

Future Skills for a
better life in
Sustainable Salons
-
Introduction

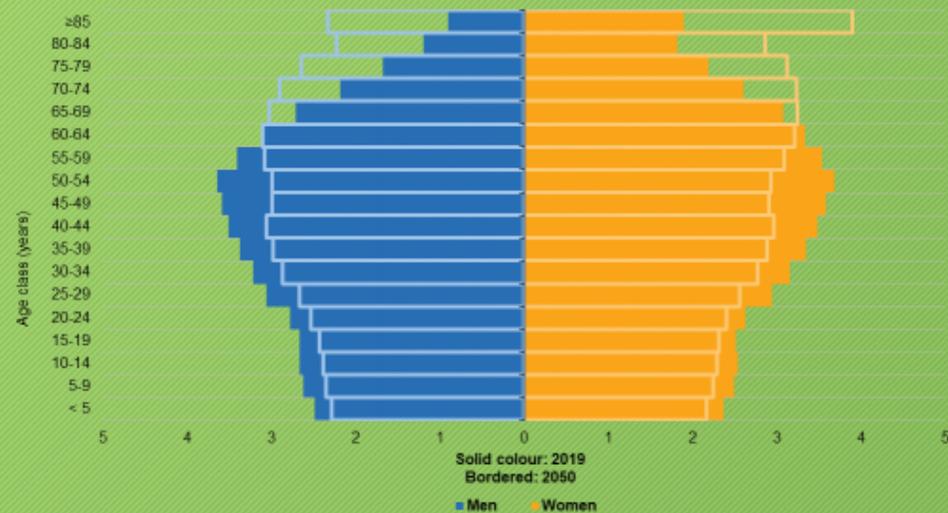


General Societal Changes and Challenges

- Human impact on *environment and global warming*
- **1. Resource scarcity: ‘reducing ecological footprint’**
- **‘Environmentally friendly hairdressing salon - natural hair products - ecological materials - climate neutral buildings = consciously cutting and nurturing hair!’**
 - **56 % of the Dutch customers (mostly women) considers sustainable hairdressers who only work with natural hair products valuable (2017, Kiezen of Verliezen p.15)**
- **2. Pollution increases: ‘Different waste management’ - ‘Circular economics’**

Demographic Changes 1

Population pyramids, EU-27, 2019 and 2050
(% share of total population)



Note: all data as of 1 January, 2019; estimates and provisional, 2050; population according to the 2019 projections, baseline variant (EUROPOP2019).

Source: Eurostat (online data codes: demo_pjangroup and proj_19np)



- 1. Aging Population: consequences:
 - ‘Employees: will need to work until an older age + older employees will also need to be able to follow new evolutions
- ‘Working with improved health and safety’
 - To keep the available employees longer active
- ‘Customer: the average age also increases’
 - Focus on comfort and service: mobile hairdressers, picking up and bringing customer to the salon, services in nursing homes, attention for location and accessibility...
 - Focus on hygiene and cleanliness (important for seniors)
- Shrinking of agricultural areas and growth of cities
 - Big cities: good for hairdressers focused on younger target audiences, but younger audiences less frequently visit the hairdresser.

Demographic Changes 2

- 2. Multicultural society: consequences:
- Employees: increase in cultural diversity
 - If the staff is a cultural reflection of the customers, then it will appeal more to the customer
- Customers: require a different offer of services
 - Other wishes concerning treatment of hair, offering of special services, separate space or entrance for women with head scarfs..
- Creation of other types of hairdressing salons, specialised in Afro, Asian,... hairstyles

Changing Consumer Expectations

1

- 1. Consumers are looking for additional information on products and services at the internet, social media, search engines; experiences from others; the lowest price...
- 2. The current consumer is more pressed for time - evolution to a 24/7 economy (in real time), consequences:
 - High expectations from the customer concerning:
 - **WHEN** it suits them - impact on opening hours: a majority of the Dutch customers would like to have services after office hours.
 - **WHERE** it suits them - impact on location: shopping mall hairdressers, airport hairdressers, train station hairdressers, festival hairdressers, at diverse daycares it is possible to let your children get haircuts, Italy: hairdressers at gas stations...)



Changing Consumer Expectations 2

- 3. More attention to sustainability:
 - 1 out of 2 Belgians is willing to leave a traditional hairdressing salon for a salon that enacts sustainable initiatives
 - 60 % of customers think sustainability needs to be a fundamental part of the company
 - 60 % of the 18-24 year olds is willing to pay more for a product/brand that supports an important issue for them
 - *(source: brochure Business Club L'Oréal)*

Changing Consumer Expectations 3

- 4. Looking for 'custom made'
 - Production line specific for men, for Asian and Afro hairdressing styles...
- 5. Looking for 'unique experiences' (focused on 'before - during and after')
- 6. Or looking for the 'cheapest price'
- 7. Or looking for a 'good price vs quality ratio':
 - *For almost ½ of the Dutch customers, the 'price-quality ratio' of a hairdresser/beautician is more important than the actual price level.*
 - *Communicating a transparent price-quality ratio is important. For example the prices for the services should be related to the level (quality) of the hairdresser/beautician*

Increasing Digitalisation and Technology 1

- Sectors, businesses, employees:
 - Often a problem for businesses and their employees
 - More technical skills, education, training,... is required
- The 'customer' is also digitalising:
 - Out of 7 billion people on earth, 5,1 billion has a smart phone

Increasing Digitalisation and Technology 2

- Possible applications in our sector:

- Digital display windows
- Social Media (Facebook, Instagram, Pinterest..)
- Website with contact details and opening hours
- Setting appointments online
- Online Marketing (to bind customers more to your business, to remind them it is time to book an appointment, to announce special actions such as sending birthday cards, discount coupons...). Customers choose hairdressers/beauticians and products based on the information they find on the internet (for example hairdressing reviews, video's...)
- Google My Business
- Offer free use of Wi-Fi, tablets...
- Apps, for example for trying out hairstyles
- Sales of products (interesting when customers do not live close by)
- Vending machines for hair products
- Cash register software
- Mobile payments, useful if your saving system can be used on their mobile (customer cards, loyalty systems...)
- Asking for client satisfaction and reviews
- ...

Choosing or Losing 1: Economic Crisis and Budget Cuts

- Consequences:
 - Less purchasing power
Many customers will have less means to spend in the coming years
- Increase in vacancy in certain shopping areas
- This also impacts the hairdressing sector, because hairdressing salons are often dependent on visitors which a specific shopping area attracts

Choosing or Losing 2: Recent Increase of the Number of Hairdressing (and Beauty?) Salons

- Primarily the number of mobile hairdressers, chair renters, barbers, African and Asian style hairdressers...
- For beauticians, the trend is currently towards more specialisation in a limited number of services.
- By consequence, there will be a more fierce battle for customers!

Societal changes: Consequences

- 'Business as usual' is no longer an option
- A paradigm or common ideology shift is necessary, for example concerning environment:
- Using resources (renewable energy, higher efficiency, energy savings, CO² reduction...)
- Reuse and recycling of materials (EU legislation: by 2030, 70% of waste needs to be recycled)
- Waste becomes a 'resource'
- Attention to the entire value chain: for example the design of products, materials, packaging, interior design...
- Job transformations
- Importance of 'Technical' + 'Generic' (general) Skills. For example, being able to communicate with experts from outside the personal area of expertise
- Partnerships/ networks across different disciplines
- = Challenge for the employers + employees!

Societal changes: Requirements 1

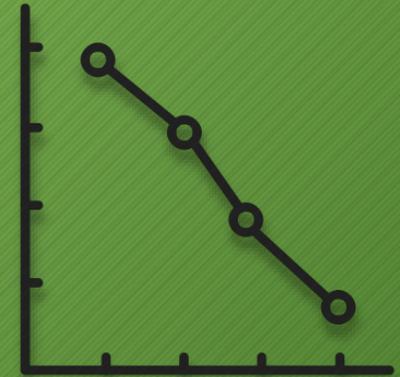
- Seizing new economic opportunities
- Additional research and knowledge
- New skills, working methods...
- Adjusting job profiles and function descriptions
- Reforming the existing professionally oriented training by the government, providers of training and social partners
- Additional professionally oriented training
- Additional courses for lifelong learning

Societal changes: Requirements 2

- Recognised 'Quality label' for active actors who constantly educated themselves and wield a high level of professionalism
- Consultancy and support of small enterprises
- Support of workplace training
- Investments in permanent training, continuing training and retraining

Societal Changes: Problems

- The developments are not new, but society is not prepared to these challenges with regard to the necessary competencies
- Primarily the smaller enterprises will encounter problems and they will need additional support
- Crisis financing might possibly be a problem
- Training is a luxury in times of crisis
- Courses for lifelong learning: often practical problems, lack of accessibility, lack of guidance...



Societal Changes: Possible Approach

- We will need to evolve much faster
- Measuring of the evolution - also needs to be more on the agenda
- Financial instruments/funds will be necessary for 'retraining' people
- Necessity of a common EU approach (see major difference in Europe concerning the organisation and financing of the labour market)
- Necessity of national policy and the initiatives of the social partners
- Integration of vulnerable groups by supporting them to the utmost
- The need for enterprises who take the responsibility by providing additional training
- ...

Any Questions?

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