The following analysis is predominantly based on 14 interviews with hairdressers, supported by results of a survey of 31 additional hairdressers.

## Awareness

The current level of awareness of the environmental impact varied a lot between hairdressers. In the survey, 58% recognised the impact that hairdressers had on the environment, with over a quarter (26%) not recognising the impact. In a similarly worded question, over a third (35%) agreed or strongly agreed with the statement ‘do you feel that the hairdressing sector has no impact on the environment’. This was a sizeable minority and indicates that the current level of awareness of the environmental impact of hairdressing practices is low. There was also a moderate inverse correlation (r = -.31) between those who thought that the hairdressing sector had no impact on the environment and agreement that the hairdressing sector should take responsibility for its environmental behaviour, which was marginally significant ( p < .10).

In the interviews, when asked what comes to mind when talking about environmental issues in the hairdressing sector, most hairdressers mentioned waste and/or recycling. Electricity use and energy efficiency was mentioned by about a third of the interviewees, products (e.g. organic, natural etc.) were mentioned a couple of times, but it was surprising that water use was only spontaneously mentioned by one interviewee. Several admitted that they *“…have never really considered these things before”*

Awareness of ISO14001, the international standard for environmental management systems was low, with 64% having never heard of it, 23% saying it sounds familiar and only one respondent who had the standard.

In the interviews all hairdressers confirmed that there was no organisation that sets regulations and standards in regards to water conservation, energy efficiency procedures or chemical use and storage, appropriate disposal?. However many mentioned that HABIA is the organisation in charge of regulations and standard sin the hair and beauty sector.

## Current practices

In an open ended question about what environmentally friendly practices they currently engage in, again the most common was recycling, for example recycling packaging. Also common was the use of energy efficient light bulbs, although most hairdressers reported they were too dull. Just two interviewees mentioned turning taps off between shampoos but one simply stated: “*I am a hairdresser I do not conserve water.”* Using organic products was mentioned by two interviewees, and ammonia-free products by another. One mentioned having an efficient boiler and one mentioned turning appliances off rather than leaving on standby. Also avoiding aerosols was mentioned a couple of times.

The results from the survey confirm that recycling and energy efficiency behaviours are the most common – see table below:

**Further analysis revealed a statistically significant, strong positive correlation between awareness of environmental impact and adopting water conservation measures (r = 0.47, p <.01), implementation of sustainable office management (r = 0.68, p <.01) and the safe storage and disposal of leftover chemicals (r = 0.53, p <.01). These positive correlations suggest that salons that are more aware of their environmental impact are more likely to adhere to more sustainable practices than those which are unaware The implication from this finding is that increasing hairdressers’ awareness of the environmental impacts of their practices may give rise to more pro-environmental behaviour.

## Recycling/waste

Most hairdressers engaged in some recycling although practices varied according to the policies and charges levied by their local council, and several mentioned that they took some of their waste home to recycle. Waste hair was mentioned a few times, one interviewee was distressed that it went in the usual bins rather than by recycled, but another said their waste hair was used by an artist.

There also was awareness of chemical waste: *“There’s never been any regulations, all just goes down the sink, but we have a bucket where everything gets tipped. So we can see how much is wasted , colour etc. at the end of the day”.*

The survey data indicated that nearly two thirds (65%) of respondents indicated they did not store/dispose of chemical safely and 22% of respondents answered yes and 10% answering ‘somewhat’ to the question ‘do you store and dispose of leftover chemicals safely (recycle packaging, not washing chemicals down the sink)?

## Energy efficiency

The survey data indicated that there was some engagement with energy efficiency with 19% saying yes to the question: ‘does your salon employ any energy efficiency behaviours (energy efficient light bulbs, energy saving equipment etc) 29% responded ‘somewhat, 32% ‘a little’ and 19% ‘no’.

Energy bills were an issue for many interviewees and there was a willingness to engage with any energy reduction practices that would be cost effective:

*“we do think energy efficiency measures are a driver of business”*

*“One of my biggest issue is the cost of outgoings. In my mind energy efficient means it is going to save you money. So we do take on board, where we can, but I tend to approach from a cost point of view.”*

*“ our electric bill is phenomenal, we should be better, I love it if I can put solar panels on the roof to power the salon, in an ideal world, but I couldn’t afford it”*

There was also some awareness of behavioural changes that could be made:

*“ I keep telling the girls to switch off as well when not in use”*

When asked how long hairdryers were used for, the most common response was for 10-15 minutes per client, although a couple said 20-30 minutes. This was also related to 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. …If colleges changed their training it will be easier for us to train our girls, behaviour breeds behaviour.”*

## Products

When asked about the chemicals in hair care products, several interviewees mentioned ammonia-free and organic ranges:

“*L’Oreal have just brought out there INOA range, it is not more environmentally friendly as still manufactured in the same way, no ammonia so more appealing to the customers”*

“*Aveda colour- naturally derived, ammonia free, everyone more conscious of it”*

*“Mastey (US), Taylor Mackay and Organic colour systems- manufactured by Herb UK Ltd- all ingredients are certified with no ammonia and no damage to the hair”*

*“For children we use a range called Original Sprouts – it’s an eco-brand, it’s organic, we love it we totally believe in it.”*

In the survey, 84% responded ‘yes’ and 16% ‘no’ to the question: ‘would you consider using more environmentally friendly products that are currently available on the market?’

Analysis of the free-responses on the survey and the interviews indicates that cost was a major issue in whether more environmentally friendly products were chosen:

*“We use quite regular product, I would like to go down the organic line but cost is a big issue.”*

*“The more expensive ones such as Aveda etc who are very environmentally friendly they are also very expensive but we don’t have many takers, so we went for mid range.”*

Another prevalent view was that environmentally friendly products were not so effective although it wasn’t always clear what products were being referred too:

*“have tried herbal remedies and any natural products do not maintain their colour”.*

It must be noted that it was later demonstrated that the latest organic hair colour formulations did not fade and were considered excellent by those salons that used them.

The motivations behind those salons that did use organic products appeared to be a mixture of health and safety issues for staff, environmental concerns, customer needs and quality:

*“Hairdressers are five times more likely to get cancer due to exposure to the chemicals for six hours a day…I believe my staff are worth it”*

*“The quality of the products are brilliant, they do not damage the hair and are 100% natural”*

*“Nine per cent of people suffer irritation from dyes, what we offer accommodates them”*

The survey data supports the interview data showing the primacy of cost and quality in product choice. When asked to rank the most important factors (from 1-9) when choosing a product range or supplier, it was clear that the price, quality of the product, long lasting effects and ease of use are most prevalent while the frequency of these factors decrease as the scale moves further towards least important. Ethical sourcing, brand image and local supply, appeared to be the least important.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Descriptive Statistics** | | | | | |
|  | N | Minimum | Maximum | Mean | Std. Deviation |
| price | 29 | 1.00 | 8.00 | 2.2759 | 1.81061 |
| localsupplier | 27 | 1.00 | 9.00 | 5.1111 | 2.88675 |
| ethicalsource | 24 | 1.00 | 9.00 | 6.0833 | 2.61960 |
| quality | 30 | 1.00 | 2.00 | 1.2000 | .40684 |
| noanimaltest | 25 | 1.00 | 9.00 | 4.0400 | 2.54100 |
| brandimage | 25 | 1.00 | 9.00 | 5.2400 | 2.53772 |
| easeofuse | 25 | .00 | 9.00 | 4.0000 | 2.64575 |
| longlasting | 25 | 1.00 | 7.00 | 3.1200 | 1.92180 |
| Valid N (listwise) | 24 |  |  |  |  |

## Water

The survey data indicates that almost a third of salons (32%) do not employ any water saving measures. Of those that do, the interview data reveals that a couple have considered using recyclable ’eco-towels’ to save energy and water from washing towels.

Running water is clearly a big issue for hairdressers, with most saying water is left running for five minutes or more when washing hair although some salons said they tried to address this:

*“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 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.”*

*“You can’t do without water in hairdressing business. Not much for shampoo and conditioning but for rinsing out colour mixing bowls etc.”*

*“Is very high – use washing machine a lot for towels”*

*“I think it’s way too high, we have lots of young girls who just do washing the hair and let the water running”*

*“Water is switched off between shampoos”*

*“We always have been wary with water conservation, turning the tap of between washes and using energy efficient boilers.”*

*“We try and use it as efficiently as possible.*

Most said they would you consider putting in water saving measures if it was cost -effective

*“We’ve always done a staff training around these issues, tell everyone to use common sense.”*

*“If we were to put a meter in here, it will change people’s perceptions, will change their brains to actually not waste/ use so much water, but cost is an issue”*

## Barriers

Interview data indicated that the main barrier to PEBs is cost, but awareness and training is also relevant as is space:

*“Space issues in the staff room. Reduce the bin sizes down will also help. Education as well, everyone are used to chucking it in the bin. So it’s changing their habit as well.*

*Cost issues. The cost the companies charge for come and collect stuff, sometimes too expensive.”*

## Future practices

When asked what PEB they would be most happy to adopt, there was a broad range of responses with the most popular again being more recycling, followed by energy reduction measures such as energy efficient light bulbs, turning off hair dryers, straighteners etc. water reduction was mentioned as was finding a productive use for waste hair. Specific suggestions for hairdressers to reduce their environmental impact were:

*“Switch everything off and just be more conscious”*

*“Just be more conscientious recycle packaging, put chemicals in a bin not down the sink, turn tap off between washes”*

*“If everyone demanded and accepted less packaging and were less bothered about perfect fruit and vegetables that would save a great deal…what I am saying is, remove the source of the need for recycling”*

*“There is lots of scope for change I believe- could use a refill option”*

*“Happy to use an ethical supplier”*

*“Promote the acceptance of organic systems and products”*

*“Always ensure sockets are switched off and do our bit- definitely think we should be more responsible”*

## Motivation

When asked how salons can best be encouraged to be more environmentally friendly, the most popular response (see table) was from customer pressure, followed by voluntary efforts from the salons themselves and pressure from main suppliers. The least popular response was from regulation/law, although all possibilities achieved a mean of above the midpoint of 2.5 signifying agreement.

How do you feel hairdressers and salons can best be encouraged to be environmentally friendly?

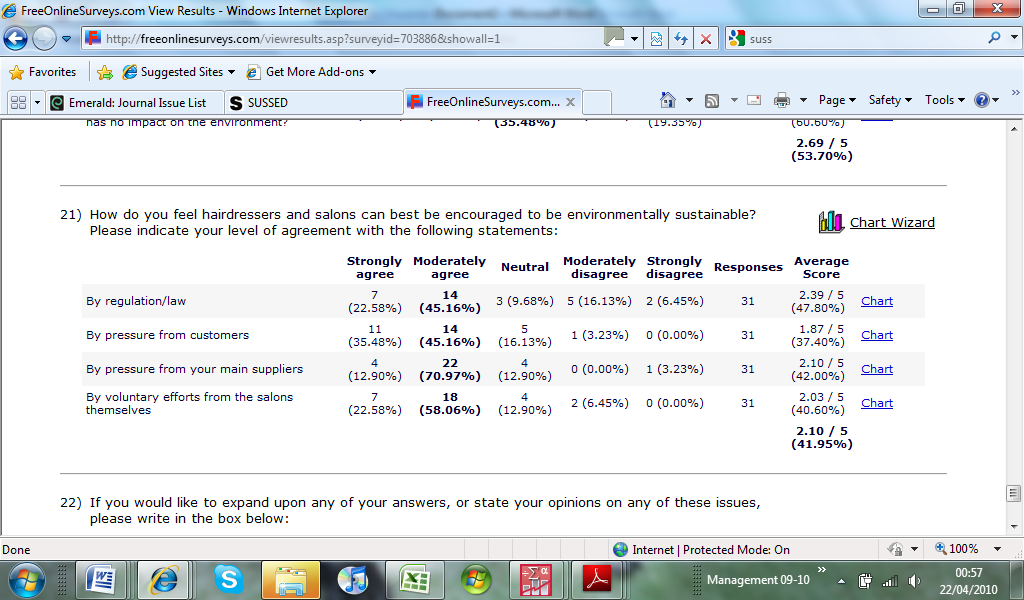
**

Table x indicates the key perceived benefits to meeting environmental criteria. A key motivation for energy efficiency practices is cost. The survey indicates that over two-thirds of respondent thought there would definitely (26%) or probably (42%) be efficiency gains from more PEBs. This is supported by the interviews:

*“Often energy efficient things do cost more, but we know it works”*

*“The attachments we put to our water systems we can see the difference in the usage and bills”*

However even more important in engaging in PEBs are personal values with 90% definitely (45%) or probably agreeing (45%) that behaving in accordance with personal values is an additional benefit to PEBs.

*2010 Question 17: Do you think there are any additional benefits in satisfying these environmental criteria? Indicate level of agreement with the following*



The interview data broadens the understanding of motivators for PEBs. When asked ‘what do you believe is the best way to influence salons in taking a ‘greener stance’ there was a broad range of answers with the quotes below representing the spread of views

*“Should be Voluntary”*

*“In order to be more environmentally aware we would need government support, bursaries, input and funding”*

*“Regulation.* *Do not feel that salons would do it otherwise, think people are aware but that they just won’t be bothered”*

*“Pressure from customers”*

*“Think it is the manufacturers who can have the greatest influence…Fudge are supposed to be bringing out a more efficient hairdryer”*

## Customer driven

Both the survey data and interview data indicate that hairdressers are keen to satisfy their customers, and perceptions of customer demand for PEBs and products will drive their behaviour:

*“If there is customer demand to become more environmental then we will follow this”*

This may be one of the reasons for the relatively low level of awareness and engagement in environmental practices as most indicated that the majority of customers do not typically ask them about ethical or environmental criteria. For example the survey data indicates that 39% of respondents reported they had never had to satisfy customers in relation to environmental issues, with 32% saying ‘occasionally’ 16% saying ‘sometimes’ and only 13% saying ‘often’.

The interview data indicates that it is the salons that already stock organic products that get the most questions about them:

*“We serve only organic products and these appeal to the consumer, “I feel that there is demand for organic products and a more sustainable stance, but the consumers just do not know about what is available”*

*“Most clients come to us because we use Aveda [organic range] and believe in this way of thinking.”*

Other salons report that where customers have mentioned such topics this has tended to be related to allergies:

*“Some people have allergies and ask for specific products but nothing on ethical, environmental issues...”*

Also a couple reported customers asking for ammonia free products and one who mentioned responding to a query relating to animal testing.

## Hairdressers to customers

Apart from one organic salon, none of the hairdressers appeared aware of the strong impact they could have as a result of educating their customers and how they might be affecting their customers’ hair-care practices in their homes. Nevertheless the interviewees all said they would be happy to talk to their customers about environmental issues. Below are some typical responses to the question: ‘would you consider talking about these topics (re: PEB) to your customers?’

*“Yes of course. I could for example, after this meeting with you I could tell a client that we are taking part in this university project with hairdressers. But I’d be lying if I said I always talk about it or talked about it in the past.”*

*“Yes if they wanted to, yes no problem”*

*“Yes, probably not for each but definitely into the conversations. When you make changes, they see changes and start asking us questions”*

*“You wouldn’t give children rubbish things to eat and drink, why would anyone want to use them on their bodies, it is quite scary some of the things out there. So it is good to talk to our clients about our products.”*

When specifically asked if they would encourage their clients to be more environmentally friendly, all the interviewees were agreeable within limits:

*“Yes – if it came in conversation and we talk about it, and say this is what I do at home, but I’m not the kind of person who can force something on someone.”*

*“it’s part of coming to a salon, people talk a lot, all my clients do, if it’s part of conversations I’m sure I can say things like “look I’m recycling this and this”*

*“Yes why not. They should, they could bring their bottles back in rather than throwing the bottles away, mainly the liquidy thing such as shampoo, we could recycle the bottles”*

*“Yes but not in my place to say something they are not interested.”*

*“We are specific with advice, encouraging them to use less product not at all looking for fast sales etc, but with kids products we advise always to use very less all the time as it will result in product overload.”*

## General

Interviewees all agreed that they would be willing to accept free tools/advice/guidance from experts?

One behaviouir changing tactic can be to have prompts relating to PEBs (posters/stickers around the shop floor). There was a mixed response to this suggestion. Most thought it would be a good idea, but about a third were not so keen:

*“Yes can be a good idea, and then it’s habit forming, the girls, who are responsible will hopefully change as well”*

*“Yes, sure. That would be handy for us. One thing we do find difficult to keep communication with the whole team, we rely on telephone, it is hard to get across everybody, if something we put across staff room, yes it will be a good thing”*

*“People come here for a relaxation so they don’t want to see preachy message on posters all around”*

## Training

One interview was with a lecturer responsible for hairdressing training, who gave some insights into the extent to which apprentice hairdressers are informed about PEBs. She said that she was not aware of any section of the curriculum that is dedicated to environmental issues. However environmental issues are still addressed but more in terms of cost:

*“In terms of efficiency we have always taught students to be conscious of wasting resources, turn taps of in-between washes. This is purely because the salons are conscious about cost”*

**Discussion and summary of findings**

Although the majority of salons said they do engage in energy efficiency behaviours and recycling, it is clear from the open ended question asking them to list what they do that that recycling is the main pro-environmental behaviour listed. It is also notable that few mention reducing consumption of electricity, water and products in general.

When asked about the benefits of pro-environmental behaviour it appears that the strongest perceived benefit is personal values, therefore intrinsic motivation is primary, although winning future customers and company reputation are also considered additional benefits by most. Other listed benefits but with slightly less prevalence were efficiency gains, employee motivation and gaining certification.

Similarly, when asked how salons can best be encouraged to be more environmentally friendly, the most popular response was from customer pressure, followed by voluntary efforts from the salons themselves and pressure from main suppliers. The least popular response was from regulation/law, although all possibilities achieved a mean of above the midpoint of 2.5 signifying agreement.

When all responses indicating pro-environmental actions were formed into a composite ‘actions’ variable and compared with a composite variable for ‘perceived benefits’ there was a positive correlation indicating a significant relationship between perceived benefits and actions (r= .646, p < 0.1).

The respondents from the sample are somewhat aware of the environmental impact that salons can have. The analysis indicates that their actions correspond with awareness and attitudes 58% of respondents recognised the impact that salons have on the environment, and this appears to be related to their actual behaviour.

The findings also saw quite a negative response towards ‘environmentally friendly’ products and their perceived quality, although 84% of respondents said they would consider using more environmentally friendly products that are currently available on the market.