



EUROGUIDANCE NETWORK'S HIGHLIGHTS 2017

Activities and Achievements across Europe

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FRONT PAGE PHOTO: In a rapidly changing world, the call on guidance professionals has been to meet their customers wherever they are and to utilise different approaches in the process. © Jakob Dall, Denmark.

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Foreword

A warm welcome to the new publication of the Highlights of Euroguidance activity in 2017. The Euroguidance Network has a pivotal and unique role in working with guidance practitioners in both the education and employment sectors to promote international learning mobility by means of guidance services.

Lifelong guidance is crucial for many reasons. It helps people to manage the increasingly frequent changes that happen at various life stages: from school to vocational education and training, higher education or employment; between jobs and professions; between further training, employment, self-employment or indeed inactivity.

The need to better support these periods of change has been highlighted in the European Pillar of Social Rights, which aims to deliver new and more effective rights for citizens, and which was endorsed by Heads of State at the Social Summit for Fair Jobs and Growth in November 2017. One of the Pillar principles highlights that everyone has the right to timely and tailor-made assistance to improve their employment or self-employment prospects. One particularly vulnerable group, the long-term unemployed, have the right to an in-depth individual assessment.

Europe needs competent advisors to enable citizens to manage these challenging moments of transition and to help to identify and fill upskilling needs. Strong professional guidance services are essential to support job-searching and job-matching, as well as learning mobility.

The European Commission welcomes the commitment and expertise of the Euroguidance Network which works towards these aims. We look forward to continued close collaboration and good results in 2018.

**Alison Crabb, Head of Unit Skills and Qualifications,
DG Employment, Social Affairs and Inclusion, European Commission**



Alison Crabb, Head of Unit Skills and Qualifications. Photo taken at the European EU Presidency conference on Lifelong Guidance Policy and Practice. © Foundation Innove

Introduction

The Euroguidance network, co-funded through the Erasmus+ programme and coordinated by the European Commission (DG EMPL), consists of Euroguidance Centres in 37 European countries. Its mission is to promote the European dimension in lifelong guidance as well as to foster international learning mobility by means of guidance services. Its key target group is guidance practitioners in education and employment, who provide information and guidance on international mobility to end-users seeking studying and training opportunities abroad. This publication aims at providing an overview of the Euroguidance network's activities and achievements in 2017.

The year was a major milestone for the Euroguidance Network as it celebrated its 25th anniversary. This was commemorated by the setting up of a new website which is much easier to navigate than the old one and which has received a very positive feedback from its users.

The Euroguidance Network continued to strengthen its presence across the areas of lifelong guidance policy, practice, research and development, connecting key stakeholders for closer cooperation at national and European levels, and making its European guidance and mobility expertise widely acknowledged also outside of Europe. Two specifically important thematic focuses can be highlighted in the Euroguidance development work in 2017:

- Digital service provision (chapter 2). The Euroguidance network was involved in debating and contributing to the direction, extent and pace of the technological developments in guidance service provision. Rapid digital advancements will change both the quantity and the quality of learning and work and have an impact on how guidance and counselling services will be offered. This was addressed at the European Union presidency conference on Lifelong Guidance Policy and Practice in Tallinn, where ICT in guidance provision was the transversal theme.
- Guidance counsellors' professional enhancement (chapter 3). Living in today's global society and economy puts a tremendous pressure on the individual and calls for a broad set of skills and adaptability to fulfil one's potential in the dynamic international environment. To this end, the national Euroguidance Centres continued to contribute with internationally and interculturally orientated information and training provision to support the professional development of guidance practitioners. This makes guidance counsellors better equipped to advise people on mobility-related issues, and to cope with a culturally diverse clientele in their daily guidance practice.

Other activities that the countries dealt with were, among other things, lively cross-border exchange of knowledge on guidance and mobility, organisation and participation of different events and co-operation with other European networks such as Europass, the European Qualifications Framework, Eurydice, Eures, and Eurodesk. The overview below is far from complete as each country has only contributed some highlights from their activities rather than an extensive list.

We wish you a pleasant reading experience!



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Facts and figures

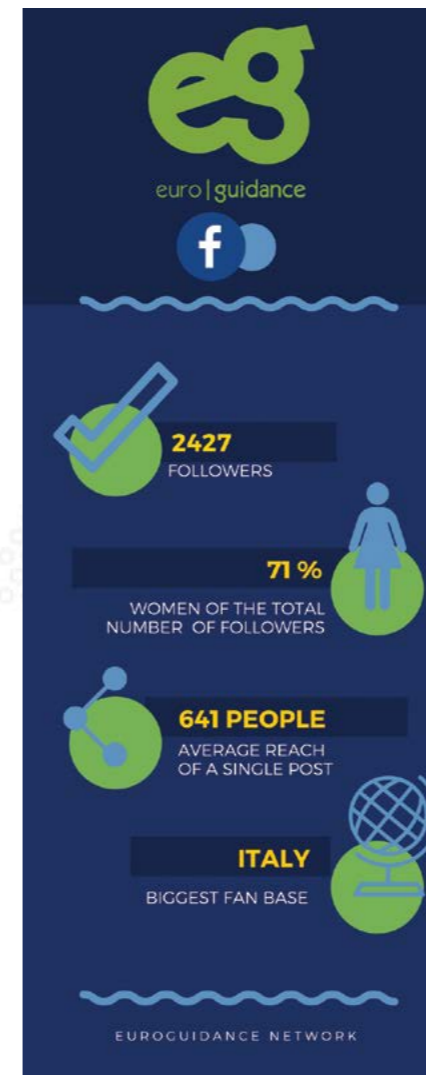
The [Euroguidance Centres](#) are relatively small units with between one to five staff members. They are hosted by a broad type of institutions, e.g. ministries, national agencies for the Erasmus+ programme, employment agencies, universities and guidance centres. The network expanded by one new member country in 2017 as **Montenegro** joined. Following a reorganization/restructuring in **Italy**, the Italian Euroguidance Centre was transferred to ANPAL, which is the National Agency for Active Labour Market Policies located in Rome. The Euroguidance network warmly welcomed the Montenegrin and Italian Euroguidance teams and provided its assistance and expertise to support the work of these two new Centres.

The Euroguidance web forms the basis of all promotions carried out by the Euroguidance Centres. Altogether there were around 33,000 individual users visiting the Euroguidance website in 2017. This is an increase of 10% compared to 2016. The TOP 5 countries with most visitors to the website were Spain, the United States of America, France, Sweden and Italy. The most popular thematic sections were *Guidance in Europe*, *Study in Europe*, *About us*, *Forthcoming events*, *International mobility* and *the Academia study visits*. The devices through which people accessed the website were desktops (around 80 % of all visitors), mobiles (around 16 %) and tablets (around 4 %).

After setting up the new website, in 2018 targeted measures will be taken in all member countries to increase the number of visitors and to make them frequent users of this online service in the coming years.



The new Euroguidance web is much more user-friendly than the old one.



The network's Facebook page - fact and figures

Furthermore, the Euroguidance network's [Facebook account](#) was used for frequent posting of updates and news about international mobility and guidance related topics (e.g. publications, events, guidance tools and practices) as well as for promoting the activities and achievements of the Euroguidance network. The site is an important element in the network's communication strategy, keeping the guidance community up-to-date about transnational events and activities in the field of guidance. It also provides a discussion and communication platform, where requests and questions can be posted and answered promptly.

The page steadily gained popularity and in 2017 reached over 2,400 followers. The thread of the page is a variety of events, tools, initiatives, blog posts, links and videos stretching beyond the network itself and exploring all the aspects of career guidance and mobility in Europe.

It reaches beyond the network which can be seen in the number of countries outside of Europe where the page is popular (most followers outside Europe are from the United States, Brazil and Egypt). This social media platform also served as an opportunity to display and promote the new Euroguidance network website and attracted more people to get acquainted with its content. The topic that gained the most attention in 2017 was multicultural guidance and counselling and tools connected with this issue. Additionally, announcements of national and international events in the field of guidance sparked the most interest among users.

1

Euroguidance as an EU-funded network for guidance and mobility

The Euroguidance network runs several joint activities, such as network-level meetings held twice a year with all the national Euroguidance Centres present, thematic working groups and some more regionally based events. In addition, the network participates at European Union level events organised by the European Commission as well as international conferences in the fields of education, employment, lifelong guidance and learning mobility.

1.1 Euroguidance network meetings



The network meetings are a valuable forum for the national Euroguidance experts to have a dialogue with the representatives of the European Commission (DG EMPL) where they give an update on the latest policy and strategy level developments in the fields of lifelong learning, career guidance, employment and international mobility. The meetings are also important to discuss and agree upon issues that are relevant for the whole Euroguidance network. Frequently, these meetings are used to prepare joint initiatives and to exchange ideas based on the work carried out by the four Euroguidance working groups (see 1.2).

Two network meetings were held in 2017, both of them parts of series of events celebrating the presidency of the European Union. At the spring meeting in **Malta**, the main focus was on the Euroguidance Network's Joint Position Paper on the Key Competences (i.e. the European Commission public consultation) and the development of Euroguidance Network's new website. Euroguidance members were also introduced to the topic of skills intelligence in the Maltese context and updates from the European Commission were discussed. More than 50 participants from EU member countries attended the event which was held at the historic fortress buildings at the heart of the Maltese capital, Valletta.



Euroguidance colleagues in the bright Maltese sun; © Euroguidance Malta

The autumn meeting in Tallinn, **Estonia** formed a part of an entire *European Guidance Week*, which served to draw attention to different aspects of guidance. There, the main themes were a follow-up on the Estonian EU Presidency conference on *Lifelong Guidance Policy and Practice* and the preparation for the next 3-year operational period (2018-2020). This more long-term perspective calls for novel methods and innovative ways of

working together across the member countries. The related potential and challenges were addressed and debated from several perspectives. Colleagues also received hands-on training in publishing and editing material on the new Euroguidance website and there was a session on peer learning where colleagues shared good practices from their countries.



Members of several European Networks and projects (Euroguidance, CareersNet, EmployID) gather for the family picture of the European Lifelong Guidance Week. © Foundation Innove, Euroguidance Estonia

1.2 Euroguidance working groups



There have been for many years four thematic working groups that work on topics and issues that are of relevance and strategic importance to the whole Euroguidance network. These groups deal with strategy and quality, communications

and promotional activities, international mobility and staff development. In the following sections below there are short summaries of the main outcomes of these working groups in 2017.

1.2.1 Strategy and quality working group

The main function of the Strategy and quality working group (SQWG) is to follow up and influence EU-level developments that (may) have an impact on the Euroguidance network and its role in the context of lifelong learning, sustainable employment, guidance for career and learning paths, and international mobility. Therefore, one of the main tasks of the SQWG in 2017 was to ensure well-functioning relationships with relevant stakeholders across Europe. The working group made efforts to promote the Euroguidance Network in strategically targeted ways towards the European Commission, the European Parliament, European agencies (specifically Cedefop and European Training Foundation), international associations (e.g. the IAEVG and the EAIE) and European networks (such as Europass, Eurodesk, EQF and Eures).

The SQWG actively disseminated the [European Parliament briefing note](#), which discussed the possible implications of the New Skills Agenda for future European cooperation in lifelong guidance policies and how this influences the Euroguidance network. The SQWG was also active in relation to the Commission's informal discussion forum on the future of Europass and in relation to the establishment of Cedefop's CareersNet. The group drafted a joint network position paper concerning the Commission's review of the European Key

Competences Framework. At the network plenary meeting in Malta in May, the SQWG organised a discussion on the paper before submitting it to the Commission.

An impact assessment within the Euroguidance network was another important subject for the SQWG during 2017. The SQWG prepared a framework for such an assessment for the network and pointed out possible steps forward. A workshop on this theme was organised at the Euroguidance meeting in Tallinn in September. In addition, input from network members was collected, concerning a possible joint Euroguidance stakeholder survey across the member countries of the network.

Furthermore, the issue of the internal Euroguidance *Handbook* was taken forward and it was decided that a joint archive for Euroguidance files and decisions should be established in the members' area of the network's website. The aim is to be able to build on previous work as well as to support newcomers in the network and contribute to the network identity. An additional task for the SQWG in 2017 was to offer support to the Euroguidance Centres that have been organising network meetings, by contributing to the preparation of the meeting agendas. The group has also represented the network through presentations at joint network meetings in Brussels, arranged by the European Commission.

1.2.2 Communications and promotion working group

The Communications and promotion working group (CPWG) coordinates the network-level actions to increase the visibility of the Euroguidance Network, its products and services towards its primary target group (the European community of guidance practice, research and policy) and beyond. This is done by applying a communication mix and a multi-channelling approach to support the optimal online and real-life presence of the network.

In 2017, the CPWG's main task was to design, conceptualise and create a [new website](#) for the Euroguidance Network. The Lithuanian Euroguidance Centre was in charge of coordinating the website development supported by the Finnish Euroguidance team. The user-friendly content

management system allows each Euroguidance Centre to edit and modify country-specific sections on the website. This facilitates the maintenance of the site and information can be better kept up-to-date as centralized maintenance is less required.

The CPWG also edited and published an issue of the Euroguidance Network's [Insight Newsletter](#) with contributions from across Europe and the 2016 edition of [Highlights publication](#). The above mentioned [Facebook](#) page of the Euroguidance network, operated by the Czech Republic Euroguidance Centre as a member of the CPWG working group, is an important element in the network's communication strategy.



Advertising the latest Euroguidance Insight.
Photo taken at the European conference on
Lifelong Guidance Policy and Practice.
© Foundation Innove

1.2.3 Mobility working group

The Euroguidance working group on mobility (MOWG) aims to equip guidance professionals with various tools for learning mobility in their lifelong guidance practice. Its two main tasks are to disseminate tools on mobility and to provide training on mobility to guidance professionals.

The main output of the MOWG's work in 2017 was the publication of the [brochure on the mobility advice interview](#) which has been translated into several languages. The MOWG also discussed the needs of guidance professionals when providing guidance for mobility and how the carrying out of a survey can be helpful with identifying them. In

cooperation with the Staff development working group, the group facilitated a *Be mobile* workshop to get an initial list of such needs. Distant and face-to-face training courses on mobility for national guidance counsellors were held throughout the year. A presentation on the use of webinars in offering online training sessions was given to the Euroguidance colleagues at the network meeting held in Tallinn. The promotional leaflet with information about mobility tools was disseminated on different occasions, e.g. at the conference of the International Association Educational and Vocational Guidance (IAEVG) in Mexico City in December.

1.2.4 Staff development working group

The Staff development working group (SDWG) supports knowledge sharing, peer learning and skills development within the Euroguidance network. In 2017, the SDWG facilitated the exchange of information within the network on various topics: past and upcoming events, seminars, conferences, information on national guidance systems and policy developments, good guidance practices, the National Career Guidance Awards in the Czech and Slovak Republics and the Republic of Serbia.

As a part of the Euroguidance network meeting in Tallinn, members of the SDWG in cooperation with the Mobility Working Group animated a peer learning session for Euroguidance staff members on network's developments in different areas: *Be strategic* – long-term strategy for Euroguidance; *Be accountable* – impact assessment; *Be digital* – video and webinars; *Be inspirational* – collecting good guidance practices; and *Be mobile* (in cooperation with the MOWG) – supporting European mobility. The sessions were led by experienced members of the SDWG in the specific areas of the network's functioning.

The SDWG organised four online webinars for the Euroguidance network. These were designed to be interactive, with a 30-45-minute long presentation followed by a Q&A session and discussion. Euroguidance Serbia provided a webinar platform, shared their knowhow on webinar preparation and facilitated the sessions. The first webinar was a pilot for the members of SDWG with the aim to plan using webinars and to better understand the tool for further webinars. This was followed with one on the concept of National Career Guidance Awards which presented the experiences in the Czech and Slovak Republics. The second introduced the Romanian experiences in introducing career guidance and career education into secondary school curricula. Finally, Euroguidance Malta hosted a webinar on Personal, Social and Career Development and on the Provision of Career Guidance for Students, and shared their insights on the national career education and career guidance policy framework and the related developments. The concept of webinars has proven successful as the number of participants was steadily growing.

1.3 Euroguidance network's regional cross-border cooperation



Geographically based collaboration has been developing and growing over the years. The focus for cooperation has changed slightly from one year to the next as different needs arise. Euroguidance colleagues have found it very useful to cooperate in smaller groups, where it is easy to learn from each other, plan events or publications and generally to support each other.

The following regional activities took place in 2017:

The Academia study visit programme aimed at guidance professionals reaches across Europe. It is coordinated by the **French Euroguidance Centre**. The partner countries in the Academia exchanges are: Belgium, Denmark, Estonia, France, Germany, Ireland, Luxembourg, Romania, Slovenia, Spain, Sweden, the United Kingdom. The national Euroguidance Centres are involved in hosting guidance counsellors from other countries on one-week long thematic study visits as well as sending their own guidance professionals on such study visits in other countries. All of them offered a hosting experience, which allowed the candidates to choose from programmes on the following themes:

- prevention of dropout and management of dropouts policies
- lifelong guidance
- guidance support for persons with special needs

- organisation of guidance services in Europe
- sharing of tools and methods for guidance counselling

The Academia programme offers the participants the opportunity to understand learning in a multicultural environment, gives them an overview of both education and working life as well as of lifelong guidance systems in various countries. A [promotional video](#) has been published by Euroguidance Estonia with the aim to share the experience Estonian guidance practitioners have gained in other countries.

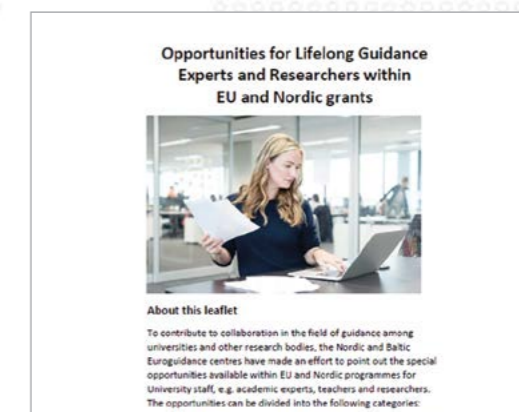
The Nordic-Baltic Euroguidance Centres (**Denmark, Estonia, Finland, Iceland, Latvia, Lithuania, Norway and Sweden**) organised a workshop in Tallinn entitled *E-ways for international guidance by Euroguidance*. The aim of the workshop was to promote ICT tools developed by Euroguidance to support guidance for mobility. The workshop was run twice with a changing content focus. The first session focused on competence building of guidance practitioners where colleagues from Sweden and Estonia presented courses offered to guidance practitioners. The second session introduced ICT tools developed for guidance practitioners by the centres of Lithuania and Ireland. The organisation of the workshop was collectively divided between the Nordic-Baltic Centres and facilitated in a way that it supported the mutual exchange of ideas and experience of the participants. This common project was

rewarding to all centres involved; the division of tasks was balanced, the cooperation fluent and the objective of offering workshops that enabled participants' active involvement, discussion and sharing of experiences, was reached.

For the conference *Transitions, Career Learning and Career Management Skills. Multi-disciplinary and Critical Perspectives* in Stockholm in October a joint **Nordic-Baltic** leaflet was produced on European and Nordic funding opportunities: *Opportunities for Lifelong Guidance Experts and Researchers with EU and Nordic Grants*. Here, researchers in the area of lifelong guidance were offered collected information on funding possibilities within the Erasmus+, Horizon 2020, Max Weber and Nordplus programmes. The leaflet was disseminated at the conference and it was promoted through a plenary presentation given by Euroguidance Estonia and Euroguidance Sweden. In this way, the Nordic and Baltic Euroguidance Centres facilitated further transnational networking and cooperation among the researchers at the conference and created additional awareness of the role and function of the Euroguidance network among academic and scientific researchers.

Euroguidance staff members from the **French-speaking part of Belgium, France and Luxembourg** participated in the first meeting of the French-speaking Euroguidance Centres in Brussels. The objective of this group is to share guidance practices and information on education and training system developments. This meeting led to a joint cross-border meeting on the recent developments in guidance in a French-speaking context. The first day of the meeting allowed the staff members of each of the Euroguidance centres to meet and share guidance practices and updated information on education and training systems. The second day brought together the Euroguidance members with their invited experts from each country to approach the recent developments in terms of the legal framework of guidance, the training of guidance professionals and the exchange of good practices in terms of cross-border mobility projects.

Every year the **Swedish Association for Educational and Vocational Guidance** organizes a large-scale national conference for guidance practitioners in schools and adult education. In 2017, the Association broadened the scope of the event to cover professional topics in the neighbouring countries. This was reflected in the conference title *Guidance so in fashion in the Nordic countries*. Following this, the **Euroguidance Centres in Denmark, Finland, Norway and Sweden** offered a joint conference workshop about guidance in the Nordic countries. There an insight into the latest initiatives and developments in the field of lifelong guidance was given from each of the countries. The primarily Swedish audience was invited to discuss similarities, differences and lessons learned from what they had heard. The workshop turned out to be so popular that it had to be offered twice. In addition, a Euroguidance stand was set up in the exhibition area to disseminate information material about lifelong guidance in the Nordic countries and joint efforts were made to promote Euroguidance services to the Swedish guidance community. About 200 Swedish guidance practitioners were equipped with Euroguidance promotional materials, as well as brochures and publications about lifelong guidance and mobility. This Nordic Euroguidance activity clearly showed the added value of joint efforts.



1.4 Cooperation and exchange across European networks



The Euroguidance network has a well-established tradition of cooperation with networks such as Europass, the EQF-NCP, Eures, Eurodesk, NARIC, Europe Direct and Eurydice that all promote tools that support common policy goals on European level. Here, the most important ones are the *Europe 2020 Strategy* aimed at promoting smart, sustainable and inclusive growth, the *Education and Training 2020 Strategic Framework for European Cooperation* and the recently adopted the *New Skills Agenda for Europe*. Using joint efforts and synergies across the networks was key to the successful outreach to European citizens, to mutual learning and cooperation, as will be highlighted here in a few examples.

Euroguidance **Hungary** held a national conference in cooperation with its European mobility partner networks (Europass, Eurodesk, Eures and the EQF-NCP). It was the third time that these networks joined efforts in organising this large-scale national event for stakeholders in the field of education, labour and counselling. In addition, the Centre also reached out to the experts of the Hungarian Vocational Centres by organising a VET seminar for this new target group, as one of the accredited programmes of the *European Vocational Skills Week 2017*. On both occasions the results the Euroguidance Centre has reached in the past 25 years were presented to the audience.

Euroguidance **Austria** continued its tradition to contribute to the training of guidance counsellors with workshops, where prospective counsellors receive information about the benefits of European mobility and the opportunities offered by the Erasmus+ programme. Three workshops were held in 2017 with Europass colleagues. The

synergies between the Austrian Euroguidance and Europass Centres were also used in a jointly organized peer review exercise. Two representatives from Euroguidance **Slovakia** and **Sweden** and Europass Finland and Hungary were invited to Vienna to interview important stakeholders and partners of the two Austrian centres as well as representatives of the two centres themselves. The evaluation of external relations and networking activities as well as activities directed towards end-users and stakeholders provided the Centres with valuable feedback and contributed to the continuous improvement of the services offered.

Euroguidance **Ireland** had the opportunity to support the Eurodesk Ireland *Time to Move* campaign 2017. This Europe-wide campaign aims to inform young people (aged 18- 30 years) and those who work with them about opportunities to work, study, train and volunteer in Europe, as well as providing useful local contacts in the area of Youth and European Information. This was aimed at young people struggling to find their place in society and for whom partaking in learning mobility would be beneficial. Successful regional events were organised by youth organisations, supported by NCGE/Euroguidance Ireland and Léargas/Eurodesk. Each event provided a unique opportunity for guidance counsellors and those working in the youth sector to network



and share information at local level. Attendees included Youth Information workers, post-primary guidance counsellors, Adult Education Guidance Counsellors and Information Officers, and other organisations working with unemployed young people and early school leavers amongst others.

Euroguidance **Lithuania** organized a joint conference in cooperation with nine different networks (Europass, EQF, ECVET, Enic-Naric, Eurodesk, Youthpass, EURES, SOLVIT and the European Sol-

idity Corps). More than one hundred guidance counsellors from education, the labour market and the private sector attended the event. The conference offered short practical storytelling sessions with real stories on how EU networks and tools helped to solve a challenge of a person in relation to international mobility experience as well as interactive group sessions, where the groups solved some real-life situations that people may encounter while abroad.



The Lithuanian conference displayed some nice drawings about the life in a foreign country. ©Euroguidance Lithuania

The newly established **Italian** Euroguidance Centre contributed to a range of information events addressed to practitioners and the wider public across the country including the co-organisation of Joint Informative Seminars in Turin and Bari in December with Eurodesk and Eures and a national-level job and career fair in Verona. Besides these information events the Italian Euroguidance Centre kept its users and guidance community updated by releasing bimonthly newsletters and the national Euroguidance magazine, providing readers and subscribers with timely information on significant developments ranging from the Estonian EU presidency conference conclusions on lifelong guidance and the OECD Report on the National Skills Strategy, to the new EQF Recommendation and a summary of the key results of the first 30 years of Erasmus.

In November, the national Euroguidance and Europass Centres **Cyprus** continued their annual joint actions by organizing two seminars in Nicosia and Limassol. These events were attended



Seminar hosts satisfied with the successful event © Euroguidance Cyprus

by 60 guidance practitioners. The topic was *Supporting people with disabilities for their optimal integration into the labour market*. The seminars aimed at informing the guidance community working with people with disabilities on how to support both the job seekers and the employers for a successful labour market integration. Awareness about proper career interventions was raised through theoretical and experimental training. Ms Luminita Danes, an expert on social and occupational integration of people with disabilities, provided theory, tools and guidelines for the development of the appropriate skills and knowledge of professionals to support people with disabilities in their efforts to join the labour market.

Euroguidance **Slovenia** also continued its good cooperation with the national Europass and EQF counterparts, for example by having joint presentations on the Europass cluster meeting in Ljubljana, holding joint workshops for career counsellors

of the Employment Service of Slovenia, publishing a joint newsletter as well as organizing a joint study visit to Iceland for exchange of guidance practices.



Participants from Slovenia in Iceland
© Euroguidance Slovenia



2

Digitalisation of lifelong guidance provision - Guidance 4.0

European countries are having intensive discussions on digital guidance services and how they can be best applied to providing information, advice and guidance in a cost-efficient, but customer-friendly manner. Therefore, it is important to involve both the potential users and the service providers in the design, development, delivery and evaluation of these technologically advanced services. The Euroguidance Centres are mainly interested in how digital guidance provision can support learning mobility and how the digital skills and competences of guidance professional can be enhanced in this regard. What are the new online tools in guidance? How is the increased use of online guidance influencing the accessibility of guidance services? To what extent is the use of new technologies changing the demands being placed on guidance practitioners? These questions were raised at events such as the Cross-Border Seminar in October, organized by Euroguidance Serbia, the European Guidance Week in September in Tallinn and national events such as the Austrian Euroguidance Conference in November.

2.1 Focusing on Guidance 4.0 in conferences and peer learning seminars



During the **Estonian** EU Presidency, their national Ministry of Education and Research, Cedefop and the Euroguidance Centre (Foundation Innove) welcomed over 200 guidance experts and policy makers from 35 countries, who participated at the European Guidance Week 2017 organized in Tallinn. The overall theme of the EU presidency conference on Lifelong Guidance Policy and Practice was innovative information and communication technologies and European cooperation in the field of guidance. The aims were to share innovative ICT practices, to disseminate tools and initiatives to support the development of ICT capacity in lifelong guidance, and to facilitate future cooperation at European level.



Active listening and note-taking at the Tallinn conference. © Foundation Innove

To identify current trends and points of interest prior to the conference, a mapping survey on the use of ICT and the recent progress of co-operation mechanisms in lifelong guidance was carried out and members from each country were asked to provide the relevant information (results from the study can be found [here](#)). The Euroguidance Centres led or participated in the work in their countries making sure to draw attention to the European dimension in guidance. The survey was conducted in collaboration with Cedefop and Euroguidance Estonia and the outcomes were presented at the abovementioned conference and gave participants an insight into policies and practices in other countries in the field of ICT in guidance.

The topic of the [Cross-Border Seminar](#) held in Belgrade was *Guidance 4.0: Innovative Practices for New Skills*. The seminar, organized by Euroguidance **Serbia** in cooperation with Euroguidance centres in 10 countries (Austria, Croatia, the Czech Republic, Germany, Hungary, Poland, Portugal, Romania, Slovakia and Slovenia), debated new and innovative practices in guidance, with a focus on practices using ICT to develop career management skills (CMS), key competences and other skills needed in the contemporary world of work and living. The event brought together around 80 participants and offered 15 workshops on the topic of innovative practices in lifelong guidance.



Participants at Cross Border Seminar © Sofija Petrović, Euroguidance Serbia

“The past decades have seen an incredible expansion in access to ICT. Most notably, we have seen a significant increase in the use of mobile technologies and social media. Technological advances change the way individuals explore and acquire information about education, training and work opportunities. The ‘read-only web’ has changed towards a more social, collaborative, interactive and responsive web.”

said Dr Jaana Kettunen of the Finnish Institute for Educational Research of the University of Jyväskylä, in her key note speech at the **Austrian** Euroguidance conference *Guidance 4.0 - New tools and skills in guidance* in November. Other findings such as the contribution of Kairi Valk, Foundation Innove, about E-Governance and E-Guidance in **Estonia** as well as the contribution of Dries Vandermeersch about CBL centre Brussels, Belgium, can be found in the [conference publication](#). The event was attended by 150 guidance counsellors.



Jaana Kettunen lecturing on the developments in the use of ICT in Lifelong Guidance © OeAD-GmbH/APA-Fotoservice/Hörmandinger

The **Norwegian** Euroguidance Centre co-organized a national conference on internationalization in compulsory education in November 2017, where a popular Swedish online distance course in mobility guidance was presented by Nina Ahlroos, Euroguidance **Sweden**. One of the simultaneous seminars was dedicated to the needs of guidance counsellors in primary education; what counsellors need to do to improve mobility guidance. The course is in response to two main challenges: counsellors at schools are very

limited in resources and they need educating in how to carry out high-quality mobility guidance. The distance course is a flexible six-week course for practitioners wanting to learn more about international mobility and possibilities and the different stages of a period abroad. Participants take the course in their free time and are encouraged to integrate their own working experience in the study. The Norwegian stakeholders will cooperate to create a nationally adjusted version of the course in Norway by the end of 2018.



Panel discussion at the Norwegian national conference on internationalization in compulsory education; from left to right: Mona Mathiesen, Nina Ahlroos, Anna Hellesnes; Sturla Johansen, Hilde M. Hustad © Euroguidance Norway

In the **United Kingdom** the Euroguidance Centre completed its two-year project for Cedefop on ICT and Labour Market Information (LMI) in Lifelong Guidance. Effective use of LMI can help labour markets to respond better to changing needs, by informing individuals about opportunities that fit their interests, skills and abilities. Since LMI is usually extracted from online sources (statistics, occupational information, vacancies), ICT there-

fore has a strong role in the distribution and accessibility of such information. The project studied 25 best practices in the use of ICT and LMI in guidance from across Europe, developing a range of targeted resources to improve the quality of career guidance and support digital guidance services. The results were presented to a European audience at the Lifelong Guidance Week in Tallinn.

2.2 Developing new ICT tools and resources



The development of the International *ePathfinder* – the first e-learning platform for guidance counsellors in Estonia, was an important milestone for Euroguidance **Estonia** in 2017. The aim of the platform is to inspire professionals to use international opportunities for their own and their client's professional development, and to learn professional terminology in English. The platform is built on five modules, which include theory and interactive exercises.

In 2017, the National Centre for Guidance in Education as Euroguidance **Ireland** began to develop a new classroom resource for Irish post primary

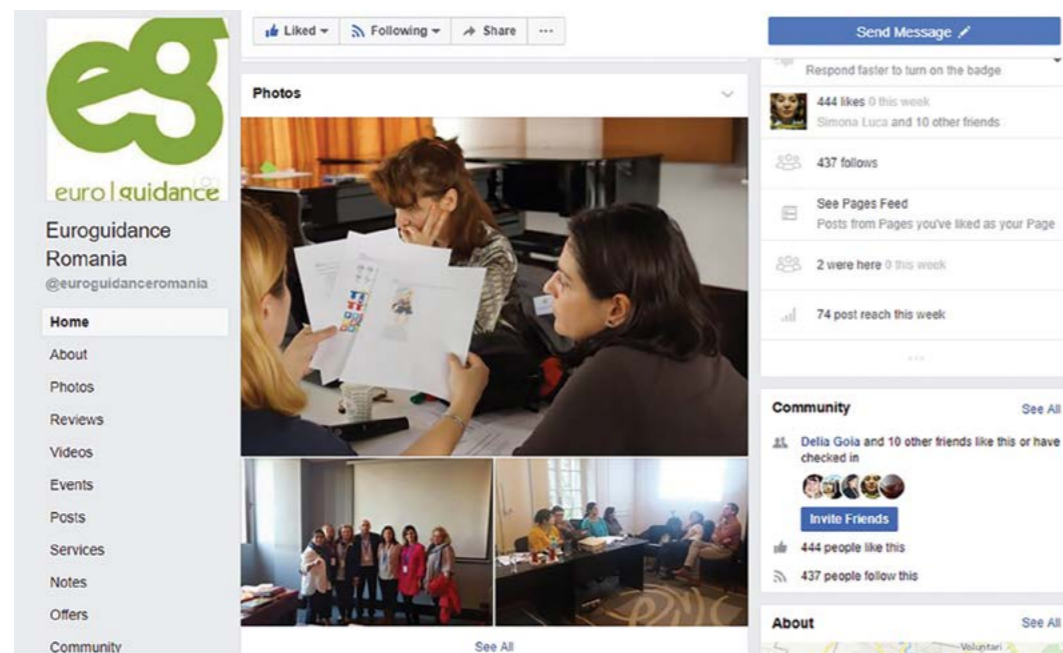
schools. This will be an optional programme taken by students in the middle, or 'transition' year - two years before they leave school. The 'Euro-Quest' resource contains ICT classroom-based materials and self-directed research assignments which encourage them to explore the possibility of studying/training in another European country either for the entire duration of their undergraduate degree/training or as part of an Erasmus+ exchange. The resource encourages students to consider their own readiness for a period of learning mobility and challenges initial preconceptions and expectations.



To improve quality and increase availability of guidance services, Euroguidance **Slovenia** significantly upgraded and presented a new version of the *Where and How* online guidance tool for their guidance counsellors, students, job seekers and all individuals interested in a career change. The tool is free of charge and widely used in almost all Slovenian schools and employment offices.

The Facebook page of Euroguidance **Romania**

serves the online community of the career guidance and counselling practitioners by providing them with relevant resources for their day-to-day work. In 2017, Euroguidance Romania promoted many resources for professional development such as books, presentations, conferences, from the field of career counselling and guidance. The Facebook page makes resources more visible and increases their popularity.



Screenshot of the Facebook page of Euroguidance Romania

Euroguidance **Austria** developed a relationship with the Austrian online career platform [whatchado](#), a well-known career platform in the German-speaking countries, by inviting the founder of this platform as a speaker at the Euroguidance conference 2017. In the preparation of his key note intervention, *whatchado* filmed [14 interviews](#) with careers- and educational guidance counsellors. Excerpts of the videos were shown at the Euroguidance conference. Thanks to this collaboration, the occupational profile *How do I become a guidance counsellor* now appears on the platform.



Guidance counsellors being interviewed by *whatchado* © OeAD-GmbH_C Seidelberger



Professionalisation of guidance

All the Euroguidance Centres across Europe have taken active measures to support the professional development of guidance professionals regarding the international and intercultural dimension of their daily work practice. The starting point is that every guidance counsellor should have knowledge about how the processes of providing guidance for learning mobility and adapting to a new culture look like. In this way internationally aspired clients and/or customers with a different cultural/ethnic background can be better guided on their learning and career paths.

As well as this, cross-border networking, active engagement in European project cooperation and participation in international events and study visits are having an increasing importance for guidance counsellors' ongoing professional development. The role and function of the whole Euroguidance network is to contribute to enhancing this internationally orientated mix of skills and competences among guidance workers.

In the following inputs, several concrete examples of different types of activities to improve the competences of guidance practitioners on mobility and migration related issues will be demonstrated. These training activities take many forms (e.g. training days, online courses, lectures, study visits abroad, internships) and address numerous topics and themes, such as multiculturalism, novel guidance tools for mobility, the most recent EU-level developments, ICT in guidance and many more.

3.1 Focus on multicultural aspects



The **Maltese** Euroguidance Centre in collaboration with the University of Malta and the Malta Career Guidance Association organized a two-day training on *Multicultural Issues in Career Guidance*. This Continuous Professional Development opportunity involved the training of 28 career guidance practitioners, including a workshop on understanding and applying the *Cultural Preparedness* approach presented by Professor Gideon Arulmani from Bangalore, India. This training opportunity equipped career guidance practitioners with the necessary knowledge and further strengthened their skills and competences. Due to the relevance of the topic and the positive training experience, Euroguidance Malta plans to continue organizing further training and Continuous Professional Development opportunities for all career guidance practitioners working in schools and colleges over the next few years.

The **Finnish** Euroguidance Centre organized a training day on multicultural guidance and counselling in November. Altogether some 70 participants from the sectors of education and employment as well as from NGOs attended the training. Four

different dimensions were addressed: knowledge, skills, decision making and empathy. The day started with a presentation about key theories of multicultural guidance, models of cultural adaptation, diversity and stereotypes. This was followed by a presentation on research evidence on how young people with an ethnic background often are guided to choose a study or career path in a field that from the outset already is predominantly targeted at migrants. This easily leads to segregation in certain professional fields, which is not necessarily a positive development for society in the long run. In the afternoon an armchair for storytelling was brought to the training room. Four guidance practitioners from educational institutions and public employment offices sat on this chair one after the other and told about their own guidance work with students and jobseekers from other countries. The main conclusion of the day was that guidance practitioners must not shy away from the issues of discrimination, racism and intolerance in their daily work as migrants themselves often avoid bringing these problems into discussion with guidance personnel.

3.2 Innovative guidance tools and methods



In October, the **Bulgarian** Euroguidance team organized a three-day training event on *Innovative Career Guidance and Counselling Tools*. Overall 50 participants from different cities across the country participated in the training, including representatives of educational institutions, employment offices, career centres, non-governmental organizations, regional authorities, and more. The programme consisted of eight thematic sessions with the aim to provide career counsellors with a variety of modern tools and techniques for career information and to develop skills for their daily guidance practice. The participants highly appreciated the added value and innovative aspects of the resources presented. The session on the storytelling method and the techniques and tools developed for working with pupils of different ages was the most popular one. The importance of networking among career counsellors was addressed as a way to receive professional support from peers (e.g. job shadowing, exchanging good practices), but also to institutionally strengthen the position, function and role of career counsellors in education. An explicit need was expressed by the participants to have good practices

and tools described and included in a printed compendium to be published by Euroguidance Bulgaria.

Counsellors in **Iceland** have needed some useful tools for work life guidance for a long time. This is a form of guidance that takes place at workplaces and unites different methods of guidance focused on employees. Its main goal is to strengthen employees' motivation, well-being and commitment at work. The form of guidance also aims at matching employee's hopes, needs and goals with organization's meaning of existence, strategic goals and needs. To meet these needs for training, a two-day training seminar for guidance counsellors and human resource managers was held in October, in cooperation between the Icelandic Euroguidance Centre and various other stakeholders. The trainer, Ms Teeja Oja, came from Oulu Adult Education Centre in Finland. She has been offering similar training in Finland for some years, where over a thousand people have participated. The training in Iceland proved to be a great success to combine guidance counsellors and human resource managers for the course, the group was very animated and new approaches were discussed at length.



Group work on a very serious question.
© Dóra Stefánsdóttir



Course organisers with Ms Teeja Oja (in the middle). © Dóra Stefánsdóttir

Euroguidance **Croatia** organised a seminar for guidance counsellors at higher education institutions to promote cooperation between the academic and business sectors. The event was organised as a networking opportunity for career centres, the business sector and policy-makers, who also participated in the seminar as invitees. The seminar connected guidance counsellors and representatives of HR departments from successful Croatian and international companies to debate topics of common interest. The specific focus of the seminar was *the Millennials' Generation*. In a panel discussion, participants from both sectors were invited to share important insights. There the academic sector discussed the millennials' socio-economic and psychological characteristics, shared moral values and their work attitudes, while the business sector shared their own expectations of the young employees, current trends in employment and good practice examples of cooperation between businesses and education institutions.

A training module on the European dimension in guidance and counselling was organized by the

Czech Euroguidance Centre. In addition to the Czech participants there were guidance practitioners from Slovakia, with lecturers from Austria, Norway and Sweden. The 4-weekend course was a continued learning and networking process among career counsellors. The big finale was a conference with 50 external career counsellors who attended four different workshops developed by participants of the module and was based on the skills they learned throughout the whole cycle of the course.

All the activities undertaken by Euroguidance **Spain** seek to further the professional development of guidance professionals. Equally important is the development of tools and instruments for those individuals who, either directly or indirectly, are involved in educational, vocational and professional guidance activities, together with the continuous integration of the European model of co-existence and the EU aims in terms of education, transition to employment and mobility. In 2017, the team contributed to providing training to guidance practitioners on numerous themes, always including the European dimension in lifelong guidance and learning mobility.



© Hana Chalušová

3.3 Linking the world by means of online delivery



Supporting internationalisation and the use of technology in lifelong guidance has been on the agenda of many Euroguidance Centres. For example, Euroguidance **Estonia** provided unique training sessions for guidance professionals by using e-learning and webinar online solutions. Additionally, the **Estonian** and **Latvian** Euroguidance Centres cooperated with Canada to run a joint webinar on guidance to learn from practices across the ocean. In this webinar Dr Norman Amundson, Canada, highlighted some key concepts and practices from his latest anniversary edition of *Active Engagement*. With respect to career practice, Dr Amundson delved deeper into some interventions that were being validated through various research projects. The webinar was translated into Estonian and Latvian, to overcome the language barrier and in this way help guidance professionals with less advanced English skills to participate in this professionally enriching webinar.

In 2017, Euroguidance **Germany** was involved in testing the technical feasibility of online lectures on studying, working and living abroad in the vocational information centre (BIZ) of the Frankfurt Employment Agency. The test run was positive and new insights were gained. In particular, the presentation of the speaker, the screen view and the simultaneous use of the chat facility contribute to more attention in the audience. As a result, the participating colleagues expressed their desire to offer these lectures to their customer groups as early as possible and corresponding lectures are already planned for 2018. Overall, the interest in such online-events is great. Six employment agencies have already registered to hold lectures on studying, working and living abroad. Potential target groups are school classes, graduates and jobseekers interested in going abroad; the offer includes both short presentations and comprehensive presentations of a maximum of two hours.



Participants, BIZ Frankfurt (Photo: Employment Agency Frankfurt)

In 2017, Euroguidance **Ireland** enrolled 60 additional participants to its online Mobility Guidance Counselling Module. It aims to provide guidance counsellors with the skills they need to support students in their quest to study, work or volunteer abroad. The module explores the process of mobility (incl. preparation, induction and re-integration) and contains resources that will assist the guidance counsellor in empowering students to make informed choices about learning mobility. The process is based on a model designed by Dr Søren Kristensen, a Danish expert in youth mobility. The module was developed in Ireland with the support of Euroguidance Sweden. It includes information on the practical, linguistic, cultural and mental preparation students should undertake prior to going abroad. It addresses the issue of contracts between hosting and sending institutions, support for students while abroad and underscores the importance of re-integration for students on their return home. The module is divided into four parts (each taking approximately 45 minutes to complete). The module has been formerly recognised by the Irish Institute of Guidance Counsellors.

The Swedish 3-year Bachelor of Education in Career Guidance includes periods of practical

training. This gives the students an opportunity to try out their skills in guidance conversation methods and do some job shadowing with a guidance professional. In 2017, Euroguidance **Sweden** started offering internships for these students. For five weeks, a career guidance student did her practical training at the Swedish Euroguidance Centre. The student commenced her internship by learning about international mobility and the related guidance provision. After this she organised group information and guidance sessions about studying abroad for pupils and students at several upper secondary schools and folk high schools, supervised by Euroguidance Sweden. In order to have this practical training period accepted, a teacher from Stockholm University visited the Euroguidance Centre and made an evaluation. The internship was well received and approved as part of the Career Guidance Programme. According to the evaluation, it provided an insight into and created interest for the international dimension in guidance for the career guidance student. At the same time, the internship generated quality assured information material developed from a guidance perspective and tested in real-life situations that Euroguidance Sweden can continue offering to guidance professionals. All in all, the

internship turned out to be beneficial both for the student and the Euroguidance Centre.

In order to enhance the knowledge and skills of guidance practitioners and enable them to better facilitate mobility and support positive learning outcomes, the **Danish** Euroguidance Centre has given lectures on the international dimension in guidance. The lectures are part of the curriculum of the Danish Career Guidance Programme (the diploma programme DUEK, 60 ECTS). The lectures are offered to the five university colleges responsible for the diploma programme in educational and vocational guidance and are realised upon request from the university colleges. The lectures focus on the numerous possibilities within the Erasmus+ programme, both for mobility and for transnational cooperation within partnerships projects. They describe the EU policy developments within the area of guidance, the services of the Euroguidance network and the other European mobility networks. The lectures also allow the students to exchange experiences. Through these lectures, the international dimension of guidance becomes part of the national career guidance education. These practices lead to future Danish guidance counsellors being well informed

and better equipped for international guidance and mobility.

Many counsellors at the 150 employment agencies in **Germany** feel uncertain about whether or how they can or should point out possibilities abroad to their clients. There, the Euroguidance counsellors from the International and Specialised Services (ZAV) of the Federal Employment Agency offered their help to them and their clients with comprehensive advice on studying, working and living abroad. Several workshops on international mobility were held nationwide for guidance counsellors and advisors in the vocational information centres. The workshops focused on the following topics: presenting the Euroguidance network and Europass; informing about opportunities and requirements for internships and studying abroad as well as about Europe-wide trends in career guidance; explaining the scope of service and the customer guidance system; and showcasing guidance tools and how to get in contact with the Euroguidance counsellors. The workshops have been rated very positively by the participants thanks to the content that is based on practical examples and gives enough time for discussion and exchange of experience among the participants.



On Germany-Tour: Claudia Silvestroni and Klaus Münstermann (Euroguidance-Counsellor, ZAV, left and right), Ilse-Lore Schneider (Euroguidance-Coordinator, in the middle) © ZAV



4

Other events on career guidance

Every year several international seminars and conferences are organized by the Euroguidance Centres. Bringing guidance experts together from abroad at such events is an attractive way to support knowledge sharing and active networking. Often those guidance professionals who participate in these international conferences are also looking for new potential partners for EU-funded project cooperation and exploring possibilities to go on study visits to other countries. This section provides insights into important events apart from the events already mentioned.



The first European Guidance Week 2017 took place in Tallinn in September. Cedefop's newly established CareersNet for careers guidance and education experts had its inaugural meeting there. Some Euroguidance representatives participate in this network. The EmployID project consortium, which also met at the event, is mainly consisting of public employment services, some of them serving as the national Euroguidance Centres. Representatives from the consortium presented how professional identity transformation, ICT, peer coaching, and labour market intelligence/information (LMI) can effectively be integrated in public administration systems.

The communiqué of the **Estonian** EU presidency conference concluded that at national and European levels client-centred and efficient lifelong guidance needs to:

- provide reliable, objective, user-friendly labour market intelligence
- provide guidance support to clients with specific needs e.g. early school leavers, NEETs, low-qualified and long-term unemployed
- improve the competences, attitudes, and knowledge of career practitioners in complex labour markets and in rapid technological and media development
- support innovation through structured cooperation and peer learning
- improve accountability and the evidence base for policy and practice
- develop integrated services to support lifelong guidance

All materials, including results of the mapping survey on key development, presentations, photos and conclusions are available at the [event's homepage](#).

The most important lifelong guidance event in the **Czech Republic** in 2017 was the international Career guidance conference that the Euroguidance Centre organized in cooperation with the Charles University in Prague. The topic of the conference was *Career guidance in a changing world* and more than 200 academics and practitioners attended to debate both theoretical and practical aspects of career guidance. Many prominent international speakers shared their expertise with the audience, for example Professor Ronald Sul-

tana from Malta gave a keynote speech on career guidance in a time of crisis. The way in which the event was arranged enabled participants to review career guidance from different angles and connected policy makers, the academic society and the community of career guidance practitioners.

In September, Euroguidance **Denmark** in cooperation with the Regional Guidance Centres held a seminar on *Career Competencies and Career Guidance – What is happening in Europe?* The event focused on career competencies, career management skills and career guidance addressed to students in the transition between general upper secondary education and higher education. The overall objective of the day was to attract new European knowledge and experience to Denmark and to create a forum for discussions and exchanges of experiences. To this end, keynote speakers from the UK and Norway were invited to present the latest development on the international level. An [Erasmus+ project](#) on the topic and a best practice example of career guidance from a Danish University were presented, too. Altogether more than 70 experts participated, primarily the guidance counsellors from the seven Regional Guidance Centres and counsellors from eGuidance, but also professors and researchers from the University Colleges and representatives from the Ministry of Education and the Ministry of Higher Education and Science in Denmark.

The 5th National Conference on Career Guidance and Counselling in **Serbia** and Europe was organized by the Euroguidance Serbia in cooperation with the Ministry of Education, Science and Technological Development and the Ministry of Youth and Sport. The event attracted around 150 guidance practitioners from education, youth work and employment sectors in Serbia, and also around 30 practitioners from other European countries. The conference focused on exchanging good practice examples on European level, especially by presenting the National Guidance Award winning examples from the Czech Republic and Slovakia, and also by discussing the guidance systems and good practice examples with the Euroguidance colleagues from Portugal, Hungary, Croatia, Czech Republic and Slovakia.

In December, Euroguidance **Turkey** organized an International Employment and Career Congress entitled *Transition from Education to Working Life; Strengthening Education-Employment Relation* in Ankara. The Minister of Labour and Social Security gave the opening speech. This two-day event aimed at sharing the current scientific works in the field of employment and career guidance, addressing the permanent employment approaches and promoting the innovative approaches both in career pathways and in combating unemployment. Policy makers and practitioners became acquainted with national and international best practices in the fields of careers development, employment and the development of social dialogue. Panel presentations were held by academics, managers, experts and employees experienced in fields such as women's and young people's employment, policies for the employment of disabled people, industry and private employment bureaus. At the congress, 35 presentations were given and 21 posters were displayed. They had been accepted by the Congress Science Committee consisting of 53 academicians with expertise in the topics of the event.

The Euroguidance network was represented by the **Finnish** and **Irish** Euroguidance Centres at the bi-annual global symposium hosted by the International Centre for Career Development and Public Policy ICCDPP. The event held in Seoul, South Korea, in June welcomed participants from over 20 countries across the globe, and several international organisations attended the event to discuss changes in the labour market, the importance of career planning, guidance practices and the training of guidance professionals, as well as the comprehensive development of guidance services in the fields of education and employment. The national delegations attending the ICCDPP symposium were tasked with drawing up a country action plan, to prioritise the measures considered necessary to develop career guidance and related services on national level during 2017-2019. The joint communiqué approved by all the participating countries can be found at the ICCDPP [symposium website](#).



Finnish participants at the ICCDPP symposium. From the left, Dr Jaana Kettunen, Dr Raimo Vuorinen, Mrs Teija Felt, Mr Ari-Pekka Leminen and Mr Mika Launikari. Photo by KRIVET



Study visits and practice exchange

Those guidance counsellors and experts, who participate in international study visits, gain insights into a specific guidance-related theme or phenomenon in other European countries. Such study visits are a good way to learn from the experience of one's peers and counterparts across Europe, to develop and enrich ideas, gather inspiration and share expertise (e.g. practices, methods and tools), for example on how to develop guidance services for selected target audiences. In addition to study visits, there are other ways of working across borders to promote good guidance practices, such as the National Career Guidance Awards. In the following some selected examples of study visits and other activities with high relevance in the national context carried out by the Euroguidance Centres in 2017 are presented.



Euroguidance **Ireland** located at the National Centre for Guidance in Education hosts regular study visits with the aim of supporting the sharing of best practice in guidance among practitioners and other relevant professionals. In February, the Euroguidance team hosted members of the Placement and Career Guidance Unit (PCGU) of the United Nations Relief and Works Agency (UNRWA). The group comprised guidance counsellors, registrars and school principals from the Lebanon. In November 2017 the Centre hosted a 3-day visit by representatives of the guidance communities from seven other European countries, the theme of the exchange being: [Strategic Planning in Guidance – Policy and Practice](#).

For three days in June 2017, the French-speaking **Euroguidance Centre in Belgium** welcomed a study visit from the newly established Euroguidance Centre in **Montenegro**. The visit focused on the presentation of the core activities of the Belgium Euroguidance Centre, cooperation with other institutions and agencies, lifelong learning, career guidance and learning mobility. It also included a presentation of the New Skills Agenda by Mr William O’Keeffe of the European Commission DG Employment, Social Affairs and Inclusion (E2 - Skills and Qualifications). The Montenegrin delegation highly appreciated this opportunity for mutual learning and knowledge sharing.

The year 2017 marked the 9th anniversary of the National Career Guidance Awards in the **Czech**

Republic. Once again it proved to be an inspirational event, where career counsellors from various institutions, projects and initiatives met and exchanged their novel approaches and innovative ideas. The winners of the Czech national career guidance awards participated in a study visit co-organized by the **Swedish** and **Czech** Euroguidance Centres. The ample programme introduced participants to the Swedish education and guidance systems. An important part of the study visit were visits to the labour office, university and various types of high schools, where participants could discuss and compare the guidance services in both countries.

The 19th **Euroguidance Romania** National Conference was organized in collaboration with the Institute of Educational Sciences and the Ministry of National Research and was held in Bucharest, Romania in November. Representatives of 38 co-ordinating school counselling centres in Romania were present, summing up 55 participants. The topic of the conference was *Counselling and personal development – resources for teachers*. It was organized for the purpose of having a new guide for teachers validated with the support of conference participants. This teachers’ guide contains practical activities for the implementation of the new guidance and counselling curriculum in lower secondary schools which is in place since September 2017.



Developing guidance as a field at national level and policy support

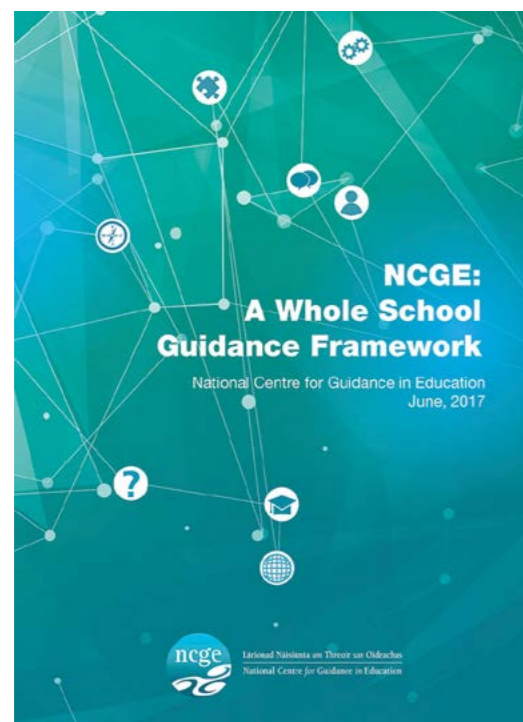
As emphasized more and more in the past few years, the Euroguidance Centres have a central role in contributing to the development of guidance service provision not only in their countries, but also at the European Union level. The spirit across the countries is that the national lifelong guidance systems should constitute an all-age, easy-access, high-quality, holistic and coherent service provision that spans education, training and employment. To what extent this already has become a reality, differs between countries due to varying levels of infrastructure, human capacity, financial resources, and levels of engagement.

Yet there is a consensus that lifelong guidance should be an integral element in all learning and working. The national and regional level stakeholders (incl. Euroguidance Centres) have actively participated in the development of lifelong guidance policies, strategies, systems and service delivery, and have shared the results of their work throughout Europe. In 2017, many Euroguidance Centres were involved in strategic developments in their countries. Their work has ranged from bringing key stakeholders together to discuss topical matters to designing frameworks for integrating guidance better in the service provision, from increasing the use of research evidence in guidance policy to raising awareness of how guidance can support individual citizens on their learning and career paths.

6.1 Creating guidance curricula and frameworks



As part of their national and European Union remit, the National Centre for Guidance in Education/Euroguidance **Ireland** focused on the development of resources and supports for guidance provision in post-primary schools. The Centre launched the *Whole School Guidance Framework* in September which provides a framework for the planning and delivery of guidance in schools. The framework is accessible [here](#).



Together with the Maison de l'orientation Euroguidance **Luxembourg** contributed to the elaboration of a reference framework for educational and vocational guidance. This framework was presented during the meeting of the French-speaking Euroguidance Centres in Brussels in November. It sets the minimum standards to be respected by secondary schools during the implementation of their educational and vocational career counselling. It is also used to structure, guide and evaluate all the actions and interventions taken in the counselling process, including the activities organized within the framework of lifelong guidance and the promotion of transnational qualification and mobility. Moreover, a comparative study of the primary and secondary education systems in Luxembourg, Belgium, France and Germany, permitting the identification of students' learning progress in situations of mobility, was presented on this occasion.

Euroguidance **Netherlands** designed a [Framework](#) for career guidance for young people to support and coordinate career education and guidance. It has four focus areas: Vision & policy advice, Education & guidance, Organization, and Cooperation. The framework has been developed for secondary schools and upper secondary vocational education, but can also be used in higher education. The framework is addressed to supervisors of young people during the primary education process (tutors); specialist guidance counsellors (career teachers); career education and guidance coordinators and policymakers (career education and guidance coordinators/team leaders). By means of the framework, careers gui-

dance professionals can more easily make efforts to improve the quality of career education and guidance for young people in school. There is also a firm belief that the needs and interests of the target audience can be better satisfied thanks to the increased coordination and cooperation between the career education and guidance institutions. Finally, the framework contributes to the professionalization of career guidance practitioners and ensures better coordination and alignment between education and the labour market.

In **Poland**, the year 2017 was a year of changes. The national education system went through a series of reforms to better meet the demands of the modern labour market. This included the establishment of a system of vocational guidance. It makes career guidance mandatory at every educational level, beginning as early as pre-school. This reform directly affects vocational guidance counsellors and psychologists. Therefore, Euroguidance Poland has prepared two drafts of career counselling curricula to address the learning needs of these professionals. The first curriculum

is for the 7th grade in elementary school, and includes developing, among other things, skills in lifelong learning, positive attitudes towards vocational education, and awareness of individual strengths and weaknesses. This approach follows the German idea of *Wollen – Können – Dürfen*, which translates as “to want to,” “to be able to,” and “to be allowed to”. The aim is to raise the bar of knowledge in topics dealing with self-awareness, the education and labour markets, and career planning. The counselling curriculum is expected to concentrate on a variety of methods and techniques such as debates, artistic projects, problem-solving, case studies, discussions, questionnaires, metaphoric storytelling, brainstorming, and personal branding. The second curriculum, developed for vocational schools, is based on the same ideas as the first, but with topics at a higher educational level and specifically customized to the individual's vocational aspirations. Access to resources and publications on these topic areas will help counsellors and specialists, especially those, who are undertaking vocational guidance in their schools for the very first time. Materials can be downloaded [here](#).

6.2 Bringing guidance stakeholders together



In 2017, the **Latvian** Euroguidance Centre chose to take a new, more research-based approach to planning and implementing activities to support sustainability and increase impact. This was initiated through in-depth consultations with stakeholder organisations and several Ministry departments. These consultations helped identify a new end-user group for information on mobility and education in Europe – people of Latvian descent living outside the country. Cooperation with the World Federation of Free Latvians,

the Erasmus+ National Agencies, the European Latvian Association and the Latvian National Database on Learning Opportunities led to the development of two infographics and two case studies on repatriation or re-migration to Latvia for learning purposes and on Erasmus+ opportunities for experiencing the learning culture in Latvia. These materials were presented at the European Latvian Congress, and are available on the National Database on Learning Opportunities portal. A link to the resources has been placed

on the Ministry of Education and Science website section for parents. Activities have led to new networking opportunities and work will continue in 2018-2020 on promoting education and labour mobility of Latvians living abroad.

Based on an input from the 2016 IAEVG conference in Madrid, Euroguidance **Latvia** carried out two studies in 2017: one on the availability of career support in Latvian universities, and the other on the research topics of master's degree studies in career counselling which were established in Latvia ten years ago within the framework of an ESF project. The findings of the research were presented at two national conferences where the discussion of further development in these areas took place. These activities have established baseline information for developing strategic interventions in 2018-2020.

The **Maltese** Euroguidance Centre organized its first stakeholders' forum in October which brought together key stakeholders in the field of lifelong guidance to discuss issues and concerns relating to education and employment and to enhance networking and facilitate cooperation among the different entities. The main theme discussed was *The Link between Education and Industry* divided into several sub-themes, including cooperation across the field, related benefits and challenges and how the education-business partnership can be further strengthened. The forum was attended by 25 participants, e.g. all heads of secondary, post-secondary, tertiary educational institutions and a Ministry representative. Euroguidance Malta plans to increase the networking opportunities among the guidance stakeholders beyond the educational sector to include the employment sector and employer representatives.

Euroguidance **Cyprus** with the National Forum of Lifelong Guidance organized the 4th European Counselling and Vocational Training Conference in November. The topic of the conference was *How guidance can help the harmonization and identification of new skills and competences needed in the ever-changing labour market*. Euroguidance Cyprus invited experts from **Greece** and the European Commission, especially from DG Employment. Importance was given to the new ESCO classifications and the *New Skills Agenda* of the EU. More than 100 experts attended the conference and the event supported the cross-sectoral stakeholder dialogue in Cyprus and further afield.

Further integrating the international dimension in the services provided by the national public employment agencies in **Finland** was addressed in 2017. The starting point for this was that the national economy of Finland is largely dependent on trade with other countries. Also labour force mobility to and from Finland is increasing, which makes Finnish society more international. It is vital that the guidance service provision reflects this development. Therefore, a small working group of guidance experts from the national, regional and local labour authorities and career services of universities was set up by Euroguidance Finland for February-May. The aim of this group was to prepare a recommendation for better integrating the international dimension in the guidance services provided to clients by the Finnish employment offices. The recommendation was approved by the Finnish Ministry of Economic Affairs and Employment in the autumn, and ever since then guidelines given by the recommendation for internationally oriented service provisions have been promoted nationally and implemented by the public employment services.

6.3 National-level lifelong guidance weeks

After the European Guidance Week in Tallinn, Euroguidance **Serbia** organized a nationwide Guidance Week in the Republic of Serbia in October. This initiative gathered all relevant stakeholders in the field of guidance around several events. The aim was to inform guidance practitioners about the latest developments in the field of lifelong guidance on both national and European level, engage them in sharing experiences and examples of good practice and foster further cooperation and joint activities. The Serbian Guidance Week consisted of several national and European events, such as the 12th Euroguidance Cross-Border Seminar, the 5th National Euroguidance Conference, the official launch of Europass in Serbia and a webinar on opportunities for guidance practitioners through the EPALE platform.

For five consecutive years Euroguidance **Slovakia** has coordinated the National Lifelong Guidance Week. In November 2017, it took place on the same dates as the European Vocational Skills. This time the Slovak Euroguidance Centre decided to take the initiative to another level by encouraging other private and public organizations to get involved in promoting lifelong guidance in Slovakia. Cooperation with the professional organization, the Association for Career Guidance and Career

Development, marked a milestone in the history of the week in Slovakia, and turned out to be a vital part for this year's success. The Minister of Education, Science, Research and Sport and the General Director of the Central Office of Labour, Social Affairs and Family took responsibility for the Lifelong Guidance week which means that the week was formally endorsed by the state authorities for the first time. Altogether more than 45 lifelong guidance providers were officially involved in the initiative. Their activities covered all sectors and target groups from pre-schools to adults, and were held in more than 20 different Slovak cities. The Central Office of Labour, Social Affairs and Family (PES) launched a campaign by appointing one qualified counsellor at each of the 46 local PES offices to provide professional career guidance services to both employed and unemployed during the week. The Association for Career Guidance and Career Development toured around Slovakia with series of workshops *Grab a coffee with a career counsellor*. Euroguidance Slovakia contributed to the activities by organizing a learning seminar for guidance practitioners and by hosting a discussion with students on the value of international mobility for skills acquisition and development.

7

Addressing the secondary level audience

The Euroguidance Centres' primary target group is the national and European guidance community but it is also necessary to keep an eye on and stay in touch with the end-users (i.e. secondary target groups). A good overview of the mobility-related interests and information needs of the end-users helps the Euroguidance Centres to better focus on such international contents and services that are relevant to guidance practitioners in their daily work. Here, only a few examples are mentioned although many other countries have been active at approaching the end-users with their services, too.



In 2017, Euroguidance **France** published three guides to disseminate information on mobility opportunities in Europe. Guidance for young people and students in France is a task shared between school teachers and guidance professionals. The French Euroguidance network in education provides them with information and pedagogical tools on mobility issues to develop Career Management Skills in an international context.

The [first guide](#) (in French) addresses teachers and educational staff and focuses on European and international mobility: *La mobilité en Europe et à l'international, guide à l'usage des enseignants et des personnels éducatifs*.

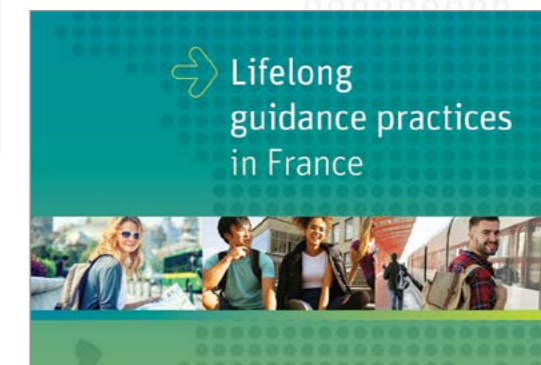


In France, the majority of vocational training courses include an internship experience abroad. Many pupils and students are looking for information about opportunities abroad. To help them in their search and to inform teachers and guidance professionals Euroguidance France published [a guide](#) (in French, a translation in English will be available

in 2018) about internship in Europe, with the help of other Euroguidance Centres across Europe.



The third guide published in French and English is targeted towards guidance professionals in Europe, with the aim of explaining the lifelong guidance system in France, through examples of professional practices.



A guide entitled *Destination Europe – studying, training, working, voluntary work, commitment* was done in cooperation between Euroguidance **Luxembourg** and the National Agency in charge of the promotion of the European programmes in the fields of education, vocational training and youth in Luxembourg. The publication has been widely disseminated nationally and it has received good feedback from the users.

The **Hungarian** Euroguidance Centre, using an ex-

ample developed by **Lithuania**, adapted a board game in 2016 which can be used at guidance sessions for orientation and the development of decision skills. Based on feedback from more than 70 guidance counsellors and university students the game was further developed in 2017 and made even more user friendly for the Hungarian guidance community. The updated and modified version was disseminated to a much wider audience and will be reproduced in 2018, due to the high demand.



In 2017, the activities of the Euroguidance Centre **Serbia** became broader, more visible and more user-orientated through their Information Centre. In the field of careers advice, for interested pupils, their parents, teachers, students and youth in general have many resources and materials available that refer both to Serbian and European contexts. The monthly programme of the activities always includes information sessions and/or workshops on learning and mobility opportunities and related topics. These activities are combined with presentations and workshops that support

the development of different skills and ways of presenting them using available tools such as Europass. In addition, in the case that any of the participants need further support in the decision making process regarding their career, additional individual consultations are offered. Moreover, a good synergy with other European networks such as Europass is easily achieved through the daily activities of the Centre.

In 2017, **Euroguidance Flanders** and **Euroguidance French Speaking Belgium** (the two Belgian

Euroguidance centres) marked Euroguidance's 25th anniversary by developing a brochure on Recent Developments in Guidance in Belgium. A first version of the brochure was disseminated at the final conference of the EU-funded project GOAL!, which focused on guidance for adults. The brochure contains recent developments in a) policy initiatives, networks, working groups, b) service development, c) tools & media, and d) events.

Euroguidance **Flanders in Belgium** exhibited at several mobility, study and training fairs offering general information as well as providing guidance for mobility. Among them, the Euroguidance Centre contributed to five SID-IN (student information fairs) across Flanders lasting for three days each (two days for schools and the 3rd day for parents and the general public). These fairs attracted around 60,000 visitors. At the SID-IN fairs, the Centre ran the stall *Studying abroad* that provided information and advice to anyone with an interest (including research and placements): teachers, guidance counsellors, pupils, students, and parents. This gave Euroguidance Flanders a clear insight into relevant developments as well as existing and emerging needs among potentially mobile youngsters. This, in turn, allows the Centre

to contribute to the development of guidance practitioners' professional competences and to enhance the career management skills among end-users.



Conclusions

The Euroguidance network provides a structure for cooperation in the field of lifelong guidance on EU level, and thereby supports the more long-term strategic development of education, training and employment in Europe. The Euroguidance network's broad expertise and active contribution to the development of learning mobility and lifelong guidance have been widely acknowledged by the European Union institutions and national authorities in the member states.

In 2017, the Euroguidance network moved towards having an even more consultative role than before in relation to its primary target audience and key stakeholders at national and European levels. Now, the national Euroguidance Centres are not only information providers and mobility promoters, but they also frequently act as advisors, strategic partners, mobility specialists, guidance experts, trainers, policy analysts and engaged networkers locally, nationally and internationally.

In 2018-2020, the main task of the national Euroguidance Centres will still be to promote international mobility by means of guidance, and to foster the European dimension in lifelong guidance service provision. This work involves continuous information and training provision to guidance professionals as well as targeted product and service development to better meet the future demands of the European Community of guidance practice, policy and research.

Until 2020, the Euroguidance network will also be involved in the discussions and preparations of the next EU programme generation to be in place as of 2021. The aim of this active lobbying is to ensure that lifelong guidance will become an integral element of the new programme, and hopefully measures for professional development and mobility directly addressed to guidance practitioners in Europe will be part of the programme.





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