



euro | guidance

Workshop 'Innovative e-guidance practises in career guidance'- IAEVG

Introduction



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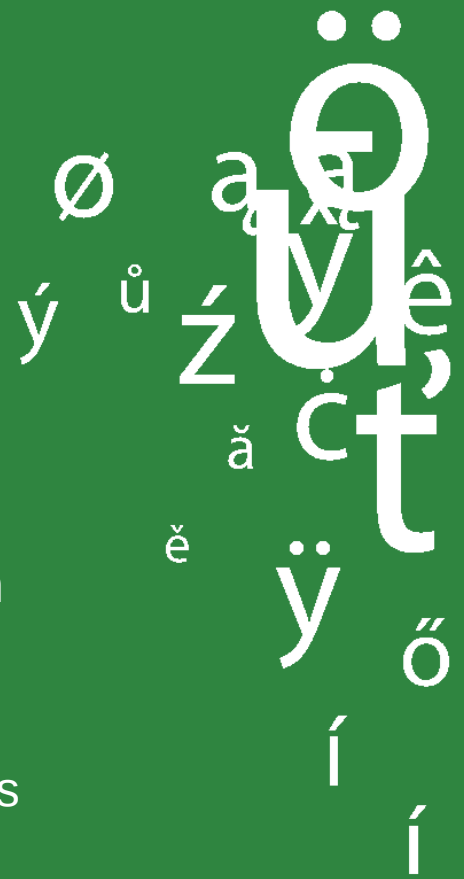
Robbin Bosch
Euroguidance Netherlands
Advisor Life Long Learning

Mission

Our goal is a society in which everyone has access to qualitative guidance with their education- and career development

At Euroguidance Nederland we translate European knowledge and experiences into the Dutch context.

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Agenda

- 16h30 Introduction
- 16h40 Presentation - *Practices of E-guidance identified across Europe*
- 17h00 Dialogue - *Exchanging ideas and strategies*
- **17h20-17h25 Coffee Break**
- 17:25 Plenary feedback
- 17:40 Wrap up – *What will I take back home?*





Who are you?

Digitalisation

- Digitalised society
- Labour market changes rapidly
- Digital skills become increasingly important
- Communication technologies, Covid-19 pandemic
- Need for digital career guidance



90% of jobs currently require digital skills.



Definition E-guidance

“E-guidance encompasses all digital tools and services that support individuals in career development, such as online consultations with career advisors, interactive websites, and digital platforms for career planning and guidance. It provides access to labour market information, online assessments, and diagnostic tests.”

Survey 'innovative ict practises in CG'

Survey in progress

Digital tools in career guidance across Europe

Four levels of digital practices have been identified:

- **Informational websites (national and regional):** providing one-way information
- **Self-help tools:** diagnostic tools
- **Interactive digital services:** chatbot
- **Interactive digital guidance with a professional:** phone, chat, video

A powerful role for digital career guidance

“Using information and communication technologies (ICT) to deliver information eliminates time and space constraints and increases visibility and access to information.”(ILO, 2021)

- Guide people from every location
- Guide people at a time convenient for them
- Provide anonymity and privacy to people
- Less need for physical meeting rooms



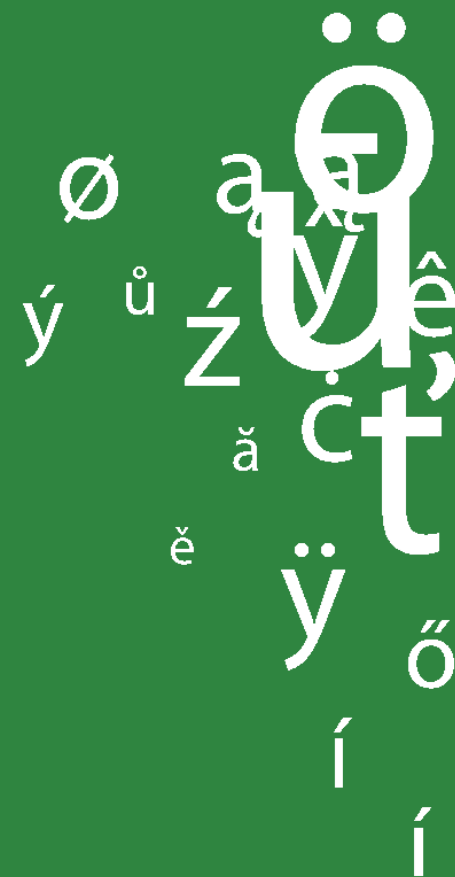
Challenges in E-guidance

- Digital services do not necessarily increase access to career development support in an equal manner
- Best practices frequently are not widely known and do not have the level of exposure that they should.

What makes E-guidance innovative?

- Being part of a national policy/vision and strategy
- Integration of digital services in Career Guidance services
- Quality assurance development
- Technological ict-infrastructure
- Dealing with specific requirements as ethical issues, privacy, professional skills of practitioners
- Diversity to the different users
- Enhanced skills and competences practitioners

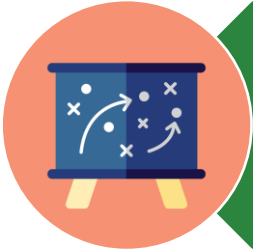
National strategies on E-guidance



National strategies on E-guidance

“Digital career guidance services exist within a wider policy, e-governance and service context, as well as in a wider digital ecosystem “(ILO, 2021)

National strategies on E-guidance

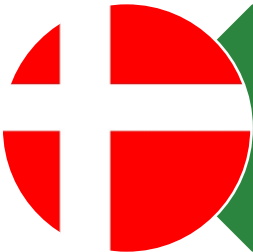


Countries such as Norway and Denmark have incorporated E-guidance into their national career guidance strategies.



Norway

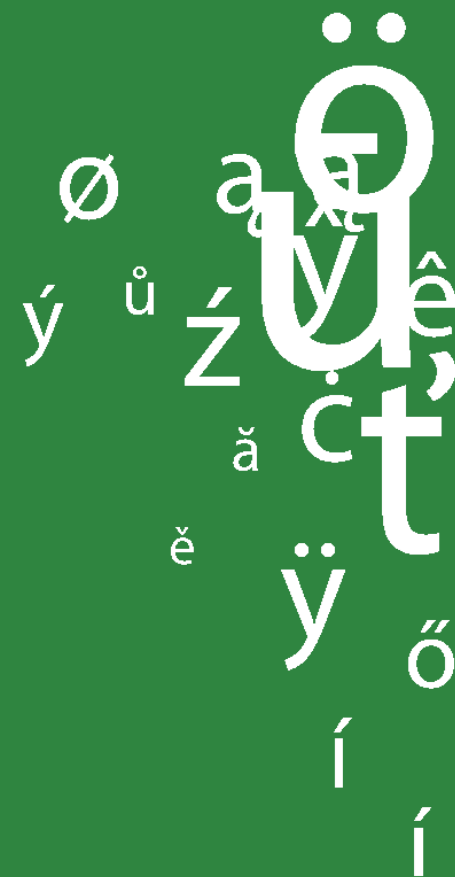
- Incorporation of E-guidance in their national strategy.
- Possibility for innovative approaches.
- Integrated approach



Denmark:

- Specific legislation for E-guidance
- National center for E-guidance 'eVejledning'

Practical examples of E-guidance



E-guidance in Denmark

- In 2017 e-Guidance became the entrance for all adults and companies who want to improve their skills or the companies who want to lift their employers skills by education.
- eVejledning platform
- Available for everyone, even on evening hours and weekend days
- Via chat, phone, e-mail
- 20 full-time and 7 part-time guidance counsellors



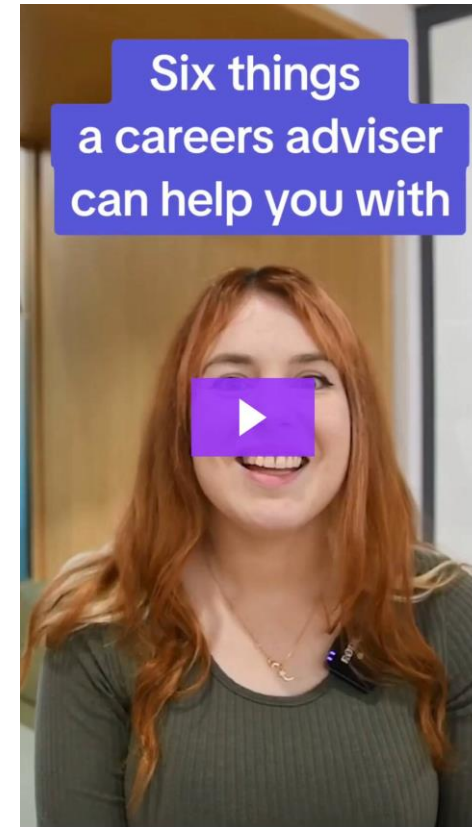
E-guidance in Norway

- Karriereveiledning.no launched in September 2020
- Available for everyone, Monday till Thursday
- 80% of requests via chat
- 19 career counsellors
- Peer support and shared reflection

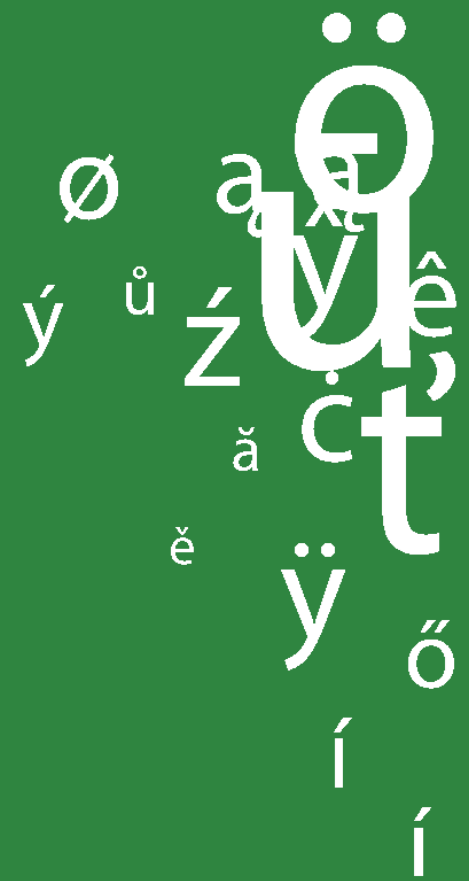


E-guidance in Scotland

- My world of work
 - National skills agency
 - Low key platform
 - Available to everybody
 - Possibility to consult a career advisor via the helpline from Monday to Friday



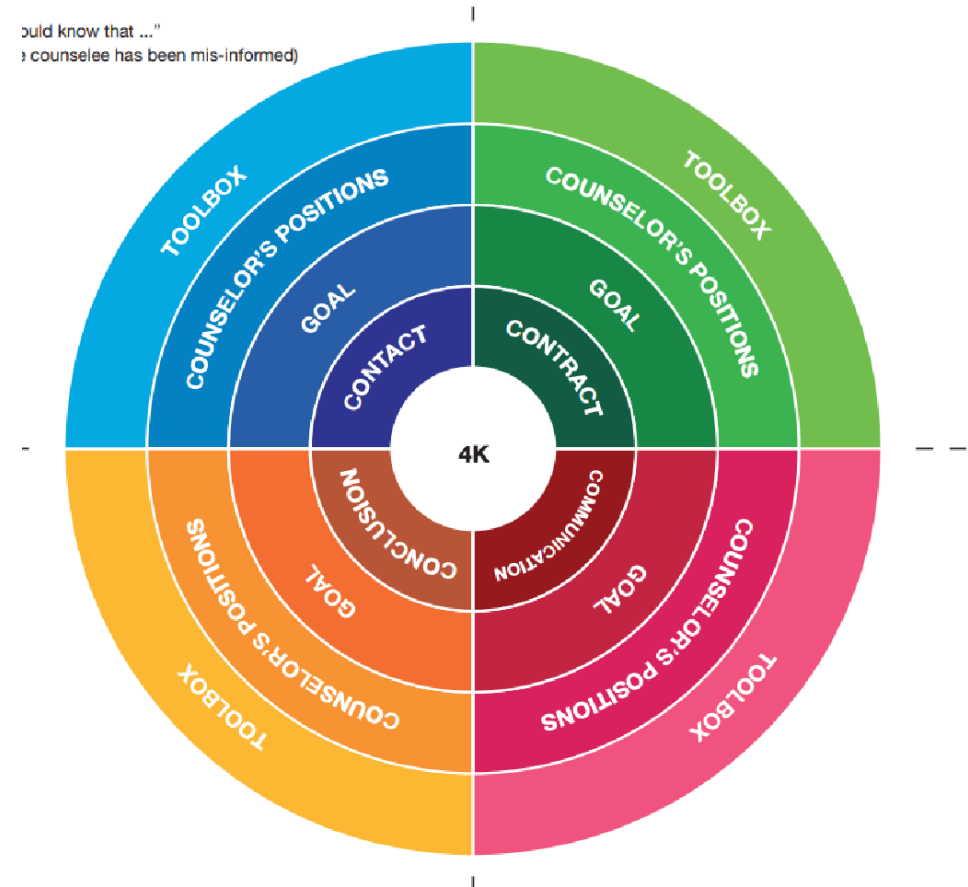
Quality assurance of E-guidance



Quality assurance Denmark

Danish 4 C model

- Use of meta-communication
- 4 phases of career guidance



Quality assurance Norway



KOMPETANSESTANDARDER
Qualification standards

ETIKK
Ethics

KARRIEREKOMPETANSE
Career Competencies and
Career Learning (CMS)

KVALITETSSIKRING
Quality assurance

What
competencies does
people working with
guidance

What is good
ethical
practice

What should be
the outcome of
career guidance?

How do we know
that what we do
is of high
quality?

Quality assurance Norway



Then we developed detailed description of the required qualifications for the career guidance practitioner

It is described in **seven competence areas**:

- Guidance
- Ethics
- Career specific theories and methods
- Career Learning
- Education and work
- Target group and context
- Development, networking and policymaking

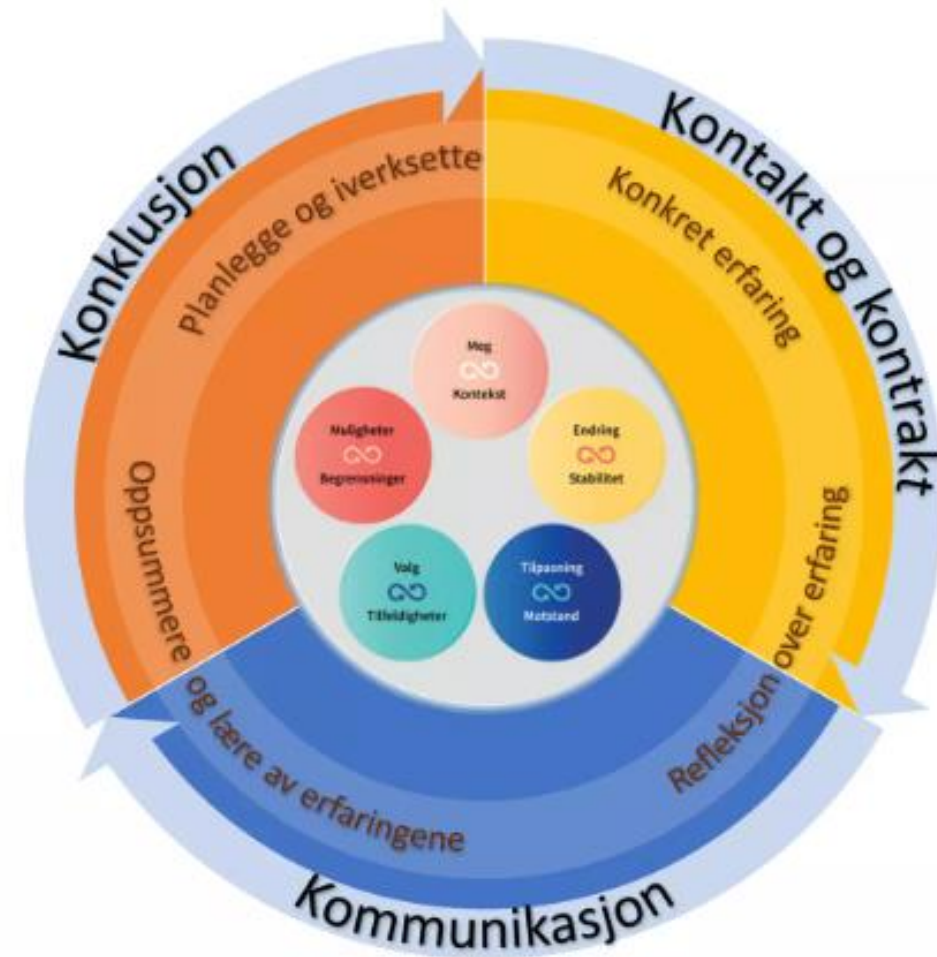
Divided into two levels: **skilled/specialised**

New assignment: qualification standards for those working with career guidance in schools

Quality assurance Norway

Model Norway

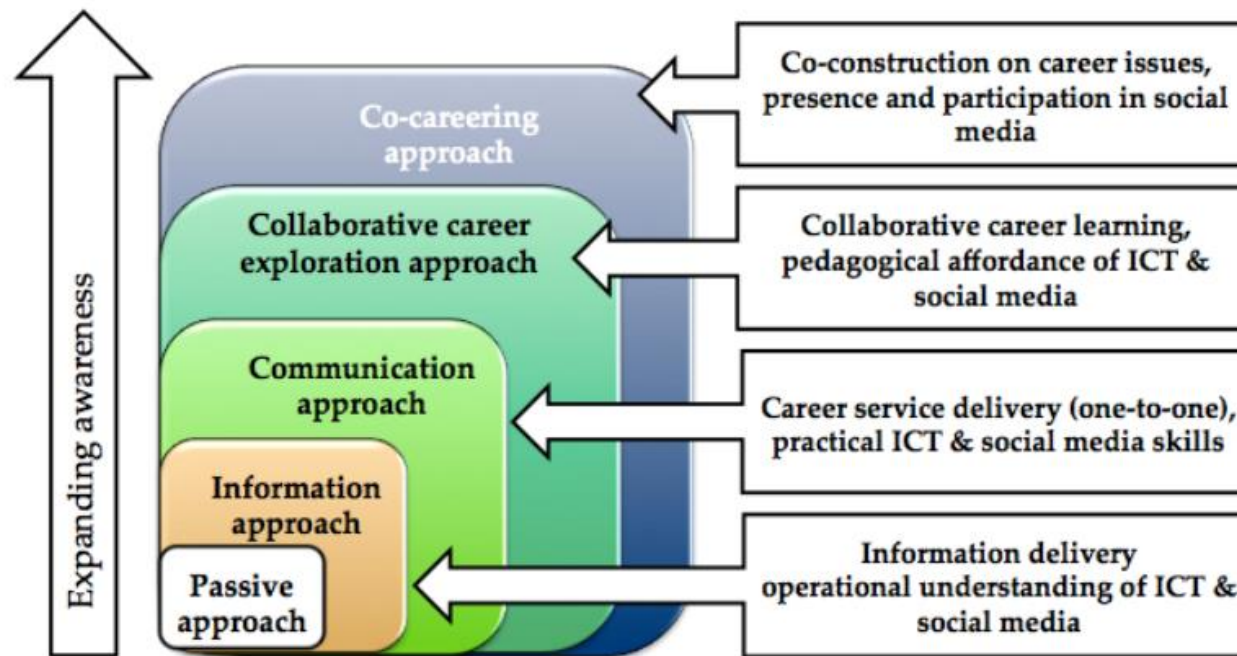
- Connect Danish 4c model with David Kolb's Learning Spiral and the Career Competence buttons.
- The Career Buttons Five «areas for exploration and learning» Presented in word pairs (oxymorons) Illustrates the possible dilemmas and tensions that may arise when a person sets out to address life, learning and work in times of change and transition.



Enhancing practitioners' skills to work in the digital context – Jaana Kettunen

From information delivery to co-careering

Figure 1. Five general approaches to ICT and social media in guidance



Source: Based on J. Kettunen et al., 2017, p.48.

New international course on E-guidance

- Jointly designed and delivered by Fi, SE, DK, IS
- Awarding five ECTS credits
- Based on 5 approaches to ICT & social media in guidance
- Ethical issues: accuracy, validity of resources, confidentiality, user privacy
- Quality assurance (4 C model in different phases)
- Theory and practice



Sources

- Bårdsdatter Bakke, I., Hagaseth Haug, E., & Hooley, T. (2018). Moving from information provision to co-careering: Integrated guidance as a new approach to E-guidance in Norway. Journal of the National Institute for Career Education and Counselling Vol. 41 No.1
- Barnes, Sally-Anne, Bimrose, Jenny, Brown, Alan, Kettunen, J. and Vuorinen, R. (2020) Lifelong guidance policy and practice in the EU. Luxembourg: Publications Office of the European Union.
- Cedefop, country reports CareersNet.
- Cedefop, 2021 Digital transitions in LLG: rethinking careers practitioner professionalism: a CareersNet expert collection Cedefop working paper no 2.
- ILO, 2024. Developing national career development support systems: Pathways to enhance career guidance, career education and career development support for workers.
- Presentations Swedish Conference in 2023.

Group discussion

On three
topics:

- National strategy on e-guidance
- Practices of interactive e-guidance
- Quality assurance

Challenges in E-guidance

- How do we embed E-guidance in national strategies?
- How do we ensure the quality level of E-guidance?
- Do career professionals feel adequate in performing E-guidance?



Group discussion

National strategy on integration and implementation:

1. Is a national strategy/policy on integration of e-guidance in lifelong guidance desirable?
2. What are the benefits of (integrated) e-guidance? Who benefits? Facts/figures?
3. Which elements are needed for implementation/enhancing e-guidance within your own organisation or practise?
4. Which barriers do we need to solve?

Group discussion

Innovative practises of interactive e-guidance:

1. Which practises in the presentation are usefull for you and why?
2. Do you know of more innovative interactive practises of e-guidance in Europe?



Group discussion

Quality assurance:

1. What do we need to professionalise when we practise e-guidance?
2. Which elements should we address to assure quality in e-guidance?



Plenary discussion

Wrap-up

- Which action will you take at home?

More information & inspiration?

- Euroguidance exploration on e-guidance (will be published in English soon)
- Community of Practice Good E-guidance Stories



Thank you

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