# Event data

Data was obtained by the hairdressers in the form of response to specific questions which were presented on a powerpoint slide and hairdressers to respond anonymously using zappers.

We also interviewed the hairdressers at the end of the event

## Attendees

19 hairdressers – 4 male, 15 female

= 5 trainers from hairdressing colleges (results given separately at end)

The majority were small independent hairdressers

## Motivation to attend

When asked what motivated hairdressers to attend the event, by far and away the most prevalent response was related to being receptive to opportunities to learn. The next most prevalent response was for the opportunity to network and meet others. The belief that being green may be good for business was also chosen as a reason by some. However the free lunch, an intrinsic caring about the environment and the opportunity to gain environmental certification were less often listed as motivators for attendance.

## Current practices

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Descriptive Statistics** | | | | | |
|  | N | Minimum | Maximum | Mean | Std. Deviation |
| HAVEEP | 18 | 1.00 | 4.00 | 2.9444 | 1.25895 |
| INFORMALGUIDE | 18 | 1.00 | 4.00 | 2.5556 | 1.19913 |
| HOWIMPROVEEI | 18 | 1.00 | 4.00 | 2.1111 | .67640 |
| Valid N (listwise) | 18 |  |  |  |  |

**Environmental Policy**

16% already had an environmental policy that was in use

27% had a policy that was not well used

56% did not have an environmental policy

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **HAVEEP** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | yes and is used | 3 | 15.8 | 16.7 | 16.7 |
| yes, not well used | 5 | 26.3 | 27.8 | 44.4 |
| no | 10 | 52.6 | 55.6 | 100.0 |
| Total | 18 | 94.7 | 100.0 |  |
| Missing | System | 1 | 5.3 |  |  |
| Total | | 19 | 100.0 |  |  |

**Informal Guidelines**

**SALON**

Are there any informal guidelines or expected behaviours regarding environmental issues e.g. conserving water, reducing electricity use, minimising use of products, reducing waste etc?

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **INFORMALGUIDE** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | yes, have many | 4 | 21.1 | 22.2 | 22.2 |
| yes, a few | 6 | 31.6 | 33.3 | 55.6 |
| hardly any | 2 | 10.5 | 11.1 | 66.7 |
| not at all | 6 | 31.6 | 33.3 | 100.0 |
| Total | 18 | 94.7 | 100.0 |  |
| Missing | System | 1 | 5.3 |  |  |
| Total | | 19 | 100.0 |  |  |

* We also encourage all staff to think about waste in our salon.
* We already do some good habits at our salon, in terms of switching off lights, not wasting electricity, use of hair dryers and also water.

How easy do you think it will be to improve your salon’s environmental impact?

No difference before and after

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **HOWIMPROVEEI** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | very easy | 2 | 10.5 | 11.1 | 11.1 |
| quite easy | 13 | 68.4 | 72.2 | 83.3 |
| quite difficult | 2 | 10.5 | 11.1 | 94.4 |
| very difficult | 1 | 5.3 | 5.6 | 100.0 |
| Total | 18 | 94.7 | 100.0 |  |
| Missing | System | 1 | 5.3 |  |  |
| Total | | 19 | 100.0 |  |  |

## CLIENTS

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Descriptive Statistics** | | | | | |
|  | N | Minimum | Maximum | Mean | Std. Deviation |
| CUR\_PR\_GOODEG | 18 | 1.00 | 4.00 | 2.7222 | .95828 |
| HOWEASY\_MODELPEB | 18 | 1.00 | 3.00 | 2.0556 | .63914 |
| HOWEAST\_TALKHAIRPEB | 16 | 1.00 | 3.00 | 2.0000 | .73030 |
| Valid N (listwise) | 16 |  |  |  |  |

Do you think that your current hairdressing practices (e.g. how much water, energy, product used) set a good example to customers in terms of environmental impact?

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **CUR\_PR\_GOODEG** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | yes definitely | 3 | 15.8 | 16.7 | 16.7 |
| yes mostly | 2 | 10.5 | 11.1 | 27.8 |
| not really | 10 | 52.6 | 55.6 | 83.3 |
| not at all | 3 | 15.8 | 16.7 | 100.0 |
| Total | 18 | 94.7 | 100.0 |  |
| Missing | System | 1 | 5.3 |  |  |
| Total | | 19 | 100.0 |  |  |

How easy do you think it will be to model more pro-environmental behaviours to your customers i.e. those that use less water, chemicals, electricity?

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **HOWEASY\_MODELPEB** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | very easy | 3 | 15.8 | 16.7 | 16.7 |
| quite easy | 11 | 57.9 | 61.1 | 77.8 |
| quite difficult | 4 | 21.1 | 22.2 | 100.0 |
| Total | 18 | 94.7 | 100.0 |  |
| Missing | System | 1 | 5.3 |  |  |
| Total | | 19 | 100.0 |  |  |

How easy do you think it will be to talk to your customers about more environmentally friendly ways to care for hair?

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **HOWEAST\_TALKHAIRPEB** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | very easy | 4 | 21.1 | 25.0 | 25.0 |
| quite easy | 8 | 42.1 | 50.0 | 75.0 |
| quite difficult | 4 | 21.1 | 25.0 | 100.0 |
| Total | 16 | 84.2 | 100.0 |  |
| Missing | System | 3 | 15.8 |  |  |
| Total | | 19 | 100.0 |  |  |

## SALON

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Descriptive Statistics** | | | | | |
|  | N | Minimum | Maximum | Mean | Std. Deviation |
| FORMALEP | 15 | 1.00 | 3.00 | 1.8000 | .77460 |
| REDUCE\_ELEC | 14 | 1.00 | 3.00 | 1.4286 | .85163 |
| REDUCE\_WATER | 14 | 1.00 | 3.00 | 1.5714 | .75593 |
| REDUCE\_CHEM | 15 | 1.00 | 3.00 | 1.4000 | .73679 |
| REDUCE\_WASTE | 15 | 1.00 | 2.00 | 1.2000 | .41404 |
| Valid N (listwise) | 13 |  |  |  |  |

Have you decided to draw up a formal environmental policy?

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **FORMALEP** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | yes | 6 | 31.6 | 40.0 | 40.0 |
| not sure | 6 | 31.6 | 40.0 | 80.0 |
| no | 3 | 15.8 | 20.0 | 100.0 |
| Total | 15 | 78.9 | 100.0 |  |
| Missing | System | 4 | 21.1 |  |  |
| Total | | 19 | 100.0 |  |  |

Other areas, we are going to go in for an environmental policy which will be on display, but before that I’m going to have a staff meeting, get their consent and agreement so there will be more involvement from them.

Have you come up with any specific policies to reduce electricity use in your salon?

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **REDUCE\_ELEC** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | yes | 11 | 57.9 | 78.6 | 78.6 |
| no | 3 | 15.8 | 21.4 | 100.0 |
| Total | 14 | 73.7 | 100.0 |  |
| Missing | System | 5 | 26.3 |  |  |
| Total | | 19 | 100.0 |  |  |

Yes, put to practice tomorrow electricity, windows, DG

* Electricity savings, get staff to switch off the lights etc.
* We have had a staff meeting since taking part in your project so everyone knows about this. Staff had their own tips to reduce waste, water use and also electricity. The heating is part of the university’s contract and that is something I need to talk to estates team about as it does go to extremes during summer and winter, and seem as though we are wasting an awful lot in air conditioning when too hot, or extra heaters in when too cold.
* I now feel it should be a mandatory part of new businesses starting up and refits to follow/ apply a lot of the simple steps like light sensors. I would love to get involved in looking into the equipment and packaging in more depth especially industry relevant
* Thermal cap to develop colour/hood dryers – help reduce time, increases heat etc

Have you come up with any specific policies to reduce water use in your salon?

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **REDUCE\_WATER** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | yes | 8 | 42.1 | 57.1 | 57.1 |
| not sure | 4 | 21.1 | 28.6 | 85.7 |
| no | 2 | 10.5 | 14.3 | 100.0 |
| Total | 14 | 73.7 | 100.0 |  |
| Missing | System | 5 | 26.3 |  |  |
| Total | | 19 | 100.0 |  |  |

* Prospect of using disposable towels, that would work I think.
* disposable towels
* Yes we are quite conscious on water use, we liked the easydry samples, we will try them out at our salon and consider using them
* Things like water usage, quantities you don’t realise in your day to day business, it greatly helps the overheads in your business, if you are more environmentally friendly, that I think was the main message that I took away, as a small business.
* attachments on shower heads
* will investigate pressure reducers
* Kettles/usage in kitchen/kitchenette
* Easy rinse shampoos
* Tap aerators
* Be a little frugal with stock – as it’s not only better for the environment but will save 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 (also relates to chemical use)

Have you come up with any specific policies to reduce chemical use in your salon?

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **REDUCE\_CHEM** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | yes | 11 | 57.9 | 73.3 | 73.3 |
| not sure | 2 | 10.5 | 13.3 | 86.7 |
| no | 2 | 10.5 | 13.3 | 100.0 |
| Total | 15 | 78.9 | 100.0 |  |
| Missing | System | 4 | 21.1 |  |  |
| Total | | 19 | 100.0 |  |  |

* Possibly do a questionnaire with the clients, whilst we know a lot of our organic clients, it’s the other portion, about 60% of our clientele have organic, rest 40% have chemical treatments. We might be able to change that proportion by informing them of the benefits.
* We are already stocking ammonia free products, and we have seen an increase in our clients wanting more such products. We are considering the organic product range as well.
* …eco alternatives, organic products,.. I could not believe my ears being told of the toxic substances and materials in the tubes etc definitely need to push this
* Tip excess colours in bucket/pots, show staff end of week to see how much is wasted.

Have you come up with any specific policies to reduce waste in your salon?

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **REDUCE\_WASTE** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | yes | 12 | 63.2 | 80.0 | 80.0 |
| not sure | 3 | 15.8 | 20.0 | 100.0 |
| Total | 15 | 78.9 | 100.0 |  |
| Missing | System | 4 | 21.1 |  |  |
| Total | | 19 | 100.0 |  |  |

* buying items for your salon that are designed well and built to last.
* 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.
* I will look at staff taking their waste back home.
* Yes, put to practice tomorrow put into practice, wormery, recycling
* Yes we are going to put into place, look into things, products colour, jar, wastage at the end of the week. A little recyclable bin in the staff room.
* I would like to look at the wormery option as well. Also the tips on using the waste hair for oil spills etc is very good, I have heard of that but there is no regulated way in which we can pass it on to mechanics or garages
* I now feel it should be a mandatory part of new businesses starting up and refits to follow/ apply a lot of the simple steps like correct ways to recycling, …I would love to get involved in looking into the equipment and packaging in more depth especially industry relevant…if Organic can use bottles there must be a way for other companies.
* 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.

How easy do you think it will be to improve your salon’s environmental impact?

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Descriptive Statistics** | | | | | |
|  | N | Minimum | Maximum | Mean | Std. Deviation |
| HOWEASY\_IMPROV\_EI | 14 | 1.00 | 3.00 | 2.0000 | .67937 |
| HOWLIKELY\_UPTAKE\_IDEAS | 14 | 1.00 | 2.00 | 1.5714 | .51355 |
| HOWCONFIDENT\_SUCC | 15 | 1.00 | 3.00 | 1.7333 | .59362 |
| Valid N (listwise) | 13 |  |  |  |  |

No difference before and after

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **HOWEASY\_IMPROV\_EI** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | very easy | 3 | 15.8 | 21.4 | 21.4 |
| quite easy | 8 | 42.1 | 57.1 | 78.6 |
| quite difficult | 3 | 15.8 | 21.4 | 100.0 |
| Total | 14 | 73.7 | 100.0 |  |
| Missing | System | 5 | 26.3 |  |  |
| Total | | 19 | 100.0 |  |  |

How likely is it that you will take up some of the ideas to become a more environmentally friendly salon?

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **HOWLIKELY\_UPTAKE\_IDEAS** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | very likely | 6 | 31.6 | 42.9 | 42.9 |
| quite likely | 8 | 42.1 | 57.1 | 100.0 |
| Total | 14 | 73.7 | 100.0 |  |
| Missing | System | 5 | 26.3 |  |  |
| Total | | 19 | 100.0 |  |  |

How confident are you of success?

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **HOWCONFIDENT\_SUCC** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | very confident | 5 | 26.3 | 33.3 | 33.3 |
| quite confident | 9 | 47.4 | 60.0 | 93.3 |
| not that confident | 1 | 5.3 | 6.7 | 100.0 |
| Total | 15 | 78.9 | 100.0 |  |
| Missing | System | 4 | 21.1 |  |  |
| Total | | 19 | 100.0 |  |  |

**CLIENTS**

* 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!
* First step can be to promote easy care hairstyles that don’t require a lot of product, straightening, curling tongs, gels, blow drying etc.
* 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.
* Introduce dry shampoo to clients – say try it once a week – saves time, money, water and electricity and makes it easier to style hair

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Descriptive Statistics** | | | | | |
|  | N | Minimum | Maximum | Mean | Std. Deviation |
| IDEAS\_LOWENER\_HAIRCARE | 13 | 1.00 | 3.00 | 1.6154 | .76795 |
| IDEAS\_LOWWATR\_HAIRCARE | 15 | 1.00 | 3.00 | 1.5333 | .63994 |
| IDEAS\_LESSCHEM | 14 | 1.00 | 3.00 | 1.6429 | .74495 |
| IDEAS\_LESSWASTE | 12 | 1.00 | 2.00 | 1.1667 | .38925 |
| Valid N (listwise) | 10 |  |  |  |  |

Have you come up with any ideas on how to encourage low –energy hair care practices by your clients?

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **IDEAS\_LOWENER\_HAIRCARE** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | yes | 7 | 36.8 | 53.8 | 53.8 |
| not sure | 4 | 21.1 | 30.8 | 84.6 |
| no | 2 | 10.5 | 15.4 | 100.0 |
| Total | 13 | 68.4 | 100.0 |  |
| Missing | System | 6 | 31.6 |  |  |
| Total | | 19 | 100.0 |  |  |

* I do freelance teaching, I’ll be talking to more people, hairdressers, and clients on all these topics

Have you come up with any ideas on how to encourage hair care practices that conserve water by your clients?

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **IDEAS\_LOWWATR\_HAIRCARE** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | yes | 8 | 42.1 | 53.3 | 53.3 |
| not sure | 6 | 31.6 | 40.0 | 93.3 |
| no | 1 | 5.3 | 6.7 | 100.0 |
| Total | 15 | 78.9 | 100.0 |  |
| Missing | System | 4 | 21.1 |  |  |
| Total | | 19 | 100.0 |  |  |

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

Have you come up with any ideas on how to encourage less use of chemical products by your clients?

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **IDEAS\_LESSCHEM** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | yes | 7 | 36.8 | 50.0 | 50.0 |
| not sure | 5 | 26.3 | 35.7 | 85.7 |
| no | 2 | 10.5 | 14.3 | 100.0 |
| Total | 14 | 73.7 | 100.0 |  |
| Missing | System | 5 | 26.3 |  |  |
| Total | | 19 | 100.0 |  |  |

* Possibly do a questionnaire with the clients, whilst we know a lot of our organic clients, it’s the other portion, about 60% of our clientele have organic, rest 40% have chemical treatments. We might be able to change that proportion by informing them of the benefits.
* Advertising issues
* Educating clients
* Be upfront
* Semi-permanent / permanent
* transition to grey to clients over 40

Have you come up with any ideas on how to encourage less waste by your clients?

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **IDEAS\_LESSWASTE** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | yes | 10 | 52.6 | 83.3 | 83.3 |
| not sure | 2 | 10.5 | 16.7 | 100.0 |
| Total | 12 | 63.2 | 100.0 |  |
| Missing | System | 7 | 36.8 |  |  |
| Total | | 19 | 100.0 |  |  |

1. Less waste – packaging waste

* refilling – shampoo/buy in bulk

hair waste / wormery

How easy do you think it will be talk to your customers about more environmentally friendly ways to care for hair?

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Descriptive Statistics** | | | | | |
|  | N | Minimum | Maximum | Mean | Std. Deviation |
| HOWEASY\_TALKHAIRPEB | 14 | 1.00 | 3.00 | 1.9286 | .61573 |
| HOWLIKELY\_UPTAKEGREENPRAC | 13 | 1.00 | 3.00 | 1.7692 | .59914 |
| HOWCONFIDENT\_SUCCESS | 13 | 1.00 | 2.00 | 1.5385 | .51887 |
| Valid N (listwise) | 12 |  |  |  |  |

* talk to staff to disseminate information
* take up ideas to promote to clients
* participants confident of success

No sig diff before and after (p=.58)

* I do freelance teaching, I’ll be talking to more people, hairdressers, and clients on all these topics
* Possibly do a questionnaire with the clients, whilst we know a lot of our organic clients, it’s the other portion, about 60% of our clientele have organic, rest 40% have chemical treatments. We might be able to change that proportion by informing them of the benefits.
* We do have a lot of opportunities to talk, speak to so many people, it really is having the knowledge for us to talk to people.
* Yes we’ve talked to clients already, tell them about keeping overheads down and pass on the discounts to them.
* Talking to clients which I do talk a lot about what benefits their hair, now I could extend that to beneficial effects to looking after their hair, number of shampoos, perhaps techniques of blow drying.
* On colouring hair , use of colours, etc, I would use my experience as a hairdressers to advice clients. I may not necessarily think about the environment at that point.

|  |  |  |  |
| --- | --- | --- | --- |
| **Descriptive Statistics** | | | |
|  | Mean | Std. Deviation | N |
| HOWEAST\_TALKHAIRPEB | 1.9231 | .64051 | 13 |
| HOWEASY\_TALKHAIRPEB | 1.8462 | .55470 | 13 |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **HOWEASY\_TALKHAIRPEB** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | very easy | 3 | 15.8 | 21.4 | 21.4 |
| quite easy | 9 | 47.4 | 64.3 | 85.7 |
| quite difficult | 2 | 10.5 | 14.3 | 100.0 |
| Total | 14 | 73.7 | 100.0 |  |
| Missing | System | 5 | 26.3 |  |  |
| Total | | 19 | 100.0 |  |  |

How likely is it that you will take up some of the ideas to promote greener practices in your clients?

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **HOWLIKELY\_UPTAKEGREENPRAC** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | very likely | 4 | 21.1 | 30.8 | 30.8 |
| quite likely | 8 | 42.1 | 61.5 | 92.3 |
| quite unlikely | 1 | 5.3 | 7.7 | 100.0 |
| Total | 13 | 68.4 | 100.0 |  |
| Missing | System | 6 | 31.6 |  |  |
| Total | | 19 | 100.0 |  |  |

How confident are you of success?

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **HOWCONFIDENT\_SUCCESS** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | very confident | 6 | 31.6 | 46.2 | 46.2 |
| quite confident | 7 | 36.8 | 53.8 | 100.0 |
| Total | 13 | 68.4 | 100.0 |  |
| Missing | System | 6 | 31.6 |  |  |
| Total | | 19 | 100.0 |  |  |

## Misc ideas

1. Low energy hair care practice:

* One for all products, more concentrated shampoos
* Share transport by clients
* Consultation and commitment across the company.
* Sustainable office management - recycled and recyclable leaflets, good environmental housekeeping.
* is.

## Supply chain

* 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
* Product companies getting better, promote them better.
* 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.

## Need for Training

Many hairdressers mentioned the need for these PEBs to be integrated into hairdressing training:

*“…blow dryers have a certain time limit, our senior stylists relatively quick, but younger ones will take some time. On a Saturday it is our busiest day and the electric dial is spinning, we have recently told the girls not to run the water in the washing machine. We need to train the apprentices they tend to leave water running and we have to knock out 4 years of their training and start fresh here with their training. If colleges changed their training it will be easier for us to train our girls, behaviour breeds behaviour.”*

*“If every hairdressers in Soton and Eastleigh turn off their taps when washing /shampooing hair, imagine how much water we can save. I’m very surprised how little the apprentices understand, it is all about the education really.”*

*(re shampoos etc) “Performance is good, when we buy cheap stuff we use more, we aren’t gaining anything. When we buy expensive stuff they still use same amount and we lose out as a business – so it goes down to education and training for the girls really.”*

*“I would like to put forward that it is very important for colleges to teach the students about these good behaviours, less waste, less use of products, colour mixing etc. I take in a good number of apprentices from Hair and beauty colleges and while they are still learning as apprentices, there is a need for them to unlearn many things and re-learn again at the salon, based on day-to-day practices.”*

*“I was happy to be part of a debate with college lecturers and hairdressers at your event and would like to see more of this taught at colleges”.*

*“Not quite confident of success as colleges need to take the lead, an overall approach in training, curriculum, staff and in their salons.”*

*“We need help with understanding the issue/ more psychology into the curriculum (Anne Miller).”*

## Responses from trainers (n=5)

Five trainers attended the events, their motivations included: ‘personal interest’ and ‘care bout environment’ and ‘networking’.

Most said their college had an environmental policy but it was not well communicated and that there were a few informal guidelines relating to environmental issues. There was a mix of opinion relating to how easy it would be to improve the colleges’ environmental impact, with most saying ‘quite easy’ or ‘quite difficult’. However it was deemed easier to improve trainee hairdressers’ environmental impact – as one respondent said “*they don’t know any different so can influence mind-set at start of training*” whereas might be harder to change mind set of some established staff.

When it comes to how they teach their trainees, in response to the question ‘do you think that your current curriculum and training practices (e.g. how much water, energy, product used) set a good example to trainee hairdressers in terms of environmental impact?’ it was notable that none ticked ‘definitely’, but three ticked ‘mostly’ and two ticked ‘not really’ indicating that there is room for improvement in hairdresser training. All thought it would be ‘very easy’ or ‘quite easy’ to improve both their department’s environmental impact and their trainee hairdressers’ environmental impact. Also encouragingly all were ‘very confident’ or ‘quite confident’of success in in becoming more environmentally friendly in their salon/department and in teaching their trainees to adopt more environmentally friendly practices.

## Summary of event

Most hairdressers chose to attend as an opportunity to increase their knowledge and network. From their feedback it was clear that all had found the day useful and enjoyable:

*“Really good, insightful, didn’t know what to expect. But it turned out to be really good.”*

*“All of speakers were very good. Gentleman who did first talk was very good, he took us through why we were doing this etc. Then the information on how you can help your own business by putting things in place and it can save you money.”*

*“I absolutely loved the event, enjoyed it a lot. This is a much needed topic for hairdressers, there are so many issues that need to be told/addressed at all levels.”*

*“I have been a total convert to Organic products. I am starting a new salon in December and will be able to implement everything we talked about at the event and I feel very excited about it.”*

*“I learnt so much from the experience, of Green Salon project, I have been a hairdresser for 17 years.”*

The event clearly increased awareness of the environmental aspects of hairdressing and attendees appeared to develop more positive attitudes towards addressing their environmental impact:

*“…hearing so many people actually doing positive things. I’m a bit of an environmental sceptic in a way, but I’m beginning to broaden my views”*

*“I now feel it should be a mandatory part of new businesses starting up and refits to follow/ apply a lot of the simple steps like light sensors, boiler systems, correct ways to recycling, eco towels, eco alternatives, organic products, I would love to get involved in looking into the equipment and packaging in more depth especially industry relevant”*

* *“There will always be some customers who won’t be interested, but I’ve found there are even more who like that you talk about these things – they also have water and energy bills to think about and they care about their hair. So the question for me came down to did I want to be part of the solution and not part of the problem. Taking that approach has given me more pride in my work and in my profession as a whole. I no longer feel like ‘a blonde with scissors’, I feel like a professional who is making a difference.”*

It was also clear that they had taken away many ideas relating how to reduce their salon’s environmental impact

*“Other areas, we are going to go in for an environmental policy which will be on display, but before that I’m going to have a staff meeting, get their consent and agreement so there will be more involvement from them.”*

Several hairdressers made the point that their first priority was their customer and their hair care, and also costs and that these would always come before the environment:

*“We had good discussions, although some conversations I don’t agree with as a professional hairdresser. On colouring hair , use of colours, etc, I would use my experience as a hairdressers to advice clients. I may not necessarily think about the environment at that point”.*

*“I believe I will not take a decision based on environmental factors, when I have to advice a client about their hair, what products to use or how many times to shampoo. I believe it all depends on their hair and it is my professional experience, the hairdressers experience which will decide on what advice I will give them.”*

However as discussions progressed it was apparent that what was good for the hair was also the same as what is good for the environment. For example chemicals, lots of water, use and heat as well as being bad for the environment can strip oils from the hair, cause irritation and negatively affect hair condition. Therefore framing PEBs in terms of improving hair condition and also saving money taps into both hairdressers’ and their customers’ key concerns. Attendees were therefore happy to talk to their customers about these issues as part of their role as hair care professionals:

*“Talking to clients which I do talk a lot about what benefits their hair, now I could extend that to beneficial effects to looking after their hair, number of shampoos, perhaps techniques of blow drying.”*

## Relation to pre-event interviews

In the pre-event interviews, environmental awareness was low, except for those salons that stocked organic products. Awareness appeared also to be entirely related to the impact of the salon itself with no awareness of the role of hairdressers as setting norms and practices affecting customers hair care practices at home. At the event (GSM) as well as sharing ideas relating to how to improve the environmental impact in their salons, the hairdressers came away with a much stronger appreciation of their role in affecting their clients practices at home and were all confident they would be able to talk to their customers about issues such as reducing shampoo use/frequency, less blow drying, etc., even if not always framing them in environmental terms.

## Relation to data from follow-on event (3 months later)

At a follow on event participants shared their progress, and attended a ‘steps towards environmental management’ (STEM) class enabling them to get STEM certification. Feedback from the hairdressers revealed that the ability and/or cost of recycling various materials depended upon local authority policies which made it difficult to provide guidance that is equally relevant to everyone. Many had introduced or improved their practices relating to energy use and water use. However the biggest change was in how they related to clients, with the majority saying they had now started to talk to their clients about hair care practices that are less energy intensive, for example advising using less shampoo and conditioner, advising clients to let hair dry naturally, and just blow dry once most of moisture has gone, talking about ammonia free or organic products etc. One salon was in the process of designing an eco-friendly discount card.