

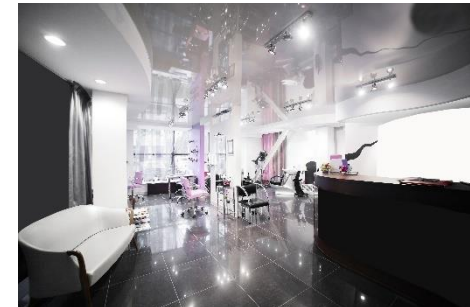
# Roadmap

## "Future Skills & Sustainable Development in the Green Salon"



# Sector description Hair & Beauty

- Small and micro businesses are predominant
- Majority of the workforce is female (over 80%)
- Many of them work part-time and stay in the sector for only short periods of time
- Relatively high proportion of self-employed workers (42%)
- Young workforce. About 80 % of recruits are aged under 26 and 56 % are under 19.
- Low communication and sharing between the different companies. They don't have a high level of interaction.





# Trends:

- Growing amount of entrepreneurs working at home and a growing amount of budget salons;
- More attention to perception, customized service and flexibility, for example business hours;
- Through workshops and master classes more attention to new talent;
- Sustainability (products and daily operations);
- Due to the significant improvement of mass-market products for home use, new niche markets are expanding: services with beauty and nail care, make-up and tanning beds, but also combinations with lifestyle and fashion.

# Opportunities and threats I

- Attracting and retaining good staff (stylists) is difficult;
- Reduce untimely exit of the staff from H&B would increase the profitability of the investments in vocational training.
- Stimulating entrepreneurship through e.g. chair hire, can contribute;
- A clear and recognizable choice of a specific target group is important.
- As a specialist or by customized service can be distinguished;
- Commercial formulas that are active efforts to expand their market share;



# Opportunities and threats II

- Combinations of delivering services that fit together like Hair, Beauty and Fashion:
- Collaboration with fashion shops and workshops for customers;
- Customer loyalty through the use of social media and also do offers on this channel (fixed) relationships;
- Additional revenue can be generated by giving workshops on skin and hair care, makeup and hair styling.
- Work-related sickness, allergies and asthma for instance (The cost of work-related skin diseases has been estimated to be about five billion euros a year in the EU alone).

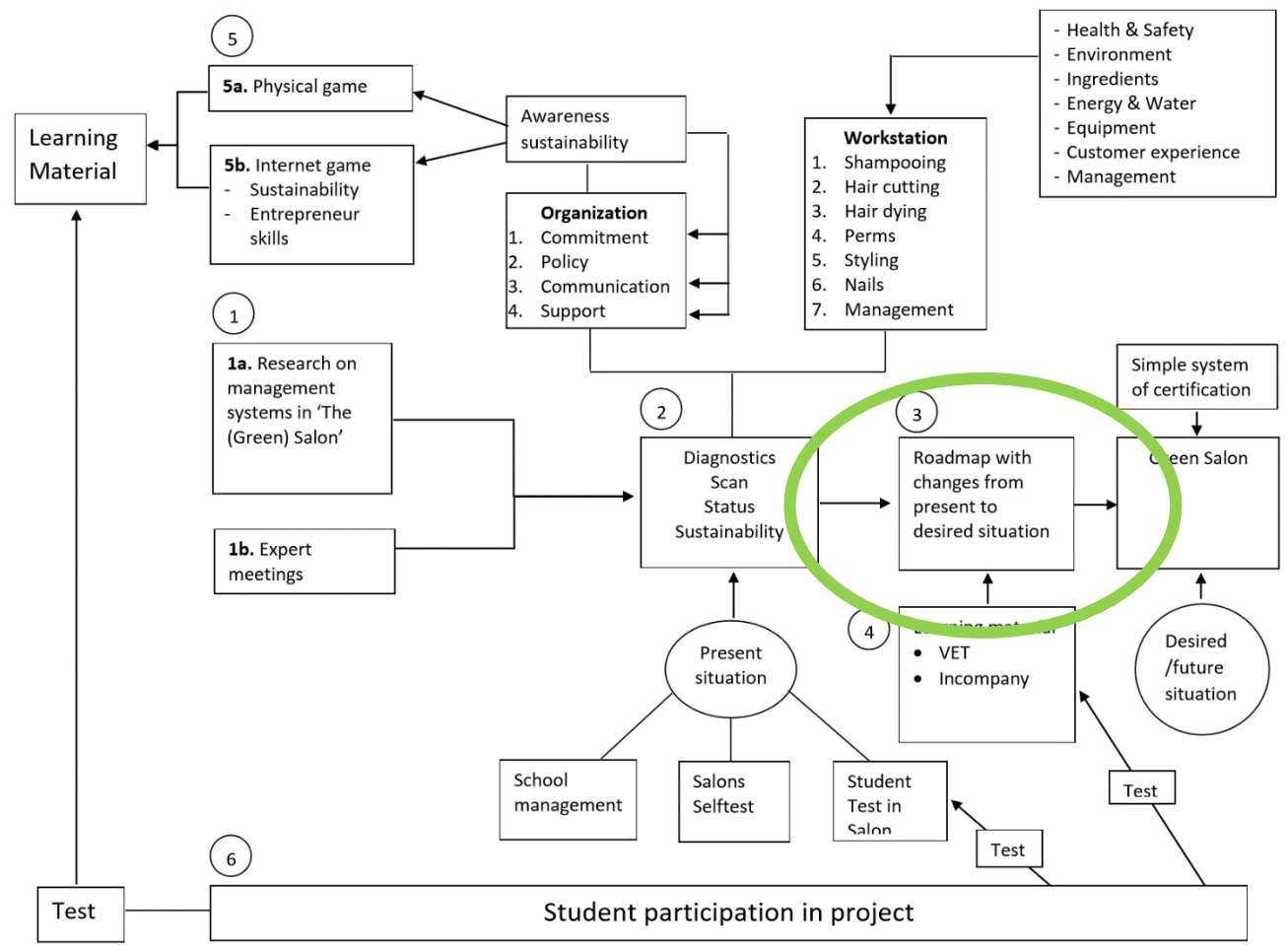
# What to do?



- Sustainability
- Health and Safety
- Environment



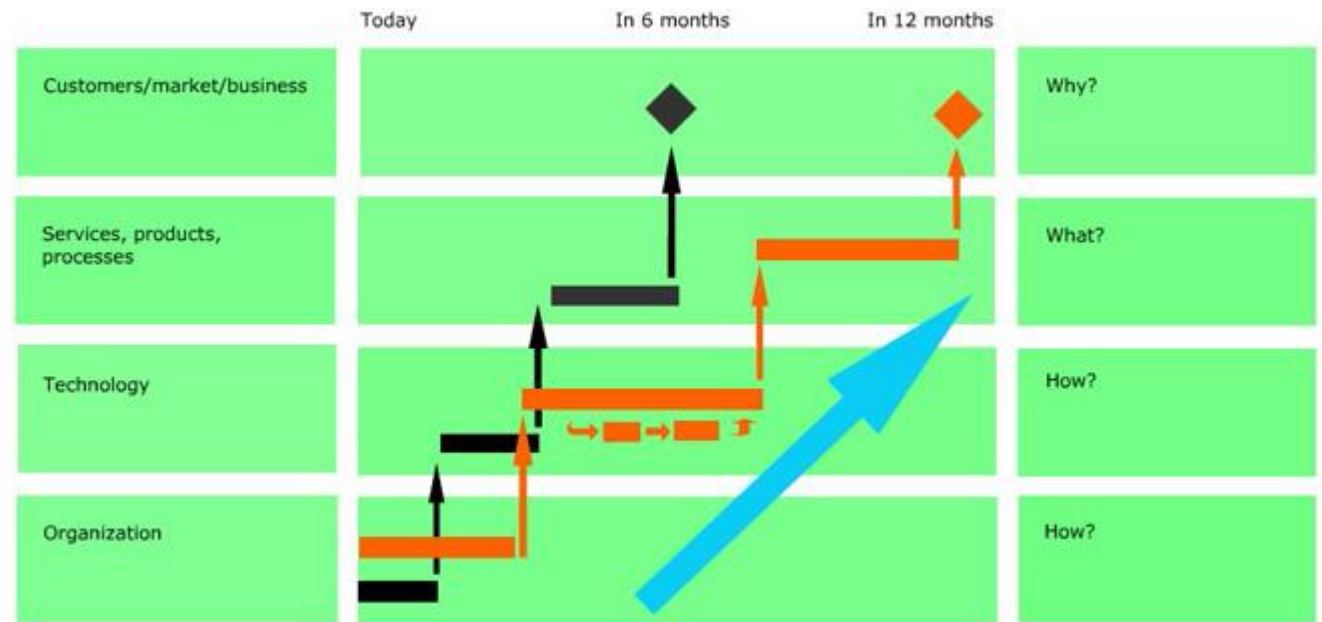
# What did we do?



# How to create a roadmap?

Four levels:

- market introduction
- implement the innovation
- new technology
- organization and information



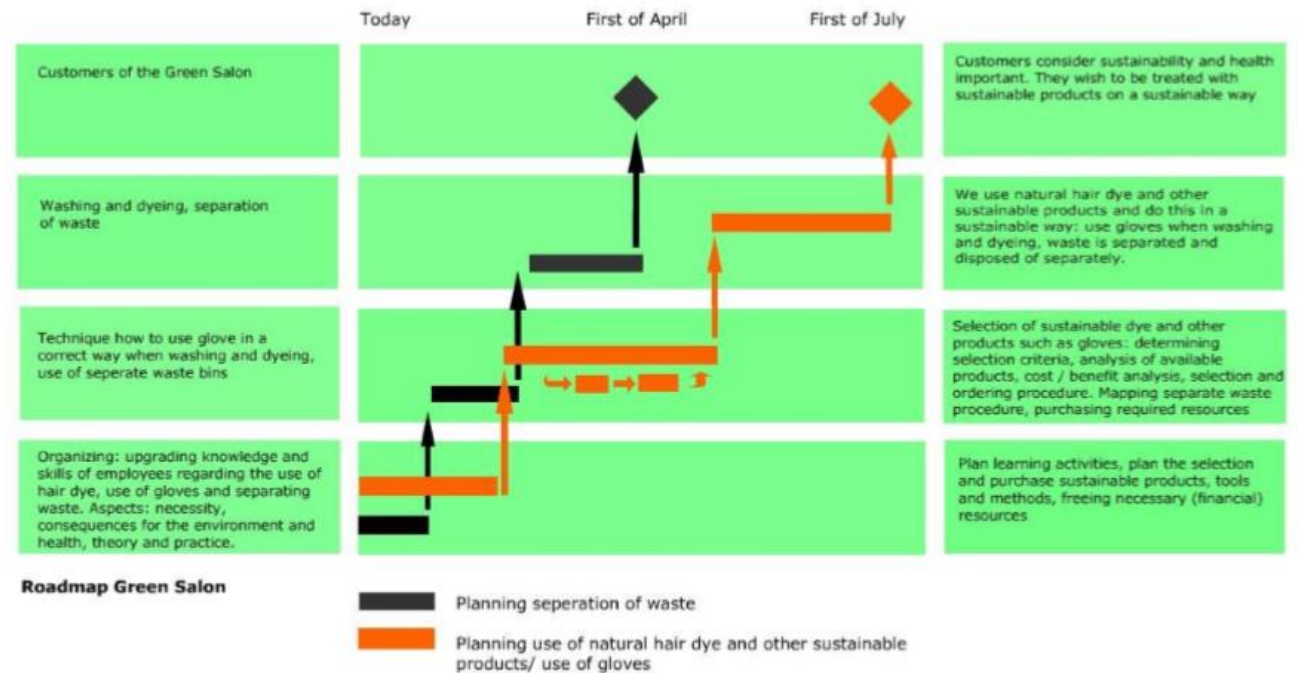
Example of a roadmap



# Elements roadmap Green Salon

## Aspects:

- Environment and energy
- Health and Safety measures
- Products and substrates
- Work methods



# Do it yourself

Use the documents\*) to create a roadmap for your own salon:

- Elements of a roadmap
- How to create a roadmap?
- Example roadmap Green Salon

\*) The documents are to download at: [www.greensalon.eu/output5](http://www.greensalon.eu/output5) roadmap