

ETF-UNICEF STUDY ON CAREER GUIDANCE DEMAND AMONGST YOUTH



- Regional **consultation with over 9,600 young people** across 11 countries:
 - Using UNICEF's polling platform, **U-Report**, and **focus groups** co-designed and facilitated by young people
- **Aim:** understand the needs and preferences of young people
- **Conversation with four young people**, who were all pivotal in the implementation of this research:
 - Rano from Uzbekistan
 - Stefan from North Macedonia
 - Meri from Romania
 - Sasha from Ukraine

11 COUNTRIES | EUROPE & ASIA



Albania, Bosnia and Herzegovina, Greece, Kosovo, Kyrgyzstan, Montenegro, North Macedonia, Romania, Serbia, Ukraine, and Uzbekistan.

DURATION | 2023 - 2024



The process involves online assessment through U-Report, co-designing and hosting FGD with youth for youth, and finally, analysing the data and converting the findings into a knowledge product.

9,600 U-REPORT POLLS



A survey was conducted among 9,600 young people across 11 countries and the Europe region to ascertain their opinions on future career paths.

FOR YOUTH BY YOUTH



To gain further insights and understanding of the U-Report poll outcomes, workshop-style focus group discussions entirely co-designed and facilitated by young individuals will be conducted.

CURRENT CAREER GUIDANCE OFFERS FALL SHORT OF WHAT YOUTH NEED

KEY FINDINGS

- Support to “understanding skills and interests” (37.0%) most common type of career support
- “Learning about various job options” (34.5%)
- Support for starting own business (22.1%) or understanding employment rights (21.7%)
- Nearly **15% reported receiving no career guidance**
 - Traditional support offer not fit for purpose!



'WHAT I DO NOT KNOW, I CANNOT LIKE': YOUNG PEOPLE ARE SEEKING PRACTICAL EXPERIENCE

KEY FINDINGS

- Almost 50 percent want **internships, volunteering and job shadowing as part of career guidance**
- 45,7% want **life skills/career management skills** training
- 35,8% want **company visits, mock interviews, career talks** with workers
 - Traditional support offer not fit for purpose!
 - Requirement to ensure **QUALITY** experience!



TRADITIONAL METHODS OF CAREER GUIDANCE ARE OUTPACED BY PREFERENCE FOR ONLINE TOOLS

KEY FINDINGS

- 56,7% seek information and support through **“internet searches and website”**
- 38,7% through **“social media**, chat rooms/ message boards, online tutorials!
- 32,5% through **parents**, 32% through **friends**
- 20% through **teachers**
- 8,7% only through **PES**, and 8,6% only through **school career counsellors**
 - Traditional support offer not fit for purpose!
 - Chance to bring fragmented services together online
 - Need to involve parents



YOUNG PEOPLE WANT A PROFESSION THAT MATCHES THEIR SKILLS AND INTERESTS

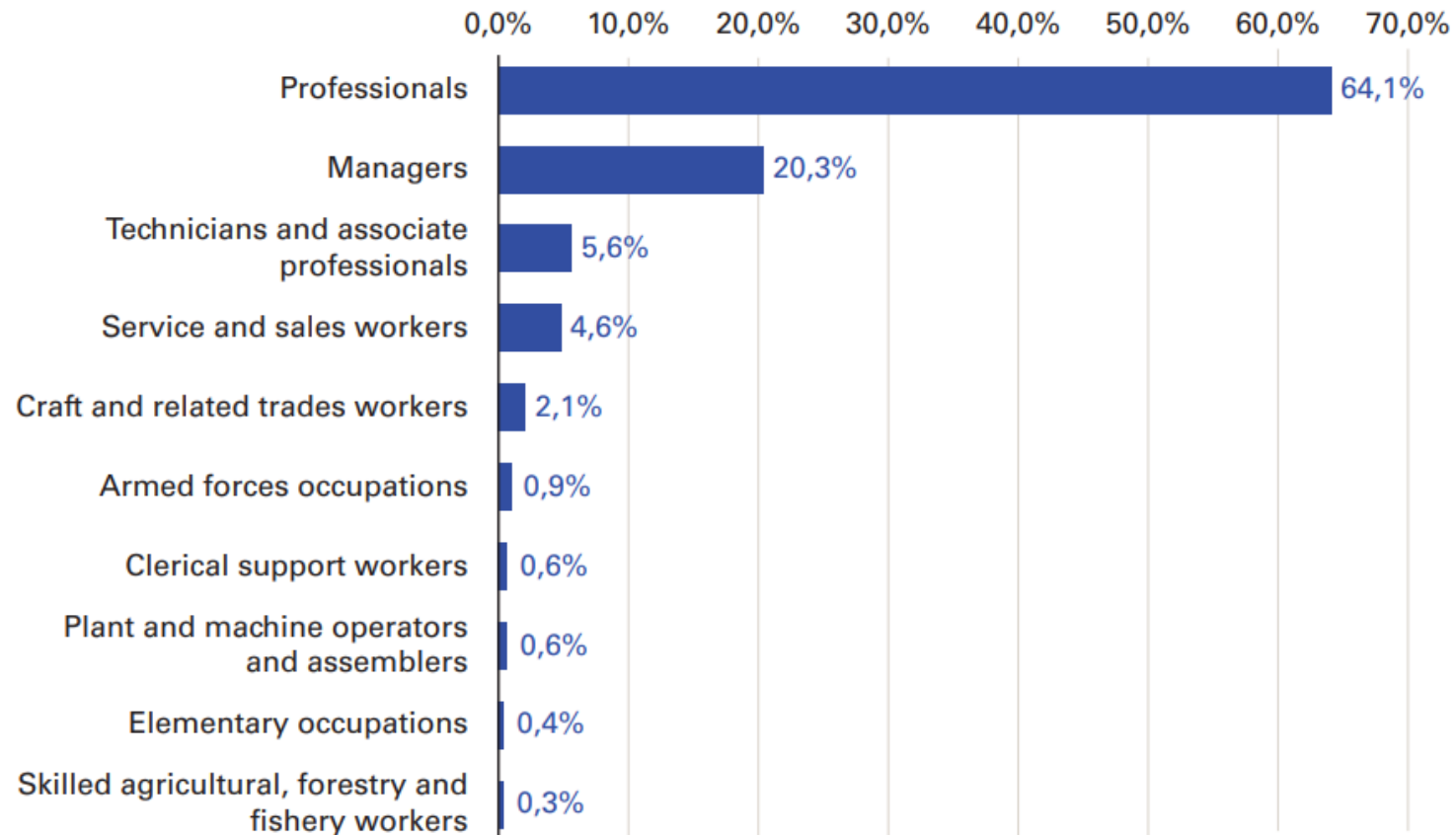
KEY FINDINGS

- 72,5% said **most important factor** of a future profession is **match between skills and interests**
- 53,3% said **salary**
- 37,5% said **balancing work with personal life**
- 24,8% **stable employment**
- 23,4% said **travel opportunities**
- 19% said **flexibility** including working from home
 - Great concern about mismatch and working conditions



YOUNG PEOPLE WANT A PROFESSION THAT MATCHES THEIR SKILLS AND INTERESTS

Imagine you are 35 years old. In one word, what profession do you expect to have? by ISCO-08 Major Groups (% of respondents)



Source: U-Report polls, May-August 2023. Note: Number of respondents is 4,450. Short answer text field.

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KEY CONCLUSIONS

- **Ensure access** to career guidance for all – within and outside the education system – especially for young Ukrainians
- **Ensure quality** career guidance
- **Ensure a system approach** to guidance across education-employment-youth-social inclusion sectors to increase effectiveness and cost efficiency
- **Ensure stable and sustainable funding** for career guidance (=investment, not cost)

Knowing about preferences, needs, and wishes of young people is an important precondition to successful career guidance policies and services!

