



Skills intelligence

in career guidance

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31/05/2023

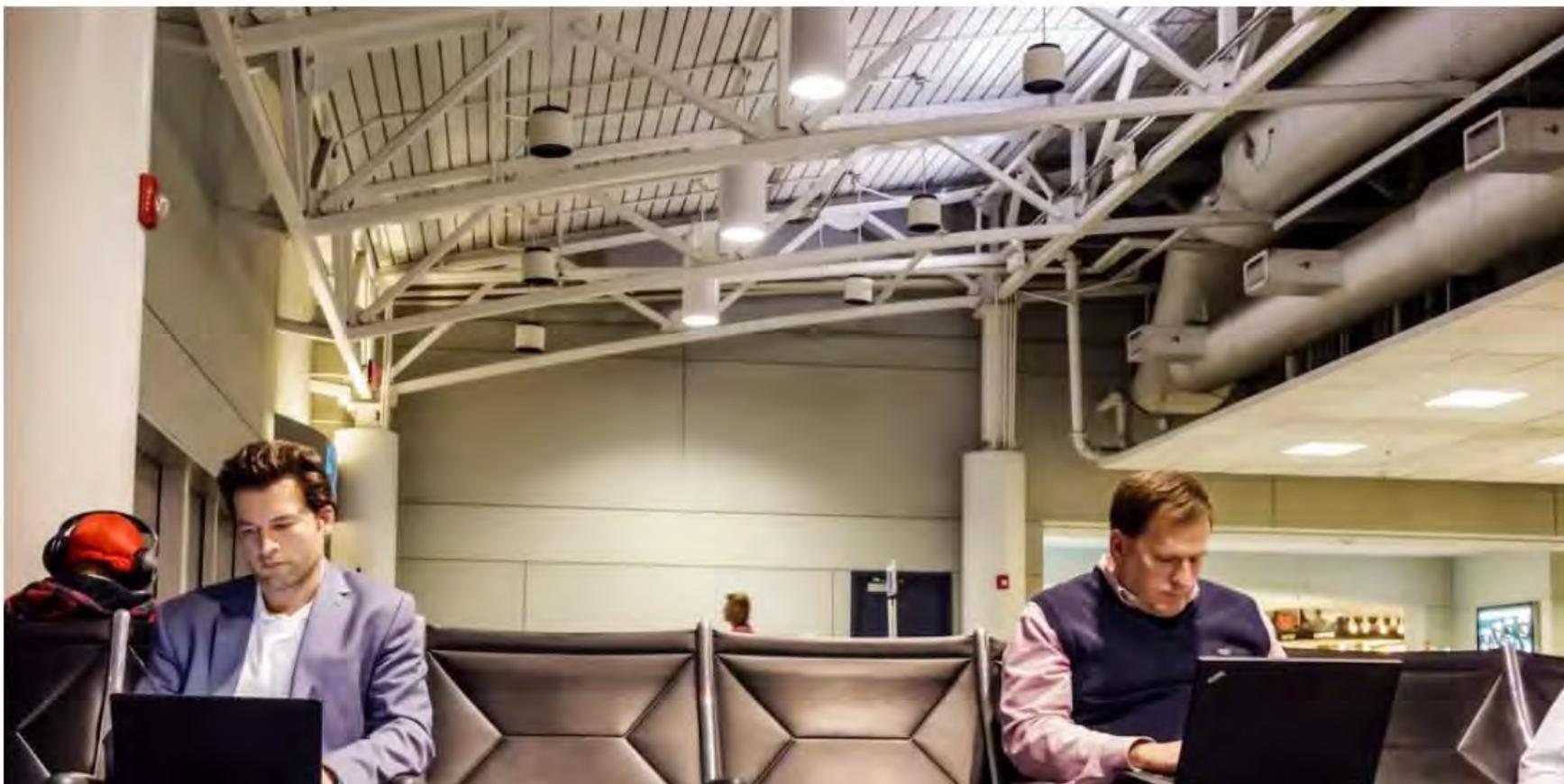


CEDEFOP

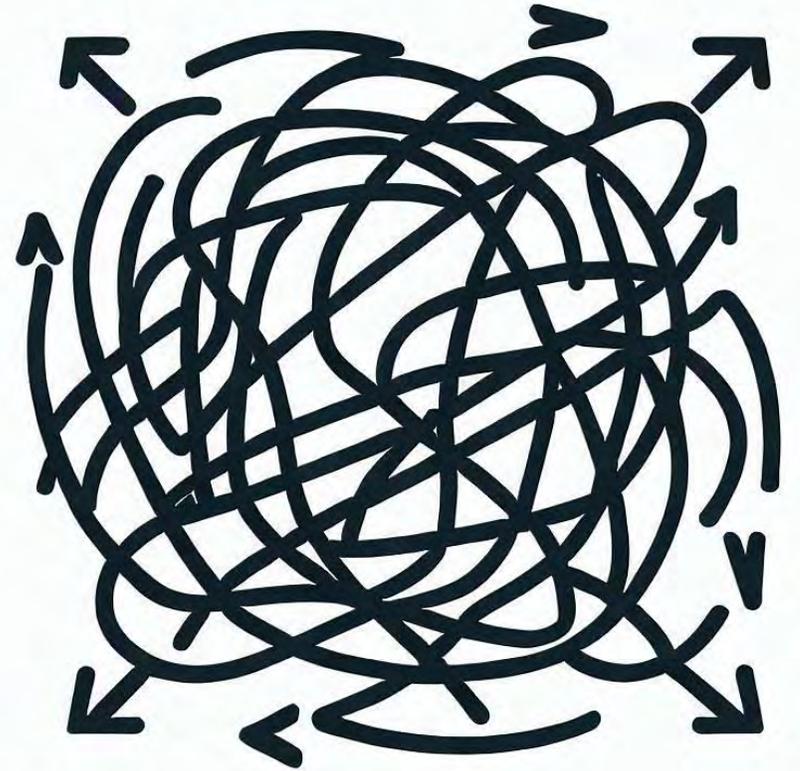
European Centre for the Development
of Vocational Training

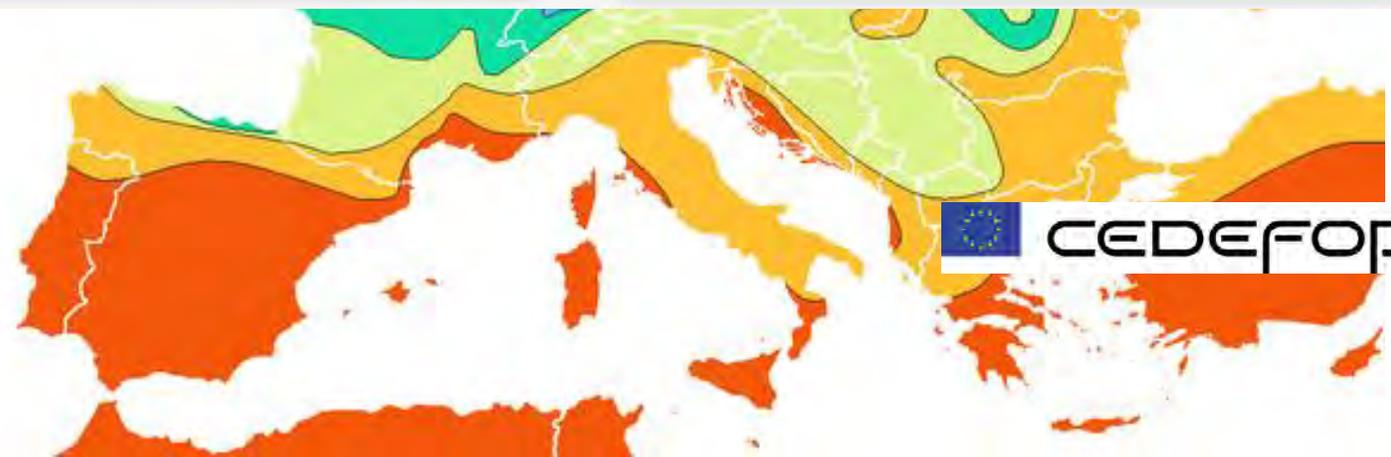
The most boring person in the world works in data analytics, likes watching TV, and lives in a town, scientists say

Stephen Jones Mar 26, 2022, 12:16 PM EET



Reklamu zavřela společnost Google



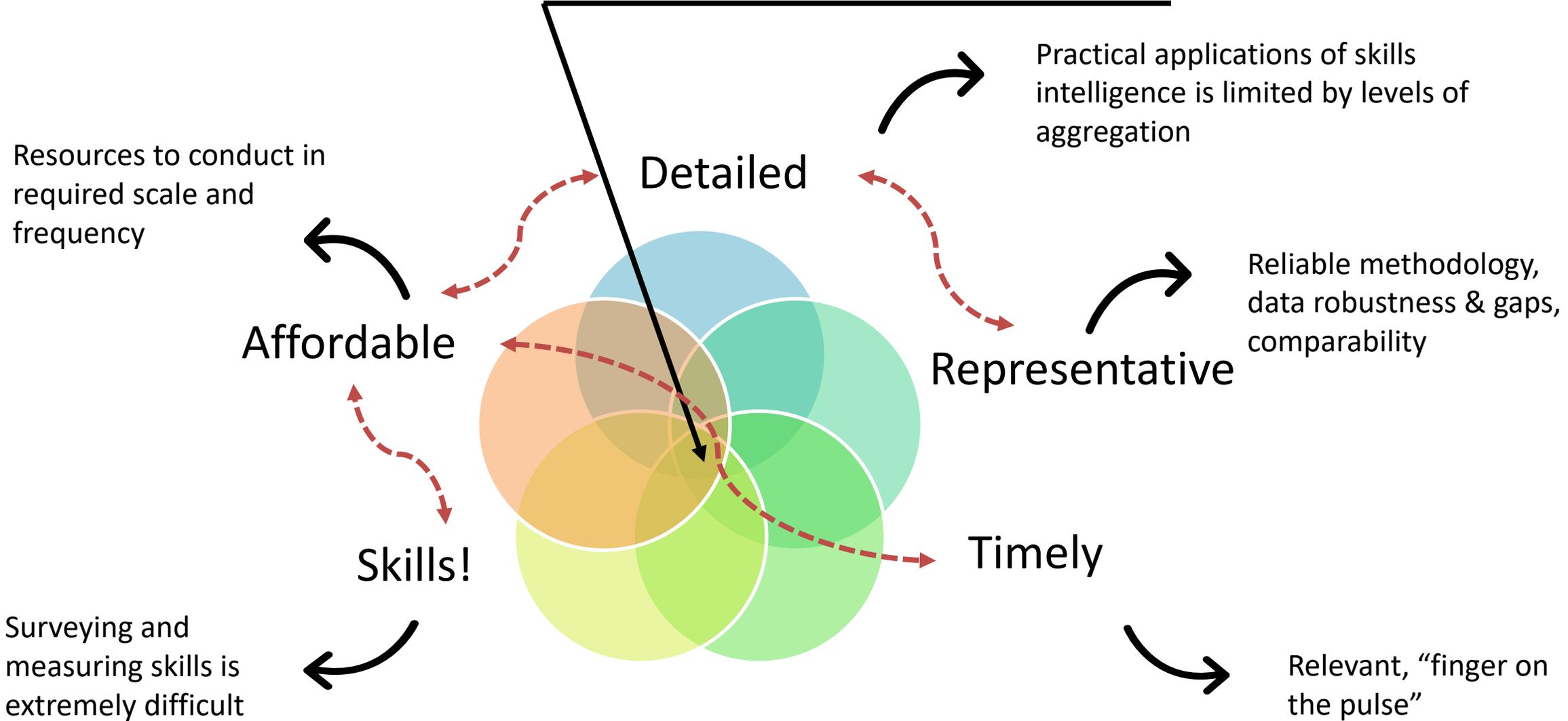


Skills intelligence

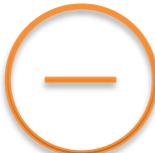
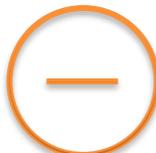
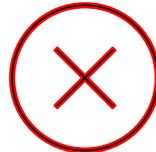
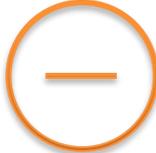
Process of identifying, collecting, analysing, synthesising and presenting quantitative or qualitative information on skills and labour market to:

- identify key trends and demands in the labour market;
- assess, anticipate and forecast skill needs;
- address skill gaps and mismatches;
- adapt provision of education and training accordingly;
- provide relevant educational and career guidance and counselling.

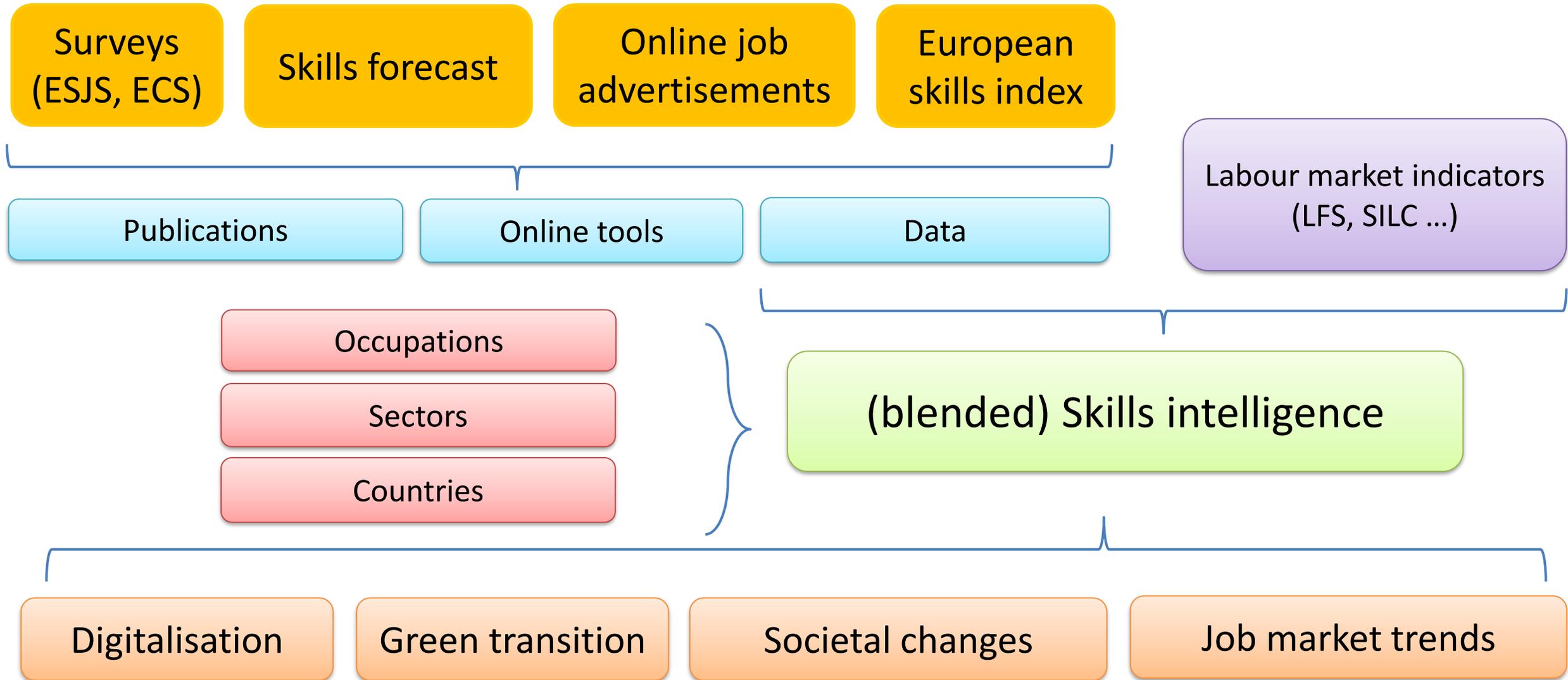
The five challenges of skills intelligence



Skills intelligence challenges

	Affordable	Detailed	Representative	Timely	Skills!
Labour Force Survey					
Skills surveys					
Skills forecasts					
Online job advertisements					

Cedefop's Skills intelligence



Skills intelligence: career guidance considerations



Skills intelligence is likely a small part of the career guidance process

Skills intelligence: career guidance considerations 2

1. Who are the users among career guidance service?

- Practitioners?
- Coordinators?
- Trainers?
- Managers/policy makers?

2. Career guidance for whom?

- Students to advise on learning development choices?
- Graduates looking for first jobs?
- Job seekers looking for better career prospects?
- Unemployed?
- Adult learners?

Skills intelligence principles

Occupation and sector focus

Single EU-wide methodology



Visual storytelling

Update friendly

Let's go online



Skills forecast



Skills OVATE



European skills and jobs survey



Matching skills database



European skills index



Skills intelligence tool

eurostat 



Working groups

- 1. How important is skills intelligence in the guidance process? Do you use it? How?**
 - Do you use any tools like those presented?
 - For which purposes?
 - What type of information do you find most useful?
- 2. How can skills intelligence for career guidance purposes be better designed and targeted?**
 - What is your experience with using such information?
 - Are we getting something wrong in the way how we design it?
 - What improvements would you suggest, if any?
- 3. What information can career guidance give to skills intelligence, to improve our understanding of job and skills demand?**
 - Are we missing some important information or data sources we shall also cover?
 - Does career guidance have some information on its own, which can be included in skills intelligence?

Cedefop's work on online job advertisements

- **Web intelligence Hub (WIH): Joint venture of Eurostat and Cedefop**
- Online job advertisement collection and analysis: a cornerstone of WIH
- All EU and UK data, very soon to be expanded with Norway, Iceland, Switzerland and Liechtenstein
- Cedefop pursues many research pathways with the data:
 - building of unique, data driven digital and green skills taxonomy
 - digital and green transitions in the OJA data
 - new and emerging skills and jobs in the OJA data
 - qualifications and credentials in the OJA data
 - OJAs for Ukrainian refugees in the EU
- Visit the online tool showcasing the data: **Skills OVATE** 
- **Register and take part in the Web Intelligence Hub Conference on June 12!**

Thank you



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