

The European Hairdressing Certificate

GUIDELINES FOR EUROPEAN HAIRDRESSERS-THE SOCIAL DIALOGUE PROGRAMME OF THE EU



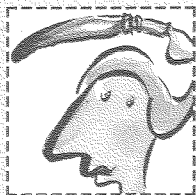
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Preface:

EDUCATION, DEVELOPMENT, QUALITY

In order to keep the confidence of the customers and to consolidate high-quality hairdressing salons with well-trained staffs, it is important to set trustworthy standards for the hairdressing trade. This applies not least to the standard of good workmanship based on solid fundamental training and corresponding in-service training to secure continuously not only that the trade equals the best of standards, but will also readily be a step ahead.

This is the motive power of the collaboration between the parties in the hairdressing trade on a European level, which has been manifested in several projects supported by the EU Commission.

The fundamental project is the European standard training, which is dealt with in this paper.

Competent, professional hairdressers from the European countries have contributed to set up the requirements for the various branches of the standard training, so that a mutual understanding of a real conception of high quality in hairdressing has been achieved. The CIC-Europe and the UNI-Europe agree that this standard is the common basis for the hairdressing trade. A starting point that is to be developed along with the advances and innovations made within the trade.

The collaboration on the standard training has led to inspiration and motive power among the parties of the European hairdressing trade, which have been approved as social dialogue partners under the administration of the EU Commission.

It has inspired further projects relating to the standard training. It concerns partly an indicator system that enables the mapping of mainstreams in the hairdressing trade for some time into the future, so that the trade can be prepared for the development and take it into account – not least what training is concerned – so that the wishes of the customers and the needs of the trade can be met.

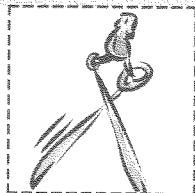
On the basis of the standard training, an in-service training leading to this can be established. This in-service training – if it turns out to be of permanent value – will be integrated in the standard training, so that it is updated.

At the same time, a validation system is established, so that a running evaluation can observe if the in-service training and the other training initiatives taken by the salons and the individual hairdressers move in the required direction with the desired result. Hereby a unique system is created, which means that the trade will permanently be on its way towards higher quality.

It is our wish that all hairdressers in Europe will participate in this effort – which is totally decisive for a progressive trade that can add to the quality of life of the European citizens and at the same time give the craftsmen of the trade a working life with joy and dignity.

With kind regards

Poul Monggaard, UNI-Europe and Piet Kalle, the CIC-Europe.



STATUS OF THE HAIRDRESSING TRADE IN EUROPE

About 400,000 salons. More than 1 million employed people, and about eight per cent of the total service sector in the EU. That is what the hairdressing trade is estimated to amount to today.

The differences are big within the hairdressing trade among the European countries. In some places even enormous: How the hairdressing salons are run, the demands placed on the owners and the employees of the salons, the profits the salons are making, how much a haircut costs depends on the country you are in.

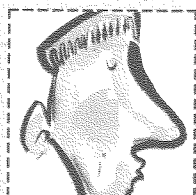
Today, one of the most essential differences is the background on which the hairdressers are to be trained. What is learnt in one country is not necessarily learnt in another. Therefore the level of service and quality vary considerably. In order to ensure the best quality and the highest possible level of service for the customer, it is necessary to have a common European standard training.

The standard training must ensure that the hairdressing trade keeps a high status, that the hairdressers' ambitions are fulfilled, and that the salons can offer the customers a high quality and thereby stay in a market that constantly makes new demands. In addition to that, the European standard training is a solid and necessary basis for the building of an advancing trade capable of fulfilling the more and more demanding customers.

On an average there is one salon per 10,000 inhabitants in the EU. The density of salons per inhabitant, however, is much higher in countries like Italy, Belgium and Finland, whereas it is lower in countries like Germany, Holland, and especially Great Britain.

The profit of each salon also varies from country to country. Germany has gathered the biggest profit, whereas Great Britain has by far the biggest average profit per salon. A profit six times as big as that of Finland, which statistically is at the bottom.

Uni-sex salons seem to make progress in countries like Austria, Germany, Denmark, and Switzerland, whereas countries like France, Italy, and Luxemburg have the majority of specialized hairdresser's salons for women.



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Women frequent hairdressers more often than men. That is the same all over Europe. In Holland, however, men frequent hairdresser's just as much as women do. How often a grown-up goes to the hairdresser's varies tremendously, however. In Austria, for instance, the number is very low - an Austrian woman goes to the hairdresser's five times a year, whereas an Italian woman goes 12 times a year. There seems to be a connection between frequency and price. Austria, for instance, is one of the most expensive places to have a haircut. An Austrian woman pays on average 34.5 Euro, whereas an Italian woman only pays 20 Euro on average.

Rules and laws concerning the practice of the hairdressers' trade also vary tremendously from country to country. Denmark, for instance, is the only country having legislation about environmental products.

If you are going to open a salon in countries like Italy, Luxemburg, and Austria, you have to fulfil considerably more rules and conditions than in for instance England, Sweden, and Denmark.

Many of these differences in the hairdressing trade will still exist in the future in Europe. But as to quality, there should be no questionmark. It must be the highest possible, regardless of the country you are in.

A necessary tool, therefore, is the introduction of the European standard training.



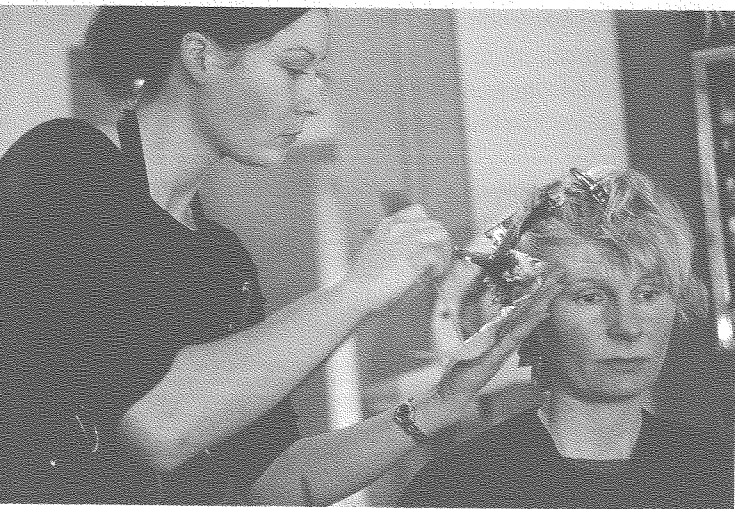
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In 1995 **The International Hairdressing Union** (UNI-Europe) and **The International Association of Employers** (CIC-Europe) agreed to launch the project of Guidelines for the European Hairdressing Social Dialogue Programme.

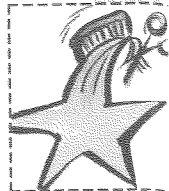
It is an ambitious common European project, in which the first and most important purpose is to raise the European standards of training in the hairdressing trade.

Specifically the project will imply that hairdressers in future will be able to obtain a special European hairdressing certificate to prove that they have gone through the new European hairdressing training – Level B.

The high level of ambition of the project is underlined by the fact that the European hairdressing certificate has not come about as a compromise between the highest and the lowest educational standards, but is a token of a common attitude to what the best quality within the hairdressing trade ought to be.



FIVE GOOD REASONS FOR COMMON STANDARDS OF TRAINING



1. The labour force gets more flexible
2. Better possibilities of working abroad
3. The customers are ensured high quality
4. Employed hairdressers will stay longer in the trade
5. Common professional starting point towards improved quality

1. The labour force gets more flexible

Common standards of training are an important step in the direction of the realization of an open market within the service trades of the EU.

The new training increases the mobility and the flexibility in the hairdressing trade.

If a hairdresser of today applies for a job in a different EU-country, the master hairdresser does not know how qualified the applicant actually is. The applicant, therefore, runs the risk of being forced to undergo various different examinations and tests to get permission to work as a hairdresser in a different country. This will not be necessary in the future. If the hairdresser has obtained The European Hairdressing Certificate, the master hairdresser in any EU-country will be guaranteed that the applicant has passed the highest training standards of the various hairdressing subjects.

2. Better possibilities of working abroad

Hairdressers shall master the subjects of the trade on the highest level. But it also takes knowledge of human nature and intuition to deal with people. A hairdresser must be able to make people feel comfortable during their stay at the salon. Some people want silence, others expect talking when being at the hairdresser's. Some customers know themselves the hairstyle they want, others wish to be advised. Behaviour and usage may vary from country to country and from region to region.

As part of the European standard training, the hairdressers have been prepared for working abroad. The trainees learn, among other things, how to write applications, they are taught working and life conditions in the EU-countries, professional terms in other languages, etc. The teaching also contains lessons in professional communication, behaviour, dressing, etc. in relation to customers, colleagues and the master.

The more you know about the country in which you are working, the bigger the chance of giving the customers the service they expect.

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3. The customers can rely on high quality

A hairdressing salon where the employees hold The European Hairdressing Certificate guarantees the customers that the salon offers service of the highest quality.

To business people, tourists and others it is also very important that they are ensured a high professional standard when travelling abroad.

4. Hairdressers stay longer in the trade

Many hairdressers leave their trade after perhaps five or ten years behind scissors and comb. One of the explanations could be that some hairdressers feel that they don't get any further, because they feel that the trade does not offer them sufficient challenges. The European standard training shall help ensure that the European hairdressers have their technical and professional ambitions fulfilled. The target of the education, in fact, is to create development, innovation, and quality in the trade. That again will lead to greater motivation and zest among the employees to the benefit of both customers, the master, and the employees themselves.

5. Common professional starting point towards quality improvement

The new standard training implies that the trade gets a common platform for the discussion and improvement of the professional quality – nationally and internationally. A common professional starting point for quality improvement in order to create new inspiration and improvements of workmanship within the hairdressers' trade – the background of a positive development with decisive importance for the employment.

THE STRUCTURE OF THE EUROPEAN STANDARD TRAINING – LEVEL B

In order to obtain the European Hairdressing Certificate, the candidate must go through training in the following 12 main subjects:

Haircutting
Hairdrying and brushing
Customer service
Dyeing
Water- and blow-waving
Permanent
Long hair styling
Technical language
Professional communication
Hygiene and security
Sale and service
Working abroad

The education consists of 186 lessons of 45 minutes each. It is divided into the following modules:

Module 1:

- Haircutting – ladies' haircut, advanced ladies' fashion haircut. Men's haircut, advanced men's fashion haircut.
 - Hairdrying and brushing
 - Customer service – Customer reception. Correct behaviour and attitudes.
- Altogether 38 lessons.

Module 2:

- Dyeing – diagnosing the customer's need. Different dyeing methods. Different dyeing techniques.
 - Water waving. Putting in. Unravelling.
- Adjusting to the customer's face and the trends of the time.
- Altogether 37 lessons.

The European

Module 3:

- Permanent – Diagnosing the customer’s need. Different permanent techniques.
- Long hair – plaiting, twisting. Basic principles. Bridal coiffure. Fashion coiffure.
- Technical terms – technical communication.

Altogether 37 lessons.

Module 4:

• Professional communication – among other things customer reception, dialogue, making suggestions, logical argumentation.

• Hygiene – personal hygiene. Industrial hygiene. Social hygiene.

Knowledge of environmental rules.

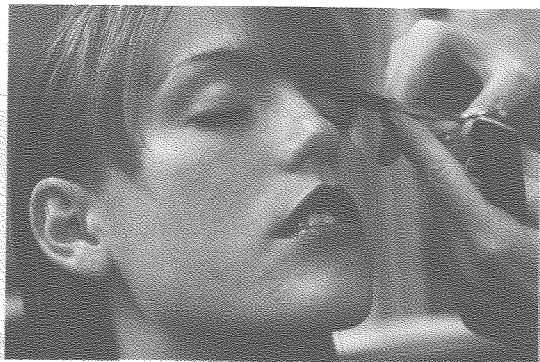
• Sale and service – among other things advising, receiving complaints, listening to the customer’s needs.

Altogether 37 lessons.

Module 5:

• Working abroad – Among other things knowledge of the EU and its member states.

• Working in the EU – knowledge of attitudes and correct behaviour in the EU-countries. Verbal and non-verbal communication.



EXAMINATION

The candidate must pass seven exams:

Styling – commercial styling

Permanent and free style

Haircutting and brushing

Haircutting, brushing, and dyeing

Haircutting and blow-drying waves

Plaiting/pin-up and styling of long hair in free discipline

Social knowledge of the EU

The certificate is issued by the school or the institution where the candidate passed the exam. The certificate always follows the person who obtained it and not the salon where he/she is working.

The certificate itself shall not be renewed, but it is an important part of the education that the European hairdressers can qualify and do in-service training, so that their abilities are up to date. See furthermore the section about the monitor system.

The European standard training (Level B) is to be carried out on the same high level in all countries. Therefore, it is absolutely decisive that the candidates are evaluated according to common guidelines.

A European Examination Commission (EEC) is to be set up to see to it that the training institutions evaluate the candidates equally.

The schools organize their own examinations and make their own theoretical tests according to standards adopted by the EEC.

The examination commission assesses whether the theoretical exam fulfils the standards.

The examination commission draws up and arranges the papers for the practical examination. Furthermore spot tests are to be made of the theoretical examination gro-



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unding of the school. The examination commission monitors that the exams of the school live up to the adopted standards. Visiting the examination places will, among other things, carry out the monitoring.

The schools order their certificates from the examination commission.

The examination commission has a right to withhold certificates if the schools do not live up to the adopted standards.

Read more about the requirements of the European Hairdressing Certificate on the Internet address: <http://195.41.205.16/pw/ukenter.htm>

For further information contact:

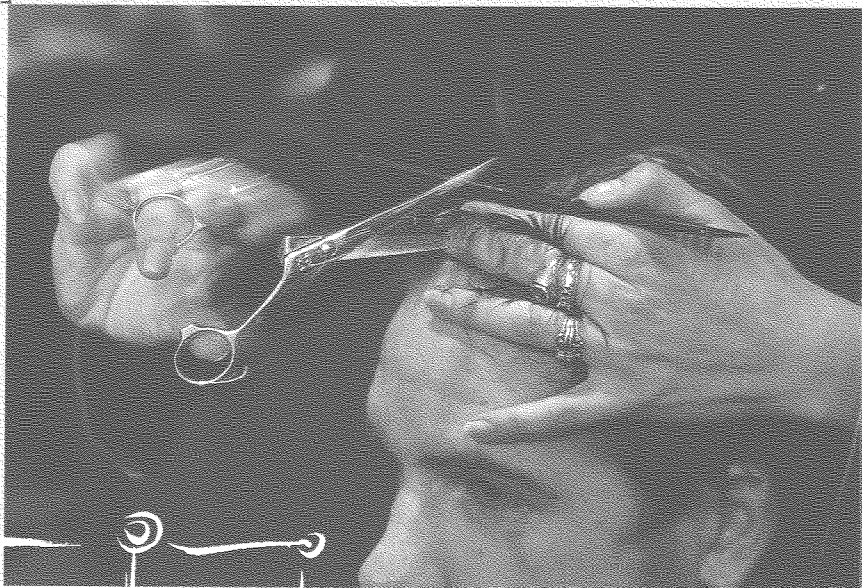
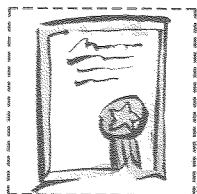
France: Fédération Nationale de la Coiffure Française,
Mr. A. Chantalat. Tel.: 00 33 14 26 15 324

Sweden: Frisörföretagarens Branch och Arbetsgivareorganisation,
Mr. Lars-Eric Jacobsson. Tel.: 00 46 84 45 88 00

Finland: Finnish Hairdressers Ass.,
Ms. Tuula Kaunisto or Mr. S. Räisänen. Tel.: 00 35 80 97 15 276

Norway: Norsk Kommuneforbund,
Mrs Elisabeth Flaata. Tel.: 00 47 22 42 01 42

Denmark: EUC Syd,
Mr. Kurt Høyer. Tel.: 00 45 74 12 42 42



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THE EUROPEAN TEACHER/INSTRUCTOR CERTIFICATE

The new standards of the hairdressing training also place more and more demands on teachers and instructors. In order to teach the European standard training, the teachers and instructors must have acquired the European teacher/instructor certificate. It implies that the teacher/instructor fulfils the following demands:

1. A teacher/instructor must have a minimum of 5 years' professional training. He/she must master one of the main foreign languages besides the mother tongue. Furthermore pedagogical experience and skills are required.
2. A teacher/instructor must, in a satisfactory way, carry out a 3.5 days' module. It is performed under the supervision of at least 3 members of the European expert jury, set up by the examination commission. The module contains the following qualification tests, divided in two main groups. The participants must pass at least three tests:

Men's treatment:

Haircut-blowdrying-bombage
Haircut-shaping
Advanced haircut-shaping
Beard-moustache trimming
Permanent waving/structure treatment
Colouring techniques
Pedagogical skills and command of foreign languages

Women's treatment:

Haircut-brushing-tongs
Haircut-water waving
Evening hairstyles
Styling of long hair-pieces
Permanent waving/structure treatment
Colouring techniques
Pedagogical skills and command of foreign languages



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THE FUTURE

1. The monitor system – requirements and need for training and in-service training in the future

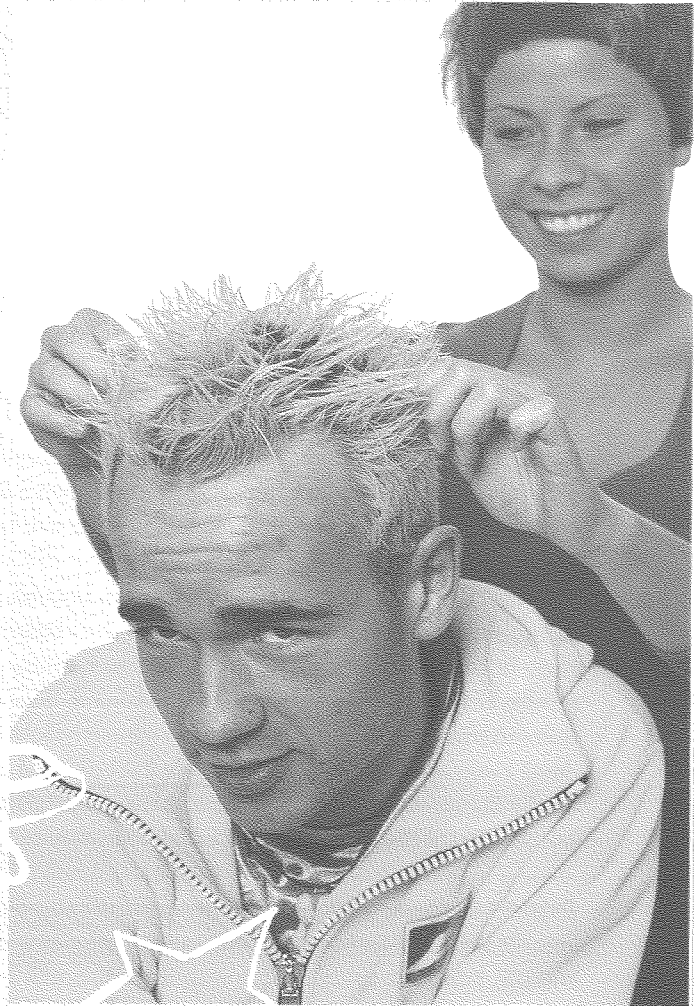
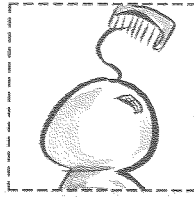
Everybody remembers the fashion wave in the wake of Princess Diana when she was married to Prince Charles. Women all over the world suddenly wanted a hairdo like hers. The time today is quite different. The hair fashion is more split up and individual than ever before, and therefore far more difficult to foresee. But there are certain trends and developments in the hairdressing trade that can be notified as general trends and developments with which it is very important to be up to date in a trade so deeply depending on fashion.

A result of the collaboration in The Social Dialogue Programme between the CIC-Europe and the UNI-Europe is the development of a monitor system with the specific purpose of spotting – just in time – new trends within the hairdressing trade, and then make sure that they are implemented both in the European standard training as such and also in the in-service training of the hairdressers.

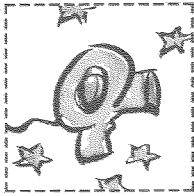
In this way the new European standard training will always be up to date. The main points of the monitor system are so far:

- Technical development
- Developing customer needs and attitudes
- Developing the salons
- Developing working environment
- Developing new products
- Developing training
- Developing service

At the moment the development in the hairdressing trade specifically goes towards the use of warmed up scissors, towards the use of cybercuts by which the customer can see and choose the new hairstyle on a computer screen, towards the use of more environmentally compatible products, toward the fact that salons to a higher degree offer beauty culture as part of their service, and towards a higher degree of dermatological treatment in the salons.



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In ten years the situation may look quite different. Therefore, it is important constantly to be aware of new trends. The monitor system – prepared by both employers and employees – will for that reason be updated all the time, so that it suits the future demands and needs of both the hairdressers and the customers.

The monitor system is expected to be accessible via technical schools, CD-ROM, and Internet.

Further information about the monitor system:

ECOTEC Research & Consulting Ltd, Dr. Tina Weber, Priestly House, 28-34 Albert Street, Birmingham B4 7UD, Telephone: (0121) 6163600 or
ECOTEC, Avenue de Tervuren 13B – 01040 Bruxelles, and telephone: (322) 7438949.
E-mail: Tina_weber@ecotec.co.uk

The Leonardo II – project

Besides all the time being up to date what new trends and fashion directions are concerned, it is important that European hairdressers are always one step ahead as to technical knowledge within the trade. A knowledge constantly changing and developing.

Leonardo II is a valuation system that makes it possible for the practitioners of the hairdressing trade to have evaluated whether their training and in-service training lead them in the right direction when it comes to fulfilling future demands. On the background of this system, the experts of the trade estimate the qualifications required in order to live up to these demands.

As the European standard training is a common starting point, it will at any time be possible to specify what has to be added to in-service training and further education.

In order to ensure that new knowledge in the technical field as quickly as possible reaches the hairdressing schools, the masters, salons, and experts, the CIC-Europe and the UNI-Europe in collaboration with the EUC South Denmark are developing a computer programme that by flexibility and speed constantly will be able to be up to date with the latest development of the hairdressing trade.

The software of the Leonardo II computer programme will among other things consist of a framework system, database, examples of tests and examination procedures, a programme for teachers at the hairdressing schools, and a system for feedback reporting. All programmes can be collected via the Internet.

The Leonardo II system implies that at any time, hairdressers can go to a technical school and via the computer system get evaluated whether their training level lives up to the future demands, and whether the in-service training they are entering will lead them in the right direction.

For further information about the Leonardo II project contact:

EUC-Syd (Danmark)

ANKO (Holland) CIC-Europe,

Nordisk Frisørforening (Danmark),

Nordisk Frisör Företagere (Sverige)

See names, addresses, telephone numbers, and contact persons on pages (30-31) at the back of this brochure.

Level A, B, and C:

The future training of the hairdressing trade can be divided into three levels: A, B, and C.

Level A corresponds to the national training standard. Level B is the European basic training winding up with The European Hairdressing Certificate as described in this brochure. In some countries it has been decided to let level B replace the national level, so that newly trained are automatically provided with The European Hairdressing Certificate.

At the moment, the parties in the Social Dialogue Programme are drawing up a particularly high level, Level C. It is a special module which is going to meet specific training and establishing demands in Europe. The qualifications required to obtain this special "Master" certificate have not yet been explained.

STATEMENT FROM THE EU-COMMISSION

A positive integration of the European Union can only succeed if its population is well trained and if high-quality services can be offered to its citizens. In this respect, an on-going dialogue between the European social partners is of the greatest importance. The social partners represent the companies and workforce producing goods and services. They are therefore key players in the development of the European society.

It is the objective of the European social partners in the hairdressing sector, UNI-Europa for the trade unions and CIC-Europe for the employers, to take up this challenge in a constructive way.

In the framework of the Leonardo da Vinci programme, they have conducted a project which resulted in the creation of a European standard education programme as a tool for communication and qualitative development within the sector. It is equally directed at developing future training. As such, it can become a tool for sustainable employment and life long learning, for promotion and development of the workplace and working conditions.

This is to be seen as a positive example of how the European sectoral dialogue can work towards ever increasing interaction between the employers and the employees at the workplace in order to improve the working environment. The excellent co-operation established between the European social partners in the personal services sector could thus become an example to other European services sectors.

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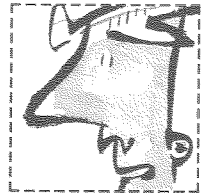
On behalf of the European Commission I therefore appeal to UNI-Europa and CIC-Europe to continue their important work on the European level. It is an expression of shared concern for a quality sector in all regards.

The personal services sector can be proud of the results achieved and the work done so far.

Best wishes for the future work.



Odile QUINTIN
Director general f.f. Directorate General Employment and
Social Affairs European Commission



IMPLEMENTATION OF THE TRAINING ON NATIONAL LEVEL

The European standard of training of hairdressers has already gained footing in several countries. The countries have approached the matter in different ways. The following examples may give an idea of the way the hairdressers' organizations can go about it to ensure the access of their members to the education.

Holland

The Dutch have an efficient module structured training system. That can build up a very solid and comprehensive training. The Dutch, therefore, have chosen to give the practitioners of the trade access to the European training by building a special module for it.

Finland

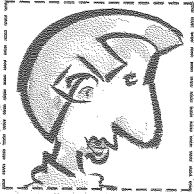
The Finish organizations have decided on the standard training in the collective bargaining. It means that the standard training has been approved of in the agreement of the trade, so that the persons having the training are acknowledged.

Denmark

The parties of the hairdressing trade in Denmark have in connection with the ongoing reform of the vocational education implemented the standard training as an obligatory part of the basic training. That is to say that in future all hairdressers educated in Denmark will have the standard training as part of their fundamental skills.

The consequence of that also is that already trained hairdressers will be able to get the European standard training as an in-service training.

In that way, there is a variety of possibilities of how the countries can make their ways to ensuring a common starting point for the hairdressing trade, which, of course, does not prevent a country from establishing higher standards and implementing other skills in their training.



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