



euro | guidance



HIGHLIGHTS

2023 & 2024



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Foreword

Europe continues to face profound transitions—from digitalisation and green transformation to demographic change and evolving labour markets. In this context, accessible and high-quality career guidance is essential to support citizens throughout their learning and working lives. Euroguidance plays a vital role in making this vision a reality.

The 2023-2024 Euroguidance “Highlights” Yearbook reflects a vibrant and collaborative network that is committed to professional excellence, innovation, and equity. Through its support for learning mobility, capacity-building of guidance professionals, and the development of practical resources, the network has reinforced its position as a cornerstone of the EU’s guidance ecosystem.

The activities in 2024 took place under the banner of the European Year of Skills, a timely initiative aimed at empowering individuals and boosting Europe’s competitiveness. The Euroguidance Network has contributed meaningfully to this effort - notably through transnational peer learning, stakeholder engagement, and the development of tools that help individuals recognize and build their skills across borders.

Whether through the advancement of digital guidance, sustainability in career development, or the strengthening of inclusion and accessibility, the Euroguidance Network has shown its ability to anticipate and respond to the challenges of today’s world of Lifelong Learning and work. The results of the 2023 stakeholder survey confirm the network’s strong impact on competence development and collaboration within the guidance community.

DG Employment, Social Affairs and Inclusion is proud to support the work of Euroguidance. We thank all national centres and their staff for their professionalism and commitment. As Europe continues to navigate complex changes, we look forward to continued cooperation in promoting lifelong guidance and skills development for all.

BRANCH Ann

*On behalf of the Directorate-General for Employment,
Social Affairs and Inclusion European Commission*

**NETWORK
LEVEL
ACTIVITIES**

1

Euroguidance Network Meetings

The bi-annual Euroguidance Network meetings provide a valuable forum for national Euroguidance experts to interact with each other and with representatives of the European Commission (DG Employment and the Executive Agency). Euroguidance colleagues exchange information on national and European policy and strategic developments in the fields of lifelong learning, employment guidance and the promotion of international mobility. The meetings also provide an opportunity for discussion and agreement on issues of relevance to the whole Euroguidance network. Often these meetings are used to prepare joint initiatives and to exchange ideas based on the work carried out by the Euroguidance Task Groups. The 2023 and 2024 meetings were held in Stockholm, Madrid, Brussels and Budapest.

Euroguidance Network meeting in Sweden, May 2023 Stockholm

The European Year of Skills was an important topic at Stockholm:

Björn Nyström and Madelene Rönnerberg from Uppsala University, presented the *SkillMill* project, implemented by an Erasmus+ Strategic Partnership for Higher Education.

The project developed a mobile app - *SkillMill* -, which combines the expertise and methods of career counsellors, study abroad experts and game designers and is aimed at helping students (but also users from schools, higher education, adult education, PES, youth work) to translate relevant experiences carried out during mobility programmes, internships and professional lives into soft skills learning experiences.



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Next, the **ELD system** was presented. It is a more analogue way of turning international experiences into competencies. ELD Cards (Experience - Learning - Description, or ELD) is a dialogue and documentation process to identify valuable skills, talents and character traits demonstrated through real-life experiences (e.g. internships, stays abroad). The result of this process is a summary of specific experiences accompanied by keywords describing areas of competence. The keywords are provided in a package of ELD cards that can be used as a tool for guidance practitioners.

At Stockholm the **Results from EG Stakeholder survey** have been presented, which have been discussed during an interactive workshop with focus on strengths, opportunities and aspirations in five areas:

1. Competency development – Training
2. Professional exchanges & mobility
3. Communication
4. Facilitating sharing of knowledge & innovation
5. Lobby to decision makers in the area of guidance and mobility (national & EU level)

Aline Juerges from the European Commission Skills Agenda Unit presented the background of EU skills policy. The European Pillar of Social Rights has put social rights at top priority; it includes 20 principles built around 3 main pillars:

1. Equal opportunities and access to the labour market

2. Fair working conditions
3. Social protection and inclusion (education and training, support employment, equal opportunities)

The 3 most recent recommendations developed under the skills agenda are:

- Individual learning accounts,
- micro credentials,
- modernise VET.

Euroguidance Network meeting in Spain, October 2023 Madrid

As part of the European Year of Skills (EYS), the development of a strategic framework is underway in Spain, focusing on enhancing services and resources for career guidance in the country.

Aline Juerges from the European Commission presents an update in the context of the EYS titled "Making Skills Count," which provides insights into the current progress and outlook for 2024 and beyond.

Looking ahead, network-level planning is being conducted in preparation for the next contract period, ensuring that key objectives and activities are aligned with future goals.

During the World Café session, various topics have been explored, including the sharing of good



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practices from EG North Macedonia, peer learning opportunities for new members, and an e-Course on Europass. In addition, the session covered evaluation activities and communication strategies, all aimed at fostering collaboration and enhancing the impact of career guidance across Europe.

Euroguidance Network meeting in Belgium, May 2024 Brussels

The members of the network exchanged ideas in the main working groups, worked on their task packages and launched new projects or products.



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The 'Cité des Métiers' was visited and the underlying concept explained; the network members were introduced to the special features of the Flemish and Walloon parts of the country in the field of guidance.

A peer learning session facilitated an exchange on various topics:

- Supporting Newcomers
- Supporting career guidance practices through the Euroguidance Good Practices Database
- Online Events as tools for career guidance
- Supporting the development of career guidance policy at national level

The network meeting was rounded off by a review of the results of the stakeholder survey and the resulting prioritisation of the five areas of action for the future: Competency development, Professional exchange and mobility, Communication, Facilitating sharing of knowledge & innovation, Policy and the further development of future surveys of this kind.

Euroguidance Network meeting in Hungary, November 2024 Budapest

Network members exchanged ideas in the main working groups, worked on their task packages and launched new projects or products.

There was a presentation on guidance in Hungary, followed by peer learning sessions and information from the European Commission:

The Peer Learning Sessions focused on 4 topics:

1. Exchange on Guidance Counsellor Qualifications and Competence Profiles
2. Supporting Study Abroad: How Guidance Centres Can Help
3. Supporting Practitioner Development Through Online Exchanges
4. Supporting Newcomers

The European Commission provided updates on European initiatives and recent developments in the field of guidance, including

- European initiatives on skills related to guidance,
- European Pillar of Social Rights.
- European Skills Agenda.
- European Alliance for Apprenticeships.
- Recent developments in guidance.
- Updates on IAG-CG (Information, Advice and Guidance in Career Guidance), Europass and the Erasmus+ call on career guidance.
- Legacy of the European Year of Skills.

This agenda aimed to foster cooperation, knowledge sharing and support for learning mobility across the Euroguidance network.



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2

Euroguidance “Task Groups”

Activities of the Steering Group

The Steering Group is responsible for the development and monitoring of the Network Level Operational Plan and Budget, ensuring the network’s objectives are met effectively. Additionally, they provide support in the development of agendas for network meetings, ensuring that key topics and discussions are covered.

The steering group consists of the elected Chair and Co-Chair, representatives from the countries holding the current and prospective EU Presidency, the three task group leaders as well as the leader of the evaluation task group.

In terms of external cooperation, the group acts as a liaison with the EACEA (Education, Audiovisual and Culture Executive Agency) for contract management inquiries, as well as supporting the onboarding process for new EACEA colleagues. They also

maintain a connection with DG EMPL, overseeing the dissemination of newsletters and events, and representing the network at key gatherings. Furthermore, the group monitors the network contact list and fosters cooperation with other organizations such as the ETF (European Training Foundation) and IAEVG (International Association for Educational and Vocational Guidance).

Looking ahead, the Steering Group will launch the next stakeholder survey. A task force will be formed for the planning of the European Conference in 2025, which will be a key part of the Global Careers Months.

The Steering Group supports the Network to strengthen cooperation in a global context, which includes several key initiatives. One of the main actions is the collaboration with regional partners during the Global Careers Month, enhancing global outreach and engagement. Additionally,



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the organisation has established a Memorandum of Understanding with IAEVG (International Association for Educational and Vocational Guidance) and a Declaration of Intent with the ETF (European Training Foundation), further cementing international partnerships.

Efforts are also being made to collaborate with various professional networks, such as NICE (Network for Innovation in Career Education and Guidance), and with Cedefop CareersNet, a network dedicated to career guidance professionals across Europe. Furthermore, the organisation fosters cooperation with national guidance associations, ensuring alignment and shared objectives at the country level to strengthen career guidance globally.

Reporting from MTGs

The Main Task Group 1 supports the development of the skills of guidance professionals and raises awareness of the value of international mobility for career management and skills development. Many tasks were carried out in 2023/24 by members of this group from Belgium, Croatia, France, Germany, Hungary, Italy, Latvia, Luxembourg, Poland, Slovenia and more recently Ukraine.

The Europass online course:

The main activity of this group in 2023 was to create an online Europass course for guidance professionals. The aim is to familiarise guidance practitioners with all the features of Europass, so that they can make the best possible use of it for the target groups they are working with. This course was officially presented during a webinar in June 2023. It will be updated and improved in 2024 before being translated into various languages. This online course is still available on the www.euroguidance-formation.org platform, with the option of accessing the course content anonymously and without registration, for those who simply wish to learn about it first.

The Academia study visit programme:

What better way to promote the added value of mobility than to enable guidance professionals to experience European mobility for themselves? The aim of the programme is to give guidance professionals the opportunity to discover another country's training and guidance system during 3-5 day visits, and to exchange best practices. 180 professionals took part in 16 study visits in spring 2024. Following an experiment, an evaluation survey was extended to all the visits, with a questionnaire PRE and POST study visits. The results were very

good, with a participant satisfaction rate of 4.75/5. The aim of this survey is to analyse the knowledge and skills developed during the study visits, with a view to researching and maintaining the quality of the programme.

The Vademecum was also updated during the summer of 2024 to facilitate the integration of new countries or new members into this group.

Guidance in a sustainable world:

The sub-working group on this theme, which has been led by the French-speaking Euroguidance centres, published a brochure available in French and English in the publications section of the <https://euroguidance.eu/resources/publications/other-publications> website. This brochure was launched during a webinar at the Erasmus Days in October 2023. The video is still available as a replay on the Euroguidance France YouTube channel (<https://youtu.be/oRGzWMA3-TY?feature=shared>).

Cooperation with other European networks:

As the aim of the MTG1 is to promote mobility, one way of doing this is to inform guidance professionals about the resources and networks that exist in Europe to help them support their clients according to their situation and plans. The idea is to produce a brochure aimed at guidance professionals to give them an overview of existing resources and encourage them to explore these subjects in greater depth. Therefore, we can promote other in-house resources such as the Mobility Advice Handbook, which will be updated at the end of 2024 and beginning of 2025, and the Europass online course.

The first stage of this work is to draw up a list of available resources and networks, based on the 'Alexander' brochure in French and the 'Coran' brochure in Croatian, which were produced 10 years ago. The second stage will involve organising the information in order to present it effectively in different types of media, which have yet to be determined.



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The Main Task Group 2: Strengthening the competencies of guidance practitioners was the aim of Main Task Group 2 during 2023 – 2024. Tasks involved were targeted towards EG Network level members and career guidance practitioners in Europe. The work of MTG2 is organised in subgroups. Tasks include:

The organisation of webinars:

In March 2023 the theme for the webinar revolved around **online guidance**. This webinar attracted quite a number of participants from all over Europe keeping in mind the lessons learned about the importance of working online with clients during the pandemic. The webinar helped career guidance practitioners to assess and improve their digital skills in order to navigate confidently in the digital world and to provide professional online career guidance and counselling. A webinar tackling the topic of **Green guidance** was organised in June 2023. The webinar explored how career guidance practitioners can adjust their practices and interventions to reflect more closely the principle of environmental sustainability. In November 2023 MTG2 hosted the webinar **‘Democratic participation in guidance’**. Participants had the opportunity to get an overview of the core principles needed in democratic participation and familiarise themselves with the democratic approach to career guidance.

The new grant period in 2024 started off with a webinar focusing on the changing labour market entitled **‘Covid as an unprecedented disruption: Lessons learned on the future shaping of careers?’** held in April 2024 where speakers discussed the following questions during their presentations: what will the employment topography look like in the coming years? How will technology and AI shape careers and professions in the post-pandemic period? What are the skills that young people need to develop in order to be relevant in the new world of work. The last webinar organised in November 2024 was entitled **‘Inclusion on the labour market through career counselling and good practices’**. The webinar focused on how to design counselling processes to people with special needs (including people with disabilities) and how to create solutions together with representatives of vulnerable groups. Recording of these webinars can be accessed through the following link: <https://euroguidance.eu/resources/video-gallery/recorded-webinars>

Supporting Newcomers and organising peer learning events during Network Meetings:

Another task entrusted to MTG2 is supporting

newcomers to the Euroguidance Network. Newcomers can be a new Euroguidance Centre joining the Network for the first time or a new EG representative joining his/her EG Centre. Recently we welcomed the new Euroguidance Centres of Georgia, Moldova, Montenegro, and Ukraine. A Handbook for Newcomers is available as a means of first support. It is regularly updated with useful information which can help newcomers get acquainted with the Network. The handbook provides information about the Euroguidance Network and gives an overview of the working methods of the Euroguidance Network. This handbook serves as an internal working document and is not available publicly. A number of sessions have focused on supporting newcomers. The aim is to extend this support by setting up a buddy system with new centres/colleagues being supported by more experienced EG representatives.

MTG2 are also responsible for organising peer learning sessions during the Euroguidance Network Meetings. Representative members from MTG2 facilitate these sessions. The aim is to discuss topics which are relevant to all centres and high on the EU agenda with the aim of sharing good practices and learning from one another, hence strengthening the competencies of Euroguidance country representatives. Topics were varied.

During the Network Meeting in Madrid, Spain (October 2023) the peer learning sessions, then entitled ‘World Cafes’ discussed the following topics: *Good Practices; Peer Learning for New Members, the eCourse on Europass and Evaluation and Communication Activities of the Euroguidance Network.*

During the Network Meeting in Brussels, Belgium (May 2024) the following topics were covered: *Supporting career guidance practices through the Euroguidance Good Practices Database; Online Events as tools for career guidance; Supporting the development of career guidance policy at national level; Supporting Newcomers.*

On the other hand during the Euroguidance Network Meeting in Budapest, Hungary (November, 2024) the following topics were discussed *Exchanges on Guidance Counsellor Qualifications and Competence Profiles; Supporting Learning Mobility: How Euroguidance can help; Supporting Practitioner Development Through Online Exchanges.* The topic Supporting Newcomers is tackled during every Network Meeting in order to support newcomers.

The upkeep of a good practices database:

The exchange of good practices is an important way of learning from other countries and improving the quality and attractiveness of our work and getting inspiration from each other. MTG 2 also collects examples of guidance practices from different countries across Europe and beyond.

Good Guidance Practices could be a method, a technique, a framework, a specific process or an effective guidance initiative taken in relation to a certain target group such as primary school students, employees, jobseekers and others. Ideally, the practices chosen should have been implemented within the last 5 years, are quality assured and transferable. Guidance practices are of value to guidance practitioners, policy makers, researchers, students and others who are interested or working in the area of career guidance.

As an illustration of the richness of the database, a variety of contrasted examples of guidance practices around a range of topics can be found. During 2023 examples of practices shared include the practice entitled SPACE – a youth work centre model in Slovakia. SPACE centres provide a comprehensive approach to work with youth 13 to 30 years old, which is aimed at supporting employment, youth care and a smooth transition to a full-fledged social life. Another guidance practice shared in 2023 is entitled “52 steps” – a game-based programme for development of pupils’ career competencies developed in Latvia.

Two examples which were recent additions in 2023. One practice focused on the topic of digital skills

shared by Austria entitled ‘**The Online Career Counselling Academy OCCAY**’ which aims to help career counsellors to assess and improve their digital skills, to navigate confidently in the digital world and to provide professional online career counselling. Green guidance used in Malta through the ‘**Intercept Project**’. This initiative focused on NEETs (Not in Education, Employment, or Training) aged 25-29 across Malta, Italy, and Lithuania. The project provided participants with a 25-hour specialised training program on Green Jobs, Motivation, and Behaviour, alongside immersive 240-hour work placements in green and sustainable businesses.

Outreach, innovative practices, gamification and many other themes which are at the heart of the current concerns of guidance practitioners, are present throughout the **140 guidance practices** registered to-date. Euroguidance member representatives are encouraged to look for local stakeholders who are willing to share good practice and publish it on the EG website. All guidance practitioners are also encouraged to visit the Good Practices Section on: <https://euroguidance.eu/guidance-systems-and-practice/good-practices> and get inspired by the examples shared by the different countries. In collaboration with MTG3, good practice examples are now being shared on social media. MTG2 continues to apply various methods to disseminate good practices throughout Europe and beyond.

New Developments: Priority Themes:

During the Budapest Network Meeting, MTG2 agreed that a new task group should focus on identifying the priority themes which the Euroguidance network should mainly invest in, keeping in



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mind the lifelong career guidance priorities set at European Level, besides challenges being faced at national level. A temporary working group will start work in this regard. The aim is to strengthen the evidence-based thematic work being undertaken by the Euroguidance network through the collection of relevant evaluations, research, policy and other relevant documents.

The members involved in MTG2 are EG Centres in Belgium (FL), Lithuania, Moldova, Bulgaria, Georgia, Cyprus, Finland, Malta, Poland, Greece, Serbia, Portugal, Spain, Czech Republic, Germany, North Macedonia, Romania and Slovakia.

Main Task Group 3 - Enhancing visibility and communication:

The Euroguidance Main Task Group 3 (MTG3) continues to strengthen its mission of enhancing the visibility of the Euroguidance network within the European guidance community. With a robust plan for 2024-2026, MTG3 focuses on providing high-quality information, promoting capacity building, and ensuring seamless internal and external communication.

Key Areas of Work

The Euroguidance website

The network's website serves as a primary communication channel. MTG3 is dedicated to maintaining its relevance by:

- Regularly updating content and monitoring user engagement through analytics.
- Planning for a platform migration by the end of 2026, which includes content restructuring and possibly replacing the internal "social area".

Newsletter and Insight articles

The Euroguidance newsletter, issued six times annually, provides a mix of news, events, and good practices. To boost subscriptions, MTG3 has encouraged network colleagues to promote the newsletter nationally. During 2024 MTG3 also introduced a new system for article production. Instead of publishing a magazine once or twice a year, the group decided to divide the task of writing articles between all EG centres. These articles – one from each country during a year - edited and proofread by MTG3, will enrich the website and newsletter while attracting new visitors.

Highlights and social media

For the annual Highlight publication, MTG3 is piloting a new format featuring the Insight articles, statistical insights, and stakeholder evaluation results. Dissemination of Network news and results have continued during the year on both Facebook (1–2 posts weekly) and LinkedIn, with LinkedIn now also managed by MTG3. Efforts include sharing good practices and relevant posts to engage the wider guidance community.



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Collaboration and leadership

The success of MTG3's initiatives lie in its collaborative approach. Key responsibilities are distributed among its members, leveraging diverse expertise across countries. At the end of 2024 the group had representation from Euroguidance centres in the following countries: Austria, Denmark, Germany, Netherlands, Norway, Switzerland and Turkey. Leadership is shared by Euroguidance Ireland and Euroguidance Sweden.

Vision for the future

In 2024, MTG3 continued its commitment to capacity building and awareness-raising within the European guidance community. By maintaining good communication practices and a strong online presence, MTG3 ensures that the Euroguidance network remains a relevant resource in the fields of lifelong guidance and learning mobility.

The Euroguidance website

Some statistical data:

The Newsletter had a significant increase in 2024:

www.euroguidance.eu

Newsletter Subscribers November 2024 vs. 2023

Dec 1, 2023 - Nov 30, 2024

Total Subscribers

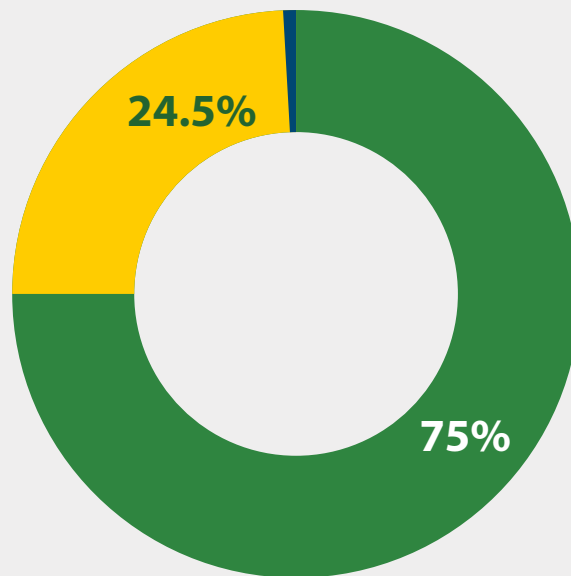
2,185 vs. 1,680
↑ 30.1%

Total Subscribers

505 vs. 416
↑ 21.4%

Website www.euroguidance.eu – what devices are people using?

Jan 1, 2023 - Dec 31, 2024



● desktop ● mobile ● tablet ● smart tv

3

International / Cross Border Cooperation, Conferences and TCAs

CROSS BORDER SEMINAR 2023 IN DRESDEN: SHAPING THE FUTURE OF CAREER GUIDANCE

The Euroguidance Cross Border Seminar 2023, titled "Working as a Guidance Counsellor in a Changing World – (Do) We Have What It Takes?", was held in Dresden, Germany, from 23 to 24 May 2023. This significant event brought together over 80 career

counsellors and experts from across Europe to discuss how guidance professionals can adapt to rapid societal and economic changes.

The Purpose of the Seminar

The Cross Border Seminar series, organized annually by Euroguidance, serves as a platform to exchange innovative practices, foster collaboration, and strengthen the competencies of career guidance



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counsellors. In a world marked by globalization, digital transformation, demographic shifts, and ecological challenges, the need for professional and agile guidance is more critical than ever. The seminar allows participants to:

- Address the challenges of an evolving labour market.
- Develop future-focused strategies for lifelong career guidance.
- Share experiences and learn from best practices across Europe.

Themes and Highlights of the 2023 Edition

This year's theme reflected the growing complexities within the guidance profession and explored how counsellors can continue to offer impactful support to clients. Key components of the seminar included:

Workshops: Participants engaged in 15 thematic workshops over two days, covering topics such as digital tools in career counselling, inclusive practices, and strategies for lifelong learning. The sessions offered practical insights into addressing the needs of diverse client groups.

Keynote Address: Professor Peter Weber from the University of Applied Sciences of the Federal Employment Agency (HdBA) presented a future

competence model for guidance professionals. His speech emphasised the importance of adaptability, empathy, and digital literacy in responding to clients' evolving needs.

International Collaboration: Representatives from 11 Euroguidance centres, including Austria, Croatia, and Latvia, shared perspectives on cross-border co-operation, emphasizing the value of uniting efforts to navigate Europe's interconnected job market.

Why the Seminar Matters

The Cross Border Seminar series plays a pivotal role in ensuring that career counsellors remain equipped to guide individuals in making informed and sustainable career decisions. As technological advancements and societal changes reshape career paths, the seminar offers a space to reflect on these shifts and develop strategies for guiding individuals through transitions.

For guidance professionals, the event provides:

Professional Development: Access to the latest methodologies, tools, and frameworks for career counselling.

Networking Opportunities: A chance to connect with peers from various European countries, fostering knowledge-sharing and collaboration.

Innovative Solutions: Workshops and discussions often lead to the development of new approaches that can be applied in national and local contexts.

Testimonials from Participants

Participants appreciated the seminar's dynamic format and the opportunity to connect with like-minded professionals. One attendee shared, *"This seminar has not only expanded my knowledge but also inspired me to innovate in my practice."*

Another participant highlighted the importance of the event: *"In today's changing world, it is vital for counsellors to stay ahead. This seminar was a perfect example of how collaboration and innovation can strengthen our profession."*

Looking Ahead

The Cross Border Seminar series continues to grow in significance, reflecting the evolving demands of the guidance profession. By fostering international cooperation and encouraging innovative approach-

es, these events ensure that guidance counsellors are well-prepared to meet the challenges of a rapidly changing world.

For further information, including access to workshop materials and documentation, visit the [official Euroguidance website](#).

ALL FOR GUIDANCE AND GUIDANCE FOR ALL: ENHANCING THE CAREER GUIDANCE SERVICES THROUGH COOPERATION – A CROSS BORDER SEMINAR 2024

Since 2005, the Euroguidance Cross Border Seminar (CBS) has been bringing together guidance counsellors, policy makers, experts and other practitioners from different European countries to exchange expertise and innovative guidance practices. Today, this initiative includes 11 countries: Austria, Hungary, Germany, Poland, Latvia, Slovakia, Slovenia, Serbia, Portugal, Croatia and Czechia. Experts lead thematic workshops on current European guidance topics and guidance methods during a two-day seminar.



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In 2024, the Cross Border Seminar All for Guidance and Guidance for All: Enhancing the Career Guidance Services through Cooperation was held in Belgrade, Serbia on 24 – 26 September for more than 80 participants.

About the topic

Considering that career guidance and counselling (CGC) services are usually provided by organisations and institutions in the fields of education, youth and employment, cooperation is a crucial mechanism for overcoming the challenges in the constantly changing world and meeting the needs of clients from various backgrounds. Recognising the importance of cooperation, this Cross Border Seminar turned the spotlight on the joint initiatives and examples of best practices of cross-sectoral and cross-institutional cooperation, as well as intersectoral activities established to enhance the quality of career guidance and counselling (CGC) services through developing local partnerships, international projects, digital and/or other tools and platforms for communication and cooperation of guidance practitioners, policy documents, etc.

Programme structure

Keynote lectures

Aleksandra Pejatović, PhD. from the *University of Belgrade – Faculty of Philosophy* presented the results of national research "The application of CGC standards defined by a Bylaw on Quality Standards of Career

Guidance Services during the implementation of CGC services" conducted in Serbia in 2023.

Gordon Purvis from the European Training Foundation noted that building strategic partnerships is essential for establishing a good-quality lifelong guidance system and presented the roadmap for the guidance system development.

Workshops

During 16 workshops, the participants had the opportunity to exchange and explore the tools, manuals, documents and other products developed through various forms of cooperation established to improve the quality of career guidance and counselling services. Nineteen career guidance experts – representatives of educational institutions, youth organisations and the employment sector, presented their examples of best practices on topics which include supporting clients from vulnerable groups, innovative tools for CGC, connecting students with the labour market and future trends in lifelong guidance in Europe.

More information about the programme and workshop descriptions are available on the official event website: https://euroguidance.rs/aktivnosti/prekogrnicni_seminar/euroguidance-cbs-belgrade-2024/.

Additional information about the CBS initiative, is available on the *Euroguidance* Network website: <https://euroguidance.eu/international-mobility/cross-border-seminar>.

Nordic Baltic Group

Competence development for Nordic and Baltic guidance practitioners: A collaborative journey

The Nordic and Baltic Euroguidance centres have long fostered a culture of collaboration, continually striving to enhance the skills and knowledge of guidance practitioners across the region. This cooperative spirit has given rise to a range of activities and initiatives to address the evolving needs of career guidance professionals.

A foundation for cooperation

In 2023, the annual joint meeting of the Nordic and Baltic Euroguidance centres took place in Svendborg, Denmark. During this gathering, representatives identified the need for a targeted series of webinars as well as a deeper understanding of national educational portals and online career guidance tools. These discussions laid the groundwork for coming initiatives.

The turning point: Tromsø 2024

In 2024, the ideas were put into action at the Nordic-Baltic meeting of Euroguidance centres and national education portals in Tromsø, Norway. The event, supported by the Nordic Council of Ministers, underscored the importance of transnational collaboration. It also highlighted the value of shared insights into online education portals and career guidance tools among the countries. Participants praised the meeting as a critical step forward, fostering mutual learning on important developments across the region.

Launch of the webinar series

Under the banner “*Career Guidance up North – join Euroguidance webinars on hot topics*,” the Nordic and Baltic Euroguidance centres also introduced a series of free webinars in 2024. These sessions aimed to spotlight emerging trends and innovative practices in the field. The autumn offerings included:

- 1. Career Development Practices from the Capabilities Perspective on Social Justice**
 - **Organisers:** Euroguidance Estonia and Latvia
- 2. How to Use AI in Career Guidance**
 - **Organisers:** Euroguidance Norway and Lithuania

Looking ahead to 2025

Encouraged by positive feedback, particularly regarding the expertise of the international researchers

featured, the webinar series will continue into 2025. Upcoming sessions include:

1. Career Education in the Nordic Countries

- **Organisers:** Euroguidance Finland and Iceland

2. The Five Dimensions of Environmentally Sustainable Career Guidance

- **Organisers:** Euroguidance Denmark and Sweden

A platform for growth

This seminar series has proven to be a good platform for Nordic and Baltic guidance practitioners. It fosters cross-border dialogue, shares cutting-edge research, and equips professionals with tools to address contemporary challenges such as social justice, technological integration, and sustainability in career guidance. Furthermore, cooperation between representatives of online education and guidance portals will continue in 2025 in Vilnius, where the second workshop will take place.

These initiatives exemplify how regional cooperation can drive meaningful professional development, ensuring that guidance practitioners are well-equipped to navigate an increasingly complex and interconnected world.

LTA

The first event within the LTA initiative “Enhancing Inclusion through Guidance”, organized in November 2024 in Belgrade, Serbia

The transnational seminar “Strengthening Capacities of Learners with Disabilities and Learning Difficulties through Career Guidance Services” was held on November 20–22, 2024, in Belgrade, Serbia.

This event was organised as part of the LTA initiative ([LTA – Long-Term Activities](#)) “Enhancing Inclusion through Guidance” established by the National Erasmus+ Agencies in Serbia, Denmark, Estonia, Lithuania and Austria to enhance the social inclusion of students from vulnerable groups through Career Guidance and Counselling (CGC) services.

Recognising career guidance as a valuable mechanism for the empowerment and social inclusion of students from vulnerable groups, the first event within this initiative – “Strengthening Capacities of Learners with Disabilities and Learning Difficulties through Career Guidance Services” – focused on the competence development of career practitioners from the education sector who work with students with disabilities and learning difficulties.



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Through the keynote presentation and parallel sessions, participants from 10 countries (Serbia, Denmark, Estonia, Lithuania, Austria, Slovakia, Ireland, the Netherlands, Germany and Latvia) had the opportunity to share their experiences and explore examples of best practices in providing CGC support to students from vulnerable groups.

The keynote speaker, Dejana Mutavdzin, a Teaching Assistant at the University of Belgrade, delivered an inspiring lecture on fostering a more inclusive society, recognising the career needs of students from vulnerable groups and providing them with suitable support.

During the workshops, representatives of organisations specialising in providing CGC support to clients with disabilities and learning difficulties from Serbia, Austria, Germany, Estonia and Slovakia shared their examples of best practices in ensuring the accessibility of CGC services, motivating students to use CGC services, developing individualised, needs-based and tailored CGC support and adopting available resources and digital tools for providing suitable support to students with disabilities and learning difficulties.

In addition, participants had the opportunity to connect with colleagues from other countries and

develop ideas for future projects on social inclusion and career guidance services.

More information about the LTA initiative “Enhancing Inclusion through Guidance” is available on the [Salto Inclusion Education website](#). If you are interested in joining the initiative, please contact the Serbian National Agency – Foundation Tempus (tcas@tempus.ac.rs).



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IAEVG International Conference 2024 – Riding the Wave of Change

The conference was held in Jyväskylä, Finland (12-14 Nov 2024). The Presentations are available on the [Schedule and Presentations page](#).

For more information, [IAEVG International Conference 2024 – Riding the Wave of Change](#).

Cooperation with IAEVG

During the period, the Euroguidance network has been a dedicated partner to the IAEVG, the International Association for Educational and Vocational Guidance.

At the 2024 conference in Jyväskylä in Finland on November 12-14, the Network invited all conference



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participants to a joint stand, to discuss international perspectives on career development and the role of guidance in a changing world.

Euroguidance was active in “Riding the Wave of Change”, by sharing insights on innovations in career guidance, networking, discussing challenges and solutions in our field.

Here’s what Euroguidance brought to the conference programme:

- Czech Republic: Updates on school curriculum innovations
- Estonia & Sweden: Making international mobility experiences valuable for career growth
- Finland: Guidance services’ role in building sustainable futures
- Ireland: Client’s and professionals’ cultural context
- Netherlands: Exploring digital guidance practices and theory
- Serbia: Career guidance as a pathway to social inclusion

New Scenes for Career Guidance

A European lifelong guidance conference, New Scenes for Career Guidance, was arranged on 31 May – 1 June 2023 in Stockholm, during the Swedish Presidency of the Council of the European Union.

A total of 166 key persons and experts in the field of guidance, from 33 countries in Europe and from international networks, such as CareersNet (Cedefop),

Euroguidance (EU) and NVL (Nordic network for adult learning), gathered in Stockholm, to discuss the *New Scenes for Career Guidance*.

The aim was to consider how the conditions for lifelong guidance have changed - and how career guidance is being re-designed in new ways and for new target groups, and what these changes mean for the guidance profession, for policy development and for the content of guidance practices. A common conclusion from the conference was that the main challenges are the lack of national strategies for lifelong guidance, the new demands on the labour market, and an unequal access to guidance services.

The Conference was organised by the Swedish Council for Higher Education, in collaboration with the Swedish Public Employment Service and the Swedish National Agency for Education. It was organised on the initiative of Euroguidance Sweden, with Cedefop and the Swedish Association of Guidance Counsellors as partners.

- **Read about the most burning questions, the main challenges and the most important steps forward in the final report that was compiled** [report-new-scenes-for-career-guidance-2023.pdf](#)
- **Listen to expert interviews on YouTube** [New Scenes for Careers Guidance - YouTube](#)
- **Download speaker presentations** [New Scenes for Careers Guidance - Universitets- och högskoleerådet \(UHR\)](#)

4

Academia

In 2023/24 the Academia network welcomed newcomers from Cyprus, Finland, Ireland, Netherlands, Norway and Switzerland.

Find below a few reports of the academia visits in Ireland, Slovenia, Estonia, Italy and the Netherlands.

Newcomers in 2023/24: Cyprus, Finland, Ireland, Netherlands, Norway, Switzerland

Lifelong Career Guidance: A Future Vision. Academia Study Visit Ireland

Education and Training Boards Ireland (ETBI) hosted its first Academia Study Group from 8th to the 10th May 2024 (inc). The base location for the Academia visit was the Liberties College of Further Education and Training (FET) in Dublin City. The Liberties, where the college is situated, is one of Dublin's oldest and most historic sites with a view of the beautiful St. Patrick's Cathedral from its classrooms.

The theme of the study visit was 'Lifelong Guidance – A Future Vision'. This theme was underpinned by our National Strategic Framework for Lifelong Guidance and Strategic Action Plan (2024-2030) which was launched in Ireland on December 2023. The four pillars of the framework fed into sub-themes of our programme of events. The four pillars are:

1. Visibility and Awareness of lifelong guidance services and information provision
2. Standards and quality throughout the lifelong guidance system
3. Access, Inclusion and Universal Design
4. Career management skills and lifelong career mobility

We began our programme on Wednesday 8th May with a warm welcome from the principal of the Liberties College who informed us on the programmes offered as well as a brief history of the area. This was followed by a general overview of ETBI, FET in Ireland and the Guidance and Information services therein. We were also given a brief synopsis of the local Guidance and Information service by City of

Dublin guidance professionals. In the afternoon we visited Trinity College for people with intellectual disabilities (TCPID). Here we were welcomed by Dr Conor McGuckin and Des Aston who informed us on the work in the centre. This was followed by presentations on Universal Design in Guidance (UDG) by Dr Mary Quirke and an experiential look at life in education in Ireland by Dr. Patricia McCarthy. Patricia is vision impaired and was joined by her assistance dog Gaston who was very popular with the group.

On Thursday 9th we visited Dublin City University (DCU) where Aisling Fleming, Assistant Professor and MSc in Guidance Counselling Programme Chair, gave us a concise description of the programme and modules covered. This was followed by a visit to the Virtual Reality (VR) Lab where we all got a chance to experience VR in fun, learning, team working and immersive environments. After lunch we travelled to Baldoyle training centre where we were given a tour of the facilities and training programmes taking place.

On Friday 10th we were back in the Liberties where Dr. Carol Guildea informed us on the National Strategic Framework for Lifelong Guidance and Dr. Stephen O'Neill talked to us about self-care.

The weather in Ireland for our Academia visit was exceptionally beautiful (for Ireland). I'd like to finish with a lovely quote from the German delegates who said *'Wenn Engel reisen, scheint immer die Sonne; When Angels travel, the sun always shines.'*

Academia Slovenia 2024: Transition from education to labour market

Euroguidance Slovenia organised an Academia event between the dates of the 15th and 18th of April. The focus of the event was on the transition from education to the labour market. The Employment Service of Slovenia has been the hosting and sending organisation for Academia study visits of guidance practitioners since 2008.

Ten guidance practitioners from Cyprus, France, Germany, Ireland, Netherlands and Spain learned about



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the labour market, guidance tools, services and best practices at various locations which included the Employment Service of Slovenia, School centre Škofja Loka, Biotechnical education centre Ljubljana, project learning for young adults – NEETs and Nefiks career services for youth.

The focus was on the transition between education and labour market to provide guidance practitioners a learning mobility experience and international networking opportunities. The participants had possibilities for discussions about various guidance related issues among guidance practitioners to exchange guidance practices among themselves and other experts. The participants learn about guidance in Slovenia in different settings, focusing on transitions from education to labour market and exchange national practices from participating countries.

The participating guidance practitioners were asked to prepare a short description of a method, practice or initiative from their daily practice to support exchange of information and good examples of guidance practices. You can read more about these in Academia Slovenia 2024 booklet [Transition from education to labour market](#).

Academia is a network that offers training opportunities for guidance practitioners in European countries. The participants have a chance to get to know the guidance system and guidance practices in another European country.

Academia in Estonia exceeded expectations

In beginning of May, career guidance practitioners from eight European countries visited Estonia to gain professional knowledge. Two of the guests also shared their experience during the week at the Erasmus+ podcast, which you can listen to [here](#).

Euroguidance Estonia, together with its partners, hosted 12 guidance professionals. The Academia mobility brought together professionals interested in learning more about the topic "Multiculturalism, international learning, and work mobility in the context of career development," including an overview of the Estonian career guidance system.

The guests visited the Parliament of Estonia, where MEP Kadri Tali shared important issues in Estonian education policy and international cooperation.

The participants also visited the innovative Tallinn Career Centre of the Estonian Unemployment Insurance Fund (PES) and had a job shadowing day either in Tallinn, Tartu or Pärnu with practitioners from the Estonian Unemployment Insurance Fund, the Integration Foundation, the University of Tartu Counselling Centre, Tartu Vocational College and Pärnu Vocational Education Centre.

On the last day, the participants shared methods and experiences from their own work.

The exchange of practices included learning how to:

- Alternative Dispute Resolution (ADR) to promote critical thinking, consideration of different perspectives and the use of peaceful conflict resolution strategies.
- The mapping method helping students to become aware of their own interests, skills and values.
- Photographs can help in exploring the work environment.
- Reflection on soft skills and key competences before and after the mobility period.
- Supporting international newcomers.
- A selection strategy for language classes to promote mobility and intercultural understanding.
- The pro or con method helping in reflecting on the opportunities for mobility.
- Metaphor cards helping finding solutions.
- Competency cards helping to identify opportunities for mobility.

Exceeded expectations

Aurore, from France, said that the visit exceeded her expectations and that the experience was as much about highlighting differences as similarities, and that participants learned also a lot about

other countries. Katrin from Austria came to similar conclusions. "It was a very well organised and meaningful visit, I learned and experienced much more than I dared to hope. Both professionally and personally," she said.

Estonia has been part of the Academia network since 2000 and nearly 250 professionals have visited Estonia since, and another 250 Estonian professionals have visited Europe through the network.

Academia, a chance for professional development through transnational learning

In 2023, the Euroguidance Centre Italy, for the first time, provided national practitioners with the opportunity to develop skills in a transnational context. This was possible thanks to Academia, the exchange programme for learning mobility of guidance professionals across Europe.

Launched in 1995, Academia has so far enabled 2000 practitioners to participate in 3-4 days thematic study visits, peer exchanges, meetings with professionals and end-users, thus contributing to improve networking and cooperation in lifelong guidance.



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The Italian experience

EG Italy joined Academia in 2022, with the aim of offering EG national network operators a concrete learning and exchange experience in a multicultural environment.

Between March and May 2023, five Italian practitioners, selected among the best performers of the 2022 EG Italy training course "Mobility opportunities for learning and working in Europe", were able to participate in exchange visits in Austria, Denmark, France and Spain.

Visits took place at universities, educational and training agencies, employment services and resources/information centres and were enriched by presentations and interviews with guidance experts and end-users.

In addition to sharing knowledge about different education and career systems, Italian practitioners also had the opportunity to focus on topics such as guidance services for people aged 50+, counselling pathways, the transitions between secondary school and higher education and gender perspective and digitalisation in career guidance.

The learning outcomes

All experiences were positively rated by participants, which, besides learning about guidance in European context, highly appreciated the following aspects:

- learning in a multicultural context
- improving language skills
- knowledge on specific themes addressed in the visits
- personal and professional growth, with benefits for the sending organization as well
- networking and opportunity for new partners for staff and student exchange projects.

The feedback from Academia's first Italian experience is definitely a stimulus for EG Italy in taking that forward with the aim that, under the current programming period, an increasing number of operators can benefit from transnational staff training opportunities.

Retrospective Academia 2024 - Euroguidance Netherlands

The Euroguidance Academia 2024 visits have started again. The kick-off took place in the Netherlands, where [Euroguidance Netherlands](#) organised an Academia Programme for the first time. Euroguidance

Netherlands looks back on a very enriching week for both participants and organisers.

In the Netherlands, we welcomed an international group of 11 guidance professionals from the 11th till the 14th of March. The central theme of this week was: "inclusion and (mental) well-being", a topic of great interest to everyone involved in education and guidance.

During this week, we worked intensively together, exchanging experiences and learning from each other's approaches and challenges. Participants not only acquired new knowledge and tools, but also gained inspiration through working visits, trainings, presentations and dialogues, all with the aim of promoting wellbeing and inclusion in their own countries.

The positive feedback and stories of our participants attest to the impact of this programme. It has not only contributed to their professional development but also lays the foundation for ongoing dialogue and cooperation between guidance professionals from across Europe.

Day 1:

Introduction Academia 2024 in the Netherlands

On Monday the 11th of March, the Academia programme kicked off, we welcomed our guests to the Euroguidance office in 's-Hertogenbosch. Here, guests received a detailed explanation of Euroguidance Netherlands' activities, the [Expertise Centre Inclusive Education](#) and the [Education system in the Netherlands](#). After a tour through rainy Den Bosch, the afternoon offered guidance professionals the opportunity to present a successful methodology or tool they use in their own daily work. Dinner in the evening provided the perfect opportunity to get to know each other on a more personal level.

Day 2:

Visit to Nuffic and peer review

On Tuesday 12 March, Academia participants were welcomed at [Nuffic](#) in The Hague. Nuffic is the Dutch organisation for internationalisation in education. Presentations were on the organisation's vision and objectives, the [Mobstacles network](#) and the wellbeing of international students, among other things.

In the afternoon, we played the [Go! For All game](#) with the whole group. This game was developed by Nuffic in cooperation with ECIO. The aim of the game is for participants from Vocational Education and Training or Higher Education to learn more about making an experience abroad accessible to all students.

After a short walk through the city centre of The Hague, we concluded the day with another intervision session, where participants shared good practices.

**Day 3:
Spirit Power in the mbo, Career jumpstart
and the apprenticeship centres**

On day 3, participants could choose from two programmes:

Option 1 was "GeestKracht in het mbo" at [MBO Utrecht](#). The [GeestKracht programme](#) works on the mental health of young people and young adults. Participants heard more about the programme and were given an extensive tour of the building and met an assistance dog and its handler. The assistance dog is often used with students with, for example, autism, panic attacks, ADHD, ADD.

Option 2 was a visit to "[Career jumpstart](#) at [Fontys Hogeschool](#)". With a combination of personal coaching and hands-on training, Career Jumpstart offers students a flying start in their careers. It is great to see how they build bridges between these talented graduates and their dream workplaces.

In the afternoon, we visited The [Hard Learning School](#), a project shaped by a collaboration between the regional service centre of education and training ([Leerwerkloketten](#)). We were explained the programme, which stretches over 10 weeks with the aim of guiding people back to a learning environment or workplace. In addition, the international career professional also got the chance to actually participate in the sports activities. This experience immediately showed the importance of the exercises, especially in terms of cooperation and communication.

**Day 4:
Cultural sensitivity and positive psychology
and resilience training**

The training on Thursday 14 March 2024, offered by the [Expertise Centre for Inclusive Education](#) (ECIO), focused on inclusive education and student wellbeing. With sessions on wellbeing & guidance, cultural sensitivity, and positive psychology, led by experts Olivia Lebbe, Marit Schreurs, and Aniek Luyt, participants were invited to gain knowledge and skills on supporting students from diverse backgrounds and building resilience.

We concluded the week with a pleasant drink at the office and then said goodbye to the guests.

We are grateful for the commitment and passion of everyone who contributed to the success of this programme. It proves once again that working together, learning and sharing across borders makes us all stronger and wiser. Euroguidance Netherlands is already looking forward to the next Academia programme in the Netherlands!

**Academia is a source of pride
for Euroguidance Estonia and
a mark of its quality**

In May, Euroguidance Estonia hosted 15 career practitioners from Austria, Spain, the Netherlands, Cyprus, France, Germany and Slovakia as part of the Academia programme. It was the largest Academia group hosted in Estonia.

"We have been organizing international learning mobilities for career professionals in collaboration with partners from the Academia network in Europe for 23 years now, and the number of mobilities is steadily approaching five hundred, including both professionals who have enhanced their skills in Europe and those who have discovered Estonia. I am fully convinced that this is crucial for professional development as it supports personal growth, creates new opportunities for the future, and contributes to daily client work. International learning mobility should be included in the training plan of every career specialist, even on a regular basis. Academia is a safe choice for beginners and an innovative source of inspiration for experienced professionals."

*Margit Rammo,
Euroguidance Estonia manager*

This year's Academia programme in Estonia focused on sharing our best practices in career guidance, with a particular emphasis on work and learning mobility, as well as multiculturalism. The first day was dedicated to exploring learning mobility from the perspective of career practitioners. On the second day, participants had the opportunity to delve into work mobility and familiarize themselves with various organisations in the field. The third day involved job shadowing in groups of 2-3 individuals at different organisations in Tallinn and Tartu. Finally,

the fourth day was devoted to sharing methods and summarising the week's experiences.

All participants were encouraged to bring along one method, tool, or approach to share with others. Throughout the four-day program, attendees had the opportunity to learn about various practices and organisations in Estonia. They left with new ideas and approaches to implement in their professional lives. :)

"The academic study visit to Estonia was truly enriching! I gained valuable insights into lifelong guidance in Estonia in a multicultural context and discovered different guidance methods used in eight European countries. I wholeheartedly recommend this opportunity to anyone seeking professional and personal development in an inspiring international environment!"

*Arabella Seits,
Austria*

The theme of the exchange program, "Multiculturalism, international learning, and work mobility in the context of career development," was enriched by collaborating with a diverse range of partners. These partners not only introduced their services and practices but also provided job shadowing opportunities for our European colleagues in Tartu and Tallinn. This allowed participants to gain practical insights and experiences in the field of career guidance within a multicultural context.

Academia Study Visit to Salzburg, Austria: Providing Access for people aged 50+

Adult Education Salzburg and the Network Educational Guidance Salzburg welcomed 12 colleagues from 6 different countries to Salzburg for an Academia study visit in April 2023.

The aim was to present and discuss cooperation strategies and best practices in providing "access for the target group of 50+".

The visit included the city library of Salzburg, the Chamber of Labour Salzburg and BiBer Educational Guidance and a presentation of the course "Active in old age, shaping together". The group had three inspiring days - where they were able to learn from each other and to network.



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Other Network-Level Activity

Stakeholder Survey

High Praise for Euroguidance: Stakeholder Survey Reveals Positive Impact on Competence Development

The Stakeholder Survey, conducted between October 2022 and June 2023, homed in on the development of competence among guidance practitioners. The participants encompassed a diverse range of stakeholders, including guidance practitioners, decision-makers, and the broader guidance community, with a total of 1,063 valid responses spanning 31 countries in Europe.

Conducted under the auspices of the Euroguidance Network, the Stakeholder Survey represented a significant evaluation initiative. It employed a three-

phase methodology that included Desk Research, Interviews, and a Questionnaire, culminating in a workshop designed to extract insights and leverage the findings. The primary objectives of this study were to gain a deep understanding of the strengths within the network, pinpoint areas that could be enhanced, consider essential changes, and collect recommendations for future initiatives.

Survey Highlights:

- An impressive 83.90% of respondents rated their involvement in Euroguidance centre activities as "relevant" and "very relevant."
- A substantial 78.76% credited Euroguidance for developing their knowledge.
- A significant 64.15% acknowledged Euroguidance's role in cultivating additional competences



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- and capacities for delivering career guidance.
- A noteworthy 60.07% attested to Euroguidance's contributions to expanding their capacity for networking and collaboration in career guidance.

When evaluating the effectiveness of Euroguidance's initiatives in training and developing professional competencies in the realm of lifelong guidance, survey results painted a resoundingly positive picture. An overwhelming 80.21% of respondents described Euroguidance's support as "extremely valuable" and "good," underscoring the network's notable impact on enhancing professional competencies. These findings underscore the efficacy of Euroguidance's training endeavours and its positive influence on the competencies of individuals involved in lifelong guidance.

When asked if they would recommend Euroguidance services to fellow guidance professionals seeking to enhance their knowledge and competencies, respondents voiced robust support. An impressive 88.19% of participants expressed a strong willingness to "strongly recommend" or "recommend" Euroguidance services, emphasising the significant value they place on the network's offerings. This further reinforces the widespread positive sentiment surrounding Euroguidance's ability to enhance knowledge and competencies. These results stand as a compelling testament to the credibility and effectiveness of Euroguidance services, as attested by those who have directly benefited from them.

We wholeheartedly thank the Romanian research team, Speranța Țibu and Delia Goia, for their professionalism and dedication, and Euroguidance Evaluation Group for their valuable support in coordinating all the research phases. Their dedication and support played a crucial role in the success of the study and the achievement of significant results.

[You are welcome to learn more here.](#)

Euroguidance enhancing collaboration for Educational and Career Guidance Portals

The Nordic and Baltic regions have long been known for their commitment to education and innovation. In 2024, this commitment was further strengthened through collaborative efforts aimed at improving the national educational and career guidance portals, initiated by Euroguidance and the Nordic Council of Ministries.

Increasing awareness of mobility and sharing best practices were the main goals for Euroguidance

Norway when taking the initiative to form a new network of Nordic and Baltic career guidance and learning opportunities portals. Europass was also a natural part of the agenda. Through this collaboration, innovative tools will be developed and ultimately improve the career guidance services provided to pupils and students.

Initiating Collaboration

The Tromsø conference in August 2024 aimed to create a network of professionals dedicated to enhancing the quality of educational and career guidance portals. Organized by Euroguidance Norway in partnership with the Nordic Council of Ministers, the conference brought together 56 participants from all Nordic and Baltic countries, including the autonomous regions Greenland, the Faroe Islands and Åland.

Working Groups

Before the Tromsø conference, digital meetings and webinars were held by Euroguidance and the Nordic Council of Ministers to increase awareness and foster connections among participants in the network-to-be. Although still participating to make sure the network continues to evolve, Euroguidance and NCM are now letting the webinars and follow-up meetings in smaller working groups be led by the national agencies to continue the discussions and share progress.

Sharing Best Practices

One of the key outcomes of the conference was the exchange of best practices among the participating countries. For instance, Norway's Utdanning.no collaborated with Denmark's UddannelsesGuiden to develop the Job Compass, a tool designed to help users explore various career paths. Similarly, Estonia's Minukarjäär portal adopted Jobpics, a career guidance tool created by Norwegian occupational psychologist Arne Svendsrud. These examples highlight the benefits of cross-border collaboration in developing effective career guidance tools.

Addressing Challenges with AI

The rapid development of artificial intelligence (AI) presents both opportunities and challenges for educational and career guidance portals. During the conference, participants discussed how AI could be leveraged to personalize content, improve search functions, and enhance user engagement. For example, by using AI to personalize content based on user profiles, portals can provide more relevant and

engaging information to their users. Additionally, AI-powered chatbots can offer instant support and guidance, making the portals more user-friendly.

Future Directions

Looking ahead, the Nordic and Baltic national portals plan to continue their collaboration through regular workshops and annual gatherings. These events will provide opportunities for further knowledge exchange and the development of new tools and strategies. The focus will remain on leveraging AI and other emerging technologies to enhance the quality and accessibility of educational and career guidance services. Plans are already in place for webinars and a physical meeting in Vilnius in 2025.

Sustainability Perspectives in Career Guidance: A Current Focus in Denmark

Sustainability is becoming increasingly prominent in both education and career guidance. In response to this, a module on the subject has been added to the Diploma in Educational, Vocational and Career Guidance in Denmark. The module is called 'Career Guidance and Sustainability' and was launched at the University College Absalon in 2023. The module emphasises the practical integration of sustainability within career guidance practices. The module has been well received, introducing students to a fresh perspective on career guidance. Kamilla Palsgaard, Associate Lecturer at Absalon, explains: "The feedback from students has been overwhelmingly positive. Many recognise the importance of integrating sustainability into their future guidance practices. Given its relevance, we have expanded the sustainability perspectives into several other modules within the curriculum". Since its introduction, the module has focussed on sustainability across three levels that has an impact on guidance professionals: The societal level Career guidance plays a key role in supporting societal sustainability goals, in particular to the UN's Sustainable Development Goals (SDGs). Guidance professionals are equipped to help individuals pursue education and career paths that also align with climate objectives and the demands of a sustainable labour market. The organizational and collaborative level. Sustainability influences how guidance services are structured. This level emphasises the efficient use of resources and the importance of collaboration with stakeholders in order to deliver impactful and sustainable services. At the individual level, career guidance promotes "sustainable careers" by addressing both long-term education and work-life balance of individuals.

This ensures equal access to opportunities and supports social justice. Paving the way towards a greener future Career guidance has a crucial role in preparing individuals to face the shared global challenge of sustainability. The module 'Career Guidance and Sustainability' addresses these global challenges that guidance professionals must navigate, regardless of nationality. Partaking in the module has had a substantial impact as the learning helps students understand how to create meaningful impact. Students completing the Diploma in Educational, Vocational and Career Guidance have embraced the relevance of the module, gained new perspectives, built a strong professional foundation and experienced significant personal growth. The positive feedback received from students highlights the relevance and practicality of this approach in supporting both career development and a greener future. Christina Holm, a former student, shared: "On the module, I learned how I, as a guidance counsellor, can support the development of capable young people in my guidance practice, based on both the ethical principles for guidance, as well as the core of the UN's Sustainable Development Goals: 'leave no one behind'". The 'Career Guidance and Sustainability' module at University College Absalon has now become a vital component in preparing future guidance counsellors by focusing on sustainability at societal, organizational and individual level.

Estonia Introduces New Standard for Career Specialist

Estonia has introduced new occupational qualification standards for career specialists which focuses on four key areas. These four key areas are career counselling, career information provision, career education in schools and career management in organisations. These changes mark a major step forward for Estonia, reflecting the need for comprehensive career guidance across sectors, and aligning with broader European trends in Lifelong Guidance.

Core Areas and Elective Competencies

The new standard builds on the existing qualifications for career specialists, retaining four mandatory competencies. These four mandatory competencies are the promotion of services, networking, service development, and instruction and training. Practitioners must also demonstrate expertise in at least one of the four key areas. This framework ensures that professionals can operate across a wide range of environments, from public employment services to educational institutions and private organisations.

Career Education in Schools

One of the most significant updates is the integration of career education into schools, aiming to prepare students early for the demands of the labour market. Career specialists at both European Qualification Framework's [Level 6](#) and [Level 7](#) coordinate and develop career services in educational institutions, aligning them with the national curricula. A key task for career specialists in schools is to work closely with teachers and other staff, embedding career development into both subject teaching and extra-curricular activities. This holistic approach ensures that students acquire career management skills from an early age. Specialists also support parents by guiding them on how to assist their children in navigating career decisions, creating a bridge between education and the workforce. Feedback from students, parents and other stakeholders is gathered to improve the quality of career education programs. This ongoing evaluation process ensures that career education remains relevant and adaptable to changing student and labour market needs.

Career Management in Organisations

The updated standard also introduces career management within organisations at Level 7, reflecting

the growing focus on talent and employee development in modern businesses. Career specialists in organisations are responsible for developing and implementing career management strategies aligned with broader business objectives. This expansion into corporate career management addresses the increasing demand for structured employee development pathways. Career specialists oversee the career progression of employees, while also managing a network of internal and external counsellors who are trained to support staff in their professional growth. By providing career guidance, organisations can boost employee engagement, retention, and overall performance.

A Future-Oriented Framework for Career Guidance

These updates represent a forward-thinking approach to career guidance in Estonia, with an emphasis on professional growth and continuous self-development. The system encourages career specialists to engage in lifelong learning, ensuring they remain at the forefront of evolving career guidance practices, labour market needs, and technological innovations. By expanding the career specialist role into schools and organisations, the new standard provides a more comprehensive



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framework that meets the diverse career guidance needs of individuals at different life stages. Estonia's updated qualification system not only aligns with European trends but also enhances the quality and professionalism of career guidance nationwide, ensuring a well-prepared and adaptable workforce for the future. For further information, please view the publication [Lifelong guidance in Estonia](#).

The Training Compass: A guidance tool supporting lifelong learning

Following the COVID pandemic, the Government of Flanders launched its recovery plan '[Flemish resilience](#)'. One of its components, Edusprong, aims to boost adult education. The initiative aims to encourage lifelong learning amongst Flemish citizens, to renew and improve the study programmes in adult education, to strengthen digital competencies and to invest in qualifications. Het [Opleidingskompas](#) ('The Training Compass'), an online guidance tool for adult education, is one of the projects initiated within Edusprong. It was launched in 2023, following a period of analysis, exploration, consultation, designing and testing.

Rational

It used to be quite a challenge to navigate through the large number of study programmes in adult

education. Several search engines and multiple websites from centres for adult education or centres for basic education had to be created to get a clear view over all the education which is on offer. The number of search engines was even daunting at times. By making all programmes on offer visible in 'Het Opleidingskompas' the search for suitable programmes has been greatly simplified, which can motivate potential learners to enrol in the courses on offer.

Serving all adults

As adults are a highly heterogeneous target group, the new tool offers the possibility to enter many parameters, so any adult can find a course that matches his/her interests and life situation. Some parameters are related to the course programmes - such as prior knowledge, interests or desired diploma's; others to the personal circumstances of the potential learner (employment status, children, etc). By searching for keywords, going through study topics and/or locations, a number of courses that suit each situation can be found. For potential learners who are in the dark and do not know yet which type of course would suit them, the compass also offers a solution. Several questions are embedded in the tool which guide the users to courses that meet their learning objectives.



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Developed through consultation

The *Agency for Higher Education, Adult Education, Qualifications and Study Grants* and an external partner (*DXC-Cegeka*) were responsible for the development of the tool. During the development process, they consulted the centres for adult education and centres for basic education. Through workshops and information sessions, input and feedback were collected to feed into the compass development. During the process, users were also consulted to shape the design and the guiding questions.

Next steps

The centres for adult education and basic education will be keeping their courses up to date in the tool. Also, the compass will be improved on a continuous basis. By monitoring and analysing the user data, the developers will get a better understanding of what it is that potential learners are looking for and the changes that should be made to improve the tool. Possibly other courses of recognised institutions, such as universities and colleges, will be integrated at a later stage. For further information, please contact Euroguidance Belgium (Flanders): joke.verlinden@epos-vlaanderen.be

Levelling the playing field: Benefits of AI tools in the job application process

Karriereveiledning.no, the digital career guidance service in Norway, has integrated some Artificial Intelligence (AI) tools into its services. These aim to level the playing field in career development by providing accessible assistance to individuals, regardless of their digital literacy or language barriers.

AI-powered cover letter drafts and interview training

The inspiration for these tools came from insights gathered through career guidance chats, revealing that writing a cover letter to a CV is a significant challenge for many. To aid them, a cover letter tool was developed. Users can paste in their CV and a job advertisement, and the tool produces a tailored cover letter draft for that position. This not only saves time but also addresses accessibility, catering to individuals with low digital competence, reading and writing difficulties as well as non-native speakers. Before the launch, a legal assessment was conducted, both to evaluate privacy and to clarify

to users how their data is handled. Complementing this cover letter tool is an AI-driven interview training feature. Users can paste in the job description for the position they have applied for and receive a set of interview questions, allowing them to practise articulating their competencies relevant to the job. This tailored practice not only enhances their interview skills but also fosters a deeper understanding of the job they are applying for.

Advantages of AI-powered tools

The advantages of these AI-powered tools are many. They contribute to social inclusion by ensuring an equitable job-seeking process, minimising the impact of poorly structured cover letters or typos by potentially excellent candidates. Additionally, they facilitate career learning, providing insights into building a stronger application based on individual profiles.

Some users report a high volume of job applications during their job search and there is an increasing demand for tailored cover letters. Crafting tailored cover letters is a time-consuming process often leading some people abandoning the pursuit and instead opting to submit generic cover letters for multiple positions. For these users, the tool provides a prompt and flexible solution to create tailored cover letter drafts in minimal time.

Is using AI cheating? And can you trust it?

In theory, you can ask anyone to write a cover letter for you – whether it's someone in your network, paid services for tailored applications or by using e.g. ChatGPT. In terms of trusting AI, the answer is: not entirely. In the absence of information, the tool may invent elements that could lead to overselling or misrepresentation. Therefore, users are advised that the cover letter service provides only a first draft. Users are encouraged to check if the cover letter aligns with their actual education, experience and personality. This is crucial to ensure that the cover letter accurately reflects the user and their skills.

User testing for enhanced career guidance tools

User testing revealed positive feedback, with the participants expressing their satisfaction. Comments like "It was impressively accurate!" and "A solid starting point" emphasised the tool's utility. Testers also recognised the importance of refining the generated text to align with their unique narratives.



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Navigating the Future: Assessing Transversal Skills and Competencies in Career Guidance

Unlocking the potential of transversal skills and competencies is the key to navigating the evolving landscape of the labour market. In an insightful workshop, held during the Austrian Euroguidance Conference in November 2023, experts delved into the realm of "Transversal Skills and Competence Assessment in Career Guidance." Led by Prof. Dr. Rebeca García-Murias from the University of Santiago de Compostela and Mrs. Sandra Klein, a guidance counsellor at Bildungsinfo-Tirol, the workshop aimed to unravel the significance of these skills in an international mobility context.

The workshop began with a comprehensive exploration of transversal skills and competencies in connection with international mobility and career guidance and counselling (CGC). The discussion underscored the undeniable benefits of international mobility, emphasising the need for meticulous identification, evaluation and documentation of transversal competencies.

The Transversal Competence Framework (TCF) tool

A pivotal highlight was the introduction of the "Transversal Competence Framework (TCF)", a tool developed within the Erasmus+ "TRANSVAL" project, designed to assess 12 categories of possible transversal competencies. From managing and organising activities to self-reflection, this framework offers a nuanced approach to evaluating competencies at 8 levels, aligned with the European Qualifications Framework (EQF). The framework then explores

the relevance of transversal competencies in the context of a changing labour market. The European Commission's diagnosis of unemployment and skills mismatch has led to a proposed solution which is work-based learning (WBL). The article argues for the incorporation of transversal competencies within WBL, emphasising the importance of dual learning that extends beyond sector-specific skills.

The framework sheds light on the role of career guidance and counselling (CGC) in the assessment of transversal competencies. In a society marked by job changes and technological advancements, the framework advocates for flexible, continuous learning and highlights the pivotal role of CGC in managing transitions and facilitating lifelong learning.

The framework concludes by emphasising the importance of lifelong guidance in the development of new skills and competencies, including transversal competencies. The author of a comprehensive article on EPAL (see below), Prof. Dr. Rebeca García-Murias brings a wealth of expertise to this exploration, providing valuable insights based on the workshop at the Austrian Euroguidance conference.

In essence, the framework unveils a roadmap for individuals, institutions, and policymakers to navigate the dynamic terrain of the labour market, harnessing the power of transversal skills for a future that demands adaptability, resilience, and continuous learning.

To read more about the framework, please visit <https://epale.ec.europa.eu/en/blog/transversal-skills-and-competence-assessment-career-guidance-and-counselling>

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