

Investing in Career Guidance

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Investing in career guidance – An advocacy leaflet (2021) **(Inter-Agency Working Group on Career Guidance WGCG)**

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‘New scenes for career guidance’ - Stockholm, Sweden (Piperska Muren)
31 May - 1 June 2023



Skolverket
Swedish National Agency for Education



ARBETSFÖRMEDLINGEN
SWEDISH PUBLIC EMPLOYMENT SERVICE



**SVERIGES
VÄGLEDAR
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career guidance



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Contribution of the WGCG organisations

- Common vision of the collaborating WGCG organisations; with contributions by some external experts (CareersNet, ICCDPP)
- Raise awareness, underline importance for policy inside, outside field, to invest in career guidance
- Accessible language, relatable terms and examples
- Show of cooperation, pulling resources and work done
- Diverse regional constituencies, publics, stakeholders, with shared challenges
- Gives visibility to important community players worldwide, large networks, professional career associations, civil society actors
- Aims to capture key elements, aims and actors, though not exhaustive

Contents: Investing in Career Guidance!

1. A user-friendly definition for career guidance
2. **Organisation of systems**, key quality signs
3. Timing - reasons career guidance is needed more than ever
4. **Empowerment of individuals, communities, families** + those furthest from the labour market
5. Many ways to connect with **the world of work**
6. Brief facts and information; **collective knowledge and evidence**: effectiveness, quality, system and service gaps, funding for training
7. Links and further reading from international and regional sources
8. Boxes with **interesting practices from around the world**

..... ***New scenes for career guidance conference – topics visible!***

Defining career guidance for all - worldwide

What?...

For what purposes?...

How?...

Where?...

In which policy field and services?...

Which benefits and who benefits?...

Overall aims?...Capacity to manage careers - CMS

WHAT IS
CAREER
GUIDANCE?

Organising career guidance

- Coordinated, seamless, lifelong provision
- Right and ability to access
- Stable and suitable funding
- Quality assured, professionalised, timely LMI, standards & evidence-based improvements from M&E, user feedback
- Technology, for innovation and access, catering to user needs

ORGANISING
CAREER
GUIDANCE

→ No ideal one model; context, national and local differences

THE NEW EFFECTIVE CAPITAL GRANT PROGRAM IS GREATER THAN EVER

Effective career guidance

- Responding to diverse needs of people families, communities
- Embedded in E&T systems
- About and for personal and wider societal aims
- Well-trained professionals, timely, impartial information, provisions and counselling
- Needs of vulnerable in focus; facing barriers, support in visualising careers
- Is accessible to all, compensatory for weaker access to social networks

EFFECTIVE
CAREER
GUIDANCE
EMPOWERS
PEOPLE, BY...

Collaborative national vision and strategy

To achieve these generic hallmarks of an effective and efficient career guidance system, **a national vision and strategy** should be developed **collaboratively** between responsible government bodies, in areas such as education, training, social protection and employment, together with social partners and other civil society organisations.

....skills development

The world of work

Recruitment skills
development - career talks -
jobs fairs - workplace visits -
school volunteers - career
talks - job shadowing -
practice - outreach to world
of work - career exploration -
CV workshops - mock
interviews - performance
evaluation - raising
awareness of skill gaps,
training available, internal
opportunities.

CONNECTING
WITH THE
WORLD OF
WORK

The world of work

- Employer engagement is frequent, authentic, personalised in career education
- Primary school start
- Challenging gendered assumptions and stereotyping
- Actors: trade unions - role models, mentors, sectoral councils, raise profile in training and HRD

CONNECTING
WITH THE
WORLD OF
WORK

Sharing collected facts and findings

- Pandemic responses in policy and funding
- Youth and adult career outcomes
- Assumptions and misconceptions, lack of service awareness
- Tools of the trade – plans and surveys
- Challenges in QA
- Financial and non-financial measures

DID YOU
KNOW?

RESOURCES

- WGCG international and EU agencies/organisations and their products, networks
- CareersNet
- ELGPN
- Euroguidance
- IAEVG
- ICCDPP

WGCG – Global careers month (November-December 2022)

- Cedefop
- European Commission
- ETF
- ILO
- OECD
- UNESCO
- World Bank (2022)



Thank you



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