S.V.O.V.E.T
Social Value Of Vocational Esthetician's Training

Hellenic Republic
INTERNATIONAL HELLENIC UNIVERSITY

Erasmus+ project: S.V.o.V.E.T: Social Value Of Vocational Esthetician's Training.
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REPORT WP2 A1
Creating a logical-operational continuity line
Partner: International Hellenic University

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Chapter 1 Purpose of the Action in the Framework of WP2-methodology followed- tools used

Propositions from partners

After the kick off meeting of the SVOVET Erasmus+ KA2 project, the core of the partners being enthusiasts for the approval of the evolution of the project , have discussed thoroughly on the agenda and decided to set up some steps for creating a logical operational continuity live for passing from SVOVE to SVOVET. The first step was to refer to the outcomes regarding knowledge, skills and competences of the SVOVE project 2022, and inform the new partners over it. Moreover, the partners have decided not to steadily remain to that outcomes but make an effort to update those results.

There have been many propositions regarding the update process. Finally, the methodology proposed by the Italian team was to make a Pan-European research on primary data gathered by the members of the project directly from the market asking experts in the area of aesthetics, education, medicine and para-medical disciplines. The tool for data gathering, the sampling method, the data gathering procedure, the statistical analysis tools and the statistical process was decided to be performed by the International Hellenic University (IHU) members. IHU has a long experience over public opinion measures, market measurements and data analysis, as members of the project work simultaneously for the "Research Laboratory of Marketing and Management of Businesses and Organizations". Since there is no sampling framework that can cover all Europe the proposed sampling method that was qualified was a non probabilistic sampling based on the clustering method.

Objectives proposed for the field research

Some of the objectives that were pursued can be found below:

1. To determine the level of social consciousness on a Pan-European level.

2. To determine the necessity for the society regarding the profession of socio-aesthetician

3. To determine the level of awareness referring to the socio-aesthetician profession

4. To determine the main intervention areas for the potential socio-aesthetician

5. To determine possible activities being part of the socio-aesthetician's skills

6. To determine the context in which the potential socio-aesthetician would operate

7. To determine whether the socio-aesthetician contributes to the people's well-being

8. To determine peoples' readiness to increase their awareness regarding the figure of the socio-aesthetician

9. To determine the demographic profile of the people involved in this area

Tool for data gathering

The partners worked over the questionnaire building what would be mostly appropriate for pursuing the above mentioned objectives. That was initiated by ECIPA processed by IHU and finally after discussing thoroughly through partners and contributing everyone the questionnaire was formulated as follows. It was a structured questionnaire with 20 measures of various scales. It includes dichotomous filtering questions, Likert scales for attitudes measurements, nominal questions, ordinal questions, interval questions, ratio questions, single and multi-item questions. Finally, special care was taken to include cover letters for clarification purposes. The questionnaire then was transformed into an electronic form for dissemination. Finally partners was informed about the dissemination steps in the geographical area of their responsibility and the necessity to cover at least 200 samples in total. All partners worked hard to get above the target and finally the number of samples achieved was 365 members. The latter gives a clearer view of the scopes of the research and a sufficient field over which the next activities and WPs can be based on.

Questionnaire

Cover letter

This questionnaire aims to gather information about the professional figure of the socio-aesthetician. The answers will be used to better understand the role and skills of this figure.
The information you provide will be treated confidentially and under relevant data protection laws.

Instructions: Choose the answer that best describes your opinion or knowledge for each question.

Questions

1. Do you believe that offering in society is worth doing?
☐ Yes
☐ No

2. In your opinion helping vulnerable people should be part of a professional
☐ Yes
☐ No

3. The payment of a potential professional that helps vulnerable people should be paid
☐ Privately by the vulnerable person who benefits the "taking care"
☐ By the insurance organization of the state
☐ There must be no payment in such cases

4. Please indicate how much do you agree or disagree with the following statements

Helping vulnerable people must be made	Strongly disagree	Disagree	Neither agree/ nor disagree	Agree	Strongly agree
on a volunteering base	1	2	3	4	5
on an organized base but supported economically from the private sector	1	2	3	4	5
on an organised base supported economically by the government	1	2	3	4	5
on an organised base supported economically by the vulnerable people	1	2	3	4	5

5. Have you ever heard of the professional figure of the socio-aesthetician?
☐ Yes
☐ No

Socio-aesthetician is a professional that is intended to offer professional aesthetical services to people that are in vulnerable position (serious illnesses, poverty, homeless, refugees, etc.) for improving their psychological background which is found to have positive effect on their everyday life

6. In your opinion, what is the main intervention area for the socio-aesthetician?
☐ Traditional beauty treatments (e.g. facial cleansing, manicure)
☐ Aesthetic support for people with fragilities or in difficult situations (e.g. oncology patients, elderly, disabled)
☐ Training and consulting in the beauty sector
☐ I don't know

7. Which of the following activities do you think are part of the socio-aesthetician's skills? (You can select multiple options)
☐ Performing personalized beauty treatments
☐ Active listening and emotional support
☐ Collaboration with multidisciplinary teams (e.g. nurses, doctors, psychologists)
☐ Creation of beauty and wellness workshops
☐ Consulting on image and self-esteem
☐ I don't know

8 In which contexts do you think the figure of the socio-aesthetician can operate? (You can select multiple options)
☐ Traditional beauty centres
☐ Hospitals
☐ Nursing homes

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☐ Day centres for disabled people
☐ Prisons
☐ Volunteer associations
☐ I don't know

9. Do you think the figure of the socio-aesthetician is important for people's well-being?
☐ Very important
☐ Fairly important
☐ Slightly important
☐ Not important at all
☐ I don't know

10. Do you think there is enough information and recognition for this profession?
☐ Yes, there is a lot of information and recognition
☐ There is some information, but not enough recognition
☐ There is little information and little recognition
☐ There is no information at all

11. Would you be interested in receiving more information about the figure of the socio-aesthetician?
☐ Yes
☐ No

Demographic data (Optional)

12. Age: ....
a. 25 or less   **b.** 26 – 45   **c.** 46 – 65   **d** more than 65

13. Gender: ☐ Male ☐ Female ☐ Other

14. Educational level: _____
1 HIGH SCHOOL   **2**. VOCATIONAL TRAINING   **3** COLLEGE

4. UNIVERSITY DEGREE   **5** MSc/PhD

15. Object of studies

_____

16. Domain in which you work

_____

17. Working experience approximately in years

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_____

18. Nationality/ Origin

_____

19. Whether you are an entrepreneur / not
☐ Yes I am an entrepreneur
☐ No I am not an entrepreneur

20. Do you work for
☐ the public sector
☐ the private sector
☐ both private and public sector

Thank you for your collaboration!

Chapter 2   Frequency tables intra-partners results

Single input results -Frequencies

1. Do you believe that offering in society is worth doing

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	359	98,1	98,6	98,6
	No	5	1,4	1,4	100,0
	Total	364	99,5	100,0	
Missing	System	2	,5		
Total		366	100,0		

One of the goals of this survey is to determine the level of social consciousness (SC) of the Europeans. A dimension of SC is that offering to society has a value payback and this is exactly what is extracted with this question. The total of the sample replies that this is something worth to do

2. In your opinion helping vulnerable people should be part of a professiona

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	334	91,3	91,8	91,8
	No	30	8,2	8,2	100,0
	Total	364	99,5	100,0	
Missing	System	2	,5		
Total		366	100,0		

Moreover, SC can have a more "difficult" dimension when it is part of a profession. The Overwhelming majority of the sample still supports the idea that vulnerability should be supported by professionals. This outcome is very important as it implies that SVOVET initiative is on a proper direction.

3. The payment of a potential professional that helps vulnerable people should be paid

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Privately by the vulnerable person who benefits the "taking care"	35	9,6	9,6	9,6
	By the insurance organization of the state	281	76,8	77,4	87,1
	There must be no payment in such cases	47	12,8	12,9	100,0
	Total	363	99,2	100,0	
Missing	System	3	,8		
Total		366	100,0		

The necessity of a socio-centric profession is also prominent after the results of this table. So, a 77,4% insists that the payment of such a professional must be supported by the insurance organizations of the state. This reveals on the one hand that the voters which are simultaneously tax payers are ready to support the effort, and on the other hand the result claims that the tax payers do want to create a sustainable financial support for socio-centric professionals which gives the SVOVET initiative an increase and special value.

Helping vulnerable people must be made on a volunteering base

'4. Please indicate how much do you agree or disagree with the following statements

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	37	10,1	11,6	11,6
	Disagree	36	9,8	11,3	22,8
	Neither agree/ nor disagree	91	24,9	28,4	51,3
	Agree	98	26,8	30,6	81,9
	Strongly agree	58	15,8	18,1	100,0
	Total	320	87,4	100,0	
Missing	System	46	12,6		
Total		366	100,0		

Society's reflection for the necessity of helping vulnerable people is revealed. Almost half of the sample entails strong social consciousness.

Helping vulnerable people must be made on an organized base but supported economically from the

'4. Please indicate how much do you agree or disagree with the following statements

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	24	6,6	7,5	7,5
	Disagree	56	15,3	17,5	25,0
	Neither agree/ nor disagree	105	28,7	32,8	57,8
	Agree	102	27,9	31,9	89,7
	Strongly agree	33	9,0	10,3	100,0
	Total	320	87,4	100,0	
Missing	System	46	12,6		
Total		366	100,0		

private sector
The private sector gathers a limited majority for absolute support of the help for vulnerable people.

Helping vulnerable people must be made on an organised base supported economically by the government

'4. Please indicate how much do you agree or disagree with the following statements

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	27	7,4	8,1	8,1
	Disagree	16	4,4	4,8	13,0
	Neither agree/ nor disagree	55	15,0	16,6	29,5
	Agree	93	25,4	28,0	57,5
	Strongly agree	141	38,5	42,5	100,0
	Total	332	90,7	100,0	
Missing	System	34	9,3		
Total		366	100,0		

The results once more (over 72%) reveals the willingness of the vast majority of the tax payers to support centrally by the state the vulnerable.

Helping vulnerable people must be made on an organised base supported economically by the vulnerable people

'4. Please indicate how much do you agree or disagree with the following statements

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	118	32,2	37,1	37,1
	Disagree	86	23,5	27,0	64,2
	Neither agree/ nor disagree	59	16,1	18,6	82,7
	Agree	34	9,3	10,7	93,4
	Strongly agree	21	5,7	6,6	100,0
	Total	318	86,9	100,0	
Missing	System	48	13,1		
Total		366	100,0		

The results once more (over 64%) reveals the willingness of the vast majority of the tax payers not allow vulnerable people by themselves
.

5. Have you ever heard of the professional figure of the socio-aesthetician?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	113	30,9	33,9	33,9
	No	220	60,1	66,1	100,0
	Total	333	91,0	100,0	
Missing	System	33	9,0		
Total		366	100,0		

This questions is willing to investigate awareness and immediately it is depicted that awareness over the socio-aesthetician suffers because only 1/3 has ever heard about the specific professional figure.

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6.1 In your opinion, what sould be the main intervention area for the socio-aesthetician? [Traditional beauty treatments (e.g. facial cleansing, manicure)]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	90	24,6	24,6	24,6
	No	276	75,4	75,4	100,0
	Total	366	100,0	100,0	

Traditional beauty treatments should be part of the socio-aesthetician's main intervention area is supported by only ¼ of the sample. This reveals that priorities should also be others. Just to remind that the question asks about main areas without excluding them.

6.2 In your opinion, what sould be the main intervention area for the socio-aesthetician? [Aesthetic support for people with fragilities or in difficult situations (e.g. oncology patients, elderly, disabled)]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	285	77,9	77,9	77,9
	No	81	22,1	22,1	100,0
	Total	366	100,0	100,0	

Here is the vast majority that supports the main intervention area to be the support of fragile people and difficult situations. Indicatively, oncology patients, elders, disabled etc.

6.3 In your opinion, what sould be the main intervention area for the socio-aesthetician? [Training and consulting in the beauty sector]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	79	21,6	21,6	21,6
	No	287	78,4	78,4	100,0
	Total	366	100,0	100,0	

Training and consulting should have a limited part of the working areas of the socio-aesthetician (21%) .

6.4 In your opinion, what sould be the main intervention area for the socio-aesthetician? [I don't know]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	4	1,1	1,1	1,1
	No	362	98,9	98,9	100,0
	Total	366	100,0	100,0	

Almost everyone has a point of view regarding the intervention areas of the socio aesthetician.

7.1 Which of the following activities do you think are part of the socio-aesthetician's skills? [Performing personalized beauty treatments]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	187	51,1	51,1	51,1
	No	179	48,9	48,9	100,0
	Total	366	100,0	100,0	

Half of the sample supports that performing personalized beauty treatments is part of the socio-aesthetician's skills.

7.2 Which of the following activities do you think are part of the socio-aesthetician's skills? [Active listening and emotional support]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	251	68,6	68,6	68,6
	No	115	31,4	31,4	100,0
	Total	366	100,0	100,0	

Active listening and support is more than necessary as part of the socio-aesthetician's skills

7.3 Which of the following activities do you think are part of the socio-aesthetician's skills? 2 [Collaboration with multidisciplinary teams (e.g. nurses, doctors, psychologists)]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	277	75,7	75,7	75,7
	No	89	24,3	24,3	100,0
	Total	366	100,0	100,0	

Simultaneously, the collaboration with multidisciplinary teams is absolutely necessary as part of the socio-aesthetician's skills

7.4 Which of the following activities do you think are part of the socio-aesthetician's skills? [Creation of beauty and wellness workshops]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	146	39,9	39,9	39,9
	No	220	60,1	60,1	100,0
	Total	366	100,0	100,0	

Creation of beauty and wellness workshops are not so important

7.5 Which of the following activities do you think are part of the socio-aesthetician's skills? [Consulting on image and self-esteem]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	236	64,5	64,5	64,5
	No	130	35,5	35,5	100,0
	Total	366	100,0	100,0	

On the other hand consulting on image and self-esteem gathers a lot of attention (65%) of the sample

7.6 Which of the following activities do you think are part of the socio-aesthetician's skills? [I don't know]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	5	1,4	1,4	1,4
	No	361	98,6	98,6	100,0
	Total	366	100,0	100,0	

Our sample has a clear view over the socio-aestheticians' skills.

8.1 In which contexts do you think the figure of the socio-aesthetician can operate? [Traditional beauty centres]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	177	48,4	48,4	48,4
	No	189	51,6	51,6	100,0
	Total	366	100,0	100,0	

Almost half of the sample supports that the place where socio-aesthetician should or could work are traditional beauty centers.

8.2 In which contexts do you think the figure of the socio-aesthetician can operate? [Hospitals]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	280	76,5	76,5	76,5
	No	86	23,5	23,5	100,0
	Total	366	100,0	100,0	

However, hospitals should be the main context of the socio-aesthetician's (S-A) operation (76%).

**8.3 In which contexts do you think the figure of the socio-aesthetician
can operate? [Nursing homes]**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	268	73,2	73,2	73,2
	No	98	26,8	26,8	100,0
	Total	366	100,0	100,0	

Equivalently, Nursing homes are an important context where S-A can operate

**8.4 In which contexts do you think the figure of the socio-aesthetician
can operate? [Day centers for disabled people]**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	266	72,7	72,7	72,7
	No	100	27,3	27,3	100,0
	Total	366	100,0	100,0	

And Equivalently, day-centers for disabled people are an important context where S-A can operate.

**8.5 In which contexts do you think the figure of the socio-aesthetician
can operate? [Prisons]**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	155	42,3	42,3	42,3
	No	211	57,7	57,7	100,0
	Total	366	100,0	100,0	

Prisons gather an important percentage but not revealing majority

**8.6 In which contexts do you think the figure of the socio-aesthetician
can operate? [Volunteer associations]**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	243	66,4	66,4	66,4
	No	123	33,6	33,6	100,0
	Total	366	100,0	100,0	

People working in this section for sure (66%) have social consciousness and could assist volunteer associations.

8.7 In which contexts do you think the figure of the socio-aesthetician can operate? [I don't know]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	11	3,0	3,0	3,0
	No	355	97,0	97,0	100,0
	Total	366	100,0	100,0	

Once again the sample has a mature point of view about the context of operation for the S-A

. Do you think the figure of the socio-aesthetician is important for people's well-being

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very important	159	43,4	43,8	43,8
	Fairly important	161	44,0	44,4	88,2
	Slightly important	27	7,4	7,4	95,6
	Not important at all	4	1,1	1,1	96,7
	I don't know	12	3,3	3,3	100,0
	Total	363	99,2	100,0	
Missing	System	3	,8		
Total		366	100,0		

From the cumulative percentage it can be depicted that 88% of the sample believe that S-A figure is important for people well-being.

10. Do you think there is enough information and recognition for this profession?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes, there is a lot of information and recognition	13	3,6	3,6	3,6
	There is some information, but not enough recognition	79	21,6	21,7	25,3
	There is little information and little recognition	173	47,3	47,5	72,8
	There is no information at all	99	27,0	27,2	100,0
	Total	364	99,5	100,0	
Missing	System	2	,5		
Total		366	100,0		

The second attempt to measure people awareness reveals that only 1/3 of the sample does know the about the S-A figure. Later on, in this deliverable the awareness will be investigated in regards to the demographic characteristics of the sample, because this might help extract important results about the profiles of people

that need to be mostly informed about that, or what other actions shall be taken in order to increase awareness, as this is also a major challenge for SVOVET project.

11. Would you be interested in receiving more information about the figure of the socio-aesthetician

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	303	82,8	83,2	83,2
	No	61	16,7	16,8	100,0
	Total	364	99,5	100,0	
Missing	System	2	,5		
Total		366	100,0		

Very important result is the outcome of this table where more than 8/10 people ask to be informed about the S-A figure, depicting the necessity of the profession.

12. What is your Age:

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	25 or less	176	48,1	48,9	48,9
	26 – 45	87	23,8	24,2	73,1
	46 – 65	91	24,9	25,3	98,3
	more than 65	6	1,6	1,7	100,0
	Total	360	98,4	100,0	
Missing	System	6	1,6		
Total		366	100,0		

Half of the sample are young people 25 years old or less.

13. Gender:

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	70	19,1	19,6	19,6
	Female	284	77,6	79,3	98,9
	Other	4	1,1	1,1	100,0
	Total	358	97,8	100,0	
Missing	System	8	2,2		
Total		366	100,0		

Females are the vast majority

14. What is your Educational level:

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	HIGH SCHOOL	56	15,3	15,6	15,6
	VOCATIONAL TRAINING	42	11,5	11,7	27,2
	COLLEGE	91	24,9	25,3	52,5
	UNIVERSITY DEGREE	146	39,9	40,6	93,1
	MSc/PhD	25	6,8	6,9	100,0
	Total	360	98,4	100,0	
Missing	System	6	1,6		
Total		366	100,0		

The majority of the sample has a university degree. However, important percentages emerge from other parts of the educational system.

15. Object of studies

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Linguistics	7	1,9	2,2	2,2
	Philosophy	2	,5	,6	2,8
	Humanities	3	,8	,9	3,7
	Social worker	13	3,6	4,0	7,7
	Education	3	,8	,9	8,6
	Economics	11	3,0	3,4	12,0
	Marketing	5	1,4	1,5	13,6
	Cosmetology	18	4,9	5,6	19,1
	Social and Political Sciences	5	1,4	1,5	20,7
	Aesthetic	40	10,9	12,3	33,0
	Communications	1	,3	,3	33,3
	Nursing	168	45,9	51,9	85,2
	Medical	4	1,1	1,2	86,4
	Midwifery	1	,3	,3	86,7
	Security	1	,3	,3	87,0
	Healthcare	12	3,3	3,7	90,7
	Physiotherapist	4	1,1	1,2	92,0
	Pedagogy	3	,8	,9	92,9
	Biology	1	,3	,3	93,2
	Accountancy	2	,5	,6	93,8
	Business administration	7	1,9	2,2	96,0
	Psychology	5	1,4	1,5	97,5
	Lawyer	2	,5	,6	98,1
	Pharmacology	1	,3	,3	98,5
	hairdresser	1	,3	,3	98,8
	Engineering	2	,5	,6	99,4
	No studies	2	,5	,6	100,0
	Total	324	88,5	100,0	
Missing	System	42	11,5		
Total		366	100,0		

The table above reveals the vast spread of the disciplines of the people that took part in our survey.

18. Nationality/ Origin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Italian	49	13,4	14,8	14,8
	Greek	154	42,1	46,5	61,3
	Finnish	28	7,7	8,5	69,8
	Albanian	4	1,1	1,2	71,0
	Romanian	24	6,6	7,3	78,2
	Russian	1	,3	,3	78,5
	Cypriot	4	1,1	1,2	79,8
	Polish	13	3,6	3,9	83,7
	Serbian	1	,3	,3	84,0
	French	22	6,0	6,6	90,6
	Nigerian	1	,3	,3	90,9
	American	1	,3	,3	91,2
	Spanish	29	7,9	8,8	100,0
	Total	331	90,4	100,0	
Missing	System	35	9,6		
Total		366	100,0		

The table above reveals the vast spread of the nationalities of the people that took part in our survey. It can be considered as Pan-European survey, however not stratified over nationality.

19. Are you an entrepreneur / 2t

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes I am an entrepreneur	94	25,7	27,6	27,6
	No I am not an entrepreneur	246	67,2	72,4	100,0
	Total	340	92,9	100,0	
Missing	System	26	7,1		
Total		366	100,0		

The majority of the sample is not an entrepreneur.

20. Do you work for

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	the public sector	105	28,7	37,2	37,2
	the private sector	122	33,3	43,3	80,5
	both private and public sector	55	15,0	19,5	100,0
	Total	282	77,0	100,0	
Missing	System	84	23,0		
Total		366	100,0		

On the other hand the sector of the economy that the sample works on seems to be stratified.

Actions to be taken

1. Partners should be familiarized with the outcome of this deliverable.

2. Based on the outcomes the skills as resulted from SVOVE can be met again and cross-checked.

ID	Skills that are important
1	Half of the sample supports that performing personalized beauty treatments is part of the socio-aesthetician's skills
2	Active listening and support is more than necessary as part of the socio-aesthetician's skills
3	Simultaneously, the collaboration with multidisciplinary teams is absolutely necessary as part of the socio-aesthetician's skills
4	Creation of beauty and wellness workshops are not so important
5	On the other hand consulting on image and self-esteem gathers a lot of attention (65%) of the sample

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Chapter 3 Significance tests and cross-tables intra-partners results

Cross-tabulation regarding Awareness and level of importance crossed with the profile characteristics of the sample

Awareness _ 1 and demographics
Crosstabs

5. Have you ever heard of the professional figure of the socio-aesthetician? * 11. Would you be interested in receiving more information about the figure of the socio-aesthetician

Crosstab

Count

		11. Would you be interested in receiving more information about the figure of the socio-aesthetician		
		Yes	No	Total
5. Have you ever heard of the professional figure of the socio-aesthetician?	Yes	101	12	113
	No	179	40	219
Total		280	52	332

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	3,298[b]	1	,069		
Continuity Correction[a]	2,745	1	,098		
Likelihood Ratio	3,482	1	,062		
Fisher's Exact Test				,080	,046
Linear-by-Linear Association	3,288	1	,070		
N of Valid Cases	332				

a. Computed only for a 2x2 table

b. 0 cells (,0%) have expected count less than 5. The minimum expected count is 17,70.

The above tables reveal that the overwhelming majority of the sample who has not heard about the S-A figure, replies that they need more information about it and this result is statistically significant on a 10% level.

5. Have you ever heard of the professional figure of the socio-aesthetician? * 12. What is your Age:

Crosstab

Count

		12. What is your Age:				Total
		25 or less	26 – 45	46 – 65	more than 65	
5. Have you ever heard of the professional figure of the socio-aesthetician?	Yes	37	30	42	2	111
	No	137	44	35	1	217
Total		174	74	77	3	328

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	29,963[a]	3	,000
Likelihood Ratio	29,910	3	,000
Linear-by-Linear Association	29,661	1	,000
N of Valid Cases	328		

a. 2 cells (25,0%) have expected count less than 5. The minimum expected count is 1,02.

The tables above depicts that young people less than 25 years old do not know about the S-A figure whereas the majority of the ages greater than 26 years old have heard of it. This is statistically significant for a p-value<0,001

5. Have you ever heard of the professional figure of the socio-aesthetician? * 13. Gender:

Crosstab

Count

		13. Gender:			Total
		Male	Female	Other	
5. Have you ever heard of the professional figure of the socio-aesthetician?	Yes	11	94	3	108
	No	51	166	1	218
Total		62	260	4	326

There is also a statistically significant difference to the awareness of S-A between the genders. Women and other gender are more aware compared to men.

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	10,865[a]	2	,004
Likelihood Ratio	11,378	2	,003
Linear-by-Linear Association	10,165	1	,001
N of Valid Cases	326		

a. 2 cells (33,3%) have expected count less than 5. The minimum expected count is 1,33.

5. Have you ever heard of the professional figure of the socio-aesthetician? * 14. What is your Educational level:

Crosstab

Count

		14. What is your Educational level:					Total
		HIGH SCHOOL	VOCATIONAL TRAINING	COLLEGE	UNIVERSITY DEGREE	MSc/PhD	
5. Have you ever heard of the professional figure of the socio-aesthetician?	Yes	14	17	26	41	12	110
	No	37	13	65	94	9	218
Total		51	30	91	135	21	328

Once more the results are statistically sig. at a p-value<0,01 and show that vocational training is more aware of the S-A figure compared to the others.

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	14,912[a]	4	,005
Likelihood Ratio	14,134	4	,007
Linear-by-Linear Association	,241	1	,623
N of Valid Cases	328		

a. 0 cells (,0%) have expected count less than 5. The minimum expected count is 7,04.

5. Have you ever heard of the professional figure of the socio-aesthetician? * 15. Object of studies

The object of studies is correlated to the Awareness of the S-A figure at p-value<0,001
Aestheticians differ significantly (more aware) compared to the others.

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	58,019[a]	25	,000
Likelihood Ratio	60,605	25	,000
Linear-by-Linear Association	1,057	1	,304
N of Valid Cases	294		

a. 44 cells (84,6%) have expected count less than 5. The minimum expected count is ,32.

5. Have you ever heard of the professional figure of the socio-aesthetician? * 18. Nationality/ Origin

Crosstab

Count

		18. Nationality/ Origin												Total
		Italian	Greek	Finnish	Albanian	Romanian	Russian	Cypriot	Polish	Serbian	French	Nigerian	American	
5. Have you ever heard of the professional figure of the socio-aesthetician?	Yes	23	34	8	0	9	0	1	2	0	22	0	1	100
	No	26	119	20	4	14	1	3	11	1	0	1	0	200
Total		49	153	28	4	23	1	4	13	1	22	1	1	300

Nationality is correlated with awareness. P-value <0,001. Italians and French seem to have greater awareness compared to the others.

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	64,725[a]	11	,000
Likelihood Ratio	72,121	11	,000
Linear-by-Linear Association	19,367	1	,000
N of Valid Cases	300		

a. 13 cells (54,2%) have expected count less than 5. The minimum expected count is ,33.

5. Have you ever heard of the professional figure of the socio-aesthetician? * 19. Are you an entrepreneur / 2t

Crosstab

Count

		19. Are you an entrepreneur / 2t		
		Yes I am an entrepreneur	No I am not an entrepreneur	Total
5. Have you ever heard of the professional figure of the socio-aesthetician?	Yes	37	72	109
	No	39	161	200
Total		76	233	309

The entrepreneurs are more aware compared to the non entrepreneurs and this result is statistically significant (p-value<0,001)

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	7,937[b]	1	,005		
Continuity Correction[a]	7,178	1	,007		
Likelihood Ratio	7,727	1	,005		
Fisher's Exact Test				,006	,004
Linear-by-Linear Association	7,912	1	,005		
N of Valid Cases	309				

a. Computed only for a 2x2 table

b. 0 cells (,0%) have expected count less than 5. The minimum expected count is 26,81.

5. Have you ever heard of the professional figure of the socio-aesthetician? * 20. Do you work for

Crosstab

Count

		20. Do you work for			
		the public sector	the private sector	both private and public sector	Total
5. Have you ever heard of the professional figure of the socio-aesthetician?	Yes	38	42	15	95
	No	57	64	35	156
Total		95	106	50	251

The above table is not statistically important.

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1,638[a]	2	,441
Likelihood Ratio	1,679	2	,432
Linear-by-Linear Association	1,101	1	,294
N of Valid Cases	251		

a. 0 cells (,0%) have expected count less than 5. The minimum expected count is 18,92.

Level of Importance and Demographics
Crosstabs

9. Do you think the figure of the socio-aesthetician is important for people's well-being? *
11. Would you be interested in receiving more information about the figure of the socio-aesthetician

Crosstab

Count

		11. Would you be interested in receiving more information about the figure of the socio-aesthetician		Total
		Yes	No	
9. Do you think the figure of the socio-aesthetician is important for people's well-being?	Very important	147	12	159
	Fairly important	129	32	161
	Slightly important	22	5	27
	Not important at all	1	3	4
	I don't know	4	8	12
Total		303	60	363

Statistically important the correlation between importance of S-A figure and awareness.

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Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	42,458[a]	4	,000
Likelihood Ratio	34,183	4	,000
Linear-by-Linear Association	35,297	1	,000
N of Valid Cases	363		

a. 4 cells (40,0%) have expected count less than 5. The minimum expected count is ,66.

9. Do you think the figure of the socio-aesthetician is important for people's well-being? *
12. What is your Age:

Crosstab

Count

		12. What is your Age:				Total
		25 or less	26 – 45	46 – 65	more than 65	
9. Do you think the figure of the socio-aesthetician is important for people's well-being?	Very important	58	38	58	3	157
	Fairly important	87	44	28	0	159
	Slightly important	22	2	3	0	27
	Not important at all	1	2	1	0	4
	I don't know	8	0	1	3	12
Total		176	86	91	6	359

The age is correlated with the importance of the S-A figure and this shows that now young supports it more .

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	78,692[a]	12	,000
Likelihood Ratio	57,070	12	,000
Linear-by-Linear Association	9,333	1	,002
N of Valid Cases	359		

a. 10 cells (50,0%) have expected count less than 5. The minimum expected count is ,07.

9. Do you think the figure of the socio-aesthetician is important for people's well-being? *
13. Gender:

Crosstab

Count

		13. Gender:			
		Male	Female	Other	Total
9. Do you think the figure of the socio-aesthetician is important for people's well-being?	Very important	21	132	1	154
	Fairly important	37	122	0	159
	Slightly important	8	17	2	27
	Not important at all	3	1	0	4
	I don't know	1	10	1	12
Total		70	282	4	356

Females are eager to the importance of the S-A figure on a p-value <0.001

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	32,809[a]	8	,000
Likelihood Ratio	24,374	8	,002
Linear-by-Linear Association	1,098	1	,295
N of Valid Cases	356		

a. 8 cells (53,3%) have expected count less than 5. The minimum expected count is ,04.

9. Do you think the figure of the socio-aesthetician is important for people's well-being? *
14. What is your Educational level:

Crosstab

Count

		14. What is your Educational level:					
		HIGH SCHOOL	VOCATIONAL TRAINING	COLLEGE	UNIVERSITY DEGREE	MSc/PhD	Total
9. Do you think the figure of the socio-aesthetician is important for people's well-being?	Very important	24	21	32	61	18	156
	Fairly important	25	18	42	67	7	159
	Slightly important	4	1	13	9	0	27
	Not important at all	0	1	0	3	0	4
	I don't know	3	1	4	4	0	12
Total		56	42	91	144	25	358

Educational level does not have an effect on the importance of the S-A figure. So, independently of the education level the overwhelming majority finds the S-A figure very or fairly important.

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	23,289[a]	16	,106
Likelihood Ratio	26,391	16	,049
Linear-by-Linear Association	1,360	1	,244
N of Valid Cases	358		

a. 13 cells (52,0%) have expected count less than 5. The minimum expected count is ,28.

9. Do you think the figure of the socio-aesthetician is important for people's well-being? * 15. Object of studies

The object of studies is not correlated to the importance of the of the S-A figure for people's well being. No matter the object of the studies is, the majority supports the S-A figure.

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	110,207[a]	104	,320
Likelihood Ratio	78,840	104	,969
Linear-by-Linear Association	,008	1	,931
N of Valid Cases	322		

a. 123 cells (91,1%) have expected count less than 5. The minimum expected count is ,01.

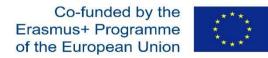## 9. Do you think the figure of the socio-aesthetician is important for people's well-being? * 18. Nationality/ Origin

Crosstab

Count

		18. Nationality/ Origin													Total
		Italian	Greek	Finnish	Albanian	Romanian	Russian	Cypriot	Polish	Serbian	French	Nigerian	American	Spanish	
9. Do you think the figure of the socio-aesthetician is important for people's well-being?	Very important	33	47	13	2	18	1	1	5	0	19	0	1	7	147
	Fairly important	15	81	13	1	5	0	1	6	1	2	1	0	17	143
	Slightly important	0	19	2	0	1	0	1	1	0	0	0	0	0	24
	Not important at all	0	1	0	0	0	0	0	0	0	0	0	0	2	3
	I don't know	1	5	0	1	0	0	1	1	0	0	0	0	3	12
Total		49	153	28	4	24	1	4	13	1	21	1	1	29	329

The figure of the socio-aesthetician importance for people's well-being is correlated to Nationality. Hence, Italian and French people have an increased opinion over that in regards to the others.

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Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	96,170[a]	48	,000
Likelihood Ratio	94,636	48	,000
Linear-by-Linear Association	,532	1	,466
N of Valid Cases	329		

a. 49 cells (75,4%) have expected count less than 5. The minimum expected count is ,01.

9. Do you think the figure of the socio-aesthetician is important for people's well-being? *
19. Are you an entrepreneur

Crosstab

Count

		19. Are you an entrepreneur / 2t		
		Yes I am an entrepreneur	No I am not an entrepreneur	Total
9. Do you think the figure of the socio-aesthetician is important for people's well-being?	Very important	45	104	149
	Fairly important	38	111	149
	Slightly important	5	20	25
	Not important at all	3	1	4
	I don't know	2	9	11
Total		93	245	338

The results are not significantly important.

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	6,552[a]	4	,162
Likelihood Ratio	6,002	4	,199
Linear-by-Linear Association	,496	1	,481
N of Valid Cases	338		

a. 3 cells (30,0%) have expected count less than 5. The minimum expected count is 1,10.

9. Do you think the figure of the socio-aesthetician is important for people's well-being? *
20. Do you work for

Crosstab

Count

		20. Do you work for			Total
		the public sector	the private sector	both private and public sector	
9. Do you think the figure of the socio-aesthetician is important for people's well-being?	Very important	49	54	27	130
	Fairly important	43	60	21	124
	Slightly important	9	5	2	16
	Not important at all	2	0	2	4
	I don't know	1	2	3	6
Total		104	121	55	280

This result is not statistical important too.

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	11,542[a]	8	,173
Likelihood Ratio	11,923	8	,155
Linear-by-Linear Association	,309	1	,578
N of Valid Cases	280		

a. 7 cells (46,7%) have expected count less than 5. The minimum expected count is ,79.

Awareness 2
Crosstabs

10. Do you think there is enough information and recognition for this profession? * 11. Would you be interested in receiving more information about the figure of the socio-aesthetician

Crosstab

Count

		11. Would you be interested in receiving more information about the figure of the socio-aesthetician		
		Yes	No	Total
10. Do you think there is enough information and recognition for this profession?	Yes, there is a lot of information and recognition	11	2	13
	There is some information, but not enough recognition	66	13	79
	There is little information and little recognition	147	26	173
	There is no information at all	79	20	99
Total		303	61	364

The result of the table above is not statistically significant.

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1,235[a]	3	,745
Likelihood Ratio	1,205	3	,752
Linear-by-Linear Association	,499	1	,480
N of Valid Cases	364		

a. 1 cells (12,5%) have expected count less than 5. The minimum expected count is 2,18.

10. Do you think there is enough information and recognition for this profession? * 12. What is your Age:

Crosstab

Count

		12. What is your Age:				Total
		25 or less	26 – 45	46 – 65	more than 65	
10. Do you think there is enough information and recognition for this profession?	Yes, there is a lot of information and recognition	9	1	3	0	13
	There is some information, but not enough recognition	50	10	17	2	79
	There is little information and little recognition	88	42	37	2	169
	There is no information at all	29	34	34	2	99
Total		176	87	91	6	360

The age affects the need for information regarding the S-A figure. Awareness is challenged once more. Older people seem to be more aware compared to the young. P-value<0,001

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	27,977[a]	9	,001
Likelihood Ratio	29,752	9	,000
Linear-by-Linear Association	13,455	1	,000
N of Valid Cases	360		

a. 6 cells (37,5%) have expected count less than 5. The minimum expected count is ,22.

10. Do you think there is enough information and recognition for this profession? * 13. Gender:

Crosstab

Count

		13. Gender:			Total
		Male	Female	Other	
10. Do you think there is enough information and recognition for this profession?	Yes, there is a lot of information and recognition	2	10	0	12
	There is some information, but not enough recognition	16	62	1	79
	There is little information and little recognition	37	128	3	168
	There is no information at all	15	83	0	98
Total		70	283	4	357

The result here is not statistically significant. P-value>0,05

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4,002[a]	6	,676
Likelihood Ratio	5,185	6	,520
Linear-by-Linear Association	,242	1	,623
N of Valid Cases	357		

a. 5 cells (41,7%) have expected count less than 5. The minimum expected count is ,13.

10. Do you think there is enough information and recognition for this profession? * 14. What is your Educational level:

Crosstab

Count

		14. What is your Educational level:					Total
		HIGH SCHOOL	VOCATIONAL TRAINING	COLLEGE	UNIVERSITY DEGREE	MSc/PhD	
10. Do you think there is enough information and recognition for this profession?	Yes, there is a lot of information and recognition	2	0	4	7	0	13
	There is some information, but not enough recognition	20	5	24	27	2	78
	There is little information and little recognition	17	19	50	69	14	169
	There is no information at all	17	18	13	42	9	99
Total		56	42	91	145	25	359

As observed the lower the educational level the higher the awareness, and this is stat sig p-value< 0,01

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	29,054[a]	12	,004
Likelihood Ratio	32,704	12	,001
Linear-by-Linear Association	,848	1	,357
N of Valid Cases	359		

a. 4 cells (20,0%) have expected count less than 5. The minimum expected count is ,91.

10. Do you think there is enough information and recognition for this profession? * 15. Object of studies

The object of studies is not correlated to the awareness level.

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	76,844[a]	78	,516
Likelihood Ratio	89,399	78	,178
Linear-by-Linear Association	,373	1	,542
N of Valid Cases	323		

a. 98 cells (90,7%) have expected count less than 5. The minimum expected count is ,02.

10. Do you think there is enough information and recognition for this profession? * 18. Nationality/ Origin

Crosstab

Count

		18. Nationality/ Origin													Total
		Italian	Greek	Finnish	Albanian	Romanian	Russian	Cypriot	Polish	Serbian	French	Nigerian	American	Spanish	
10. Do you think there is enough information and recognition for this profession?	Yes, there is a lot of information and recognition	0	5	0	0	1	0	1	0	0	2	0	0	0	9
	There is some information, but not enough recognition	2	46	1	1	2	0	1	2	0	6	0	0	11	72
	There is little information and little recognition	26	74	9	3	13	1	1	5	1	12	1	1	10	157
	There is no information at all	21	28	18	0	8	0	1	6	0	2	0	0	8	92
Total		49	153	28	4	24	1	4	13	1	22	1	1	29	330

Nationality differs significantly the results. P-value<0,001

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	73,319[a]	36	,000
Likelihood Ratio	76,354	36	,000
Linear-by-Linear Association	2,225	1	,136
N of Valid Cases	330		

a. 34 cells (65,4%) have expected count less than 5. The minimum expected count is ,03.

10. Do you think there is enough information and recognition for this profession? * 19. Are you an entrepreneur / 2t

Crosstab

Count

		19. Are you an entrepreneur / 2t		Total
		Yes I am an entrepreneur	No I am not an entrepreneur	
10. Do you think there is enough information and recognition for this profession?	Yes, there is a lot of information and recognition	5	7	12
	There is some information, but not enough recognition	22	51	73
	There is little information and little recognition	37	122	159
	There is no information at all	30	65	95
Total		94	245	339

The results over here are not statistically significant. P-value>0,05

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3,654[a]	3	,301
Likelihood Ratio	3,600	3	,308
Linear-by-Linear Association	,048	1	,826
N of Valid Cases	339		

a. 1 cells (12,5%) have expected count less than 5. The minimum expected count is 3,33.

10. Do you think there is enough information and recognition for this profession? * 20. Do you work for

Crosstab

Count

		20. Do you work for			
		the public sector	the private sector	both private and public sector	Total
10. Do you think there is enough information and recognition for this profession?	Yes, there is a lot of information and recognition	2	5	1	8
	There is some information, but not enough recognition	24	17	14	55
	There is little information and little recognition	53	51	26	130
	There is no information at all	25	49	14	88
Total		104	122	55	281

Once more the results are not statistically significant. P-value>0,05

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	11,238[a]	6	,081
Likelihood Ratio	11,277	6	,080
Linear-by-Linear Association	,168	1	,682
N of Valid Cases	281		

a. 3 cells (25,0%) have expected count less than 5. The minimum expected count is 1,57.
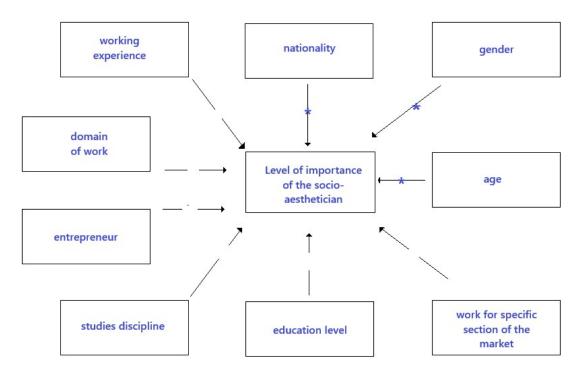
Chapter 4   Conclusions

AWARENESS
ENTREPRENEURS
Those that are not entrepreneurs No awareness
NATIONALITY
Italians and French significantly increased awareness
OBJECT OF STUDIES
Aestheticians contrary to all others increased awareness
EDUCATIONAL LEVEL
Vocational training and MSc +PhD contrary to the others increased awareness
GENDER
Females + Other gender increased awareness
AGE
<46 less awareness
>=46 increased awareness
RECEIVE MORE INFO
Overwhelming majority of those of no awareness wants to be informed

LEVEL OF IMPORTANCE FOR THE S-A FIGURE level of gig p-value<0,05
NATIONALITY
Italians and French significantly increased importance consideration
EDUCATIONAL LEVEL
No correlation detected
GENDER
Females + Other gender increased importance consideration
AGE
The lower the age the greater the importance consideration
RECEIVE MORE INFO
Overwhelming majority of those who think the S-A figure is important wants to be informed

Answers to the objectives

Some answers to the objectives that were pursued can be found below:

To determine the level of social consciousness on a Pan-European level.

The level of social consciousness is high among all partners and nationalities.

To determine the necessity for the society regarding the profession of socio-aesthetician

The necessity for the s-a figure and profession is also high and a priority for European civilians.

To determine the level of awareness referring to the socio-aesthetician profession

However, the measured level of awareness referring to the socio-aesthetician profession is considerably low.

To determine the main intervention areas for the potential socio-aesthetician

Main intervention areas are the support of oncological patients and vulnerable people

To determine possible activities being part of the socio-aesthetician's skills

ID	Skills that are important
1	Half of the sample supports that performing personalized beauty treatments is part of the socio-aesthetician's skills
2	Active listening and support is more than necessary as part of the socio-aesthetician's skills
3	Simultaneously, the collaboration with multidisciplinary teams is absolutely necessary as part of the socio-aesthetician's skills
4	Creation of beauty and wellness workshops are not so important
5	On the other hand consulting on image and self-esteem gathers a lot of attention (65%) of the sample

To determine the context in which the potential socio-aesthetician would operate

Organized places like hospitals , 1-day care places, nurseries homes are more prominent places

To determine whether the socio-aesthetician contributes to the people's well-being

The vast majority supports that point of view

To determine peoples' readiness to increase their awareness regarding the figure of the socio-aesthetician

The peoples' readiness to increase awareness is measured high

To determine the demographic profile of the people involved in this area

It can be said that young aged women with no specific educational level and nationality barriers are eager to involve in this area. Simultaneously, the private sector workers seek this challenge as an opportunity for professional activity.

Further steps

1. Report over the skills should be finalized based on the SVOVE results and this deliverable
2. The courses shall be prepared immediately after that
3. The material of the courses should be added
4. The pilot micro-teaching and improvements over the materials shall be implemented

Annex I Primary material contributed by

E10069804   FONDAZIONE ANT ITALIA ONLUS
Italy Emilia-Romagna BOLOGNA www.ant.it

E10162117   DIETHNES PANEPISTIMIO ELLADOS
Greece Κεντρική Μακεδονία (Kentriki Makedonia) THERMI THESSALONIKI www.ihu.edu.gr

E10159172   Suomen Diakoniaopisto SDO OY
Finland Helsinki-Uusimaa Helsinki www.sdo.fi

E10050445 CNAIB-SPA France Poitou-Charentes LA ROCHELLE www.cnaib.fr

E10079137   Centrul National Clinic de Recuperare Neuropsihomotorie Copii " Dr. Nicolae Robanescu"
Romania Bucureşti - Ilfov Bucharest www.recuperarecopii.ro

E10024646   TEB Edukacja sp. Z o.o.
Poland Wielkopolskie Poznań www.teb.pl

E10145080   INERCIA DIGITAL SL
Spain Andalucía ALJARAQUE www.inerciadigital.com