

**Erasmus+  
Best By Doing  
Good Practice template**

Title of the GP	<b>Aesthetician/ Beauty care services. Thermal Training for new competences</b>
“Owner” of the GP	<b>FONDAZIONE LEPIDO ROCCO</b>
Place of implementation	<b>CFP LANCENIGO- VET INSTITUTION VIA FRANCHINI, NR. 3 TREVISO_ITALY VET_CURRICULUM BEAUTY CARE COURSE</b>
Date of implementation	27 June 2018_24 May 2019
Size of implementation (in EUR) if applicable	15 PEOPLE: - 12 ADULT students/19-25 years old - 3 Teacher experts of Beauty care services field
Other participants involved into the project	<ul style="list-style-type: none"> <li>• REGIONE VENETO</li> <li>• MINISTERO DEL LAVORO/AREA METODOLOGIE E VALIDAZIONE, ROMA</li> <li>• AbanoRitz Management-AbanoRitz Thermae &amp; Wellness Hotel Senior Expertise</li> </ul>
Objectives (overall and specific objectives)	<p><i>During the Multiplier Event hold on 27 June 2017, in Montegrotto Terme</i></p> <p style="text-align: center;"><b>Fondazione Lepido Rocco proposed to integrate</b></p> <p><b><u>MODULE “Thermal treatments, mud therapy and massage for body care”</u></b> into <b><u>VET CURRICULUM BEAUTY CARE COURSE</u></b> (during the Scholastic Year 2018/2019 in the CFP Lancenigo Training Centre) creating a unique innovative learning environment linked to HORECA framework.</p> <p>The "HO.RE.CA. wellbeing" Module lasts 20 hours. Lessons will take place from January to May, 2019.</p>

	<p>This specific training intend to effect :</p> <ul style="list-style-type: none"> <li>- at EU and Italian and VENETO Region level according to the 3 EQF level and the EQAVET System for the validation of Curriculum.</li> </ul> <p><b>For a complete specialization path for professionals of HO.RE.CA. Spa and wellness industry according to:</b></p> <ul style="list-style-type: none"> <li>• <i>Regione Veneto Legge Regionale 16 agosto 2002, n. 21-BUR n. 82/2002-; 323 "Riordino del settore termale". Legge 1/1990 e D.M. 21/03/1194 n. 352.</i></li> <li>• <i>EU DIRECTIVE 2005/36/EC-Aesthetician/Beauty care services.</i></li> </ul>
<p>Description of the GP <i>(What is it about, what was the goal, why is it considered as a GP, is it innovative somehow etc.)</i></p>	<p>The aim of the specific training is to review the status of "Aesthetician/Beauty care services" INTO the EU Profile "Thermal care agent" as an occupation and to investigate the required knowledge, skills and competencies for 'thermal care agents' as well as the methods of acquiring them in project partner countries, namely HUNGARY, SPAIN, SLOVENIA,</p> <p>The vocational qualifications relating to thermal and spa therapy are offered from the literature which was renamed as thermal spa therapist and after the review of thermal spa therapy related occupations in partner countries and the literature, are presented.</p> <p>Finally, based on the literature review and empirical research a competence profile alongside with learning units for the education and training of thermal spa therapists are suggested by the <i>Regione Veneto Legge Regionale 16 agosto 2002, n. 21-BUR n. 82/2002-; 323 "Riordino del settore termale". Legge 1/1990 e D.M. 21/03/1194 n. 352.</i></p> <p>It draws attention to the growth of wellness tourism which calls for the extension and development of new occupational profiles in this area. After that, the training proposal reviews the occupations and competency profiles of vocations that are closely related to thermal and spa therapy occupations in Italy and in the countries involved in the project.</p> <p>Methodology and results of an empirical research in Italy, first of all VENETO Region and in the partner countries investigating the required areas of competence for 'thermal care agent'.</p> <p>The highly-qualified experts involved and coordinated by:</p>

- Teacher: Rossella Zanardo (Fondazione Lepido Rocco) <http://lepidorocco.it/progetto-erasmus-ka2-best-by-doing>
- Expert: dr. Ida Poletto (responsible of **AbanoRitz Management and AbanoRitz Thermae & Wellness Hotel**) <http://www.turismodelbenessere.com/intervista-ida-poletto-titolare-dellalbergo-famiglia-abano-ritz-hotel>

They learn **advanced training and professional updating** to our Students and Teachers to:

- **thermal treatments, mud therapy and massage** for body care to ensure and increase health at all ages, in line with international guests' need using specific products (bio-thermal clay, aged mud).

The thermal mud known for the last 2,000 years for its therapeutic properties, ideal for cures and treatments promoting fitness and a sense of well-being. Osteoporosis, rheumatism (metabolic and inflammatory, bursitis, tendinitis, peri-arthritis, epicondylitis), traumatic lesions, and recovery from fractures, orthopedic surgery, gout, and many diseases of the respiratory system, are some of the pathologies that the sodium, potassium, iodine and silica present in the water and mud of Montegrotto and Abano Terme cure and prevent.

The evolution under way in the HO.RE.CA. Spa and wellness industry, that is Hotels, SPA and their spaces, concerns a very large and highly potential sector that requires innovation in terms of specific expertise over the wellness and tourism market, wellness lifestyles and

Fondazione Lepido Rocco established the Specialised Education Course in "HO.RE.CA. Design", a specialization for professionals and future experts working in SPA and Wellness Centre who wish to expand their knowledge of the new languages of beauty care planning in relation to the wellbeing market's innovation-oriented international trends, and promptly apply these new skills in their work.

**Lessons and educational practice for a "wellbeing marketing oriented" approach.**

The courses include lessons held by specialist and professionals with an international expertise in Thermal treatments, mud therapy and massage for body care. The educational programme is completed by educational **tour in ABANO Thermae & Wellness Hotel** – that are **guided by IDA POLETTO**, a direct experience of the on-going change, public demands and the potential of a *"WELLBEING marketing oriented"* approach to this sector.

Target groups	<p>15 PEOPLE:</p> <ul style="list-style-type: none"> <li>- 12 ADULT students/19-25 years old</li> </ul> <p>3 Teachers experts of Beauty care services field</p>
Impact of the GP	<p>"HO.RE.CA. Module (<b>Thermal treatments, mud therapy and massage</b> for body care) is:</p> <ul style="list-style-type: none"> <li>- part of the system of specialization courses (3° EQF level <a href="http://europalavoro.lavoro.gov.it/EuropaLavoro/Lavoro/Riconoscimenti-professionali">http://europalavoro.lavoro.gov.it/EuropaLavoro/Lavoro/Riconoscimenti-professionali</a>).</li> <li>- a contribution to the concept, structure, and quantification of skill needs in Europe for <b>Aesthetician/ Beauty care services</b> area on <u>New skills for new jobs: the way forward</u> undertaken as part of the new <i>Framework Agreement</i> which extends over the 4 years 2018-2020, CEDEFOP November 2018 under the flagship initiative <u>Agenda for New Skills and Jobs</u> of the Europe 2020 strategy.</li> </ul> <p>These results represent the Italian statistics 2016-2018:</p> <ul style="list-style-type: none"> <li>• <b>Manicure, pedicure (+46%)</b></li> <li>• <b>SPA beauty care services (+15%)</b></li> <li>• <b>Pool (+13%)</b></li> <li>• <b>Wellbeing, treatments (+17)</b></li> </ul> <p><b>Lombardia (26.000 SME), Lazio (15.000 SME), Veneto (13.000 SME), Milano (con oltre 8.000 imprese), Napoli (6.000)</b></p> <ul style="list-style-type: none"> <li>• <b>Lazio (+9,7%)</b></li> <li>• <b>Sardegna (+7,6%)</b></li> <li>• <b>Friuli Venezia-Giulia (+5,9%)</b></li> <li>• <b>Calabria (+5,9%)</b></li> <li>• <b>Toscana (+5,8%)</b></li> </ul>
Contact person (Name, contact details)	<p><b>Giorgia Costalonga</b></p> <p>Fondazione Lepido Rocco</p> <p>Via Franchini nr. 3, Lancenigo (Treviso)</p> <p>Tel. +39 0422 656813 cell. +39 342 1218168</p>
Website where the GP can be found	<p><a href="http://www.lepidorocco.com">www.lepidorocco.com</a></p>

**This good practice is linked to the:**

- **1° intellectual output "Triple-Match Technology" for wellness facilities (TMT) of the project titled 'Best by doping'.**  
TASK 2 - TMT link with HO.RE.CA Wellness High Quality Training and VET TUBE.
- **2° intellectual output "HO.RE.CA. Wellness High Quality Training (WHQT)" of the project titled 'Best by doping'.**
  - The validation and formal recognition, in accordance with NQF and EQF and EQAVET standards, is conducted by L ROCCO in with EIM.
  - The combination of both results will be documented in a final evaluation document and concluded in Europass.

**L ROCCO main role in the project activities is:**

**- to support the transnational development and the assessment, for specific Horeca's sector EU competence and training standards, flexible learning pathways for the common, specific and transversal competences acquired in informal, non-formal, and formal learning contexts, ensuring recognition and certification of acquired skills and competences across EU.**

Main methodological approaches to be applied at these goals are EU principles and tools for transparency EQF, ECVET and Europass, in strictly integration with VET and WBL rules and procedures of each involved country, supporting the implementation of following activities:

-classification of the competences within 3° EQF and the definition of a shared professional perimeter to activate an ECVET process;

-design of a transnational shared competence standard describing - starting from activities and tasks by applying the skills-knowledge-competences EQF scheme - the common and transversal competences acquired in the informal, non-formal, and formal learning contexts, taking into account concerned territorial qualification frameworks too;

**-definition and application of a MoU, LAgreements ECVET, Credits Awarding models with Europass Certificate Supplement,** focusing on flexible pathways for learners including validation of their prior learning, and on practical application and testing of methods for valuing knowledge and competencies acquired through informal and non-formal learning, with comparative analysis of management and implementation models and approaches, and transfer and adaptation of them to define an action plan for activation of ECVET;

**-design of a common EU CV of BBD,** corresponding to the competence standard established by MoU ECVET including actual wellness tourism sector needs and a **transnational guideline with common methods and tools for valuing knowledge and competences acquired;**

-design, in coherence with **the CV. of joint transnational flexible pathways** with *blended mobility abroad coherent with concerned VET and learning systems of involved countries, to be tested within the project;*

**Phase 4: "HO.RE.CA. Wellness High Quality Training (WHQT)" development**

Period: month 5-22

Phase Coordinator: EIM (SLO)

The partnership will work on the certification process, through the training definition both in terms of contents and in terms of modalities applied for the certification. The modules will be structured to be complementary to the ICT environment;

**Phase 5:** "WBL box: HO.RE.CA skills development for wellness facilities" development  
Period: month 5-28

Phase Coordinator: TEKE (HU)

The partnership, with all the stakeholders involved, will define the architecture and the contents of the pilot Professional Pathways (PP) (PP will be related to HORECA in Health and Wellness Facilities) and their Skills Developer Pathways (SDP). After that contents will be put into the ICT environment and available for testing.

**Phase 6:** Testing of Outputs and final delivery  
Period: month 12-28

Phase Coordinator: Assoturismo-CRV (IT)

All the outputs will be tested in all its functions and areas, including WBL box and WHQT and if needed adapted to the testing results and or need arised.

- **PROCESS Quality Management (QM).** Key question: "How do we guarantee, that BEST BY DOING corresponds to the planned process-steps?"
- Indicator: Timeline/project milestone management"- Timing: continuing
- Action: monitoring and evaluation of work steps (using project cycle management tools like basecamp). This contains frequent process monitoring after reaching milestone. a) Exchange/consensus about steps and product functionalities within the kick-off meeting (based on application, milestones, WP)
- Joint decision making process (e.g. Q-indicators monitored by a guiding Steering Committee)
- Definition of troubleshooting strategies (e.g financial management)
  - **PRODUCTS.** Key question: "How do we guarantee that BEST BY DOING products represent actual excellence?"
  - Indicator: "Positive feedback from WBL external Stakeholders" - Timing: at least 2 times per year.
  - Implementation of a functional prototype including beta testing (accessibility and usability (2 schools and 4 companies each partner)
  - Ongoing feedback by problem online reports from users within the dissemination and multiplier events (depending on debugging processes)
  - **Multiplier events.** Key question: "How do we guarantee, that multiplier events represent learning opportunities for the learners? The multiplier events will be designed and planned by the whole consortium and broad range will be given to the aspects of the impact on the daily work of the professionals, especially by the partners representing various social services.