



APPEARANCEMATTERS

Dissemination and Exploitation Outcomes

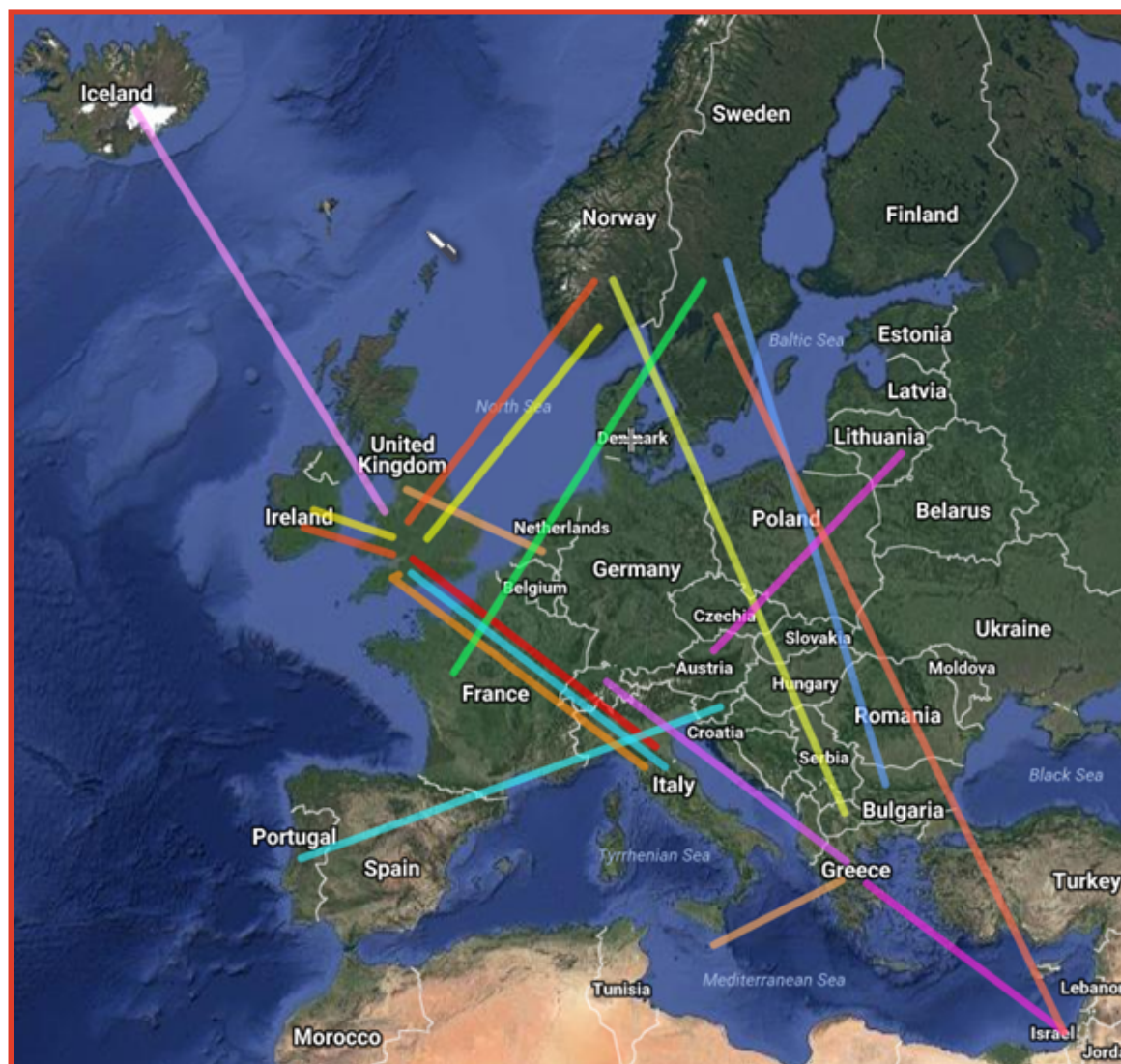
100 participants for the 4 training schools (COST members and locals)



671 participants in 4 conferences



20 Short Term Scientific Missions



Dissemination outcomes

- Face to Face Activities
 - The consortium have reached over 17660 people via conferences, workshops, lectures, public engagement in the 4 years.



Media Activities

- 14 TV interviews
- 10 Radio interviews
- 50 Newspapers articles
 - Bulgaria, Italy, Sweden, Norway, Spain, Slovenia, The Netherlands, UK

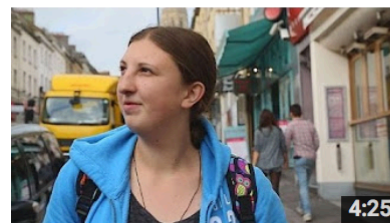


EURONEWS

- The interview shown 40 times during a two week period starting from the 18th November 2013 reaching 400 million households in 155 countries.
- <https://youtu.be/rhmgzmgGXAE>
- On YouTube in 14 languages
- 28752 views

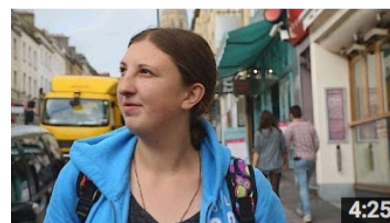
Чтобы внешность не была
барьером

1,933 views • 2 years ago



Etre soi peu importe son
physique

2,546 views • 2 years ago

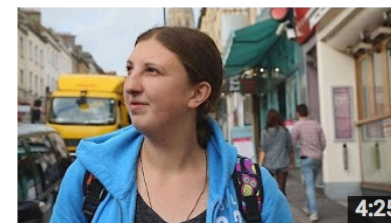


Європейська молодь працює
над самооцінкою

249 views • 2 years ago

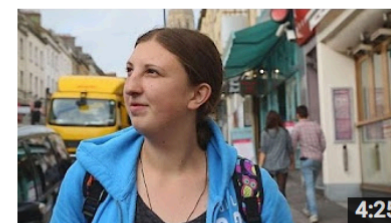
A Diferença Aparente

346 views • 2 years ago



ظاهر افراد تأثیری در موفقیت شغلی آنها ندارد

682 views • 2 years ago



Fiziki görünümün sosyal ilişkilere
etkisi

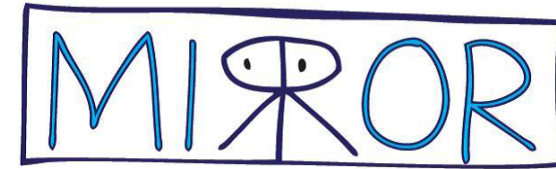
9,824 views • 2 years ago



When looks...

大和日英基金

DAIWA
ANGLO-JAPANESE
FOUNDATION



APPEARANCE MATTERS

"Optimizing the outcomes for vocational guidance counselling and vocational training"



FACE VALUE

IHEM

Innovative Health
Educational Module



APPEARANCEMATTERS

 be positive

Resources

- 7 developed training curriculums
 - University
 - Teachers
 - Vocational trainers & Guidance counsellor
 - Health Care professionals
- In 12 different languages

Trained staff about the impact of Appearance issues

From the developed projects derived from our Action together with outreach activities, we delivered a one day training course.

Project	Number	Type of staff
Appearance Matters	384	Teachers, vocational trainers, guidance counsellors
Mirror Mirror	185	Teachers, vocational trainers, guidance counsellors, HR personnel
Be Positive	145	Teachers, vocational trainers, guidance counsellors
Face Value	324	Health Care Professionals
COST outreach activities	105	Health Care Professionals and students
TOTAL	1143	

Websites

- <http://appearancematters.eu>
- <http://www.facevalue.cc>
- <http://www.whenlooks.eu>
- <http://www.mirrorproject.eu>
- <http://www.appearancetraining.com>
- <http://www.ihem.no>