# 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

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 |  |  |

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 |  |  |

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 |  |  |

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 |  |  |

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 |  |  |

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 |  |  |

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**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **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 |  |  |

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 |  |  |

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 |  |  |

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 |  |  |

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 |  |  |  |  |

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

|  |  |  |  |
| --- | --- | --- | --- |
| **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 |  |  |

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.

* 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.

. Any barriers, do you think anything that wouldn’t work for your profession, business?

* Not really, 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.

**Feedback on day**

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. So very good.

* 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.
* 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 I could not believe my ears being told of the toxic substances and materials in the tubes etc definitely need to push this,

**Will prioritise hair over 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.