



# Skills intelligence

## in career guidance

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31/05/2023

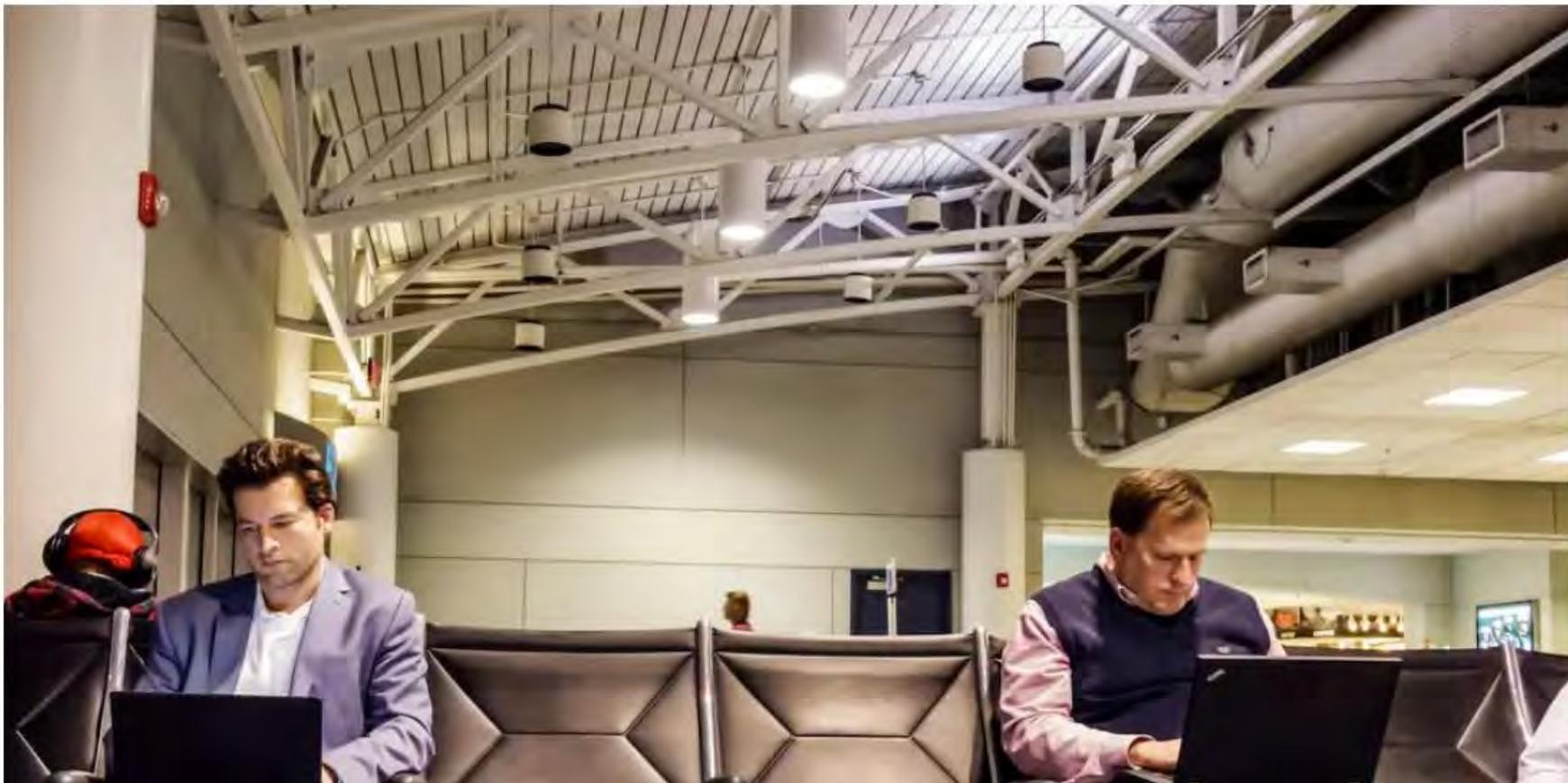


CEDEFOP

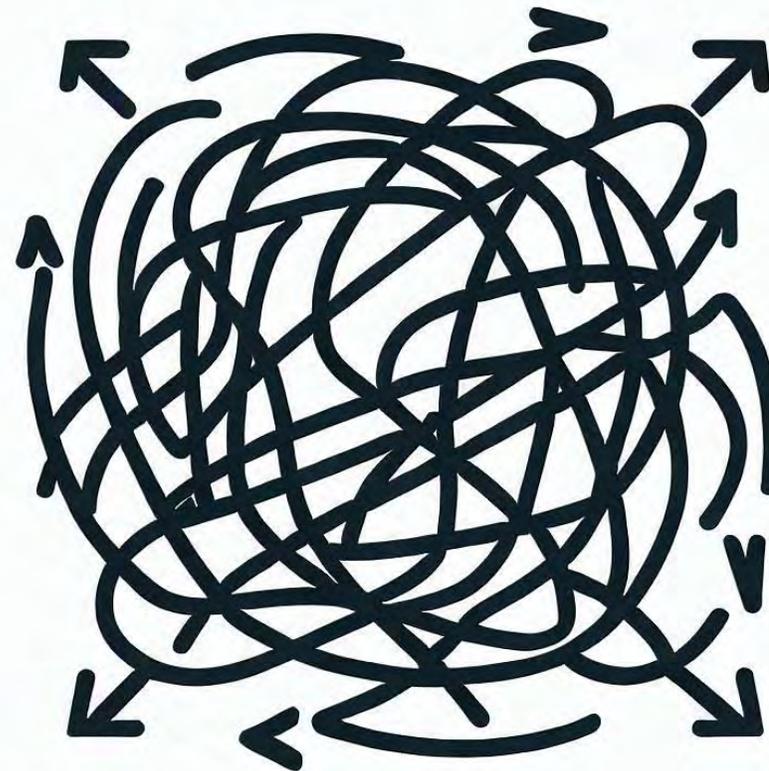
European Centre for the Development  
of Vocational Training

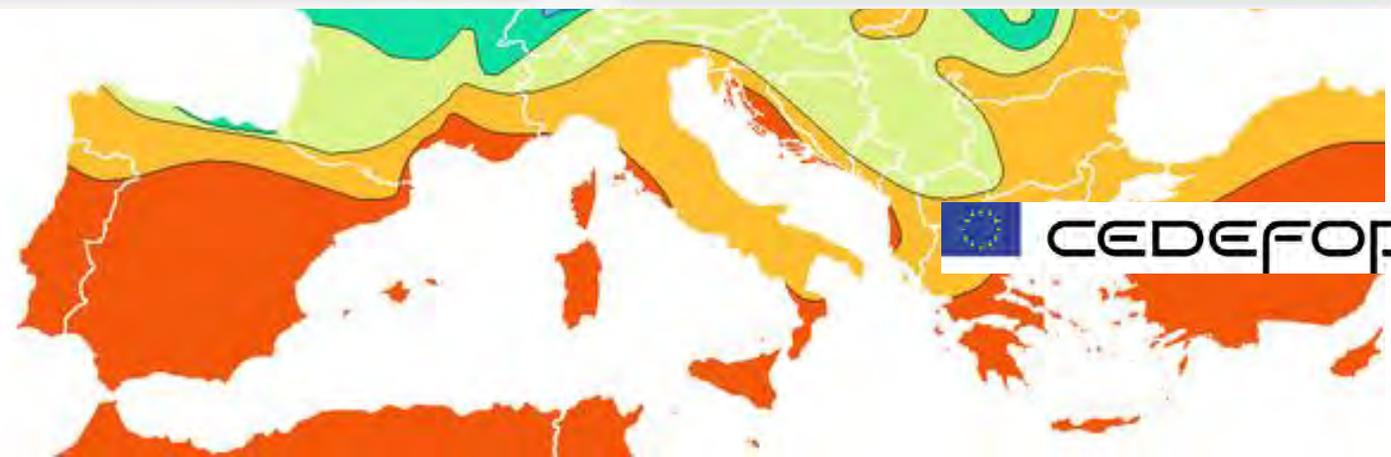
## The most boring person in the world works in data analytics, likes watching TV, and lives in a town, scientists say

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



Reklamu zavřela společnost Google



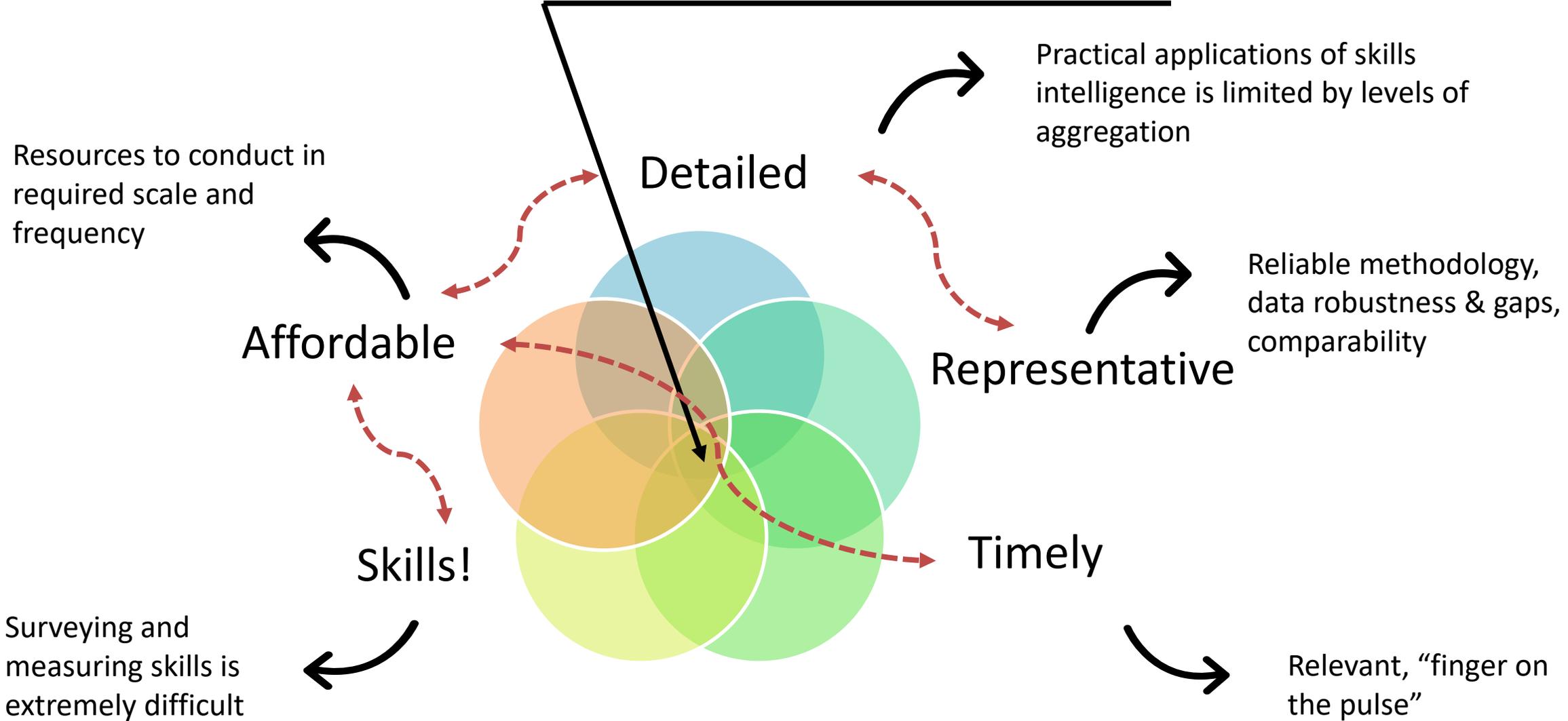


# Skills intelligence

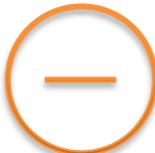
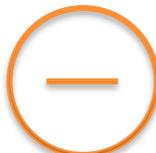
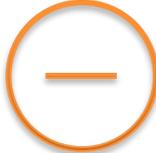
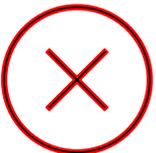
Process of identifying, collecting, analysing, synthesising and presenting quantitative or qualitative information on skills and labour market to:

- 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.

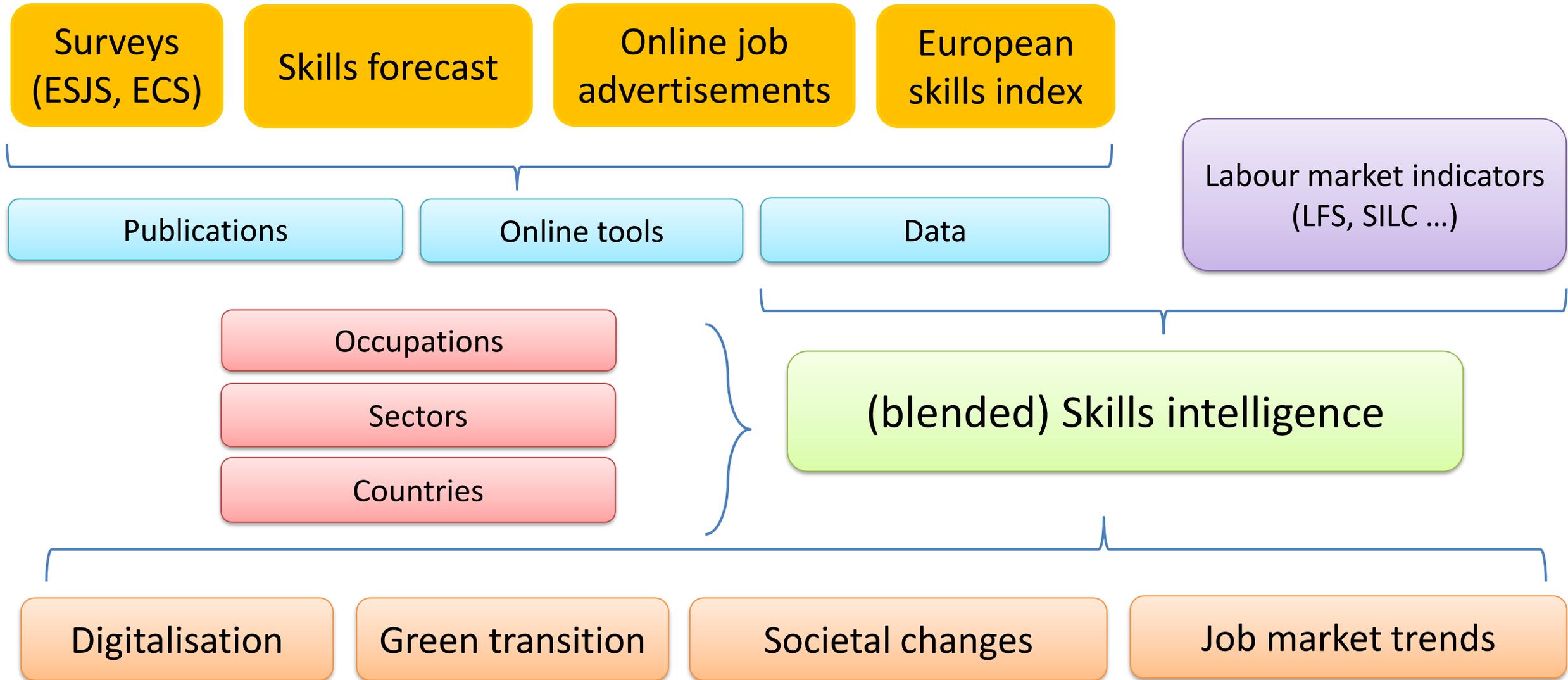
# The five challenges of skills intelligence



# 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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of Vocational Training

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