



Sustainable Salon *magazine*

**FUTURE
SKILLS**
for a better life

**GOOD
PRACTICES**
*in the
professional
schools*

**ENVIRONMENTAL
CARE** *in the hair
and beauty salons*

INDEX

FUTURE SKILLS FOR A BETTER LIFE IN SUSTAINABLE SALONS	3	THE WORDS OF THE SCHOOL	24
THE FUTURE OF HAIRSTYLE	5	THE STUDENT EXPERIENCE - CIOFS-FP LOMBARDIA - IES EL PALO MALAGA - RICHTPUNT CAMPUS OUDENAARDE - ROC AMSTERDAM	27
THE POINT OF VIEW OF THE EU	8	SELF ASSESSMENT TOOLS ON ENVIRONMENT AND COMPETENCES	36
SUSTAINABILITY AT SCHOOL TEACHING FOR A BETTER WORLD	11	FROM SCHOOL TO LIFE	38
ENVIRONMENTAL CARE IN THE HAIR AND BEAUTY SALONS AND SCHOOLS	15	A LOGO FOR SUSTAINABILITY	40
THE THOUGHT OF ENTREPRENEURS	18		



WATCH THE OFFICIAL
VIDEO OF THE PROJECT



FUTURE SKILLS FOR A BETTER LIFE *in Sustainable Salons*

Future skills for a better life in Sustainable Salons is the name of the European Erasmus + project that we started in 2020 and will finish in September 2023. This project was created with the ultimate goal of bringing more attention to the environment in the hair and beauty sector.

The industry has undergone many changes in recent years. The people who work in hair and beauty companies are often more concerned with technical knowledge than other aspects of the business. Attention to sustainability and the environment, health and safety, marketing and service is not yet universal. Yet these are the success factors for the future. Many of these aspects could be grouped under the label: sustainability & future-oriented skills. These skills are expected to play a more important role in the competitive position of salons in the future.

A change in behaviour - in knowledge, skills and attitudes - is needed to take advantage of these success factors in the near future. Education provides the opportunity to do this. That is why we started the project "Future Skills for a Better Life in Sustainable Salons", or Sustainable Salon for short.

Inventory

In this project, we started by gathering facts through an inventory of the hairdresser's skills in 2030. In this part of the project we looked at the state of development in the partner countries in three areas: technology, entrepreneurship and the environment. Both the current state and the state of these developments in 2030. This information has been compiled into a report that has been published on the project website: <https://www.sustainable-salon.info/>.

Environmental management system

We then researched the desired situation in a sustainable salon with a focus on environmental aspects. We needed this information to develop an environmental management system for the hair and beauty sector that could be applied in a practical way in an average hair and beauty salon. It is important for our future that there is an environmentally friendly and safe working environment for clients, employees and students in the hairdressing industry and schools. It can also help to reduce the impact of climate change. That is why this Environmental Management System has been created to

be implemented and used free of charge in salons and schools.

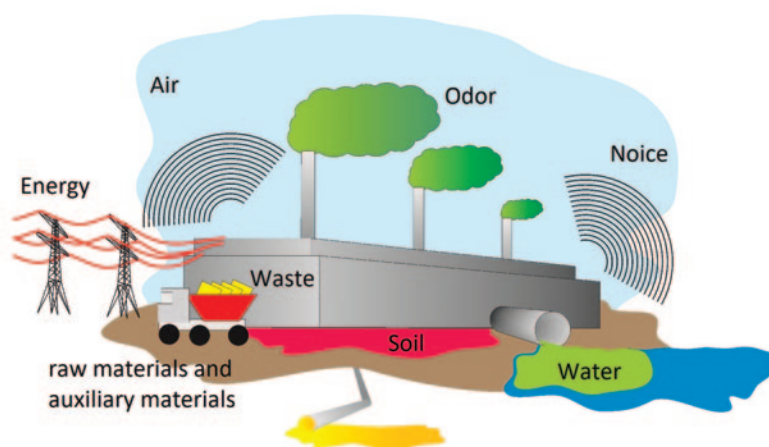
The Environmental Management System document, developed in accordance with the ISO 14001 standard, provides background information and a methodology for assessing and improving the environmental management status of a hair and beauty salon and school. The document can also be downloaded from the project website.

Self-assessment tools

One of the aims of the project was to develop self-assessment tools. Based on the results of our research, we have developed several self-assessment tools: four tools on the environment in schools and salons. Two awareness tools, one for

Learning material

In addition, learning modules have been developed that can be used for hair and beauty education in schools as well as for in-service training for people already working in the sector. These modules consist of: learning material for students including textbook, assignments; teacher's manual including lesson plan and teacher's resource kit with links to other sources, powerpoint presentations, etc. The modules have been developed at 3 levels. Level 1: Awareness, Level 2: Skills and Knowledge and Level 3: Management level, setting up a sustainable salon. These learning materials cover the following topics: water, waste, energy, CO₂, sustainability, raw materials and management.



schools and one for salons. A comprehensive tool to map the state of the environment in the school or salon and a tool on the organisational aspects of the environment.

We have also developed a competence scan based on the inventory of competences of the hair and beauty entrepreneur. This scan consists of questions around five themes: motivation and self-organisation, ideas and opportunities, collaboration and networking, resources and turning ideas into action.

The self-assessment tools are available on the internet via the project website. The tools, as well as most of the other documents developed by the project, are available in 4 languages: English, Dutch/Flemish, Italian and Spanish.

Awareness tools

So-called awareness tools have been developed to spread knowledge about the project: Sustainable salon and the importance of environmental care in the sector. Stickers and this magazine have been developed to raise environmental awareness. Disseminating the knowledge developed is an important part of this sustainable salon project. The developed project website, two multiplier events, publications in many magazines and personal contacts with salon owners and school teachers should contribute to this. Are you also interested in the freely available products that have resulted from this project? Then go to the website and get in touch with the contacts in the different countries.

Frank den Hartog
Stivako

THE FUTURE OF HAIRSTYLE

*Developments
within hairdressing
education in the EU*

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



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.

2. Competences

In this chapter we discuss the impact of the trends of the entrepreneur in the hairsalon. A professional qualification file has been drawn up in 23 European countries. It states what you need to know and be able to do in order to practise a profession. You can obtain a professional qualification by following a course or by recognizing acquired competences. Febelhair (Belgium) has made an overview regarding the educational competences regarding sustainability, digitalization and entrepreneurship, included in the official educational curricula of all EU countries (as far as available) within the hairdressing and beauty sector. We collected the professional qualification files for hairdressers and beauticians from 23 countries in the EU. In some countries it was one document, in others countries 10 documents. We have read through all the vocational qualification files per country and extracted all the actions within the topics sustainability, entrepreneurship and digitalization. We prepared an Excel document (Overview Table Future Skills 2020) and assigned the topics to each subject and country.

2.1 General competences in the future

We started to look at the results of existing research and European reports about the competences in the future. In the OECD report about the future of education and skills in 1930 (OECD 2019), it becomes clear that students should develop what is called “transformative competencies”. These are the types of knowledge, skills, attitudes and values people need to transform society and shape the future for better lives. These have been identified as: - Creating new value, - Reconciling tensions and dilemmas, - Taking responsibility. These transformative competencies can be used across a wide range of contexts and situations. All three transformative competencies can be seen as higher-level competencies that help learners navigate across a range of different situations and experiences (Grayling, 2017). Other important competences according to (Laukonnen, Biddel and Gallagher, 2018) will be: - the ability to cope with uncertainty; - develop new attitudes and values; - act productively and meaningfully (even when goals shift).

2.2 Competences Entrepreneurship

In our European survey about the competences of the entrepreneur we have found many different competences for the future, as an extension of the general competences that have been published by the OECD. As we expected the competences in the different countries were different, but also there were many agreements. The traditional competence profile of an entrepreneur includes the following aspects and subjects:

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



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

2.3 Competences Sustainability

Competences in sustainability are the inter-linked set of knowledge, skills, attitudes, and values that enable effective, embodied action in the world with respect to real-world sustainability problems, challenges, and opportunities, according to the context. Environmental sustainability aims to improve human welfare through the protection of natural capital (e.g. land, air, water, minerals etc.). Initiatives and programs are defined environmentally sustainable when they ensure that the needs of the population are met without the risk of compromising the needs of future generations. Environmental sustainability places emphasis on how business can achieve positive economic outcomes without doing any harm, in the short- or long-term, to the environment. The competences of sustainability in 2030 for a hairdresser, including the salon-entrepreneur, are in many ways the same that universally apply for sustainability. On the other hand many competences apply especially for the hair salons.

2.4 Competence technology

Digital innovations can be key enablers for the green transition, while the greening of digital technologies is a critical success factor for the digital transformation. Digital innovations can support the green transition. Digital technologies are key to monitoring, with precision, the state of the environment and assessing the impact of policies and interventions with the aim of identifying good practices and bringing such practices to scale. For example, satellites allow for real-time collection of data on greenhouse gas emissions and deforestation, allowing for greater transparency in countries' commitments to reach global environmental agreements. Many students who do have good levels of environmental sustainability competence do not have similar levels of digital competence and vice versa. Many students throughout EU countries reported low levels of interest in digital tools, a lack of self-efficacy when using digital tools and low levels of self-reported digital competence. Combining strong environmental sustainability competence with solid digital skills is key to the profound rethinking and retooling that is necessary to adapt the energy, urban, transport, housing, agriculture, clothing and beauty industries – to name just a few – so that they reach climate change goals.

Celeste Deforche
Febelhair



THE POINT OF

INTERVIEW

Mrs Edel Teige

Board of Directors Coiffure EU

Mrs Teige, do you think this professional profile of the hairdresser defined by the Sustainable salon project can be promoted in professional training and motivate young students or that there is some other aspect to consider?

There are several parts to this question.

A) Yes, the professional profile of the hairdresser defined by the “Sustainable Salon Project” can be promoted but there must be contingencies written into the program to allow for changes in concept and technology etc. however it must also be taken into consideration the current economic environment and the fiscal difficulties Salons cur-

rently find themselves in. it would be difficult to expect changes to more expensive packaging, products etc with the current energy and consumables costs rising.

B) Young students are already aware of climate change, recycling etc the key word here is to motivate/reward them for their engagement. This should come in the form of reward for living the sustainability code not just following it.

C) Technical skills and creativity are the foundation of our industry. I do not fully understand where sustainable salon concept will alter or improve technical skills and creativity for the industry? I do fully accept that the knowledge, attitude and actions of the future hairdresser with training can



be changed for the benefit of the business and by default everyone gains.

Do you think an environmental sustainability assessment is useful in both schools and salons? Do you know some experience that could be mentioned and transferred?

I believe education and action will change sustainability from being just a project driven and partial engagement activity to a policy we live by and accept as being the norm. However carrying out assessments of individuals implies a final result to be achieved and once attained is no longer relevant. A process of ongoing review within education providers may automatically filter out to



the salons and as the concept is adopted as the norm in education it will provide qualified personnel who expect a sustainable working environment.

However we must be conscious that in education many programmes are already time restricted and it would be difficult for education providers to incorporate this programme without sacrificing time allocated to other subjects. Education is a three way junction involving manufacturers, employers and education providers all must work together and for the benefit of each. Sustainability salon programme can start with existing practices (e.g. sensor dimmer lighting in sections of the salon that when not being used dim to 50% to save power etc). If by “sustainability salon assessment” you mean the salon is assessed rather than

the staff then this would not be acceptable for the following reasons: a) who sets the standard required for the salon to achieve?, b) who assesses the salons and what authority do they have?, c) if this is an optional that what encourages salons to partake?, this would need to be grant aided for salons in the current economic environment to be encouraged to engage in. d) what penalties are there for salons who do not engage and what course of appeal for salons who disagree with an assessment result?.... assessing salons is fraught with difficulties.

Do you think these tools are useful for improving the relationship between schools and businesses on environmental training?

Like BeSmart.ie and Oira online self-evaluation relating to the Salon can be very helpful in building awareness to the current standard at the time of carrying out the evaluation. It is the resources that are offered to improve or enhance sustainability will be the deciding factors. The inclusion of extracurricular activities will always be difficult to engage in. This would be very dependent on the jurisdiction and the education process and collaboration between salons and education providers. All the proposals on sustainability will have to be optional for each country to engage in and what level of engagement. There are several statements regarding labels and workbooks etc. As we are encouraging sustainability I feel it is important that all workbooks etc are in digital format and not hard copy and the labeling is figurative and not actual labelling which defeats the purpose of the sustainability ethos.

Do you think Coiffure EU will could contribute in the dissemination?

Yes. However each Jurisdiction must decide on if, how and when they would launch the sustainable salon programme. Dependent on the jurisdiction and its current status this could be a soft launce, full launce or delayed launch and this must be respected. As a confederation of European Employers representatives it is our responsibility to

make our members aware of projects such as the sustainable salon programme. (as we have already done with the board permitting several presentations to CEU members and SD meeting). The follow up and success of any jurisdiction that engages in the sustainable salon programme should be identified and through the magazine (digital ?) the steps to success presented that may allow other jurisdictions follow suite (these updates and resources to help launch and support are important). CEU does not have the remit to compel our members to partake in any activity. It must be optional.

Do you think that Coiffure EU could motivate the members to inform hairdressers and beauty salon the result of the project? Do you think the Sustainable salon project can help to strengthen the action of Coiffure EU members on sustainability?

Yes, however I refer you to the response to question before.

Do you think that European Social Dialogue could contribute in the matter of sustainability?

This question calls for speculation on our part on what we think another organization might or might not do, our partners in SD are best placed to respond to this question.

Your summary statement below summarizes the programme and identifies obstacles very well. You might inform us at some point how you see the employee representatives supporting and engaging in this programme.

“We know that eco-sustainable development is a continuous process that develops on several levels: training, products and services, legislation, costs related to adaptation and which therefore also calls into question public action and policies and the collaboration between the Social Partners”.

Thanks to:
Blando Palmieri
Camera Italiana Acconciatura

Sustainability at school



Teaching
for a better world

Sustainability is a critical and urgent issue that affects everyone, everywhere in the world, so training is essential to help us understand the complexity of the environmental, social and economic problems we face in today's world and to provide us with the tools we need to address them effectively.

From IES El Palo, a higher education school in Malaga (Spain) and together with IES Núm. 1 Universidad Laboral, we want to share our practices to demonstrate that training in sustainability can take many forms and, to know the practices carried out in IES Núm. 1 Universidad Laboral, we interviewed Beatriz Toscano Gil, teacher involved in many activities related to this issue:

Beatriz, what actions are carried out to promote sustainability in Universidad Laboral?

Our school has large windows everywhere to enjoy natural light. It has recycling containers. The gardening and landscaping and rural environment courses also have an organic garden. There is a compost bin where the pruned mowed material from the center's gardens is recycled to obtain from it organic fertilizer.



Repopulate

environmental education activities have been carried out with students.

We also participate in other environmental education programs such

out in the irrigation facilities, and in the hydrozones, with succulent and cactaceous plants. Likewise, in the pine forests of the center refuge boxes have been installed to house bats to biologic control insects. (Attach Photo) .We also have an insect hotel.

How are they designed and implemented?

To carry out the recycling program, for years the centre has participated in the Recapacicla program, to promote and encourage the recycling of packaging waste. Regarding the bat refuge boxes,

as Aldea, that aims to promote the integrated development of environmental education initiatives in the face of the current climate emergency situation, conservation of biodiversity and coast, natural ecosystems.

In the Grow with your tree program, this centre participates every year with students from the upper grade courses who help to repopulate, together with children from nearby schools (Attach Photo), an area adjacent to the centre with autochthonous trees.

Where are these actions carried out?

In the classrooms of the different subjects in compulsory education in a transversal and specific way of subjects of environmental education, and in their teachings. Also in specific training courses such as environmental education and control and forest and natural environment management. In the center's facilities such as the buildings, workshops, warehouses, in the multiple green areas of the center and in the repopulation areas adjacent. These sustainability actions are also carried



With regard to irrigation, the system applied is drip irrigation to save as much water as possible

Final question would be: who participates in this programs?

The promoters are teachers of agricultural courses, and teachers of environmental education, coordination of the Aldea program, and always involving students.

As we can see, there are many options available to complete the teaching activity in this sense in any school and, at IES El Palo, we also carry out a multitude of them:

- We start from a basis where sustainability is integrated into the curriculum: sustainability-related topics are included in all subjects and educational stages.
- We promote sustainable practices: by raising awareness and implementing sustainable initiatives we ensure that our students carry out practices such as recycling and water conservation, among others.
- We also participate in programmes and projects such as the aforementioned Recapicla and Aldea.
- We constantly carry out activities such as recycling workshops, ecological product fairs, among others.



- We encourage critical thinking, thus providing students with the necessary skills to address sustainability issues.

In addition, in the VET we carry out our own project called "Green cosmetics" specialized in the manufacture of cosmetics which, in addition to providing the best care for skin and hair, seeks to promote environmental education and care for nature. To do this, we have a greenhouse where we grow different plants using sustainable agriculture techniques,



natural extraction methods and eco-friendly manufacturing processes.

The idea behind these cosmetics is to offer healthy and sustainable alternatives to conventional products that often contain synthetic ingredients that are harmful to the skin and the environment, and packaging that is not environmentally friendly or difficult to recycle. In this way,

students and visiting teachers learn about the properties of plants, how to extract their essential oils and how to use them.

Our product line includes facial creams, body oils, perfumes, shampoos and



Teaching how to make bat shelters

conditioners, among others. All of them made with natural and organic ingredients, without chemical preservatives or ingredients harmful to health or the environment. In addition, our cosmetics are fully biodegradable and their packaging is recyclable or reusable.

The production of sustainable cosmetics by "Green Cosmetics" at IES El Palo is an example of how natural resources can be used responsibly and how quality products can be created without harming the environment.

In short, sustainability education is essential to prepare students for the future world, to engage them in solving current problems and to foster a critical awareness of their own impact on the world.

Marta Guillén Muñoz
IES El Palo Malaga

Beatriz Toscano Gil
IES Num 1 Universidad Laboral of Malaga





ENVIRONMENTAL CARE

IN THE HAIR AND BEAUTY SALONS AND SCHOOLS

Why environmental care? Our planet is facing unprecedented environmental and climate challenges that threaten our well-being. But it is not too late to take decisive action. This may seem like an impossible task, but we can still reverse some negative trends, adapt, restore key ecosystems and much better protect what we have left. To achieve long-term sustainability, we must not separate the environment, climate, economy and society. Research has confirmed that the way we consume, produce and provide services is no longer sustainable. The current economic model - turning raw materials into goods that are used, consumed and then thrown away - not only leads to increasing levels of pollution and waste, but also to global competition for natural resources. That is why we need to make a global shift and become more conscious of our environment. This applies to everyone, both consumers and the

various industries, including the hair and beauty sector. This is why various entrepreneurs in the sector have launched initiatives such as the so-called green or sustainable salons, and suppliers are thinking about sustainable product lines. It is also why this Sustainable Salon project was launched.

An important part of this project is the development of a simple environmental management (care) system tailored to the hair and beauty salon. The information processed would also be used as input for the self-assessment tools to be developed to determine the position of the salon/school in relation to the environmental requirements, and for the development of learning materials. The system developed should be free and easy to use for entrepreneurs, salon employees and school teachers.

Why a system? An environmental management system sets out the procedures that must be

followed for important environmental aspects. An environmental management system can be used to control and reduce the environmental impacts (environmental risks) of business activities as in a salon/school. As a result, the environment is being protected, costs can be saved (e.g. for energy, water, raw materials and by avoiding fines). The system describes that: that laws and regulations must be complied with, that environmental risks must be managed and that efforts must be made for the (continuous) improvement of environmental performance. The environmental management system developed is based on the ISO 14001 standard.

What are the parts of the publication?

We start with a brief introduction to the different aspects of environmental care, such as the environment and environmental care, waste, circular thinking, carbon footprint and the ISO 14001 environmental standard. A company's business activities always have an impact on the natural environment. No matter how simple and well controlled these business activities may be, there will always be a negative effect when people produce through a work process. This negative impact that a company has on its environment is called environmental impact. A company has an impact on the different environmental aspects: air, soil, noise, raw materials and auxiliary materials, odor, waste and energy.

In the second part we discussed the environment and the hair and beauty sector. An important part is the breakdown of the various work processes in an average hair and beauty salon, such as Shampoo-haircare, Cutting-shaving (incl. barbering), (De)coloring (including laboratory - to mix colors), Styling (incl. wigs, extensions, hair pieces), Perming-straightening, Nailcare and Management. An important aspect of the environment in the hair and beauty company and the various work processes is the law and regulations that apply to it. This may differ slightly per country. In the research we have made a study of the EU-regulations and checked them with the law and re-

gulations of Spain and the Netherlands.

In the project, we therefore looked at the impact of the different work processes in a salon on the different environmental aspects such as water, air, energy, etc. We determined the importance (weight) of the environmental impacts.

What were the results of this study? The conclusion that can be drawn with regard to the environment in the various work processes within the hair and beauty salon is that noise has no environmental impact, raw materials and supplies, waste and energy have a high impact, water has an average impact and soil and air have a low impact. In order to prioritise, we discussed and drafted the importance/weighting of the environmental impacts of the work processes during a project meeting with our partners. In the salon practice and with environmental experts, we have evaluated and finalised the identified interest/weighting. Detailed information about the different work processes in the salon and their impact on the various environmental aspects can be found in the publication.

The third part of the Environmental Care System deals with the 3 phases that are important in the introduction of environmental care in the salon or in the hairdressing school. These are

- phase 1: preparation
- phase 2: determination position
- phase 3: improving care for the environment.

After the preparation of the “project” to implement an environmental system in the salon we start with the determination. To get a first general impression and determine the starting position, you can use the free extended self-assessment tool: Is your company/school sustainable? The link is: <https://zelfscan.eu/sustainable/>. This tool will give you an insight into the environmental performance of your salon or school in the following areas raw materials, management, waste, water, energy and legislation.

To get an idea of the level of environmental awareness in your salon or school, you can use the free self-assessment tools: Sustainability and environmental awareness (school) link: <https://zel->



fscan.eu/awareness_schools/ or Sustainability and environmental awareness (salon) Link: https://zelfscan.eu/awareness_salons/.

The next step is to look at work processes in more detail. To do this, we use so-called internal audit forms. One for practice and one for organisation. In the first, we zoom in on the work processes and in the second on the organisation, management, planning and support. The audit forms are part of the publication.

The next step focuses on the improvement of environmental care in the salon/school. In the publication you will find information on how to draw up an action plan, technical and legal measures, organisational measures, division of tasks, work instructions, etc.

In the 4th and last part: Continued attention to the environmental management/mainte-

nance system, we look at the ISO 14001 system and the monitoring of the environmental system. Once you have introduced a system in your salon or school, you want to maintain and improve it. That is why it is important to pay attention to monitoring. This will keep the system up to date over a longer period of time. After all, you don't want to lose the energy you put into implementing it.

I wish you the best of luck in implementing environmental care in your salon/school. All information and documents can be found on the project website: <https://www.sustainable-salon.info/>. By introducing eco-consciousness to your salon, you are contributing to a better, healthier world. Something your clients and staff will be grateful for.

Frank den Hartog
Stivako

Our study's result is that noise has no environmental impact, raw materials and supplies, waste and energy have a high impact, water has an average impact and soil and air have a low impact



THE THOUGHT OF ENTREPRENEURS

Present and future of sustainable salons

Professionals and training centers in the hairdressing sector
Meet in Malaga at the gala



There is increasing talk about the importance of protecting our planet and living in an environmentally friendly way, but there are still those who question whether sustainability is a fad or a necessity.

Our planet undoubtedly shows us every day that it is already very damaged and only through a greener culture can we guarantee a dignified life for future generations; but fortunately it is also a trend that is fashionable and that is a very positive thing for the hairdressing sector, which in Europe employs more than one million people in 400,000 salons, receiving 350 million potential customers.

New technologies, the United Nations 2030 Agenda for Sustainable Development, social changes and the volatile economic situation are forcing changes not only in salon management, but also in present and future professional skills. Therefore, with the aim of disseminating information on good





practices for sustainability in the sector and in the hope of increasing the environmental awareness of hairdressing professionals while trying to make them feel more committed to protecting the environment, the Erasmus+ project multiplier event "Present and future of sustainable salons" was held in an idyllic estate in Malaga called Hacienda Nadales.

The gala was attended by a large number of professionals from the sector from all over Spain and various European countries; hairdressing and beauty professionals, experts, hairdressing schools from all over Andalusia, as well as personalities from the Department of Education and the Environment Department of Malaga City Council, who also visited the information market and had time to establish contacts at the end of the evening during the splendid cocktail party that was offered.

This was a very interesting and necessary initiative to promote sustainability in a sector that, on many occasions, has not paid enough attention to this issue and that is evolving very slowly in the field of environmental care. We cannot ignore the fact that, for example, it has a high consumption of electricity and water and also produces a large amount of waste, from the che-

mical products used to plastic packaging; much of this waste is highly polluting and undoubtedly has a negative impact on the environment. This is why it is important for hairdressers to start taking steps to reduce their ecological footprint and adopt more sustainable practices.

Good practices for sustainability refer to all those actions that promote the conservation of the environment, the preservation of natural resources and the well-being of people and communities. Therefore, the aim of the event was to raise awareness of the importance of incorporating sustainable practices in the management of beauty and

hairdressing salons because, by knowing how their actions can affect the environment, people can make more conscious and responsible decisions.

During the gala, various presentations took place; the focus of the presentations was on research into relevant developments in technology, sustainability and entrepreneurship and their relevance for the hairdresser's competences.

The various aspects of the environment in the hairdressing salon were also discussed and one of the developed self-assessment tools was tested with the visitors present. Nearly a hundred visitors com-

One of the central themes of the event was the description of the new professional profiles that are being implemented and that will be the backbone of the hairdressing profession of the future



Unete a la Red de Establecimientos Sostenibles



PREMIER

100% Plantas
COSMÉTICA

SUSTAINABLE SALON

100% Plantas
COSMÉTICA

100% Plantas
COSMÉTICA

pleted the environmental awareness scanner in the room.

One of the central themes of the event was the description of the new professional profiles that are being implemented and that will be the backbone of the hairdressing profession of the future. The aim was to analyze the evolution of the personal image sector in recent years and the extent to which a review of the professional skills of new hairdressing workers is necessary, as well as other issues such as the importance of encouraging responsible consumption in the hairdressing sector, promoting digitalization, the use of natural and biodegradable products and avoiding the excessive use of chemicals. The need to properly manage the waste generated in beauty salons and training centers, either through recycling or correct disposal, was also highlighted.

The information market, with stands from the various parties involved on topics such as waste management, the use of eco-friendly products and the reduction of energy consumption in salons, also presented various sustainable initiatives and solutions that are already being successfully implemented in some hairdressing salons. The stands were very busy throughout the afternoon and most of the visitors did not leave the venue until the end of the event.

At the end of the program, the balance has to be very positive, as there was and still is a lot of interest among salon owners and teachers for additional information, so the gala can be considered a success.

Marta Guillén Muñoz
IES El Palo Malaga







THE WORDS OF THE **SCHOOL**

From theory to practice:
Good practices about
sustainability in the school

Water cycle and biodegradable towels in Oudenaarde

Sustainability is a term that has gained more rumour in society in Belgium in recent years. Especially after the rise of a number of climate activists and sensitization around climate change, the term sustainability has gained more weight.

In the hairdressing and beauty sector, it remained fairly quiet around this topic for a long time. A few individuals had set up a sustainable salon and worked in a sustainable manner, but it was certainly not an obvious choice and certainly not an obvious one.

Now we find that hairdressers and beauticians are also increasingly aware of sustainability. Various companies working together in the sector are also responding more to it. Just think of eco-friendly products, fittings, installations, and so on.

Sustainability is also coming more into focus in hairdressing and beauty education. It is being integrated into various general subjects during train-

ing. Students get the chance to visit sustainable firms.

Our own school, Richtpunt campus Oude-naarde, has been making more ecological and sustainable choices for some time now. For instance, we have solar panels to generate energy, we work with showerheads that are water reducing, biodegradable towels and mixing pots during colouring. We also teach pupils to use products responsibly.

The water reducing showerheads, save not only time and energy, but most importantly water. With this system, you can reduce water consumption by as much as 65%. The showerhead is made from an eco-friendly material and sourced naturally. The system doubles the pressure, which also gives the client a pleasant feeling, as it stimulates the circulation of the scalp and allows for better cleansing, which in turn has its advantages when colouring hair. The unique filter system lowers the chlorine content in the water and gene-





rates negative ions when water passes through it. This ensures softer hair and a smoother end result.

The towels are durable, disposable and biodegradable. They are up to 15 times more absorbent than ordinary towels. After use, you throw away the towel and after 100 days it is converted into compost. By using these towels, you reduce the cost of buying and maintaining washing and drying machines. This significantly reduces the impact on your energy consumption, which in itself is positive for the environment.

When colouring hair, products are usually mixed in plastic jars. Afterwards, these jars are rinsed out under the tap. This does not only consume water. The excess product also flows with the waste water. The biodegradable mixing bowls are

made from the residual products of the sugar industry, and are therefore 100% biodegradable.

As a school, we signed up to this project because sustainability is close to our hearts. Learning from other European partners is a plus anyway. Other approaches and approaches stimulate our own thinking. Involving students who are our hairdressers and beauticians of the future is also definitely an added value for us. If we can already encourage them to think sustainably before starting their own business and give them competences and skills, we think this is definitely a step in the right direction towards a sustainable future in hairdressing and beauty.

Lindsay Van de Perre
Richtpunt Campus Oudenaarde



THE STUDENT EXPERIENCE

Young Europeans
discuss sustainability

VERY INTERESTING TO SEE OUR FUTURE PROFESSION

I greatly appreciated the experience I had in Malaga during the meeting in the IES El Palo. I really enjoyed both the city and all the activities organized for us inside and outside vocational training center, in particular it would certainly be the one in which they took us to the natural cosmetics laboratory inside the school. There they explained and showed us in practice how they produce their products starting from the extraction of some active ingredients directly from aromatic and medicinal plants that they grow in their small garden. Discovering and trying to understand how a natural cosmetic is born was really very interesting and unexpected.

Ahmet Fetahi
Malaga, May 2022

I was not aware of the opportunities of the European projects which I have been a pleasant discovery and an opportunity which I will consider from now on. I liked everything, every moment was precious for my personal and professional enrichment: the interview to the teacher of the school conversing with him on the issues of sustainability and reporting in a short presentation, the visit to Upside Down, a shop/museum with very imaginative "optical illusion" style installations, the production of a podcast in a real recording studio in radio. To conclude the experience, we could visit a port area of the city redeveloped many years

ago by a group of people trying to live with a style attentive to saving and energy independence and attention to the recycling of materials and the limitation of waste.



Alessia Grignani
Amsterdam, November 2022

In the days of the project we experienced many moments of training, learning, discovery and reflection on the crucial themes of the project such as: energy saving, water resource management, waste treatment, choice of sustainable raw materials. We were asked to participate in some activities, especially group, during which reflect and give our opinion on these topics using different methods and tools (presentations, videos, photos, podcasts). Very interesting to be able to see my future profession from these

points of view and start to make me aware of what we professionals in the wellness sector can do to help the planet and its inhabitants to live better with simple daily gestures and choices valuable professional. Working with people from other European countries has also given me the great opportunity





to experiment for the first time, in an international context, on the use of the English language and to be able to open my horizon and start understanding how to work and live my professional sector abroad.

Valentina Petrunaro
Amsterdam – November 2022)

Participating in the three-day experience in Amsterdam for the Erasmus+ project "Future skills for a better life in Sustainable Salons" was a unique and fantastic opportunity. I had the opportunity to share the experience, accompanied by their trainers, with other students.

On our arrival in the Netherlands, we were accompanied and welcomed at the Roc Van Amsterdam, in a venue dedicated

to professional courses in the beauty and hairstyle industry. It's a very large, modern and welcoming structure with beautiful work and study spaces. We met there other students of the other partner countries and we had the opportunity to get to know each other better and discover what unites and distinguishes our school and professional experiences in our two countries.

Katherine Tejada
Amsterdam
November 2022



COMBINATION OF RESEARCH, ANALYSIS AND STRATEGIES

Working on a sustainability project with other European students has been an enriching and challenging experience. Cooperating with people from different cultures and backgrounds has given me the opportunity to learn about their perspectives and approaches to address the problems of our planet and our profession.

Throughout the development of the project we have carried out an interesting combination of research, analysis and strategies that will help us in the future to improve the environmental, social and economic quality of our hairdressing salons.

David Luque Manzanares

The experience of collaborating in a sustainability project abroad has been challenging but also very rewarding. It is true that sustainability issues are complex and solutions require time and resources, but I am now convinced that we have the tools to improve our environment with less effort than we initially thought.



Míriam Enríquez Galán





As a hairdresser, I was very interested in learning how I could contribute to the sustainability of the planet and how my industry can improve its practices to be more environmentally friendly; thanks to this project I have learned to make better choices that I also pass on to my clients.

Thanks to this project I have learned to look for sustainable and natural alternatives to hairdressing products that contain harmful ingredients, and I now work with suppliers who offer more environmentally friendly products and services, and I have started to reduce my consumption and the amount of waste I generate.

The knowledge and experience I have gained throughout the project will enable me to contribute to the environment with my attitude and that of my company, and I will now also work on raising awareness among my clients, informing them

about the more sustainable products and services available in my salon and how they can help reduce the environmental impact in their daily lives, thus spreading the message further.

Diego Gallego Rodríguez



Thanks to the Sustainable salon project I have discovered that, in my profession, there are many ways in which I can contribute to reducing my environmental impact and help build a more sustainable world, some are

more obvious like using natural products (which also helps to improve my health and that of my clients), recycling, saving water and energy... but others are more surprising, like using hair waste as fertiliser.

Laura Jiménez Aguayo

RICHPUNT CAMPUS OUDENAARDE

WE TOO, LITTLE BELGIUM, CAN DO OUR BIT IN SUSTAINABILITY

The whole project started as an adventure for all of us. Ms Van de Perre had the difficult task of choosing four suitable students from about 40. She attached a kind of competition to it to make her choice easier. We had to send in a video in which we introduced ourselves in English and we had to motivate what we thought would be the added value of participating in the "Sustainable salons" project. Based on the submitted videos, a selection was made and we were soon told that we were among the four lucky ones.

Our first meeting in the project went to Malaga in the south of Spain. After a three-hour-and-

mit our short film in English for the selection. Fortunately, there were also students from the Netherlands, which made communicating a lot easier. There was

an immediate click between us. During the project in Malaga, we learned a lot about sustainability and also about growing our own plants to make our own sustainable products. What we will also re-



This project is a great opportunity to meet people who think alike.

Océane De Baere



a-half flight from Belgium, we arrived at our destination. We felt the warmth of the sun and saw the palm trees. We were in a holiday mood. But it soon turned out not to be a holiday. From the moment we had first met, we went full steam ahead with the students from the other partner countries. Being able to speak a little English was definitely an issue, now we understood why we had to sub-

member is the dinner in group. What a venue! Our teachers also had to go to a multiplier event and we regretted not being able to join them.

Our second meeting went to Amsterdam. We were particularly looking forward to seeing each other again. We did keep in touch via social media in between. In Amsterdam, fun activities were planned. The students went to the Upside



I learned a lot about sustainability and how to implement it in a future business.

Maité Vandecasteele

Thinking about our future and being a part of that process is a wonderful opportunity for me as a youngster.

Cloë Ketsman



Down Museum where we could get ideas for making our vlog. We also went to a sustainable living community. So many things were shown there that we could actually do completely differently at home too (water purification, use of plants, ...).

To conclude the project, we are expected to visit Verona and Pavia. We are looking forward to that too. We have been informed by our teachers that we may participate in the multiplier event this time.

It is a real breath of fresh air to see how sustainability is dealt with in other countries and how

we too, as little Belgium, can do our bit in this project. We hope that all the materials developed during this project will be a source of inspiration for many. We hope they will inspire and encourage young people to think in a sustainable and entrepreneurial way. We hope that more sustainable hair and beauty salons will emerge in the future and that more existing salons and institutes will dare to take the step towards sustainable entrepreneurship.

We are already convinced.

Océane, Cloë, Maité and Cyane



Thanks to the project I've been to places I've never been before.

Cyane Van Hoeck

ALL VERY INFORMATIVE, EDUCATIVE AND FUNNY

Noa, Quinten, Roos and Quincy are hairdresser students at ROC of Amsterdam who have participated in 2 conferences of the Sustainable Salon project. They have travelled to Malaga, Spain, as well as taken part in the meeting at their homebase Amsterdam.



We were approached by our hairdresser practice teacher Frans with a request to go to Malaga, so who would say no to something like this? In the first place we decided to participate in the project for the sake of international experience. It was amazing to travel to another country, meet other hairdresser students from different cultures and even work together with them.

It was back then when travelling was still limited due to covid, but luckily everything could be arranged. For all 4 of us it was the very first time travelling abroad for a study exchange, so cool!

Noa





In Malaga we got acquainted with the other students participating in the project, from Spain, Italy and Belgium. Naturally we tended to stick to the Belgian group, since we speak the same language and Italians and Spaniards got along well due to their languages' resemblance. The assignments were a bit challenging, but fun. In Malaga they have their own garden where they grow herbs and plants and then make their own green cosmetics from. We also got a workshop on how to make your own green cream and shampoo and had to make a creative video report of it. We have been to the huge waste recycling plant of Malaga and that was very impressive too. The best part though was exploring the city and the beaches of Malaga on our own during the free afternoon!

Quinten

In Amsterdam we had another conference in November 2022 and felt more like hosts receiving visitors from other countries. Split into 4 mixed country teams, we headed off to carry out new challenges. We visited the Upside Down digital experience of Amsterdam with an assignment to think of digitally promoting your own salon as being environmentally friendly.

Roos



Then we followed a workshop on how to make a vlog and a podcast and made the ones of our own, sharing our experiences with the project and sustainability in this way. This was followed by interviewing a number of teachers and heads of a department about sustainability in their sector. We didn't only learn about sustainability, but also developed our digital skills. All in all again it was very informative, educative and a lot of fun!'

Quincy

AWARENESS on sustainability and environment for salons

SELF-ASSESSMENT TOOLS ON ENVIRONMENT AND COMPETENCES

One of the main goals of the Project Future skills for a better life in Sustainable Salons is to develop self-assessment tools on environment in the schools and salons.

The aim of these tools is to **help entrepreneurs, teachers and students to understand the level of their sustainability approach.**

The project has developed **4 tools**:

- two awareness tools for school and salon
- one extended tool to map the status of the environment in the school or salon
- one tool on the organizational aspects on environment.

The tools are internet based and work on telephone, tablet or PC.

The languages of three of the four self-assessment tools are the ones of the project partners: English, Dutch, Italian and Spanish

The first one is Awareness scan schools: https://zelfscan.eu/awareness_schools.

It's a short anonymous questionnaire that



wants to help teachers and students to check the level of sustainability consciousness in their schools.

The questions are for example about the presence in the classes of



some particular training program, if in the school they have adopted some particular measure to reduce waste and some consideration about the contribute that hairdressing schools and salons can give to improve the awareness and consumption habits of the population towards care and respect for the environment

The second one is Awareness scan salons:
https://zelfscan.eu/awareness_salons

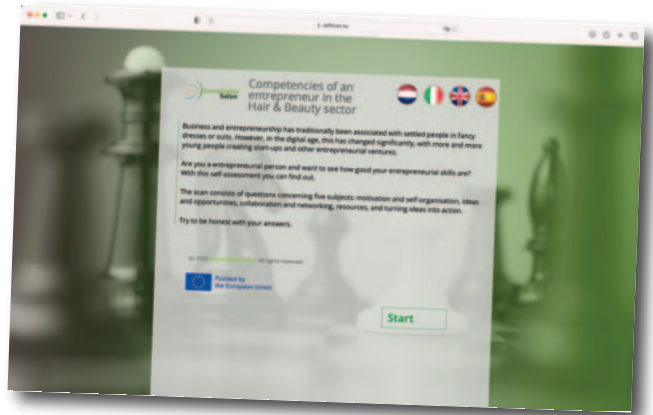
In this tool the entrepreneurs have to answer if they are taking measures in their business to improve sustainability, if they consider it economically profitable and also if they consider that a sustainable salon policy will attract more clientele or not.



The Extended self assessment scan: Is your company/school sustainable? (QR CODE) questionnaire has been prepared to help the one who will answer to find out what is the current situation regarding the sustainability of their Salon/ Professional Institute of Hairstyle. The goal is to be able to offer a specific help and it's about reflecting on how to promote economic growth that generates equitable wealth for all without damaging the environment.



The fourth Scan Organization context of a sustainable salon (only in English) (QR CODE) is addressed to entrepreneurs and it's focused on the organization's context of a sustainable salon' regarding the Hair and Beauty Salon. Aspects that



play a role in the context of the organization and that are analyzed in the scan are:

- identifying external and internal aspects that influence the results of environmental management.
- understanding the needs and expectations of stakeholders.
- determine the scope of the environmental care in the salon
- insight through a system of continuous improvement.



The last scan Self-assessment tool Competences entrepreneur Hair and Beauty.

is addressed to people who want to check how good are their entrepreneurial skills. The scan consists of questions concerning five subjects: motivation and self-organization, ideas and opportunities, collaboration and networking, resources, and turning ideas into action.



Elisa Gusella
 I/L Istituto Veneto per il Lavoro

FROM SCHOOL SAME QUESTIONS,

How useful are the learning materials used by STUDENTS in the normal life

We have participated in two conferences of the Sustainable Salon project. We have travelled to Malaga, Spain, as well as taken part in the meeting at our homebase Amsterdam.

In the first place we decided to participate in the project for the sake of international experience. It was amazing to travel to another country, meet other hairdresser students from different cultures and even work together with them. But we have definitely learned a lot from this project as well. During the classes at school we do not hear much about the environment, but this subject is becoming more and more important nowadays. Also at a salon not much is being done to protect the environment, while hairdressing as a sector is a very big pollutant with all those chemicals being used. There is only one planet Earth at our disposal and we should be careful with it!

From the project we have learned how to work at a salon in a more sustainable way, to be more careful about the amounts of products we use, use much less water and electricity and, in general, how to make more sustainable choices in everyday life. It is with the small steps that we can solve this enormous problem with the environment that our generation will have to deal with.

We are happy for the other hairdressing students in the whole Europe that due to the materials that are developed in this project they will be able to learn these things as well!

We notice at school that we have become



real sustainability ambassadors because of this project! We address our classmates if they do not turn the water tap off while washing / massaging the hair of a model, use too much shampoo or conditioner or do not throw their garbage away. And that while we have a proper garbage sorting system at place in our school! It's such a minor effort to just throw your own sh...t away! If everyone did this, the waste problem would be solved!.

Noa, Quinten, Roos, Quncy
ROC of Amsterdam

TO LIFE TWO POINTS OF VIEW

How useful are the learning materials used by TEACHERS in the normal life

Before I started with this project, I was already aware of my own carbon footprint and have been actively busy to lower it down. For instance, I hardly eat any animal products, grab my bike instead of the car whenever possible and only buy cloths after I have donated at least one or two items (and that for a former shopaholic!). But in the course of the project and especially after developing the learning materials, I have become even more critical of the products I buy, put into my hair and on my skin, how I run my household and how I recycle. My own consumer thinking has turned more into a circular mode so to say.

The biggest advantage of the learning materials from Sustainable Salon is in my view becoming aware of the environmental issues that we otherwise



tend to either not notice due to our busy lives or get horrified by if we hear the doom-day-like scenarios. Another benefit is that

the practical tips offered by the learning materials are very affordable and easy to carry out in a day-by-day life at a hairdresser salon as well as a regular household. I have made it my personal mission to spread the word – so hope we can make the learning materials available and used at as many hairdressing schools as possible. We are already talking to a number of the Dutch hairdresser schools and course providers, but there are also private hairdressing institutes and big salon chains that might be intere-

sted. So still quite some work to do!.

Ganna Chalapko
ROC of Amsterdam

We have been surprised by the great work that is behind this material. Many useful resources such as links and PowerPoint presentations and handouts have been put together for the teachers like us to use during practical or theoretical classes as well as activities to develop. We have been definitely missing materials like this. We also think it is useful to spread these materials not only in schools for the training of our students - hairdressers of tomorrow, but also among the already working professionals, since there has been little to no attention for sustainability at the times when we were doing our

hairdresser training. After we were asked to participate in this project we noticed how we have started watching our own behavior in relation to the environment – from the little things like using public transport instead of a car more often to shorter showers. We definitely believe it all starts with awareness and progresses with small steps.



Jill Remmers and Paul Stavenuiter
ROC of Amsterdam

A LOGO FOR SUSTAINABILITY

One of the main goals of the Project Future skills for a better life in Sustainable Salons was to **develop physical awareness tools**. With the **dissemination and distribution of those logos** the project wants to **promote good behaviour** in the field of sustainability.

The goal of the logos is to **convey the importance of living in a better world**, where **sustainability has to be a way of life for all the citizens**.

The idea was to create **different logos on the theme of sustainability** which have to be used in different communication media, as stickers on mobile supports, walls, windows. Those logos could also be used in dematerialized format on web portals, social media, etc.

The idea was that the images should have an **international appeal**, they had to convey a **clear message**, easy to understand to European citizens and not only to national ones. The stickers will be disseminated by all the partners



CALL FOR IDEAS

of the project from Netherland, Belgium, Italy and Spain.

The target of the stickers is **not a specific target**: everyone as a citizen, an entrepreneur, a worker, a student, a member of the society has to be involved in sustainable behaviour from childhood to adulthood.

With these objectives we decided to call the competition **“a Logo for sustainability” in order to involve students of all levels, creatives, artists and image agencies.**

At the competition participated a lot of students of our partners’ schools.

The commission received **47 logos and chose the logos that best represented the idea of sustainability** in the context of energy consumption, waste separation and reduction, water consumption, use of sustainable raw materials and a general logo. **The commission decided to reward 5 of the 47 logos.** The slogan in the logos are translated in the four languages of the project and printed in stickers.



The **winning schools** are CIOFS Lombardia – Italy and IES El Palo, Malaga – Spain.

The **award is** a supply of hairstyle products offered by CIA Camera Italiana dell'Acconciatura e Cosmetica Italia, our project partner.

Elisa Gusella
IVL Istituto Veneto per il Lavoro

THANKS TO

*all the students
who participated
in the Call
for Ideas*

SPECIAL THANKS TO THE WINNERS

*Denise, Emanuele,
Emma, Esperanza,
Javier, Maria,
Samuel, Samuele,
Yuri*





colophon

Future skills for a better life in Sustainable Salons

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Project partners



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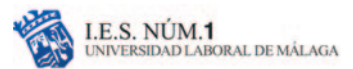
For contacts and questions visit the website

<https://www.sustainable-salon.info/regional-contact-persons>





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