**Types of activities/behaviours we want hairdressers to come up with/adopt.**

* MOST important – what behaviours are you modelling for your clients? What are they learning from your behaviour about what they need to do at home? Are they learning high energy/water/chemical intensive practices? - Probably – but is this necessary? What alternatives are there? How can hairdressers still provide the service customers want that don’t necessarily involves lots of blow drying, hair straighteners and product? Need to think creatively! Perhaps while washing hair they can comment that they now just wash once as extra washes dry hair out and are actually less good for the hair as they trip natural oils – and comment on how all the drying and straightening reduces condition of hair – can prevent by adding product, but actually best prevention is not to do it at all. Maybe it would increase trust if clients felt you were genuinely acting in their interest, not just trying to sell product.
* Energy efficiency – how to save energy (energy efficient equipment, energy saving behaviours).
* Chemical use and storage - the choice of chemicals being procured, the safe disposal of leftover chemicals, the impact of chemicals on the environment and long-term health impacts on humans.
* Environmentally preferable options for hair dying.
* Water efficiency – reducing water consumption.
* Sustainable office management - recycled and recyclable leaflets, good environmental housekeeping.
* Natural hair – ethically sourced.
* Procurement – where do the supplies come from and what can you do through examining the supply chain? Can you use a supplier with an environmental policy? A local company to cut down on delivery miles etc?
* Ask your manufacturer for details on how damaging the end product is for the environment, and also how damaging the production process is.
* Be a little frugal with stock – as it’s not only better for the environment but will save you money. Two squirts of shampoo won’t give you a better coverage than one. Think about how much stock is being wasted – and how much extra stock you really need
* If you’re making all the necessary steps to become more environmentally friendly, then you’ll probably want to work with a manufacturer that has the same values in protecting the environment e,g, Aveda gives all its salons an ‘environmental workbook’ to help them tackle everyday ways to becoming a greener salon: "We recommend identifying an eco-healthy team leader. You could identify three goals for your salon to focus on, then offer incentives to encourage employees to participate," says marketing manager of Aveda UK, Paul Deacon… "Begin by tracking rates of water and energy use, rubbish, hazardous material and air quality."
* Eco-friendly haircare company [Davines](http://www.davines.com/) is very proactive in encouraging its salons to consider the environment in every element of their business. <http://www.davines.com/home.html> : "One of the simplest ways to reduce waste is by buying items for your salon that are designed well and built to last. "It may be more convenient to purchase disposable objects, but the consequence is an enormous amount of physical waste as well as the loss of energy needed to produce and break them down," says director of marketing Jan Laan.
* One of the biggest areas of waste for any salon is cut hair. So what is the best way to dispose of it? According to the [Compost Association](http://www.compost.org.uk/), hair can be composted, but compost heaps need to be managed and, on its own, hair will not compost. It needs to be placed with other materials such as woods and plants in order to safely compost. However, you could look for a local commercial composting site and strike an agreement whereby you can dispose of all your waste hair.
* If you can’t be persuaded to lead a greener lifestyle for the greater good of the planet, then think about the effect it will have on your finances. According to [The Environment Agency,](http://www.environment-agency.gov.uk/subjects/waste/1019330/?lang=_e) by taking simple steps to be greener businesses can save money that is the equivalent of a 5% increase in sales.

**Group work – individual salons – Action plans – 3.30 pm**

1. Reduce electricity

* Thermal cap to develop colour/hood dryers – help reduce time, increases heat etc
* Eco towels – talked about easydry.

1. Reduce water

* Kettles/usage in kitchen/kitchenette
* Easy rinse shampoos
* Tap aerators

1. Reduce chemical usage

* Tip excess colours in bucket/pots, show staff end of week to see how much is wasted.

1. Reduce waste

* Reduce business waste – reuse/recycle as much paper as possible (tips from Anne Miller- her own salon’s success).
* Advise staff to take home food waste/bottles/wrappers
* Wormery to decompost hair waste – Alex Green on how one salon in Kent (<http://www.realhairandbeauty.com/index.php>) have done it.
* Recycling foil, bottles, shampoo bottles etc.
* Anne Miller on buying in bulk and giving £2 off to customers who bring their bottles for refill of products.

1. Confident of success

* Not quite – as colleges need to take the lead, an overall approach in training, curriculum, staff and in their salons.
* Help with understanding the issue/ more psychology into the curriculum (Anne Miller).

1. Low energy hair care practice:

* One for all products, more concentrated shampoos
* Product companies getting better, promote them better.
* Share transport by clients
* Consultation and commitment across the company.

1. Encourage hair-care practices to conserve water:

* Educate them – how often or not that often to wash hair.
* Talk individually to clients’ specific needs.

1. Less use of chemical products

* Advertising issues
* Educating clients
* Be upfront
* Semi-permanent / permanent
* transition to grey to clients over 40

1. Less waste – packaging waste

* refilling – shampoo/buy in bulk
* hair waste / wormery

1. talk to customers on environmentally friendly hair care

* talk to staff to disseminate information

1. take up ideas to promote to clients

* participants confident of success