**Engaging Hairdressers in Pro-Environmental Behaviours**

**Events:** Baden D (2014) Engaging Hairdressers in Pro-environmental Behaviours. SLRG. University of Surrey, March.

**TV/radio**

Interview on Radio Solent relating to the project on 13th January 2014

Interview on South Today on 15th January 2014.

**List of articles published on print and online media:**

**March 2014 -** [**http://www.theguardian.com/sustainable-business/hair-salons-hairdressers-environment-education**](http://www.theguardian.com/sustainable-business/hair-salons-hairdressers-environment-education)Can hair salons help save the environment?

**Salon Business Magazine**

**Transition web site and newsletter Jan 2014**

'Research outcomes are available for a Southampton University project examining sustainability in the hair salon. A [TedX talk](http://tedxtalks.ted.com/video/What-hairdressers-can-tell-us-a;search%3Atag%3A%22tedxsouthamptonuniversity%22) on the project is available and future work explores how environmentally-friendly practices can be embedded in the training of hairdressers - Contact Denise Baden'

1. **‘Green and Blue growth’** Business and Law New Boundaries research magazine article (March 2014)
2. **ESRC’s annual newsstand magazine Britain in 2014 (Dec 2013)**
3. Blog: The Green Salon Makeover blog – multiple articles, news items posted since October 2012.

<http://greensalonmakeover.org.uk/>

1. Facebook:

<https://www.facebook.com/pages/The-Green-Salon-Makeover/466784860009113?ref=hl>

1. Twitter: <https://twitter.com/GreenSalonMO>
2. Renella Salon blog

<http://www.renella.co.uk/pro-environmental-behaviours-in-hairdressing/>

1. Hairdressers journal article: 26th Oct 2012

<http://greensalonmakeover.org.uk/2012/11/16/hot-off-the-press-were-in-hairdressers-journal/>

1. Southern Daily Echo article: attached as a jpg file.
2. HABIA news & events:

<http://www.habia.org/news/206/hairdressers-sought-for-sustainability-project>

1. University of Southampton:

<http://issuu.com/richardmilton/docs/oncourse_issue_18?fb_action_ids=10151217344124620&fb_action_types=og.likes&fb_source=aggregation&fb_aggregation_id=246965925417366>

1. The Ted talk ‘What hairdressers can tell us about sustainability’ <https://www.youtube.com/watch?v=0mP0gnSSAhI>

**List of Conferences & Abstract submissions:**

1. D.A. Baden and S. Prasad, **The Role of Pro-Environmental Behaviours in Engaging SMEs in CSR- A Study of the Hairdressing Sector**, paper presented at 2nd INTERREG Conference on Socially Responsible and Sustainable Entrepreneurship and Innovation, October 2012, University of Southampton, Southampton.
2. S. Prasad and D.A.Baden, **Engaging SMEs in Pro-Environmental Behaviours : Innovative Sustainability Solutions for the Hairdressing Sector,** Abstract submitted to Global Sustainability Institute 1st Annual Conference, May 2013, Anglia Ruskin University, Cambridge.
3. D.A.Baden and S.Prasad, **Engaging SMEs in Pro-Environmental Behaviours : A high-impact study of Sustainability solutions for the Hairdressing Industry,** Abstractsubmitted to Sustainable Business Mini Conference, April 2013, University of Edinburgh Business School, Edinburgh.

**Academic publications**

We are working on three papers from this research. One will focus on the development of benchmarks for sustainable behaviour within the hairdressing sector and will be suitable for publication in journals relating to SMEs, and/or environmental Management. One paper will focus on a discussion of the bottom-up social marketing approach and will be aimed at a marketing journal. Finally one paper will address the issue form a psychological perspective and will be submitted to a social/economic psychology journal