sustainable
Salon**



Sustainable Salon



Erasmus+

This project has been funded with the support from the European Commission.
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Welcome to the project: "Future Skills for a better life in Sustainable Salons"

Paloma Rodríguez Bonilla

IES El Palo



About us

Eight European institutions highly committed to improving teaching methods and sustainability.

Project partners:

Stivako y Roc Van Amsterdam from the Netherlands



CIOFS FP Lombardia e Istituto Veneto per il Lavoro from Italy



Richtpunt campus Oudenaarde y UBK (coiffure EU) from Belgium



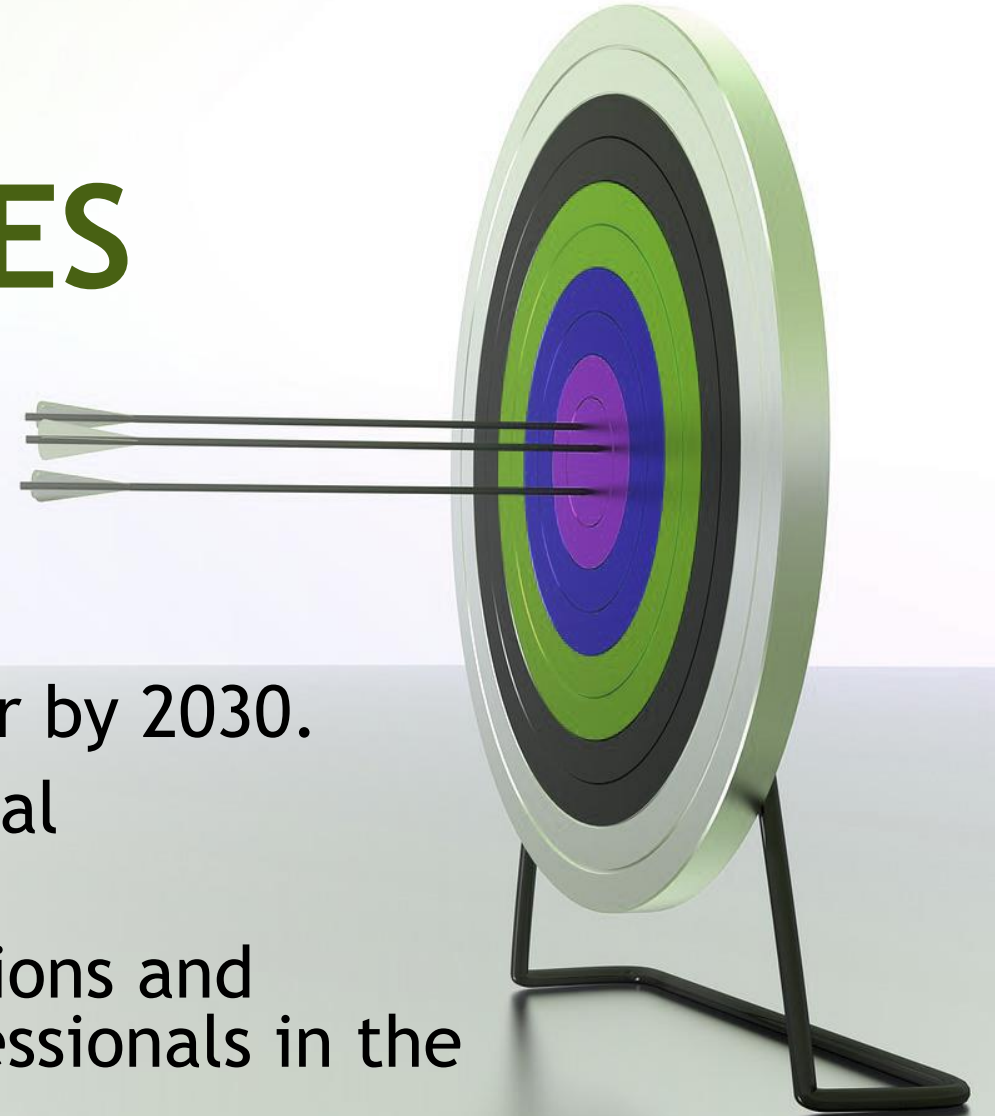
IES El Palo and IES N°1 Universidad laboral from Spain



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PROJECT OBJECTIVES

- Innovation and sustainability in learning.
- To predict the demands and competencies/profiles/skills in the sector by 2030.
- To involve the sector with Corporate Social Responsibility (CSR).
- To exchange knowledge between institutions and spread it among present and future professionals in the sector



BACKGROUND

2012-2014

“Innovation and sustainability in the creative industries.”

<http://greenaby.blogspot.com/p/background.html>

2015-2018

«Green Salons»

www.greensalon.eu

2020-2023

«Future skills for a better life in sustainable salons»

www.sustainable-salon.info

ANALYZED CONTENT

Sustainability



Entrepreneurship



Digitalization



Standards and
certifications



Eco-efficiency in
hair dressing
salons



Professional skills



SUSTAINABILITY

**Ability to achieve sustained economic prosperity,
protecting the natural systems of the planet,
and providing quality of life for all people.**

ENTREPRENEURSHIP

Being an entrepreneur, same opportunities?
Common traits in the sector:

- Practical skills and manual dexterity,
- Creativity,
- Interpersonal and communication skills,
- Organizational and management skills...



DIGITALIZATION

Process by which digital technology is implemented in the economy as a whole, affecting production, consumption and the organization, structure and management of companies

DIGITALIZATION

HAVE YOU STARTED ALREADY?

WHAT TECHNOLOGIES HAVE YOU INCORPORATED IN
YOUR WORK CENTER?

www.menti.com. Code: 48373870

OUR WORK



EDUCATIONAL PRODUCTS

- Workshops: sustainability and innovation
- Specific teaching material (aimed at Vocational Training Centers and social agents)
- Development of the barber profile and its skills for 2030
- Simplified system of certificates or labels on sustainability/environment
- Self-assessment tools *on-line*
- Awareness tools (questionnaire, magazine, videos, stickers...).



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SCHOOLS



HAIRDRESSING SALONS



REMEMBER:

One small act, can have a far reaching impact



MANY CAN CHANGE THE WORLD

IT'S TIME TO START

<https://www.sustainable-salon.info>





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Present and Future of Sustainable Salons

Esther López Merino

IES EL PALO

Málaga

Social changes and current situation

- ▶ 1. Aging population,
- ▶ 2. Multiculturality and sexual diversity,
- ▶ 3. Increased digitization and technology,
- ▶ 4. Ecological stress,
- ▶ 5. Economic crisis and budget cuts.

CONSEQUENCES OF AGING POPULATION

- ▶ Services that provide comfort,
- ▶ Hygiene and cleanliness,
- ▶ Specialization (anti-aging),
- ▶ Occupational Health and Safety.





MULTICULTURAL SOCIETY AND DIVERSITY OF SEXUAL IDENTITIES

- ▶ Specialized salons,
- ▶ Young costumers,
- ▶ Image changes.

DIGITALIZATION AND TECHNOLOGY

CUSTOMERS

- ▶ Internet searches
- ▶ Online tutorials
- ▶ Influencers
- ▶ Digital gap
- ▶ Teleworking and home delivery services

BUSINESS

- ▶ Presence in social networks
- ▶ Website and online appointments
- ▶ Online marketing
- ▶ Digital payment systems
- ▶ Virtual competition

ECOLOGICAL STRESS



ECONOMIC CRISIS



- ▶ Reduction of purchasing power,
- ▶ Decrease in investments,
- ▶ Job insecurity,
- ▶ Increase of immigration.

2017

2018

2019

2020

Current client expectations

- ▶ 1. Search for online information and comparisons,
- ▶ 2. Economy 24/7,
- ▶ 3. Importance of sustainability,
- ▶ 4. Unique experiences,
- ▶ 5. Taylor-made experiences.



YEAR 2020

COMPETENCES, PROFILES AND SKILLS
IN THE HAIRDESSING SECTOR

2020: Competences, profiles and skills

ENTREPRENEURSHIP?

- ▶ According to STAMPA: 1 salón por every 900 people
- ▶ 30% lose money!
- ▶ Low-cost model ↓

2020: Competences, profiles and skills

DIGITALIZATION?


- ▶ Less than 25% computerized.
- ▶ More than 40% do not use social media.
- ▶ More than 60% without website.
- ▶ More than 80% without online marketing.
- ▶ More than 40% without digital tools.



2020: Competences, profiles and skills

SUSTAINABILITY?

- ▶ According UALA, sustainable salons have increased by 20%,
- ▶ Cosmetic industry reinforces research on natural products,
- ▶ Waste management in salons.



YEAR 2030

COMPETENCES, PROFILES AND SKILLS
IN THE HAIRDESSING SECTOR

2030: Challenges for the future hairdressing

DIGITALIZATION!

- ▶ Social media
- ▶ Online sales
- ▶ Accesibility
- ▶ Presence
- ▶ Specialization



2030: Challenges for the future hairdressing

SUSTAINABILITY!



- ▶ Waste and sustainability
- ▶ Improved resource management
 - ▶ “Value chain”
 - ▶ Jobs
- ▶ Permanent training... etc.

2030: Challenges for training centers

- ▶ New skills and working methods
- ▶ Research and knowledge in:
 - ▶ Sustainability
 - ▶ Technology
 - ▶ Management



We are ready for the
challenge...

WHAT ABOUT YOU?





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Solutions, good practices, initiatives and practical information.

Establecimiento sostenible
acreditado por el
Centro Asesor Ambiental
del Ayuntamiento de Málaga



CERTIFICACIÓN
CALIDAD
AMBIENTAL



Ayuntamiento de Málaga
Área de Sostenibilidad Medioambiental



The Environmental Advisory Center of the Environmental Sustainability Area of Malaga is a service aimed at companies to improve their environmental responsibility.

► FREE FEATURES AND SERVICES:

- Environmental advice.
- Municipal Environmental Quality Certificate.
- Promoting and disseminating “good environmental practices”.
- Create a network of sustainable establishments.

Solutions, good practices, initiatives and practical information.



IES Núm. 1
“Universidad Laboral”
de Málaga



- Planting sustainability
- The industry is on the move.
- Your salón becoming sustainable.
- Green Cosmetics.



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