Engaging Hairdressers in Pro-environmental Behaviours

Dr Denise Baden
SLRG seminar 18th March 2014
The challenge

- How do we go from an economy that relies on 3 planets, that is changing the weather, drying up rivers, polluting our waters to....
- An economy that uses just one planet’s worth of resources, has stable weather and enough clean water....
- And we’re all just as happy and healthy 😊
Business: part of the solution?

• Informing choice
• Removing choice
• Advice
Small Business – BIG IMPACT
Why we shouldn’t ignore SMEs

• SMEs are key players in any transition to a low carbon future, representing 99% of all enterprises in the UK.
• 90% of SMEs are micro-enterprises – fewer than 10 employees – and the average company has just five workers.
• In contrast to larger firms, the heads of these organizations are fully involved in all aspects of the business and remain in direct contact with customer. More flexible.
• While the impact of individual SMEs on the environment is likely to be small, their collective impact is substantial.
• Hairdressing sector represents 5% of UK GDP!
Social Norms

• Despite efforts to raise awareness of the challenges of sustainable development and environmental issues, individual behaviour has been slow to change – trend is still increasing use of resources to achieve the same aim.

• Why?
  – Normative influence (Cialdini)
  – Habits - Practice Theory (Shove, Peatty, Barr, Røpke, Jack)
  – Diffusion of innovations theory (Rogers 2003)

• Opportunities for change
  – Target point at which practices and habits are developed in the first place
  – Target influential individuals who help set practices and social norms (Fell et al 2009)
  – Target influential individuals who have large and diverse social networks (Watts & Dodds)
Rationale

- We explore the efficacy of an innovative bottom up social marketing approach to encourage Pro-Environmental Behaviours (PEB) amongst a high-energy usage SME sector – the hairdressing sector.

- Also looks at using hairdressers as ‘catalytic individuals’ to diffuse knowledge relating to responsible chemical, energy and water use across their social networks.
Objectives

1) to encourage more PEBs in the hairdressing sector;
2) to ‘norm’ PEBs by enabling hairdressers to serve both as a positive role model and a source of information for PEBs
3) to assess the effectiveness of a bottom-up social marketing methodology using ‘influential individuals’ to norm PEBs.
Methodology

**Action research**

“Community-based social marketing is an attractive alternative approach to information-intensive campaigns, in which promoters identify the activity and the barriers to this activity and then design a strategy to overcome these barriers, using psychological knowledge regarding behaviour change. This has been shown to have a much greater probability of promoting sustainable behaviour.” (McKenzie-Mohr, 2000, p 531)

- Activities to be promoted have been identified based on DEFRA’s Framework for PEBs (2008) and in consultation with the hairdressers.

- PEBs relating to issues such as electricity, water, chemical products usage in the salon, waste management and recycling, have been identified.
Data gathered

- Pre-event interviews with randomly sampled local hairdressers (N=14).
- Pre-event survey with randomly sampled local hairdressers (N = 31)
- Data gathered during the Green Salon Makeover and follow-on event comprising of quantitative data from surveys and qualitative data from interviews (recorded and transcribed) and notes taken during group discussions: sample = 19 hairdressers and 5 trainers from hairdressing colleges.
- Customer surveys (N = 776) completed before (N = 474) and after (N = 302) their salons attended the GSM.
How do you think hairdressers can best be encouraged to be environmentally friendly? (n=31)

<table>
<thead>
<tr>
<th>Method</th>
<th>Strongly agree</th>
<th>Slightly agree</th>
<th>Neutral</th>
<th>Slightly disagree</th>
<th>Strongly disagree</th>
<th>Mean score</th>
</tr>
</thead>
<tbody>
<tr>
<td>By regulation/law</td>
<td>23%</td>
<td>45%</td>
<td>10%</td>
<td>16%</td>
<td>6%</td>
<td>2.39</td>
</tr>
<tr>
<td>By pressure from customers</td>
<td>35%</td>
<td>45%</td>
<td>16%</td>
<td>3%</td>
<td>0%</td>
<td>1.87</td>
</tr>
<tr>
<td>By pressure from suppliers</td>
<td>13%</td>
<td>71%</td>
<td>13%</td>
<td>0%</td>
<td>3%</td>
<td>2.10</td>
</tr>
<tr>
<td>By voluntary efforts from the salons</td>
<td>23%</td>
<td>58%</td>
<td>13%</td>
<td>6%</td>
<td>0%</td>
<td>2.03</td>
</tr>
<tr>
<td>themselves</td>
<td></td>
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</table>
How do you think hairdressers can best be encouraged to be environmentally friendly? (n=31)

- “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”
- “If there is customer demand to become more environmental then we will follow”
- “Creating more awareness”
Pre-event data

Barriers to PEBs were identified as:

• Lack of awareness

• Insufficient motivation

• Lack of self-efficacy in the domain of PEBs
Methodology

Strategy to overcome these barriers:

• Invite hairdressers to an event to raise awareness of PEBs in their work
• Encourage them to come up with their own ideas to reduce environmental impacts
• Follow-on event four months later to share information on what worked, how to improve and gain environmental certification

Two events were conducted with two separate cohorts so lessons learned from one was applied to the next to refine methodology.
Event Agenda

- Inspirational speaker begins the event with what constitutes sustainability and offers examples of how other businesses reduced their environmental impacts.

- Industry experts giving demo and PEB examples in their salons.

- Eco-suppliers on hand with product samples

- Hairdressers are asked to develop their own ideas for increasing their PEBs.
The Green Salon
Makeover
Ideas on how to reduce energy, water and product use in salons

"Our results on resistant Grey hair are far better with the HairSpa"
Always colour?

- Some hairdressers give advice on coming off colour.

What Should Hair Dye Users Know About the Possible Health Risks Associated With Coloring Hair Chemically?

Over 50 million women in the US dye their hair regularly. Many more say they will once they start to turn gray, and many girls use hair dyes from an early age. However, there are risks associated with using these products. One of the main chemicals in most hair dyes was once banned in several European countries, and hair dye chemicals have been shown to have a variety of harmful effects in scientific experiments. Use of hair dye has been linked to allergic reactions, respiratory disorders and even cancer.

Read on to learn more about the real risks associated with dyeing your hair, and the precautions you can take to protect yourself.
Too much shampoo – bad for hair and bad for planet

Eight Dangerous Chemicals You Didn’t Know Were In Your Shampoo

06 April 2012
By: Dr. E.C. Gordon

In recent years, the ingredients in shampoos, cosmetics and other beauty products have been subject to increasingly intense scrutiny. Of course, companies who make these products have tried to reassure the public that their shampoos and other beauty products are safe. However, studies performed by scientists who have no personal or financial stake in the matter suggest that this is not the case. Read on to discover the eight most dangerous chemicals that may be in your shampoo, and find out what makes them so hazardous to your health.

Sodium Lauryl Sulfate

Sodium Lauryl Sulfate (or SLS) is added to shampoos because it is great at stripping oil from your hair, but it is also widely regarded as being the most dangerous chemical that is regularly found in personal hygiene products. It is an intense skin irritant, and it is even used in
What hair care product has the lowest carbon footprint AND is *the* secret hair weapon used in Hollywood?
Focus on outcomes

• Which makes more sense?
  – 4 steps forwards and 3 steps back, or...
  – 1 step forward?

Wash?
New trend the ‘dry blow-dry’
What do the planet and hair have in common?

• Guess how much women in the poorest townships of South Africa spend on their hair?

• Are hairdressers
  a) hair-care consultants - a professional who advises on best care for hair?
  b) there to just to cut hair and sell products?

• What does this mean for best practice with respect to blow drying?
How can we (and our clients) achieve the same outcome with fewer resources?

Approximate wattages

- Computer: 100 watts
- T.V. 120 watts
- Hairdryers 1200-1875 watts,
- Water heaters are 5000 watts
Objective 1 – to encourage more PEBs in the hairdressing sector

Examples of actions plans include:

- Reduce electricity – thermal cap to develop colour/hood dryers – help reduce time, increase heat.
- Reduce water – kettles/usage in kitchenette; easy rinse shampoos; tap aerators
- Reduce chemical wastage-tip excess colours in buckets-show staff end of week how much wasted.
- Reduce waste – recycling foil/shampoo bottles; use of wormery/vermi-composting to decompost hair; reduce business waste – reuse/recycle paper- loyalty cards to clients instead of appointment cards.
- One for all products, more concentrated shampoos, refilling – shampoo/buy in bulk.
- Turn off tap between washes
- Shampoo once, not twice
Learning outcomes

• Key part of success was identifying a synergy between what is good for environment and what is good for the hair and for bills.
• Embedding sustainability into training was identified as an important factor
• Unexpected finding – importance of role identity – what did hairdressers think their purpose was?

“So the question for me came down to did I want to be part of the solution and not part of the problem. Taking that approach has given me more pride in my work and in my profession as a whole. I no longer feel like ‘a blonde with scissors’, I feel like a professional who is making a difference”
Objective 2: to ‘norm’ PEBs by enabling hairdressers to serve both as a positive role model and a source of information for PEBs. Customer survey (N = 776)

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<tbody>
<tr>
<td>Do you consider environmental issues in relation to hair-care such as energy use in drying/styling hair, water consumption and toxicity of hair-care products?</td>
<td>18%</td>
<td>40%</td>
<td>35%</td>
<td>8%</td>
</tr>
<tr>
<td>Was there any indication of such issues being considered in your visit to the hairdresser today?</td>
<td>32%</td>
<td>38%</td>
<td>23%</td>
<td>7%</td>
</tr>
<tr>
<td>With respect to hair-care at home, are your practices influenced by your experiences at the hairdressers e.g. in terms of how long to dry/rinse hair, what hair products to use etc.?</td>
<td>14%</td>
<td>34%</td>
<td>43%</td>
<td>9%</td>
</tr>
<tr>
<td>Would you like the hairdresser to consider such issues?</td>
<td>10%</td>
<td>18%</td>
<td>61%</td>
<td>11%</td>
</tr>
</tbody>
</table>
### Objective 2: Customer survey (N = 776)

<table>
<thead>
<tr>
<th>Question</th>
<th>Before (Mean)</th>
<th>After (Mean)</th>
<th>p</th>
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</thead>
<tbody>
<tr>
<td>Do you consider environmental issues in relation to hair-care such as energy use in drying/styling hair, water consumption and toxicity of hair-care products?</td>
<td>2.18</td>
<td>2.57</td>
<td>&lt;.001</td>
</tr>
<tr>
<td>Was there any indication of such issues being considered in your visit to the hairdresser today?</td>
<td>1.97</td>
<td>2.19</td>
<td>&lt;.001</td>
</tr>
<tr>
<td>With respect to hair-care at home, are your practices influenced by your experiences at the hairdressers e.g. in terms of how long to dry/rinse hair, what hair products to use etc.?</td>
<td>2.35</td>
<td>2.61</td>
<td>&lt;.001</td>
</tr>
<tr>
<td>Would you like the hairdresser to consider such issues?</td>
<td>2.57</td>
<td>2.97</td>
<td>&lt;.001</td>
</tr>
</tbody>
</table>
Objective 2: qualitative data

- “Possibly do a questionnaire with the clients, about 60% of our clientele have organic, rest 40% have chemical treatments. We might be able to change that proportion by informing them of the benefits”
- “There will always be some customers who won’t be interested, but I’ve found there are even more who like that you talk about these things – they also have water and energy bills to think about and they care about their hair.”
- “Yes we’ve talked to clients already, tell them about keeping overheads down and pass on the discounts to them”
- “We are specific with advice, encouraging them to use less product not at all looking for fast sales, but with kids products we advise always to use much less all the time as it will result in product overload”
Objective 3 – to assess the effectiveness of a bottom-up social marketing methodology using ‘influential individuals’ to norm PEBs.

- Hairdressers were difficult to recruit, but those that attended were very engaged and it was clear event had increased awareness of issues and motivation to address them, and led to ideas how to address them.
- Customer survey clearly indicates that the stated intentions of the hairdressers to talk to their clients about more environmentally friendly hair care practices had been put into practice.
- But – time consuming to access hairdressers, and was clear consensus that embedding such issues into training was a necessary step.
Objective 3 – feedback from hairdressers

• “…hearing so many people actually doing positive things. I’m a bit of an environmental sceptic in a way, but I’m beginning to broaden my views”

• “I now feel it should be a mandatory part of new businesses starting up and refits to follow/apply a lot of the simple steps like light sensors, boiler systems, correct ways to recycling, eco towels, eco alternatives, organic products”

• “All of speakers were very good. Gentleman who did first talk was very good, he took us through why we were doing this. Then information on how you can help your own business by putting things in place and it can save you money”

• “I absolutely loved the event, enjoyed it a lot. This is a much needed topic for hairdressers, there are so many issues that need to be told/addressed at all levels”
If just one hairdresser routinely advised clients to use less shampoo/wash once/blow dry less/try dry shampoo...
BIG IMPACT!
Still to learn

- How long lasting the effects are?
- What changes actually occur in their customers practices?
- Can we draw on this approach to ‘norm’ other behaviours?
Concluding remarks

• We can be smarter
• Started with a group of hairdressers who felt they had little impact
• Ended up with realising they have MASSIVE impact
• Helping us achieve same outcomes but with fewer resources
• Happy hair, happy planet, lower bills!