



Employment and Women on the 21st century in Europe: From Household economy to SME economy (Small and Medium enterprises) – MUPYME Project

Guidelines for drafting the participant observation report

As agreed, once the observation is completed it shall be displayed on a report that summarizes the observation action together with other data; both describe what we call the *Professiograph* of the household work. The data, the cold figures, should be discussed by the analyst by making a critical interpretation. We will note possible answers in brackets, but the observer/commentator's reflections are especially interesting.

We remind you that every partner of the project should draft a report for each of the 5 observations that should be made. Afterwards, they will write a summary report for which drafting we will provide an appropriate guide.

1.- Identification

Descriptive data related to:

- Name: Eleutheria
- Place: Patras
- Analyst name: Anastasia Giannakopoulou / Vassiliki Tsekoura
- Approximate time of the observation: 1 hour

2.- Context

Other data that may be useful for analysing the space where the observation takes place

- **Type of town**:

Patras is Greece's third largest city and the regional capital of Western Greece, in northern Peloponnese, 215 km (134 mi) west of Athens. The city is built at the foothills of Mount Panachaikon, overlooking the Gulf of Patras. According to the results of 2011 census the population of the metropolitan area has a population of 260.308 and extends over an area of 738.87 km².



- **Local economy:**

The economy of the city largely depends on a thriving service sector. Its main economic activities include retailing, logistics, financial and public sector services. Patras suffered a severe problem of deindustrialization in the late 1980s and 1990s; a number of major productive units shut down in successive order. As a result, a considerable portion of the city's workforce and the city's economic planning in its entirety had to be re-evaluated and restructured by the authorities. The University of Patras contributed by working towards this goal, using its widely respected service and technology sectors. The area still retains some of its traditional winemaking and foodstuff industries as well as a small agricultural sector. Major businesses in Patras include:

- **Tertiary education**
- **Banking**
- **Construction and real estate**
- **Retailing**
- **Tourism**
- **Manufacturing**
- **Energy**
- **Foodstuff**
- **Machinery**
- **Pharmaceutical**
- **Textiles**
- **Timber and paper**
- **Research and Technology**

- **Local dynamics** (enriched, impoverished, emergent):

Enriched in terms of Research and University Institutions located in the area, Merchant Port and Cultural Events. Social Services been driven by Local Municipality and in Regional Level, Intercity Transportation infrastructure in advancement stage (Big Road Works and Train Connection)

- **Referential cultural environment:**

Patras is the capital not only of Achaia Prefecture but also of the Western Greece Region (Region of Dytiki Ellada). It used to attract population of the surroundings, rural areas as it used to operate as Industrial Area (Textile, Winery, etc) and Merchant Port. On 1900 till mid 20th century used to be a rich flourished city in all terms: production, culture and research. Due to mobility of people and connection with the rest of Europe



via Port, new ideas were always in emerge although blended with strong conservative values coming from the dominant ethno centric and orthodox tradition. Subsequently strong remains the relevant respect to the past in a dialectical coexistence, sometimes in conflict. Within this approach we can support the perception of a low context culture, where possibilities to learn, inform and advance ones attitude was possible. The consuming model of the mid 20ths period unfortunately created a class related society and class- oriented high context cultures isolated people and develop groups of reference related to power and money. Near end of 20th the crisis and financial deficits drive the people in a paradigm shift: from close groups to open and dialectical agents of influence – the communication of ideas, the opening to other cultures, the adoption of lifelong learning strategies although still in embryonic status. Achaia and PATRAS city gives the sense of change into a dynamic community of initiative. Patras becomes again the capital of Innovation for Western Greece with a lot of mayor initiatives to implement this vision.

3.- Profile

Information for the correct understanding of the selected woman as the subject of study

- **Age:** 29
- **Educational level:** Upper Secondary - Undergraduate in Higher Technological Institute – Business Administration (frozen status)
- **Income level or estimated social class:** Low income
- **Type of household:** She lives in an apartment with her husband but has very strong ties with her family and some relatives that are considered part of the house. For example, as she states in the video, there are days that she cooks for everyone including her family and some relatives of hers
- **Work experience outside the household:** Her parents used to own a commercial business with organic cosmetics where she used to be also in charge.

4.- Subject assessment

Informal data that may help to understand the work performance inside the household

- **Where and how did she learn to perform the household?**
She learned from her family by completing tasks that were appointed to her.
- **How many years has she been working in the household economy?**
In the recent years, after the family business shut down and she got married.

- What does she consider to be the most and the least difficult task?**
 She enjoys cooking and she isn't really fond of the cleaning process (especially dish washing)
- What kind of things does she consider that would have facilitated her work performance?**
 At the present, since she goes through some health issues it is them that might keep them a little behind in some things. Apart from that she would love to take some complete training in culinary arts since she really likes cooking.
- Has she given up to something in order to take care of the household?**
 She didn't express any concern of this kind.
- Would she have pursued other professional career in other circumstances?**
 As stated above, she would love to have some professional training in culinary arts and eventually open a similar business. She thinks that the city lacks good examples in this sector and she would love to do something about it.

5.-Most frequent tasks

TASK	EXECUTIVE	MANAGEMENT	LEVEL OF DECISION	CRITICISM	IMPACT	CORRESPONDENCE	TIME
Cooking	85%	15%	Unilateral (she decides only and sometimes she might get any suggestions)	Four	Personal well-being Personal development (she wants to become a chef)	Care of the family unit	4 – daily (2 and a half to 3 hours a day most of the days – she does a lot of experiments with food and tends to cook two different foods per day)

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Author: Vassiliki Tsekoura

Cleaning	80%	20%	Unilateral	Three	Family well-being Maintenance	Cleaning and maintenance	3 – weekly
Washing dishes	80%	20%	Four	Unilateral	Family well-being Health	Cleaning and maintenance	4 – daily (30min but seems like an eternity)
Contact with family	80%	20%	Unilateral	Two	Relations	Decision making process and conflict resolution	4 – daily (5 min to an hour)
Recycling	70%	30%	Unilateral	Three	Environment Personal development	Environmental impact	4 – daily
Distribution of food between the family and the neighborhood	70%	30%	Shared	Four	Public relations Management	Care of the family unit Active citizenship	4 – daily (family – 30 min) 3 – weekly (neighborhood – 1 hour)
Surfing the internet to check new recipe, new ingredients	95%	5%	Unilateral	Two	Personal Development	Education and training	4 – daily (from 20 min to 1 ½ hours a day)

6.- The performance

A. JOB IDENTIFICATION.

A.1 Occupation: organic goods shop manager

Secondary: shop keeper/ shop supervisor

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A.2. An approximation to the ISCO-08 classification. See the section related to Manager and operators of small business:

1420: shop manager (secondary: 5221 shop keeper | 5222 shop supervisor)

A.3. Place of work. To describe the hierarchical relation in the work among:

- Other members of the family: She is asking the preferences not only of her spouse but also other family members (parents, grandparents) what are their food preferences so to take care of all
- Neighbourhood: Taking into account the fact she lives in a crowded neighborhood with traffic, not enough public space .. reason to consider reducing noise , rubbish consuming and management , etc
- Social and administrative institutions: In terms of understanding the reference to the Agencies for licences or any documentation needed.
- Educational, sanitary, recreational institutions, etc: Being in pregnancy ,she needs for various reasons special treatment to confront some underlying health issues affecting the route of pregnancy

B GENERAL DEFINITION OF THE JOB

B.1. Job goals: Promoting healthy life and norms via sales, marketing or producing vegetables

B.2. The job consists of:

- Isolated: **x**
- In group or teamwork: **x**
- Simple coordination: **x**
- Line production: **x** (in connectio to organic producers)
- Others:

B.3. Autonomy, initiative and responsibility level (Scarce, medium, vast):

- Upon solving problems: medium
- Upon making decisions: medium
- Upon executing them: vast



C. WORKING FACILITIES USED.

C.1. Of production:

- Machinery: communication devices (telephone, computer)
- Tools: connection to internet and phone number, website development
- Materials:

C.2. Non-materials:

- Standard software systems: x
- Personal software systems: x
- Networks: x
- Others:

C.3. Interesting features related to the means of production and their use:

Developing criteria of what organic foods mean and how we understand the difference compare to compatible ones

C.4. Is it perceived any kind of evolution upon the job performance? In which sense: technological, societal, organizational?

D. INHERENT QUALIFICATION FOR THE JOB, AND, IF APPROPRIATE, REQUIRED TRAINING.

D.1. Level of inherent general qualification for the job (See the classification set up by the CEDEFOP [European Centre for the Development of Vocational Training] adapted to the structure of the different Member States of the EU. Rated from 1 to 5)

EQF (NQF): 4-5

D.2. In detail, which is the specific qualification required for the job?

- **Knowledge**: Knowledge of facts, principles, processes and general concepts in relation to Sales, Marketing, Organic food Industry, Social Networking

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- **Skills:** Theoretical and practical skills: Communication, ICT skills, Basic organic criteria, B
- **Experience:** exercise self management within the guidelines of work and study contexts that are usually predictable, but are subject to change; supervise the routine work of others, taking some responsibility for the evaluation and improvement of work activities

D.3 Does it require any kind of specific training or rather a wide range of knowledge?

We differentiate three levels (see the glossary)

- Basic training (to mention regulated studies, if possible):
- Professional training, in the actual sense: Business Administration and Social Media
- Occupational training, in the actual sense: Organic food and other goods Industry in practice

E. JOB ANALYSIS

E.1. INTELLECTUAL AND PSYCHOLOGICAL APTITUDES REQUIRED FOR THE JOB

To rate from 0 to 3 the need of each required aptitude in this scale.

	0- Inappreciable	1- Scarce	2- Medium	3- High
1. General intelligence required for the job (ease of learning, reasoning, judging, and drawing conclusions)				x
2. Aptitude for solving problems			x	
3. Calculation skills				x
4. Ease of communication				x
5. Spatial aptitude				x
6. Creativity, ease of participation and originality			x	
7. Concentration skills			x	
8. Movement coordination			x	



9. Manual dexterity			x	
10. Ability to differentiate colours, identify and combine them				x
11. Data, ideas or sentences memory			x	
12. Spatial memory			x	
13. Response capability			x	

E.2. PERSONALITY AND SOCIAL REQUIREMENTS

To rate from 0 to 3 the need of each required aptitude in this scale.

	0- Inappreciable	1- Scarce	2- Medium	3- High
1. Ease of building personal relationships			x	
2. Ability to make quick decisions			x	
3. Perseverance and method			x	
4. Self-control			x	
5. Leadership ability			x	
6. Level of responsibility			x	
7. Organization skills			x	
7.1. In the job itself				x
7.2. Of the work of others			x	
7.3. Administrative skills				x



8. Adaptive capacity				x
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E.3. JOB CONDITIONS AND EFFORTS (SYNTHESIS)

1. Postured adopted at work (Description): Healthy Life principles and strategies

2. Main characteristics of the job conditions:

Research, constant evaluation and marketing tips. Website update information and development.

3. Main physical requirements, including sense requirements:

n/a

4. Working hours by day : 6 (or whole day if develop web based sales)

To rate from 0 to 3 the need of each required aptitude in this scale.

	0- Inappreciable	1- Scarce	2- Medium	3- High
6. Physical strain			x	
7. Mental effort			x	
8. Nervous effort			x	
9. Hazardouseffort		x		
10. Toxicity		x		
11. Environmental aggression			x	
12. Risks			x	
13. Frequent accidents, severity and frequency		x		



E.4. PERFORMANCE IMPROVEMENT

1. Is it possible to improve the job performance?

- By basic training:
- By general professional training: x
- By specific or occupational training:
- Only by experimenting: x

2. Are there any possibilities of receiving some training in order to improve the job performance?

- Yes:
- No: x
- No. Only training having an indirect relation:

7.- Summary and critical reflection

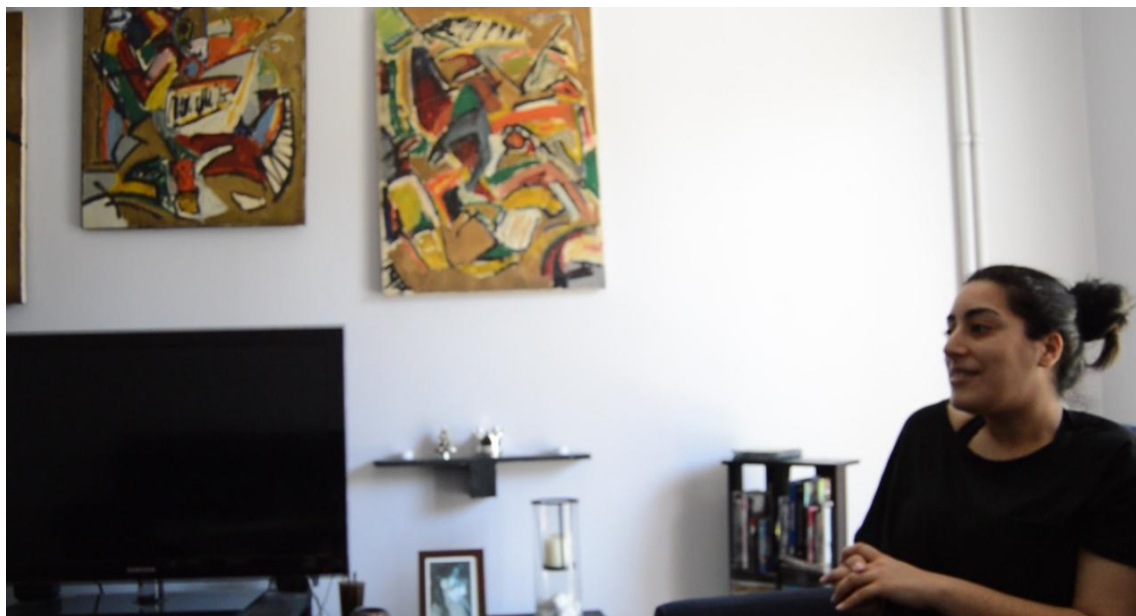
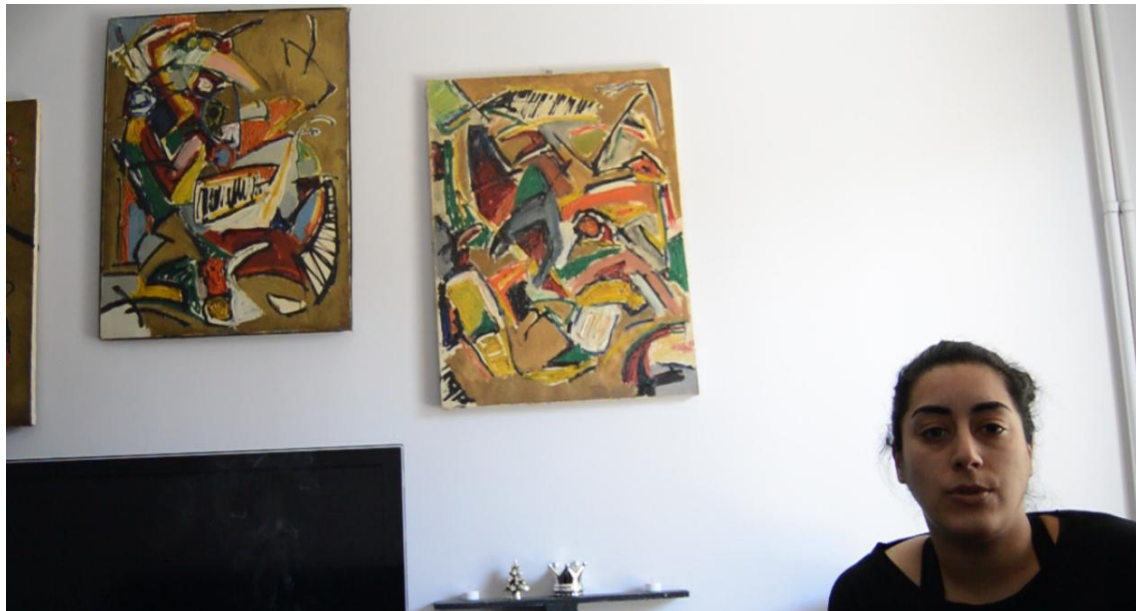
Eleftheria is a young woman self rejected due to various circumstances. She has frozen studies and she is currently in a path of motherhood. She doesn't really have a positive self image because she feels as referred rejected. She is **concentrated to the household** as she feels not employable due to not holding a bachelor degree. She is **reliable and sincere** – she really needs a reason to get her out of self resistance. She **used to be the manager in her family's business**, as referred above, for a short period of time and unfortunately within the crisis of 2009. She has combined the business experience and practically is aware of how important is to **have strategy to prevent as many false decisions as possible, risks that are unpredictable and unstable legislation. She is aware that failure is a fact shared equally to various circumstances, including** financial restrictions or **deficits**.



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