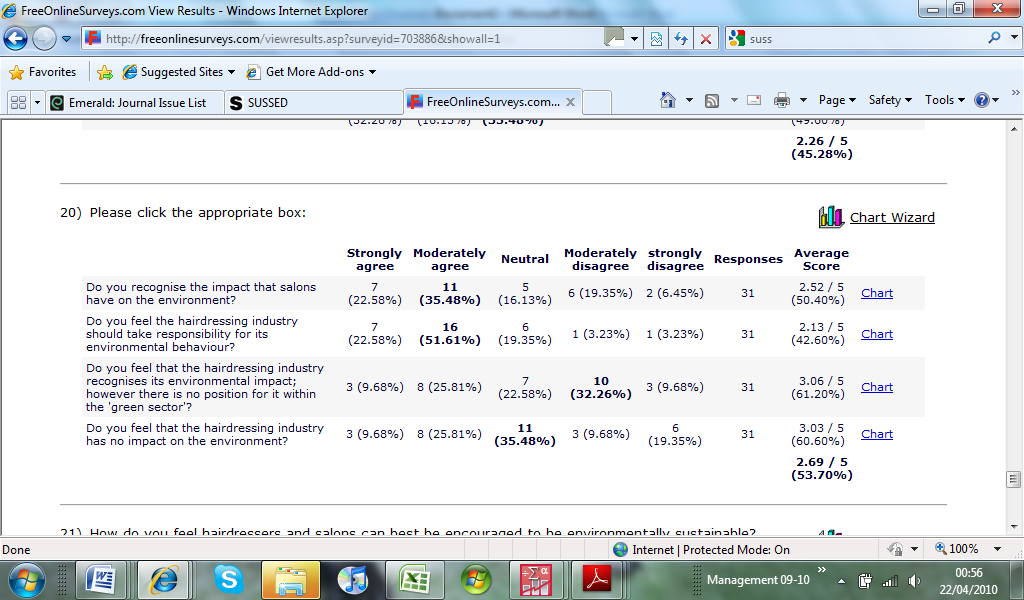
The following analysis is predominantly based on 14 interviews with hairdressers, supported by results of a survey of 31 additional hairdressers

*2010 Question 20: please indicate your level of agreement with the following statements*

**

*A statistically significant, strong positive relationship between awareness of environmental impact and adopting water conservation measures (r= 0.472, p <.01), implementation of sustainable office management (r= 0.677, p <.01) and the safe storage and disposal of leftover chemicals (r= 0.525, p <.01) can be seen. What is interesting are that the correlation coefficients are again and again more positive indicating a significant relationship. Therefore the assumption drawn is that salons that are more aware of their environmental impact are likely to adhere to more sustainable practices, than those which are unaware.*

1. When we talk about environmental aspects relating to your business what issues come to your mind? Are you aware of these issues?

Energy efficiency x2

Health & safety

Waste x 3

Water

Recycling

Source of products

Wastage issues – but no idea of others.

Waste issues are huge.

Waste issues are huge. It is a big thing, the products play a massive part. Recycling and stuff.

I would like to be more environmentally friendly, unfortunately costs come immediately in, we are looking for cheaper products – they aren’t environmentally friendly ones, we can’t afford it when we think about organic creams and stuff in our beauty therapy room upstairs, but we can’t afford it. Yes I run another business (Sedum Green roofs) so I am aware of environmental benefits as a whole. I would love to bring more of an environmental focus into this business. But cost is a huge barrier everything is down to costs.

What we can do as a business, in terms of products unfortunately I can’t go any further as cost is a huge barrier. We do recycling and such stuff all across the salon.

Yes, energy efficiency, health and safety aspects all those general things. I do think about them.

WE went through both councils, Eastleigh and Gosport, we have to be licenced, needed H&S checks etc, we were very surprised that hair goes into normal waste bins.

The councils don’t have any specialists waste segregations.

Source of products

Recycling etc

Water, electricity, natural products etc.

Health and safety is it? Don’t know really….

. consumption of main utilities – very aware

*2010 Question 7: Open ended question asking respondents to indicate what actions they have used in regards to sustainable development*

8a

8b

8c

8d

|  |
| --- |
| * *Recycle used packaging wherever possible* |
| * *Recycle and reuse* |
| * *Light bulbs are efficient and recycle packaging, but do not store chemicals, they go down the drain* |
| * *Use local recycling, bottle banks etc* |
| * *Products are organic* |
| * *Energy efficient light bulbs, but they are not very bright and require bright light to work with peoples hair, therefore when they break are replacing with normal brighter bulbs. Turn taps of in-between hair washes* |
| * *Use energy efficient bulbs, however they are quite dull so is hard to see the hair, this reflects in the quality of the service we can offer. Have efficient boilers and turn taps of in-between washing. recycling paper and plastics* |
| * *Using local recycling available for plastics and paper etc* |
| * *Some energy light bulbs, turn of equipment rather than leaving on standby. recycling packaging recycle all plastic and cans and paper* |
| * *Energy efficient light bulbs/ recycle packaging* |
| * *Recycling packaging, low voltage bulbs, water metre* |
| * *Occasional recycling paper plastic. Use energy efficient lights and most are useless, have had to change again! am a hairdresser do not conserve water* |
| * *I recycle my used products, paper packaging, used plastic containers etc* |
| * *Ammonia free products and recycling* |
| * *All products are organic and we recycle*   *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.* |

1. What is your view on energy saving measures? For example, usage of energy efficient equipment, EE lighting, heating, ventilation, insulation of your premises etc.

Yes has to be cost effective

Yes to all

It is a good thing, I use energy saving light bulbs at home, do my bit that way, but not aware of salon level stuff.

Not really, as this is a listed building we cannot make much changes, it is in the lease. We have to be up against this problem, a lot of things we wouldn’t be allowed to do.

SP – if there is a re-decoration going on, would you consider any such changes

Donna – yes that’s the sort of thing we can consider.

We do have EE light bulbs, any more help I am definitely up for it. It’s all so expensive

Absolutely, 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.

It helps you as a business if there are government grants etc, but nothing for a small business like us.

WE want to keep things to minimum because of costs we should all take an effort to take care of that. We don’t have gas supply here so things are keeping costs down.

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.

Heating not really an issue in the salon, with water you can get issues with shower heads, electric – energy saving stuff will be perfect.

SP – have u fitted already?

Claire – no we haven’t got any EE light bulbs, but I am aware of it. I keep telling the girls to switch off as well when not in use.

No we don’t. last year there was a budget thing, if you changed your light bulbs or stuff, but we didn’t get the info in time so we couldn’t go. But anything to take the bill down, would be great!

Has to be cost effective

1. Also behavioural i.e. how long use dryer/straighteners for, how long leave water running for etc.

Leave straighteners on all day 10-15 min spells

Use dryers/straighteners 15 mins per clients

20-30 min

As long as it requires for the client’s hair. It’s a good idea to be switch off when not in use, but sometimes, it’s just making sure little things like it is switched off when not in use, or less use etc is a good thing.

We try and make sure they turn them off when not being used, and not left switched on all day. I do drive it with my staff.

Water as well, we make sure it is turned off when shampooing etc

Only when we are training, we say less usage as we can, not necessarily for the environment but for the hair. They a re all aware that not needs to be over used.

We do, 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.

Really the turnover, that is not much of an issue for us, anyway we do a few adults will be a case of a blast of blow drying.

We do pamper parties where we will have 2-3 sets of curling tongs on for an hour. From a safety point of view we put on when the party starts etc. It’s not an issue from using them excessively is a worry for me.

The heaters and fans are a worry – as it is a rented room and we are limited to what we can do.

Approx. 15 min per client.

Guess they are on and off about 20-30 min ad hoc basis, depending on the client’s needs.

All day at 10-15 min spells

1. Would you consider energy efficiency measures as a driver for your business?

Cost cutting

Yes if cost effective

Yes x 2

WE’ve got electric heating so more easy to switch off when not in use or when we don’t want heating on etc.

Yes definitely – if it was possible and able to do we will look into it, we do think energy efficiency measures are a driver of business,

Ya definitely, cost cutting is the main reason. Better quality of things will mean things are more energy efficient, but we are looking at cost cutting in these times. – A resource issue.

Yes it would do, EE can cut your cost so you can put the money elsewhere.

Definitely if there was advise on things we are not doing much, we will take it on board.

We are doing that anyway, we use aveda products, doing recycling etc.

Have to be cost effective

1. What is your take on water usage in your business?

Good – don’t over use

Controlled

Use as little as possible

High use

Pretty good- we don’t over use, and don’t waste

Yes definitely. It is difficult we need a lot of water, our choices quite limited, we went for the best quality that was the best on the market but also the company that was chosen was quite into energy saving etc,. This is not governed by the University, it was my choice to choose this company with good environmental credentials.

Another big things, you can 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 etc, as we also have a beauty therapy, treatment rooms within this premises.

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

We try and use it as efficiently as possible.

Not much really as children don’t need their hair washed up. We do have some adults, hair colouring etc, but not much. The girls are pretty good about it just boil kettle for 1 cup of tea for eg,

I have been brought up from a household where waste is a big No, my dad was quite strict about it and I do a lot of it at home and glad to bring it to the work place really.

Use as little as possible

Normal usage, but also teaching staff not to waste from day one they are here.

Yes it is an issue

Controlled usage

1. Would you consider putting in water saving measures in your business?

Yes x 3

If cost effective x2

Again if it was possible we will think about it definitely – washing machine we do only when we absolutely need to.

We‘ve always done a staff training around these issues, tell everyone to use common sense.

Yes but can’t do anything new now as cost in an issue. 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.

Considering having a meter put in. We don’t put the washing machine every day for example. A back wash for clients’ hair, I use as and when, when shampooing water is turned off – just use common sense really.

Yes definitely we would be open to that, we don’t use that much but if there are ways to reduce what we use then yes.

Yes of course, tell all staff to keep the water usage down

Have to be cost effective

1. How long do you leave water running for?

5 min

Switch off between shampoos

About 5 minutes. Tap will be switched off and switched on when required. But now we have massive problem with our taps we are ordering new shower heads, so at present we leave it on to regulate temperature. But under normal circumstances we would just turn it off and back on when rising .

SP- when you said ordering new shower heads – would you consider energy efficient/water saving ones?

Donna – again it’s the sort of thing we would consider if we have to, cost would be an issue for example and the ultimate decision would be with Chaye (owner).

No specific time, usually tend to use water sprays, we use it when colouring hair.

To be honest, when you are working on colour back to back, it’s about quickness and thorough, it’s not wasting. But when I say cleaning, washing up that could be more efficient.

5 min to wash them, if we have 5 appointments we are looking at 25 min of water. We have washing machine running, that takes up lots of water as well. On Saturdays we are so busy fully booked we are looking at 5-6 hours of water running!

I think when the girls are training, they might tend to use a bit more.

Water is switched off between shampoos etc

Not that long – about 10 min, turn it off when shampoo, and back on for rinsing.

It works to a certain extent, temperatures do fluctuate.

No specific time, cant see anybody doing that. We are quite good, and I make sure the girls are conscious about that.

We don’t ever leave water running!

1. Have you considered/thought about chemicals in hair care products?

Yes x2

Yes L’oreal ammonia free

Childrens range

Yes use aveda products

No

Yes aveda colour

I think L’oreal are very good, and no animal testing etc, I wouldn’t have imagined otherwise. We use only L’Oreal’s products.

We have recently introduced L’oreal ammonia free products range. They’ve re-launched it now, unfortunately chemicals do work on hair, they’ve done their research made the product better and we are happy.

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

Not really. We use quite regular product, I would like to go down the organic line but cost is a big issue.

Chemicals, they are getting better and better these days, the main chemical products are colours. You could get greener colours out there. It means you change your colour range, your clients don’t like it. Problem with chemical free ones are not brilliant really.

For the colours and things like that there isn’t much way around that anyway

Yes we use Aveda products

Aveda colour- naturally derived, ammonia free, everyone more conscious of it.

Not really, there is Aveda, all natural and everything those companies want you to buy into the whole lot, you have to be exclusive, I like to offer a choice, we use goldwell here, I like to offer choice so clients are happy. Not everyone would want just one product.

I get very informative stuff from NHF – so I keep very informative stuff.

Shellac – needs to go on UV lamp – so NHF had an article to say we may have to start offering SPF lotion , I mean it is UV lamps the hands go under, so they need protection!!

1. Have you considered any alternative products, for eg, green, ethical etc?

Good quality, not most expensive

Yes organic

Yes

I think in all honesty in my past experience as hairdresser in other places, it doesn’t usually work very well. Chaye has been with L’Oreal for many years, he wants to stick with them.

Sometimes stuff doesn’t work, it is a big thing in our industry clients need to go away satisfied, if it doesn’t work, clients are disappointed, and it’s a big thing for us. I personally would never go for bad chemicals in all products I think it is totally unnecessary.

From a personal point of view definitely, I will never go for products tested on animals etc, but we have to consider the budget when running a business. Yes I would like to go for good quality, not the most expensive ones. 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.

The things I’ve tried don’t work, not advanced enough, they still get washed out the same way.

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 haven’t actually. The costs of buying new colour range is huge for us.

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.

Yes we use Aveda

Money from the aveda product goes back to farming etc.

Yes I would like to go for good quality , not the most expensive ones.

*2010 Question 12: would you consider using more environmentally friendly products that are currently available on the market? 84% yes 16% no*

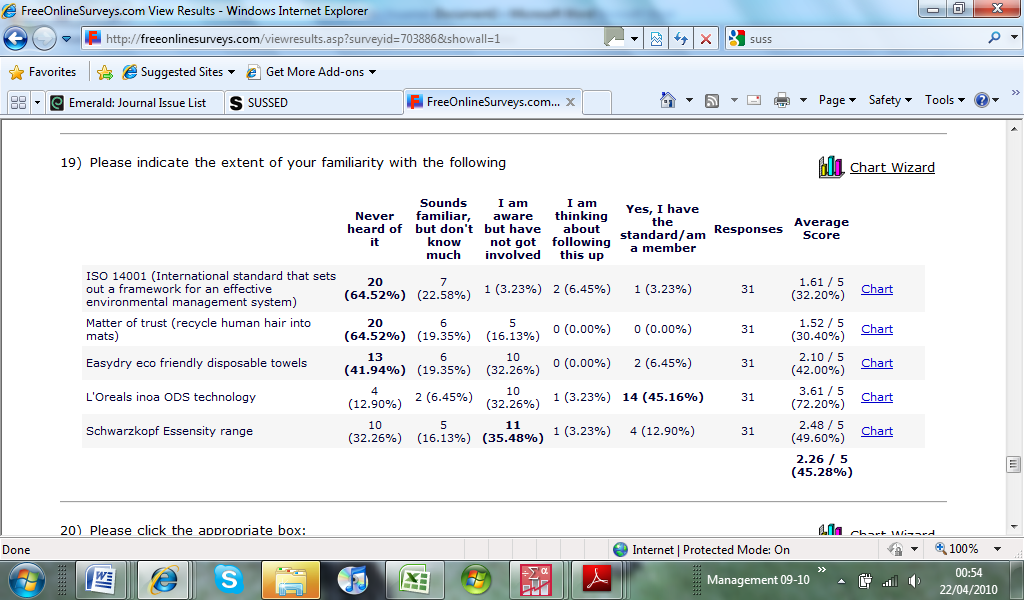
*Question 13: If your answer to the previous question is ‘NO’ then please can you indicate your level of agreement with the following...*

1 agree strongly 2 agree – 3 no opinion

*2010 Question fifteen asks the respondents to rank what factors they believe are most prevalent, on a scale of 1-9, 1 being the most important and 9 being the least important, when choosing a supplier to purchase products from. Respondents used the same number more than once, as they felt all factors were equally as important. A percentage component bar chart is used to reflect the proportions.*

*It is 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, appear to be the least important.*

*Question 19: Please indicate your extent of familiarity with the following*



1. What is your take on recycling in the workplace?

Very good – have recycle bin

We do what we can x 2

Very good on recycling – we have a recycling bin and a waste bin, our staff are pretty good on that. We are very good on this, as we also have to pay for it to be taken away.

SP- have u considered other trade waste collectors, cheapest quotes?

Donna- haven’t really thought about it but it’s something we can think about.

We do a lot of it, we have to use the bins what’s supplied to us. Most of the bottles are refillable so they don’t get thrown away. Boxes packaging we recycle it all.

You’ve now made me think, that is something I would definitely do.

Aware of it all – and do as much. I take cardboards, packaging, bottles home etc.

No big bins here, I take it home and goes in my home recycling bins really.

We are good at it and council provides good recycling bins.

We recycle all we can

Yes we do some

We tend to empty our big bin everyday in our staff room. That’s a lot to do with the girls their lunch and stuff like that, we get quite a lot of rubbish really.

SP – if u had the scope to reduce would you consider going for that?

Jo – yes sure.

1. Have you given thought to the day-to-day waste generated within the business?

Colour water and chemical waste

Yes x 2

It’s really good we are able to do it (recycling), we feel good and it also helps with our waste everyday at the salon.

Not something I’ve really looked into in detail but we do recycling regularly here.

Yes the hair I talked about already.

We can probably improve on the staff room, what gets chucked away, but it’s time really don’t have that time to do this.

Our bins are really expensive, they should give it to you to work for a small period to try out.

SP – try other waste collection companies, cheaper quotes

Charlotte – yes sure, never knew that, always thought we need to go through the council.

WE do have a lot of waste and it won’t fit in my bin at home, so I do nee dto look at trade waste.

We are quite a small salon, colour wise we have a the classic chemical waste we try to keep that to min.

Day to day is not huge amount we have only small amounts.

We try to cut down as much as we can. Someone used to come and collect waste hair for their art work, but not regularly now a days.

**Barrier Identification**

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



1. What would stop you from recycling and segregation of waste in your business? (Barrier identification)

Cost x2

Space

Nothing would stop, we’ll be happy to recycle everything. In terms of doing new things – cost would be the only factor stopping us.

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.

Not would stop me but cost is an issue.

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

We do this as much as we can

Cost is a big issue

1. Would you agree or disagree that energy efficiency measures lead to cost savings in the longer-term? (Barrier identification)

Yes x4

Not always

Agree – but down to costs again. In the longer run it is good, but Chaye (owner) will have to decide on these things.

Yes definitely in the long term. Often energy efficient things do cost more, but we know it works.

In the long term I would hope so.

Agree definitely.

Yes, definitely. It would be a cost saver. But it is driven environmental thing – sounds like we are really good, good person etc, but it comes down to costs of the business.

Yes definitely agree the attachments we put to our water systems we can see the difference in the usage and bills.

1. If money/resources is an issue, would you be willing to accept free tools/advice/guidance from experts? (Barrier identification)

Yes x7

Definitely, YES

YES. If money wasn’t an issue I’d do many things to make it environmentally friendly for salon.

1. If you adopt one PEB what would it be and why?

Heating

Recycling

Organic products

Lighting

I would say probably Recycling things – that we don’t do now, will help us and our business.

If I could change anything here I would definitely look at the Heating. I know what we don’t do we do leave plugs on, all our hair dryers, straighteners etc, we don’t do much here we could do more.

Something I could for my business, definitely recycling – I would love to get water and electricity down.

Lighting. I’d rather have the Energy efficiency bulbs on I hope I can change them soon.

I’d be willing to look at any of them really.

Something we could do would be about the waste hair to be used for something useful.

Energy efficiency stuff – light bulbs etc

Recycling more definitely

1. Has any of your customers/clients talked to you about any of the above topics?

No

Yes

Not really x2

Yes about any products they are against. A lot of clients do question if products are natural etc. It led us to introduce ammonia free range from L’Oreal.

Not really may be one or two over the years.

No never really.

Yes

Lots do actually.

Organic and natural products for the safety of our team

1. Have you ever had to satisfy customers about these issues Health & safety, environment, social/community, employee/staff

No

Yes – H&S by staff

Most customers come as use Aveda (environmentally friendly product)

No, not really. Never seen that happen actually.

Yes some people who are allergic for example, we do give information out to them. I have to be aware of what’s in products. WElla products I know for a fact etc. Colour with cancer thing- no proof of it but I’m gathering the info to I can give to clients.

Not really. Some people have allergies and ask for specific products but nothing on ethical, environmental issues.

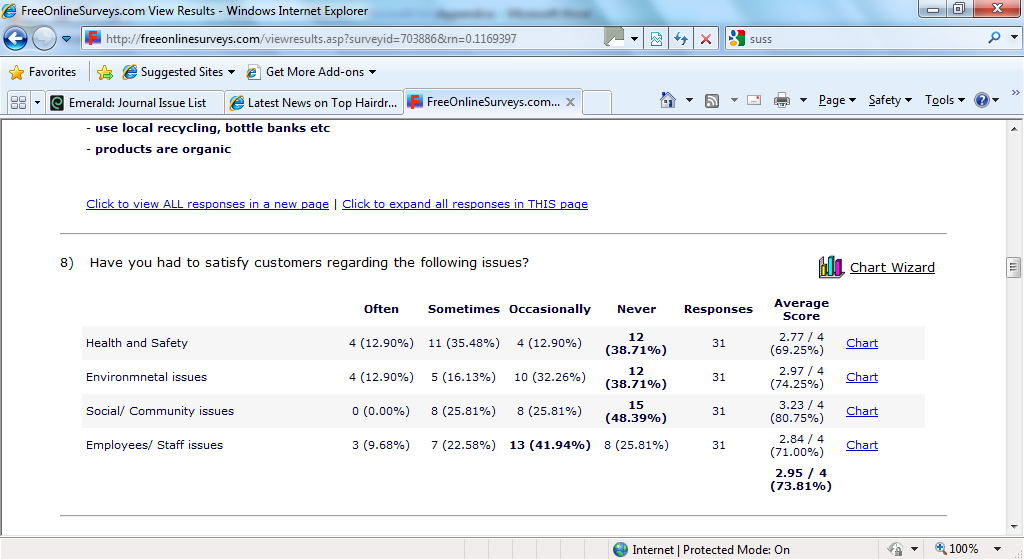
One yes – once we had a lady who wanted to know if our products tested on animals, and I got certificate from Wella to prove they are not. It’s a catch 22 some times.

We have had some parents comment about children prone to allergies, eczema etc we are careful about what we use, glitter sprays during pamper parties for eg, we don’t use if parents advise us not to.

Most clients come to us because we use Aveda and believe in this way of thinking.

Ya I think probably years ago when it first started to come out, in the past definitely we have had a few clients who have asked if we do ammonia free colours etc.

Yes, we offer hair care products and skin testing H&S issues are always addressed by our staff.

*2010 Question 8: Have you had to satisfy customers regarding the following*

*Question 9: Details of what environmental criteria people have had to satisfy*

|  |
| --- |
| * *environmentally friendly ranges, less ammonia* |
| * *through selling Aveda products which are environmentally friendly* |
| * *only animal testing of products* |
| * *against animal testing of products* |

1. How would you feel about having to satisfy customers environmental criteria

Within limits

Happy to be able to demonstrate professional approach

Happy to use an ethical supplier

I would say anything within our limits, We would always do.

Yes I am okay with it, what is possible we can try. L’Oreal even though theya re not totally natural products, they have their ranges alternatives etc, we go for them as they have a broad range. If a client says I don’t want to use what you have what can you offer me – we do our very best to try and make sure we get stuff and info for them.

Happy to use an ethical supplier

1. Would you consider talking about these topics (re: PEB) to your customers?

Yes x 5 (1 already do)

Yes, it is good to always broaden your horizons. If it came in the conversation then yes – I find my clients, or any clients in general would just want to talk about what they do , their lives, it is quite hard to drop things into conversations. But if it came up in conversation, then yes.

SP – would you consider dropping it in conversations?

Donna – yes definitely

Yes of course. I could for example, after this meeting with you I could tell a client that we are taking part in this Uni a 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 u make changes, they see changes and start asking us questions, like our beauty therapy room upstairs has recently refurbished and people ask about it and we get talking.

Yes we talk to clients about our products, as they are high end children’s products. Yes we talk to clients, make them feel relaxed and happy. 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.

Yes we have a good chat, very friendly, so yes we would like to talk. I can see they do discuss product stuff etc.

SP –would you and staff be encouraged to talk about our project etc?

Lisa – yes why not, I’m sure they will.

Yes

Yes if it does come up in conversation, then yes.

Yes we do.

1. If they were to raise an interesting point about these topics, would you consider thinking about it/noting it down/taking it forward? (Barrier identification)

Yes x2

Yes of course, absolutely. We would take it all on board and if it is do able we would.

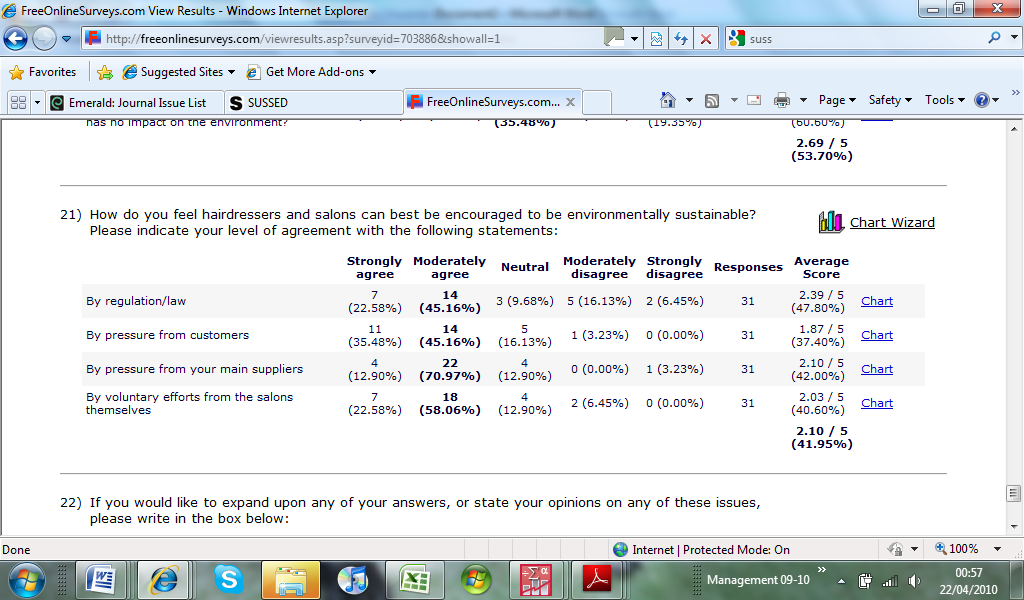
Yes of course. Anything like that I’d like to talk. Also different types of people, many love a banter, some just want to read a magazine and don’t like a chat at all, some just relax. It depends on each client really.

People always ask more natural products, we have taken on board, and now stock alternative products as well.

SP – this issue that many hairdressers raise that organic products don’t perform very well – what’s your take on that?

Claire – that’s for the companies to take on more research. Its up to you to pick what products most suitable for your business.

*2010 Question 21: How do you feel hairdressers and salons can best be encouraged to be environmentally friendly?*

**

*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.*

**Using Behaviour Change Tools ( Mckenzie-Mohr, 2000)**

1. Would you like to come up with your own ideas on how to minimise environmental impacts – if so how

Donate hair to good causes

Yes – promote organic products

Yes

Water saving

Yes-Give away waste hair to good causes, where it can be re-used for wigs etc. We have so much of it , it can be re-used.

SP – you have thought about it but have you done that?

Donna – not really but would like to do something about it.

Definitely with recycling of boxes, cardboard, paper work, we have a lot of it. I’d like to take on your suggestion to phone around and find a cheap waste collector.

Water and there’s got to be a way. Whether it’s down to washing machine or basins, they 9 our staff) need more education.

What really bugs me is the all this hair being wasted, if it was recycled or put to good use it would be very helpful.

Promote the acceptance of organic systems and products

1. Would you encourage your clients to be more environmentally friendly?

Yes x 4

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.

Staff – everyone are good with this, switching off lights in toilets, kitchen etc. we do drive it down to everyone.

SP – as social thing when people are talking at salons how easy will it be to get this info across to them? To encourage yourself to talk about it to clients?

Donna – 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” etc.

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.

Yes

Yes if I can

Yes we do consultation with adults and children, we are very realistic with them, we are all mums, we advise sensible hair styles, we understand everyone wants to look absolute best with minimal time. We do advise and help support them in that.

SP – I see a very good point here you are advising on the “busy mums” who have no or little time, but it does have an underlying environmental spin to it which is brilliant.

Lisa – original sprouts products – we are specific with advise, 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.

Yes we try to by talking to clients – with our aveda products, it is expensive.

I think everybody is a lot more aware of it now. So people are looking for such products, there is demand.

Yes definitely

1. Would you be willing to agree/commit to a small request (in any one or more of the following - energy usage/water usage/waste/recycling/products usage) for a set period of time (as part of our study).
2. If yes, which one and how will you do it? (same as Q 15, more in detail)

Would you need prompts to remind (posters/stickers around the shop floor) you to carry out the activity?

No x2

Maybe

Yes

Not really.

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

Yes our staff the girls are very good. Happy to have that kind of stuff.

Yes again visual stuff will help. It’s down to silly things, for me usage of water in our salon is a huge issue.

People come here for a relaxation so they don’t want to see preachy message on posters all around But also sending a message in a subtle way.

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.

Yes, why not, happy to do that.

**2010 interviews x4**

1. Is there an organisation that sets regulations and standards in regards to;
2. Water conservation? No x4
3. Energy efficiency procedures? No x4
4. Chemical use and storage, appropriate disposal? Nox4

*‘The body that is in charge of regulations is Habia x2 and there are none from anywhere else- not concerning these issues’*.

*“ Have never really considered these things before”*

*“is all up to the individual salon- some I have been in do not turn taps of and save money”*

*“have people come in to do health and safety checks but not the environment”*

*“is up to them, at the end of the day it is cheaper to be more efficient”*

Do you have any procurement policies- where do supplies come from? (Concerned with air miles/local supplier?

Yes. Unfortunately some of the products come from America, is only place to get them. Others sourced from Hampshire UK.

*“We use only organic hair products that have been produced in a sustainable manner. Use 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.*

*Manufactured sustainably and company has an environmental policy”*

*Products are brought purely for their quality”*

*“We use Redken and Tigi -*

*Buy them from a warehouse, do not know where they are manufactured”*

*No policies “We purchase what is the trend and shop around for new products”*

*“Focus on quality”*

*Yes “Our choice of products comes from head office and we manufacturer our own so must use the company’s”*

*“have a contract with Wella”*

Are you on a water metre yes, no yes yes

*“Very expensive!”*

*“it is all different depending on the borough- I work in another salon and they do not have a metre”*

Can you name any ethical products that are currently on the market for hairdressers?

Yes. Mastey and Organic colour systems.

EcoDry disposable towels

*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 (Spoken forcefully)*

*“They are jumping on the ethical bandwagon” have many representatives pushing the products to our salon”.*

*“We use EcoDry towels however are going back to normal towels as they are too expensive and the customers say that they do not dry their hair properly”.*

*No “have tried herbal remedies and any natural products do not maintain their colour”*

*“fade quickly and customers would not be impressed”*

No

*Not really “We have Asian clients who mix their own herbal remedies and hair dyes- I want to look into this”*

*“Am working with a client now”*

Would you consider adopting more sustainable approaches in; a) Waste management b) recycling c) Energy saving d) reduce water

Yes for all

*“We always have been wary with water conservation, turning the tap of between washes and using energy efficient boilers. We do recycle were possible but we have to pay £0.75 a sack and is just too expensive. Would love to have solar panels, however the building is rented and the money spent on them cannot be made back easily” (Genuine enthusiasm)*

We do all ready

*use electric heaters”*

*“straighteners and tongs heat up like an iron- require lots of energy”*

*“LED lights”*

*Yes. I’ve been established for 36 years and as far as I know we have always been efficient with resources”*

*“is to expensive otherwise”*

*“When aerosols were brandished as bad in the past we moved onto pump action straight away”*

*“we use energy efficient lights, however most of them are useless and we have to replace them”*

*Yes “We do use energy efficient light bulbs- they produce insufficient light so we are changing again- need to see customers hair to give them a quality service”*

*“We have to leave outside lights on all night- there is no switch to even turn them off”*

*“Water is very expensive- we teach employees to turn the taps off between shampoos”*

*“have had a new boiler installed- is better for costs”*

How do you feel hairdressers impact upon the environment?

ii) What ways are there to reduce this?

*There is a lot of packaging and waste material and we are a large drain on resources, ‘bills are very expensive’.*

*ii) just be more conscientious recycle packaging, put chemicals in a bin not down the sink, turn tap off between washes*

*“I am aware of the environmental impact that business is having, do not want to compromise quality and change”*

*“cannot see how salons are to be more environmentally friendly” (Genuinely uninterested)*

*“it is rapidly becoming obvious that ‘green’ and ‘environmental’ recycling and the such are dubious at best and in fact probably use more power and resources than they save”*

*“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”*

*“if I am honest I have never really considered it before”*

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

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

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

Do you feel that the supplier should start becoming more aware of environmental issues?

*“There are suppliers out there, unfortunately they are hard to find and requires a lot of independent searching from the salon and we are very busy as it is. There is no real pressure from suppliers to adhere to more sustainable practices, but usually make all packaging recyclable”.*

*“They have recyclable packaging”*

*Yes “it is the larger players that demand more attention- not the salons”*

Yes

Do you get any customers asking about your ethics?

*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”.*

No

No

Have had a couple *“queried organic products a couple of times”*

What are your thoughts in regards to satisfying environmental criteria at a cost to profits?

*“Is very difficult as at the end of the day no matter my principles I am still a business”*

*“At the end of the day it all boils down to profit”*

*Recession has made it harder as “suppliers put their costs up, we do not want to sell as markup to the customers, so carry the extra burden ourselves”.*

*“We suffer very high taxes at 17.5%, the National Hairdressers Federation are pushing to reduce this to 5%. Maybe then would salons consider spending more on the environment”*

Profits always come first *“Bills, tax and business rates are very expensive”*

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

*“some organisations just don’t care about the environment”*

*“profits is the main objective*

What do you believe is the best way to influence salons in taking a ‘greener stance’?

Should be Voluntary

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

*“Is difficult to reach into this ‘green’ market because the salon relies on water, electricity, and energy to have business, if you take this away we cease trading As an industry we’re always wary of wasting resources due to cost”.*

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”*

*“creating more awareness”*

What do you see as the future for hairdressers?

Organic trend will go forward

*“ think health and beauty industry is pushing use of organic products and that being ‘green’ and looking after the environment makes you feel a better person”*

*“ Choosing products that are manufactured in a sustainable way will appeal to customers, it is a FAD and a trend which I see as the way forward”*

*“Hairdressers I think will have to start being more aware of environmental issues”*

*“No change for now”*

*“The industry is forever changing and follows FADs and trends”*

*“in the new year we are changing all our colours and going down the avenue of organic products- ammonia free”*

*“it the end of the day it is up to the customers, if they want ammonia we will give it to them”*

What were the drivers behind your organic range of products?

“Purely selfish reasons and personal values”

*“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”*

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

What is your business culture and ethics?

Small business that appeals to a niche market selling organic products

*“Intimate organic salon”*(enthusiasm and pride)

Do you feel that salons are unaware of their environmental impact?

*“I do think there is scope for change”*

*“Think it is the manufacturers who can have the greatest influence”*

*“Fudge- are supposed to be bringing out a more efficient hairdryer”*

If in the future regulations came out which affected the hair industry and your business how do you think you would react?

*“do not think that it would affect us really”*

*“if you were going to put regulations on us, it is only what people are doing at home- you would have to get them to change to more efficient hairdryers as well”*

*“otherwise if the whole industry had to change- then that would not affect us individually”*

**Phone interview with Sarah Bennett: Lecturer at the City Collage of Southampton in hairdressing. Code: CCS1**

A general discussion about the curriculum they offer and any new trends from the hair industry, her comments were as follows;

* Do not have any section of the curriculum that is dedicated to environmental issues.  
  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.
* All packaging is eco-packaging, completely recyclable.
* Look at suppliers of products and how they manufacture the hair products, is it in a sustainable way. ‘Some salon owners we have come in and ask about the organic product sector as a tool for marketing- are seen as fashionable trends’.

**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. A statistically significant, strong positive relationship 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) can be seen. Therefore the assumption drawn is that salons that are more aware of their environmental impact are likely to adhere to more sustainable practices, than those which are unaware.

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.