

## FLASH REPORT

### Event name

WEBINAR: INTERNATIONAL TRENDS AND INNOVATION IN CAREER GUIDANCE, 17 NOVEMBER 2020, 10.10 – 12.40 (CET)

### Main objective/s

Presentation and dissemination of the findings and recommendations from the ETF study on career guidance

### DURING THE MEETING

- Participants discuss and agree on the main findings and recommendations from the ETF study

### AFTER THE MEETING

- Participants intend to further disseminate the study and its findings at national level
- Participants are informed about the main international trends in career guidance
- Participants are informed about innovations in career guidance in selected countries
- Participants increase their awareness on the need for innovation in career guidance
- 90% satisfaction (score 4) with the key note speakers of the event
- 90% satisfaction with the innovative case studies presented
- 90% satisfaction with the organisation of the event overall (travel arrangements, accommodation, catering, venue, interpretation, assistance before the event, service by staff at the event)

### Target participants

- Policymakers, planners and practitioners in career guidance from education, training and labour market settings in ETF PC countries
- Education and VET specialists from international organisations and donors based in ETF PC countries

### Background

The event presents and discusses the results from a new ETF study, 'International Trends and Innovation in Career Guidance'. Both young people and adults need to be equipped for the changing world of work, ever-evolving skills demands and to be able to cope with the manifold transitions they will face during their lives. The ETF study underlines the importance and explores the role of career guidance in system and individual responses to these challenges, and provides illustrations of such responses with cases of innovative approaches in the EU, partner countries and internationally.

*The event highlights current megatrends in career guidance and in particular addresses the use of ICT in careers information and guidance, the key competence of 'career management skills' and co-operation/co-ordination mechanisms in careers guidance. It concludes with sharing policy guidance and recommendations to partner countries and the international community.*

### **SHORT DESCRIPTION OF THE EVENT**

*After a presentation of an overview and the key messages from the ETF publication on 'International Trends and Innovation in Career Guidance', global challenges like automation, digitalisation and climate change as well as mega-trends in Career Guidance, being use of ICT, career management skills development, stakeholder collaboration and cooperation and involvement of caretakers, had been presented and discussed. The four experts involved in the report development further discussed in a panel innovative examples of Career Guidance around the world and highlighted what works to cope with the global challenges. A huge added value was having a content expert with good moderation skills as moderation, Mr Raimo Vuorinen.*

*In break out groups, participants had the chance to discuss their challenges and topics of interest related to the four mega-trends. Mentimeter polls provided insight into challenges, possible solutions and areas for support to inform future ETF work. In a final panel discussion 'Quo vadis Career Guidance? Policy pointers for the future - Perspectives from international organisations and donors', Mr Pedro Moreno da Fonseca (ILO), Mr Parmosivea Soobrayan, Regional Education Advisor for Europe and Central Asia (UNICEF), Mr Ronald Sultana (University of Malta) and Mr Hiromichi Katayama (UNESCO) laid out their views on the four trends and the future of guidance.*

### **KEY OUTCOMES/CONCLUSIONS**

*Key messages from the break out groups are:*

#### *Use of ICT in CG*

- *ICT is used mainly for information distribution in some countries by providing web platforms for CG*
- *Challenges: duplicating existing platforms which generates confusion for users*

#### *CMS development*

- *International cooperation and a unified CMS framework is needed*
- *Separate school subject for CMS development integrated into curricula is needed*

#### *Stakeholder cooperation and coordination*

- *There are already examples but there is still room for further development*
- *Need for also public-private partnerships*

#### *Involvement of caretakers/parents*

- *Parents are often not involved and do not possess labour market intelligence/information*
- *Providing parents with information about labour market, salaries, career prospects and considerations (tuition payment) influences students' career choices (especially between academic and vocational paths)*
- *Important to factor in socio-economic background of families in CG delivery*

- *Important to listen to parents and welcome their contribution*
- *Effective form of interaction is through headteachers, parents-to-parents interaction, and student peer exchange*

*With over 70 participants in Webex and around 50 following through ETFs YouTube channel, coming from a variety of ETF partner countries and beyond (Africa), we reached many relevant stakeholders. There was a high level of perception that countries are ready to take up the innovations discussed in the webinar, while main challenges faced to do so include mentality (change readiness), resistance to change, resources, habit, commitment, and understanding of the matter. Clearly coordination among stakeholders is seen as a major solution to help overcome challenges, as well as new policies, increased awareness of the importance of CG, quality LMI, competence framework and standards for CG, international cooperation, a new paradigm of education, modernized infrastructure and training of practitioners and learning from and adapting good practice. In line with the above, main take aways from the webinar for participants included: importance of involvement of parents/caretakers, importance of collaboration and cooperation to improve the overall CG system, and the use of ICT to remodel and improve effectiveness and efficiency of the CG system.*

*Need for future support was seen in all four areas discussed in the webinar, but in particular regarding career management skills development and stakeholder collaboration and cooperation. Also the final panel confirmed that career education is one of the key pillars for successful career guidance and career management skills development, as well as stakeholder collaboration and cooperation.*

#### **ETF contact person/s**

Florian Kadletz, [florian.kadletz@etf.europa.eu](mailto:florian.kadletz@etf.europa.eu)

Recording and details: <https://openspace.etf.europa.eu/events/etf-webinar-international-trends-and-innovation-career-guidance>

#### **ETF Country Coordinator**

*all*