HairCycle

Uncovering the complex relationships and values emerging from prototyping circular ecosystems for systemic and transformative change – through hair.

HairCycle
HairCycle is a pilot study funded through an AHRC Design Exchange Partnership, in which we tested and explored a regenerative, local, circular and bio-based model for the recycling of human hair from local barbers and hairdressers in Newham, an exploration to discover the use of hair for building materials, textiles, and fertilisers. Researchers piloted a systemic, circular and regenerative approach, engaging local people from the London Borough of Newham in materials development and design, using a resource that everyone can relate to – Human Hair.

Why hair?
Every year around 6.8 million KG of Human Hair ends up in UK and fill sites, it is economically- and environmentally-costly to dispose of due to its volume to weight ratio and release of methane gasses as it decomposes. Rather than wasting it, hair could be a useful resource; it has desirable material properties being lightweight, high in tensile strength,durable and biodegradable. Unlike many other bio-based resources hair doesn't need any extra land, water, or energy to grow and is abundant in urban areas where raw materials are otherwise scarce.

Methodology
The project adopted a systemic design approach, rooted in the principles of systems thinking and regenerative design thinking. Throughout all project activities, including workshops, prototyping, and engagement efforts, co-design and participatory design methods were applied. These methodologies promote an inclusive and democratic approach to advancing understanding, learning and developing skills. The methodology within the study was semi-structured to allow the research opportunities to be shaped and unfold iteratively, responding to the inputs of participants. Critical Placemaking, and Ethnographic approaches were integrated into the project framework, allowing the team to gain deeper insights and a richer understanding of the communities and systems engaged.

The results of the study were informed by field research, literature reviews, interviews with local council officers, conversations with local citizens, hairdressers, barbers, creatives, researchers, and many more.

The direct impacts of the project included:

149Kg of human hair diverted from landfill

14 engagement activities delivered

251 people directly engaged

22+ collaborations with practitioners and businesses

10 job opportunities and **3** paid internships provided locally

17 hairdressers and barbers participated

Established and tested a recycling hub on a Newham High Street

Developed innovative products such as fertilisers, compost, grease filters, furniture, accessories, and building materials

Aims

AIM 1
To scope and assess the social/ecological/economical value of human hair as material resource within a local context

AIM 2
To develop and pilot new recycling and regeneration models aligned to local community stakeholders

AIM 3
To broaden engagement and evaluate scalability

Key Principles

REGENERATIVE
Regenerative models allow for reciprocity, adaptation, emergence, resilience, and giving back.

LOCAL
Local models explore and emphasise the need to assess local challenges and issues within a specific local context. This builds understanding and positive influence of the local environment and its communities, which then allows for distributive, democratic ecosystems to emerge which are place based.

BIO-BASED
Bio-based models emphasise the need to use natural materials and processes in line with natural systems and flows,reducing dependence on synthetic materials and carbon-intensive processes.

CIRCULAR
Circular models explore ways to keep materials and products in use, and extend the life of the materials, whilst maintaining the highest value for planet and people.

Geographical Context

The HairCycle pilot was situated in the London Borough of Newham, in the East of the city, with its hub located on a busy high street in Stratford, an area with a dynamic but challenging socio-economic landscape. Newham is known for its large, dense and diverse population with over 351,000 residents and is one of the youngest boroughs in the UK.

The community is ethnically and culturally diverse, with 70% of residents identifying as non–white (including 45% Asian and 16.6% Black) and over 100 different languages spoken. The borough faces significant socio-economic challenges; Newham is the third most deprived Local Authority in London, with three out of four residents living in one of the most deprived neighbourhoods in the country. An estimated 37% of residents live in poverty due to factors such as high living costs, low wages, unemployment, and systemic inequalities.

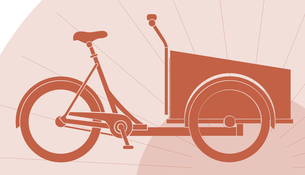
The team were able to identify and map over 261 hairdressers and barbers in Newham. Premises tend to be located on highstreets and those close to residential areas. We focused on three different areas of Newham, including Stratford, Plaistow and East ham, which are sufficiently close in radius for the hair collection route by courier bike.

Local Partners
- HairCycle Hub
- London College of Fashion, UAL
- R-Urban Community Garden

Donating
- Hairdresser
- Barber
- Unisex

Non-Donating
- Hairdresser/Barber/Unisex

COLLECTING THE HAIR



Cargo Bike
Across the UK, waste is collected by trucks and taken to central facilities for sorting or disposal. To align with circular, regenerative, and local principles, we chose a low-carbon cargo bike for small-scale hair collection.

Cargo Weight
8–10kg
The collection schedule resulted in 8–10kg hair in each 2 hour collection route.

Collection Schedule
We visited shops in clusters to make it convenient for pick up by bike, considering parking and locking up time. We found that collecting hair from 10-13 different shops on a bi-weekly basis was the most efficient routine.

Bystanders' Interest
Local residents and businesses spotted the well-oiled cargo bike from afar, often looking intrigued at the act of transporting bags of hair or at the bike itself. In a borough like Newham, where there are low cycling rates, cargo bikes risky be of interest in the future for local residents, parents dropping children at schools, small business, helping to reduce costs, parking fees, increased health and mobility and reduced road traffic and carbon footprint.

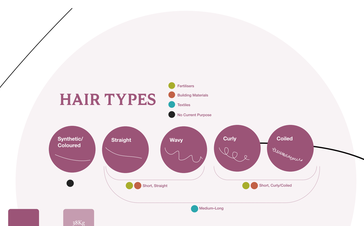
"When I went to HairCycle it was really, really fun. We made hair mats. We could put any design we wanted on them. I'm thinking of designing with hair ropes, it was really beautiful and tag of war as well with hair ropes, that was my favourite part."

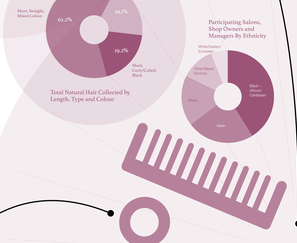
Ayomide, local resident, 10 years

"We are more than barbers. We are counsellors. When people need carpenters, they come to us. Whatever they need in their home, they come to the barbers. It's like we represent the community."

Phil, Barber, 62 years

HAIRDRESSERS & BARBER SHOPS





"Many of our customers are from Nigerian background, and won't want anyone else to touch their hair once it's cut, there is a spiritual connection. I am Ghanaian and I grew up in a similar way, when I was a child we used to bury our hair in the sand. But I don't believe in that anymore. We need to think differently about the world now. When I explain to my customers that their hair can become this (points to rug), they are amazed and often change their mind."

Barber Plaistow, participant HairCycle.

Outreach
We focused on three different areas of Newham, including Stratford, Plaistow and East Ham, which are sufficiently close in radius for the hair collection route by courier bike. Each of these areas have different communities, housing developments and cultural representation. We mapped and categorised the salons by several different characteristics:

Size of business: including small - independent shops as well as chains enabled the team to understand the potential for scale of material and levels of engagement.

Ethnicity and nationality: reflecting the diverse ethnic demographic in Newham with owners representing Bangladeshi, Somali, Nigerian, Pakistani, Chinese/Vietnamese, Bulgarian, British and more.

Hairdressers: often females, which often includes longer haircut, ie. <3cm), unisex, mix of both short and long hair.

Barbers: mainly male haircuts and therefore generally short hair, ie. below 3cm.

80% Success Rate

17 Shops in total

An open, conversational approach with a high 80% success rate when speaking with shop owners, resulting in collecting from 17 shops in total.

Participation
The open and transparent approach, mindset and familiarity helped to give ease and comfort to the hairdressers and barbers engaged, answering questions and having an open conversation about any concerns or the sharing of different beliefs and experiences.

Preparing participation & collection
To remove barriers, the team made it easier for salons and shops to participate by:
- free custom-designed bins, refuse bags, collection service
- clear visual and verbal communication
- leaflets and information sheets.
- Flexible collection times
- Collect at quieter times to allow sufficient time to explain the project and listen to concerns
- Offer communication channels appropriate to the participant
- Sharing samples of the hair prototypes to maintain motivation and to feel valued.

How Much Hair?
Over 120kg of hair was collected in 7 months, of which 25kg processed into new products within that same time. On average each hairdressing or barbering business generates around 1.7kg of hair waste per month. This figure fluctuates depending on the size of the shop, how many customers per week and the type of haircuts.

1.7kg *Per Month*
0.4kg *Per Week*

How much hair does the whole of Newham produce?
There are 261+ barbershops and salons in Newham, collectively they generate around 5,324kg of hair waste per year, which could be saved from landfill and turned into new local, natural materials and products.

5,324kg *Per year, in Newham*

"What if we would start using natural dyes like beetroot dye for hair, with the idea it could enhance and feed future soils at the end of its life? Instead of only thinking whether toxins of chemically treated hair have an effect on our future vegetables, can we equally ask : How might a different, regenerative way using hair increase resilience in this locality and sector? "

Rosie, Researcher, 43 years

Organic Hair Dye & Treatments

Current haircare trends involve a wide range of treatments – from dyeing to chemical straightening – often using products and tools that contain harmful substances. Some of these, including permanent styling products, have been linked to serious health risks such as cancer, disproportionately affecting women, particularly women of colour. These chemicals not only remain in the products but also eventually end up in wastewater, groundwaters and soils. This raises urgent questions about how we design such products and where their residues ultimately end up. During HairCycle's co-design workshops, participants drew parallels with the textile industry, where chemically treated fibres also contribute to environmental degradation and human health concerns.

Hair Stylist: "So what happens to my (synthetic) hair?"

HairCycle courier: "The synthetic wigs and extensions can be spun into yarn for textiles.

Barber: "Wow, and what about mine? Surely only the long hair, or also my short hair?"

HairCycle courier: "Short, specifically curly, Afro hair is good to use as a reinforcer in bricks, tiles and renders".

Barber: "Wow, so I am a brick! That's amazing!"

Barber and Hair Stylist Plaistow; participant HairCycle.

"It doesn't need any extra land, water or energy to grow compared to other materials, like plant based fibers or wool, like sheep's wool, would take so many processes to actually get to that wool. But with hair, you don't have that because it's already there."

Sanne Visser, researcher HairCycle, 32 years

LOCAL COMMUNITY

Sensitivities & Beliefs
Involvement in both the hands-on making and co-design workshops inspired participants to think differently about where materials come from and the current and future processes of waste and recycling in their local environment. It also offered an opportunity to exchange knowledge about different beliefs, relationships and behaviours people have with hair, waste and recycling.

Materials & Crafts
Building an ecosystem for hair valorisation relies on various local inputs – materials, knowledge, and skills – from hair itself to tools and technologies, as well as traditional craft processes like spinning, weaving, brickmaking, plastering, and feltmaking. In Newham, many of these skills have declined, particularly in textile fabrication and construction. The hub aims to revive crafts and roles align closely with the green skills and jobs agenda promoted by the local authority.

Schools
The project sparked interest in green skills and circular economy education specifically in learning environments. Connections emerged across all levels – from parents to primary, high school and HairCycle talks and workshops in primary schools, to collaborations with local hairdressing colleges and arts, science and tech universities. This broad engagement highlights the project's relevance across educational stages.

COMMUNITY ENGAGEMENT

Community
The methodology invited local residents to participate and engage through co-design workshops, making sessions, HUB visits, and collection rounds. These activities led to new communities of practice, bringing together intergenerational, intercultural, and cross-sector participants for ongoing exchange. In turn, this created a sense of belonging and agency within the local community, while enhancing new skills and knowledge sharing.

EDUCATION

Alternative learning
Engagement with the local communities informed the research, but it also educated participants, who may have been unfamiliar with climate actions they could take in the local area. These experiences also exposed local stakeholders to participatory, democratic design approaches appropriate for a 'just' green transition. The free workshops enabled an inclusive environment for people to participate.

"We're all a group of people who are really interested and want to support and help the climate emergency, but there's a lot of people who aren't educated around it and don't see what the benefits are, especially in this borough where there's higher demographics, where your hair is really important. You don't want to seem as if you're taking hair from that community to profit or for other people to profit."

Natasha, researcher and local resident

"It could be possible to make blankets to give out to homeless people, or possibly make tents. You can use the hair for the cover of a tent as insulation, and then put plastic cover on it to make it waterproof. It could be used for couches, you know. That's what I think it should be mainly used for."

Karim, 17, trainee barber, local resident and workshop participant HairCycle

THE HUB

High Street
A high street location was important to ensure engagement and participation, which was achieved. The location was ideal for the additional role of communicating with the local community in an engaging and inviting way.

Visual Communication
A clear and inclusive visual identity, featuring pastel and vibrant colors alongside strong visual imagery with photographs of community members, was designed to engage a broad range of stakeholders. The logo was inspired by the diversity of hair shapes when looking under the microscope, to emphasize the need for inclusivity in this new field for innovation.

Meanwhile Space
The project partner Newham Council helped the team to find and occupy a meanwhile space on the Stratford High Street, previously used as an estate agent's office. The HairCycle Hub was re-fitted for launch in August 2024, designing a dedicated showroom on the street facing ground floor, and sorting areas and workshop spaces upstairs with materials, tools and equipment and storage.

PROCESSING THE HAIR

Sterilising

Washing & Drying
Low-impact due to minimal water and heat usage during washing and air drying only.

Sorting
- Large Waste Removed
- Sorted By Hair Type
- Labelling
- Sorted by Purpose

"It's affecting everybody in a positive way. In five years time, I'm seeing HairCycle in every location in Newham. The new world of hair is coming. It's going to be more beneficial for the community and for humans in general."

King, Barber Plaistow; participant HairCycle

"I would love to come for a spinning and knitting workshop. I am currently on universal credit, and I think it could just take my mind off of it for a bit."

Local resident, Stratford, 64 years old. Walked past the HairCycle Hub. January 2025

"I am a carpenter and I drive around Newham, but parking isn't easy everywhere and maintenance costs for the van are high. A bike like yours would be very good for my business."

Local Carpenter, Plaistow, Newham. Spotted cargo bike as bike being parked up.

"Nothing can be wasted. Everything can actually produce another thing, to generate something to help someone else."

Taibat Davies, mum of trainee Barber Emmanuel, local resident

Hair use for community gardens

"We made hair mats. I learned about hair that it's reusable. It's really good for compost and for all the worms and plants, it helps them grow."

Haani-Rosie, 7 years old, participant felt making workshop at R-Urban with HairCycle

FERTILISERS

Key characteristics of hair, in the context of fertilisers:
Nitrogen rich
Insulating
Bio-based

Collaborators:
R-Urban, Public Works

Barriers
Cob bricks are handmade, so they take a long time to produce.

The community garden is exposed to all weather, which may impact its effectiveness.

A longer testing period would help assess the benefits and shortfalls of using hair.

Community gardens may lack resources to pay for the hair fertiliser.

More research is needed to check for hair contamination (e.g., dyes) and its impact.

Opportunities
Test these products in other green spaces, as highlighted in the workshop:
- Local parks managed by the council, supporting sustainability goals.
- Allotments managed by residents but owned by the council.
- Private gardens that could benefit from alternative fertilisers.
- Small green spaces along roads, lanes, paths, and rivers.

Conduct controlled testing of compost and fertiliser to assess soil benefits.

Assess the potential for industrial composting of large hair quantities.

Replicate this approach across up to 28 community gardens in Newham.

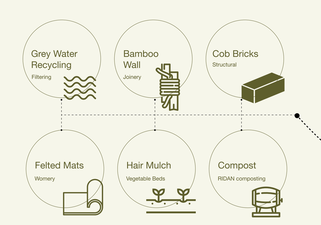
Test and compare commercial viability across different scales of use.

Engage with soil associations and farming influencers to raise awareness.

Explore other hair uses, such as felted mats for protecting winter crops.

Host large-scale cob brick workshops to boost production and engagement.

COMMUNITY GARDENS



BUILDING MATERIALS

Key characteristics of hair, in the context of building materials:
Insulating
Bio-based
Tensile strength
Flexural strength

Collaborators:
Studio Sanne Visser, Urban Radicals

Barriers
Hair-based construction materials have scaling limits due to slow production and limited supply. These constraints do not match the large-scale demands of commercial projects. Instead, small-scale builds seem more suitable, focusing on community engagement and storytelling.

Extensive certification and testing are required for building materials. This includes tensile, flexural, and compression strength, as well as water, fire, and thermal resistance, before promotion to users.

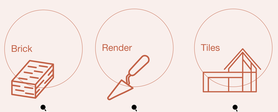
The brick mould was difficult to use and needs improvements for efficiency. Collaborating with existing brick producers could help speed up production.

Opportunities
Conduct technical testing with material scientists, including:
- Compressive, lateral, tensile, and flexural strength
- Water, fire, and frost resistance
- Thermal conductivity assessment

Focus on small-scale building projects with eco-builders and homeowners. These projects emphasise community engagement and storytelling rather than large developments.

Explore HairCycle materials in participatory design, empowering communities through hands-on workshops. Residents learn skills like bricklaying and tiling, fostering shared responsibility for public spaces. LBN council officers noted a need to develop green skills and jobs.

Engage with bricklayers and producers to assess the potential for medium-scale HairCycle brick production and broader use in construction.



TEXTILES

Key characteristics of hair, in the context of textiles:
Insulating
Bio-based
Tensile strength
Flexural strength

Collaborators:
Studio Sanne Visser, Mia Rodney, Helen Kirkum, Lauren MacDonald, Wilkinson & Rivera, Rein Raitsma

Barriers
All processes are handmade and therefore increase the price, making it less accessible and harder to meet market prices.

Fire retardancy was raised as common barrier within furniture and interior design applications. Even small scale, bespoke furnishing may need testing.

When working larger scale, consistency (like colour and quantity) becomes difficult, and at the same time these could disrupt existing revenue streams compared to one off sales of small batched products.

Opportunities
Handmade and labour intensive processes decrease the environmental footprint (as less energy is used, human energy mainly) compared to other materials and increase social impact as it increases new green skills, and green jobs.

Explore bespoke yarn services for individuals or businesses, providing self-supplied hair, or hair processed at HairCycle.

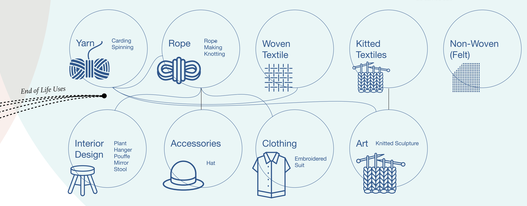
Source brand partnerships with leading interior furnishings companies to elevate and enhance the product possibilities.

Explore and apply yarns, ropes and textiles in larger objects within interior including rugs, curtains, sofas, chairs, wall partitions.

Invite artisans, designers, makers and creative design students to use hair materials (yarn, rope) as a new supply for product design which is local, bio-based and novel.

Other techniques, like lacemaking, embroidery and upholstery.

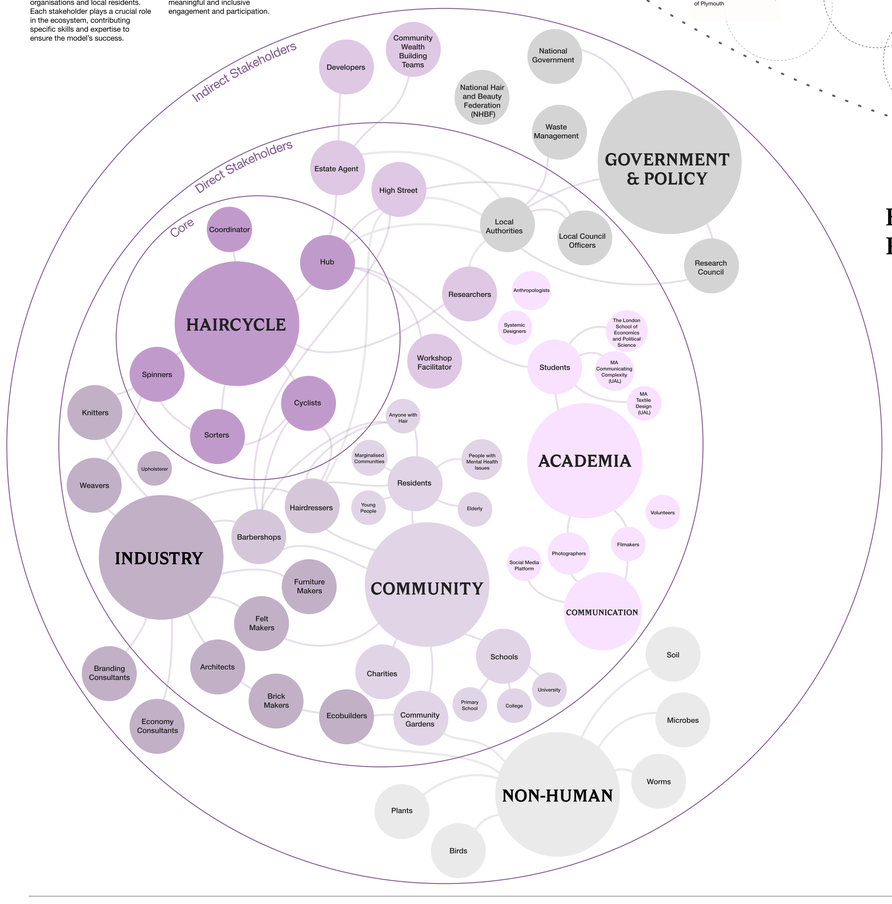
Test feasibility for hair used in upholstery. Considering upholstery materials are currently not sustainable nor regenerative, a redesign of the current regenerative fillings is required. Initial conversations are underway with a local upholster to start exploring and testing different hair fibres and densities in the various stages in the upholstery process from a technical point of view. Additional fire testing and safety would still need to be carried out.



Stakeholders

The tested pilot model of HairCycle involves a diverse network of key stakeholders, including the local authority (London Borough of Newham in this case), hairdressers and barbers, the HairCycle team (cyclists, sorters, and coordinators), producers and makers, and end-users such as businesses, organisations and local residents. Each stakeholder plays a crucial role in the ecosystem, contributing specific skills and expertise to ensure the model's success.

The relationships and interconnectedness between partners were closely observed and nurtured to allow for emergent practices and insights. The individuals and groups were highly intergenerational, ethnically diverse, and coming from different belief systems which allowed for rich, meaningful and inclusive engagement and participation.



EMERGENT

Prefabricated Hair-Cob Bricks
Researchers from the University of Plymouth, who were coincidentally running a Design Exchange Partnership, invited HairCycle to test the thermal properties of hair in their compressed, prefabricated hemp bricks.

Collaborator: Kevin Owen, Built Environment Research, University of Plymouth

Coral
Human hair ropes are being tested as biodegradable alternatives to plastic ropes in coral restoration projects in French Polynesia. Drawing on Polynesian traditions of marine cordage, the initiative seeks to revive ancestral practices to reduce plastic pollution in lagoons. By integrating Indigenous knowledge with bio-design, the project bridges science, sustainability, and community in the rebuilding of coral reefs.

Collaborators: Chris Bellamy, Bio Grafted, Studio Sanne Visser, Coral Gardeners

Air Pollution Filters
A group of students from the RCA x Imperial College Master's in Innovation Design Engineering reached out to HairCycle to explore the potential of using hair as a filter for air pollution particles, particularly within insulation materials for social housing. Although the project remained in the prototyping stage, it shows promise for future research and development.

Collaborators: RCA students Vishal, Yiran, Jeremy, Zachary

Pine Composite
A new collaboration emerged when designer and engineer Jacob Marks visited HairCycle. By the end of the pilot, this resulted in the innovative development of a composite material using human hair and pine rosin. The resulting 2D and 3D forms are noted for their high compressive strength, antibacterial properties, and water resistance. The shortest fibres provide the think fades and stains, while the longer bathroom tiles are designed to be returned to the barbershops where the hair originated.

Collaborator: Jacob Marks

Upholsterer
Human, horse, and goat hair were historically used in furniture upholstery, a practice that still survives in traditional craft based upholstery studios. Beth Swade reached out to HairCycle to explore the potential of short, curly hair fibres in contemporary upholstery making.

Collaborator: Studio Swade

Memento
Hair has long been preserved as a token of memory, love, or grief – from Victorian hair jewellery to locks kept in keepsakes or albums. Visitors to HairCycle frequently brought deeply personal stories of their relationship with hair.

Collaborators: Selena Chandler, Salomée Souag

"I started losing my hair during chemotherapy. I saved the hair without knowing why – I'm not spiritual, but something told me to keep it. Then I came across HairCycle. I donated my hair, knowing now it can be part of something meaningful."

Tony, Stratford local, HairCycle visitor

"For a few years I've been on medication for cancer, which causes my hair to fall out. I started saving it but didn't know what to do with it. HairCycle helped me spin it into yarn, and I created a lacework art piece with it – my family comes from a tradition of lacemaking."

Selena, HairCycle visitor

Another visitor, Salomée, an RCA Fine Art Master's student, tragically lost her sister. As part of her grieving ritual, she shaved her head and saved both her own and her sister's hair. She contacted HairCycle to have the delicate fibres spun into yarn. Her artwork, a blend of lacework, embroidery, sculpture, myrrahum, and human hair textiles, engaging with the cycles of life and death.

FUTURE

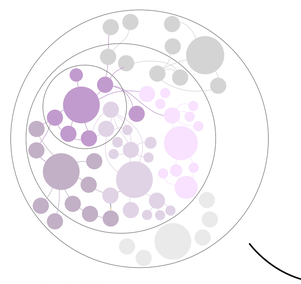
Insulation Materials

Large Felted Mulch Mats For Farming

Rug
Using indigenous materials and processes in collaborations with Sofia Hott

HairCycle's Roadmap

The long-term vision is to demonstrate a model that can be adopted by other boroughs, aligning with London's goal of achieving net-zero carbon emissions by 2030 and eliminating biodegradable or recyclable materials going to landfill by 2026. Eventually we envisage the model to be adopted across other areas of the UK and worldwide.



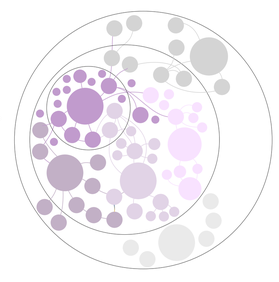
HairCycle Ecosystem
Newham Pilot

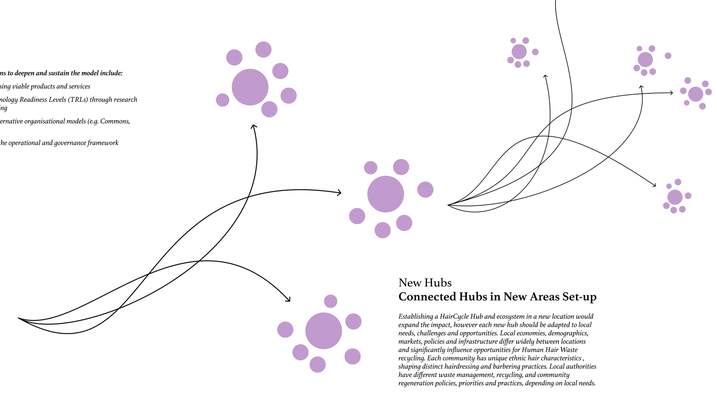
HairCycle Ecosystem
Newham Established

For the HairCycle model to become truly self-sustaining in Newham, strategic upscaling is required – ensuring that products and services are not only environmentally but also economically viable. With increased participation from over 100 hairdressers and barbers, the model can support the collection and processing of approximately 170kg of hair waste per month through a medium-to-large hub.

Beyond its foundational network (hair sorters, cyclists, barbers, salons, and the council) the ecosystem continues to grow deeper roots. It actively collaborates with community gardens, local composting facilities, farmers, researchers, ecologists, product and textile designers, interior design brands, retailers, and galleries.

Key considerations to deepen and sustain the model include:
- *Commercialising viable products and services*
- *Raising Technology Readiness Levels (TRLs) through research and user testing*
- *Exploring alternative organisational models (e.g. Commons, Living Labs)*
- *Formalising the operational and governance framework*





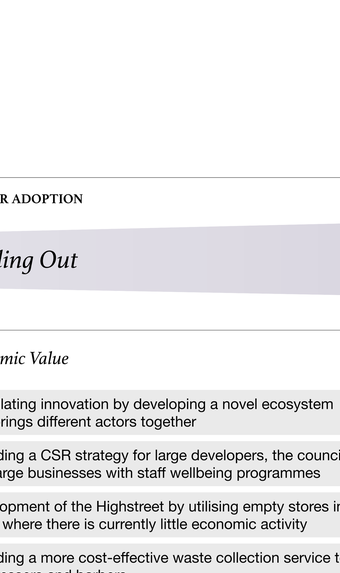
New Hubs
Connected Hubs in New Areas Set-up

Establishing a HairCycle Hub and ecosystem in a new location would expand the impact, however each new hub should be adapted to local needs, challenges and opportunities. Local economies, demographics, markets, policies and infrastructure differ widely between locations and significantly influence opportunities for Human Hair Waste recycling. Each community has unique ethnic hair characteristics , shaping distinct hairdressing and barbering practices. Local authorities have different waste management, recycling, and community regeneration policies, priorities and practices, depending on local needs.

Continued Expansion
Connected Hubs in New Areas Set-up

By taking a distributed and decentralised yet interconnected approach, allowing for a democratic, self-governed model, we have identified key points that are important considerations in a 'blueprint' for future expansions (in addition to the points for scaling deep).

Key considerations for scaling up and out include:
- *Identifying the context or "portrait" of each place:*
  - *Geographic, social, and economic context*
  - *Available inputs and material resources*
  - *Local roles, expertise, and skill sets*
  - *Variable supply chains and demand cycles*



PILOT	PROOF OF CONCEPT	ESTABLISHED MODEL	WIDER ADOPTION
Scaling Deep		*Scaling Up*	*Scaling Out*

Value Findings

Human hair is still an undervalued material resource once cut from someone's head and is typically discarded as part of our general waste, ending up in landfill. In this pilot project, we have been able to demonstrate the use, recycling and even regeneration of hair in order to create positive social, ecological and economic impact.

Using participatory and inclusive approaches with the aim achieve a circular, regenerative and equitable model for hair, we have seen high potential to create multifaceted value in these different dimensions for various stakeholders, supporting the green transition by reducing reliance on non-renewable and impactful materials.

Rather than taking a material- or product-led approach, the project aimed to explore what a circular hair ecosystem could be within a local context, understanding the complex interconnections, relationships and value chains of its products, services, processes, infrastructures, policies and experiences.

The types of value that emerged through the prototype ecosystem are complex and dynamic, here we discuss the social, ecological and economic value dimensions of HairCycle – and drawn from researcher observation, stakeholder engagement and co-design workshops:

Ecological Value

- Supporting biodiversity in the local area, both directly and indirectly
- Reducing waste directly through hair recovery, and indirectly through improving understandings of waste and recycling
- Supporting good air quality by low-emissions approaches to transport and material processing
- Preventing unintended ecological consequences through circular and regenerative design thinking
- Making ecological learning accessible through a systemic hyper-local approach to community engagement

Social Value

- Learning about circular, regenerative and local approaches using accessible and intergenerational activities
- Advancing knowledge around sustainable behaviour change within SME's
- Ensuring participation in change-making opportunities is accessible to marginalised communities
- Providing a service for people with an emotional attachment to hair (love, grief, beliefs etc)
- Improving the locality through use of empty premises boosts feelings of community pride and connection.

Economic Value

- Stimulating innovation by developing a novel ecosystem that brings different actors together
- Providing a CSR strategy for large developers, the council and large businesses with staff wellbeing programmes
- Development of the Highstreet by utilising empty stores in areas where there is currently little economic activity
- Providing a more cost-effective waste collection service to hairdressers and barbers
- Bringing new opportunities for material innovation and green skills development to a range of stakeholders

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