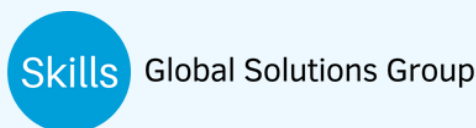




# SKILLS4DEV



MARCH 2023 | ISSUE 2

## Career Guidance – Empowering people to make informed decisions towards better employment

Dear Skills community,

We are pleased to share the second issue of our revamped Skills4Dev newsletter. With a new thematic format, each issue dives into a specific skills-related topic and is co-edited by a subject-matter expert. With this new format we want to equip teams around the world with resources and the evidence basis, from World Bank work and beyond, to engage in policymaking around skills. This month is devoted to Career Guidance.

We welcome ideas, suggestions, and questions at [skillsgsg@worldbankgroup.org](mailto:skillsgsg@worldbankgroup.org). Learn more about what the GSG can do for you at the end of this newsletter.

Happy reading!

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### Editorial

Due to historical and institutional reasons, Career Guidance is known around the globe with different terminologies: 'career counselling', 'career development', 'careers information and advice', and 'vocational counselling and orientation'. Also, the term 'career' is often not adequate in contexts where options revolve

more around livelihoods. Beyond wording, however, the concept of 'career guidance' has been clearly defined by international organizations, as well as regional and international career guidance associations: 'Career guidance describes the services which help people of any age to manage their careers and to make the educational, training and occupational choices that are meaningful for them.' (IAG, 2021, Investing in Career Guidance).

The overall aim of career guidance is to develop the capacity of individuals to manage their careers, hence, their career management skills (CMS). Those skills entail traditional, practical CV writing skills, job searching skills, and, most importantly, social and emotional competence.

As the literature featured in this issue suggests, career guidance should occur throughout life: from primary schooling onwards at all levels, including lower and upper secondary education, vocational education, university, and when working, being unemployed or not able to work. Guidance can be offered in several ways: i) via structured career education learning programs; (ii) through career centers within education providers, (iii) within public employment services, (iv) in outreach activities towards non-standard client groups and those hard to reach; (v) as part of talent and human resource management in companies; (vi) as part of the work by social partners and civil society organizations, or (vii) online/ remote using inter alia the internet, telephone, television or radio.

CMS are meant to empower individuals and their families, and they should not result in demoralizing participants in case of unsuccessful career patterns, which often depend on factors beyond their control, including economic growth, or the quality of education. Career guidance is thus also a form of "sustainable activation": it differs from the type of short-term employment counselling, such as the one in public employment services, that aims at matching existing skills with open vacancies for immediate insertion. Both are necessary services. However, in the context of changing labor markets, demographic and climate change, the need for lifelong learning, and career guidance services have become a critical piece of national labor and skills policies. When barriers to information remain high, and children tend to be better educated than their parents, career guidance is also an important policy for equity. In its absence, social, gender and class norms tend to be reproduced across generations, and children and parents become over-reliant on perceptions, rather than benefiting from data to make lifelong decisions.

*In November-December 2023 an interagency group spearheaded by ETF, ILO, and comprising CEDEFOP, OECD, UNESCO, the European Commission, World Bank, organized the first ever Global Careers Month. A series of events highlighted the importance of career guidance in a lifelong perspective and the strong interlinkages between career guidance, lifelong learning and the requirement of all countries to ensure quality education outcomes, economic outcomes, and social outcomes.*



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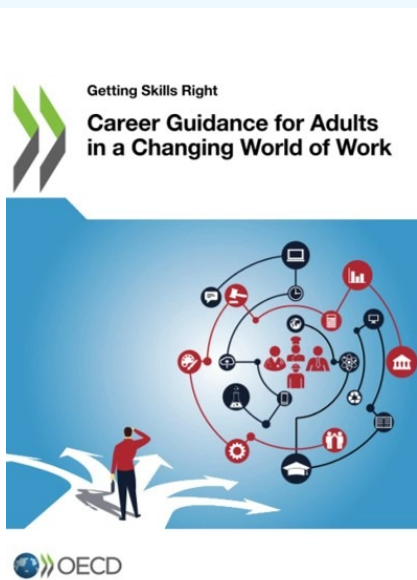
# FEATURED WORKS ON CAREER GUIDANCE



## [Developing national career development support systems](#)

Kadletz et al. | Report | 2021

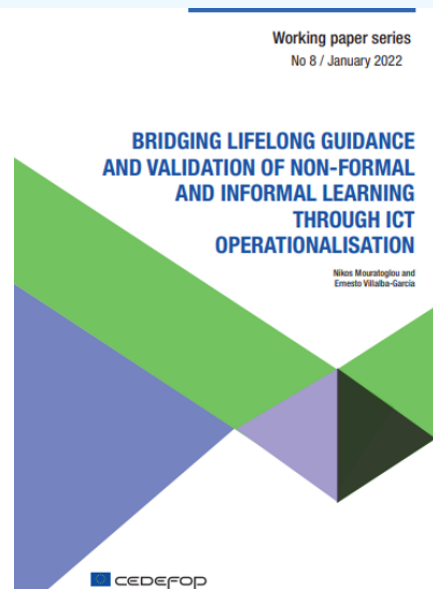
This ILO-ETF joint report discusses **how career development support systems can be developed**. Departing from previous research and policy work, this publication synthesises lessons learnt and proposes **a methodology to perform national system reviews** encompassing career guidance, career education and career development support to workers.



## [Career Guidance for Adults in a Changing World of Work](#)

OECD | Report | January 26, 2021

This report scopes out initiatives in the area of career guidance for adults in OECD countries, drawing lessons on **how to strengthen adult career guidance systems** in terms of coverage and inclusiveness, provision and service delivery, quality and impact, and governance and funding. The findings of the report build on the information collected through the **2020 Survey of Career Guidance for Adults**.



## [Bridging lifelong guidance and validation of non-formal and informal learning through ICT operationalisation](#)

Mouratoglou and Villalba-Garcia | Working Paper | 2022

In this paper, the authors explore **how information and communication technologies (ICT)** might **contribute to effective coordination of lifelong guidance and validation of non-formal and informal learning**. Based on 12 national practices, the paper illustrates the potential for connecting guidance with validation by embedding ICT tools in practice.

## ESSENTIAL READING

# INVESTING IN CAREER GUIDANCE

REVISED EDITION 2021



## Investing in Career Guidance

Cedefop, European Commission,  
ETF, ILO, OECD, UNESCO |  
Summary Notes | 2021

Effective career guidance helps individuals to reach their potential, economies to become more efficient and societies to become fairer. In this booklet, **six international organisations share their vision of the strategic role of career guidance** in our changing world.

## Designing and Implementing Policies Related to Career Management Skills (CMS)



## Designing and Implementing Policies Related to Career Management Skills (CMS)

ELGPN | Tool | 2015

Career Management Skills (CMS) enable citizens to manage their individual life paths in education, training and work across the lifespan. This ELGPN Tool is addressed to **policy-makers who wish to develop a comprehensive national guidance policy with the focus on the acquisition of CMS.**

## DIGITAL TRANSITIONS IN LIFELONG GUIDANCE: RETHINKING CAREERS PRACTITIONER PROFESSIONALISM A CareersNet expert collection

## Digital transitions in lifelong guidance: rethinking careers practitioner professionalism

Cedefop et al. | Working Paper |  
2021

Papers focus on the theme of professionalising the career guidance workforce and the particular **competences fit for the digital and wider societal context.** Theoretical/conceptual and overview papers are included, while several present illustrations of standards in national/regional guidance systems or particular training or service developments.

## WHAT'S BREWING AT THE WBG?



## Breaking Barriers: Female Entrepreneurs



## "MY SKILLS, MY CAREER SUPERPOWERS": How



## Toward a World-Class Labor Market

## [Who Cross Over to Male-Dominated Sectors](#)

Kalra et al. | Working Paper | February 3, 2023

The report focuses on **sectoral choice** as **one of the contributors to the gender gap in firm performance**. It offers evidence-based programs and policies which can **support women to cross over into more profitable sectors** and contribute to their business performance more generally.

## [‘SkillCraft’ Helps Jobseekers to Self-Assess, Identify and Develop Skills for Jobs in South Africa](#)

World Bank | Brief | Nov 18, 2022

SkillCraft is a **task-based, digital, 21st century skills assessment and career guidance tool freely available to jobseekers** through a computer, tablet, or mobile device. SkillCraft is currently undergoing adaptations and rollout. It is available on a trial basis on the national youth website, SAYouth.mobi, which reaches close to over 3 million South African youth.

## [Information System for Indonesia](#)

World Bank | Publication | May 25, 2021

A series of resources produced by the World Bank to guide the reform efforts focused on developing a modern, effective, and efficient Labor Market Information System (LMIS) for Indonesia. **LMIS can provide comprehensive guidance to individuals** looking for information **to decide on jobs or educational paths**, as well as to policymakers and other stakeholders.

## Additional publications on Career Guidance

### [A review of national career development support systems in Armenia, Azerbaijan, Georgia and Ukraine](#)

ETF | Report | 2022

This synthesis brings together insights from the ETF country review reports covering Armenia, Azerbaijan, Georgia and Ukraine. It looks at five key areas: **coordination, access to services, funding, quality assurance and use of technology**. The key inputs were the country reviews prepared by national experts.

### [How to work in the green economy? Guide for young people, job seekers and those who support them](#)

Dumora, F. | Guide | September 1, 2022

This guide aspires to provide young people, job seekers and those who support them with useful information to build their **professional goals plan** either as **an employee of the green economy**, or by creating their own job in a **sustainable entrepreneurship approach**.

### [Towards European standards for monitoring and evaluation of lifelong guidance systems and services](#)

Cedefop et al. | Working Paper | March 2022

This publication brings together the results of a call for papers on **monitoring and evaluating career guidance systems and services**, adopting the perspective of career development support to careers and learning. The report is framed within a larger project aiming to explore the feasibility of achieving an integrated vision of the results of guidance interventions and establishing minimum standards for comparable monitoring and evaluation of career guidance and counselling services for adults in Europe from a lifelong perspective.

### [Addressing Gender-Based Segregation through Information: Evidence from a Randomized Experiment in the Republic of Congo](#)

Gassier et al. | Working Paper | February 2022

This paper describes a randomized experiment that used a sample of men and women who were eligible for a vocational training program in the Republic of Congo to test **the effect of providing information on trade-specific earnings on trade choice**. The analysis finds that **women are 28.6 percent more likely to apply to a traditionally male-dominated trade when receiving this information**.

### [Getting the most out of employer engagement in career guidance](#)

OECD | Policy Brief | August 12, 2021

This policy brief draws on international practice and evidence on the importance of employer engagement to career guidance as well as **new analysis exploring the impact of employer engagement on student transitions into work**. The paper also highlights ways in which schools are using **online technologies to enhance student access to employers** within career guidance.

#### [Inventory of lifelong guidance systems and practices](#)

Cedefop | Inventory | 2020 - 2022

The inventory of the national lifelong guidance systems records aims to provide insights on current **policy developments and structures pertaining to career guidance**, career education and career development **in the EU member states, the EEA, EFTA and the EU enlargement/accession countries**. The country records available are based on information collected and analysed by CareersNet, Cedefop's network of independent experts in career guidance and career development.

#### [Thinking about the Future: Career Readiness Insights from National Longitudinal Surveys and from Practice](#)

Covacevich, et al. | Working Paper | 2021

This paper explores **how teenage thinking about jobs and careers relates to adulthood labour market** outcomes. The OECD working paper [Career Ready? How schools can better prepare young people for working life in the era of COVID-19](#) identifies career certainty, alignment and ambition as relevant indicators related to career thinking. This paper extends analysis of these indicators to **new longitudinal datasets from Australia, Denmark, and Switzerland**, and incorporates two **new indicators, instrumental motivation and career concentration**.

#### [How to organize my job search? A step-by-step guide for job seekers and those who support them](#)

Dumora, F. | Guide | November 23, 2021

This step-by-step guide explains **how to define an effective job search strategy**. It helps autonomous job seekers understand the job market, define targets, create communication tools and media, use the internet, and ultimately, successfully integrate into the new company. This document can also be used as **a support tool by counsellors at employment agencies around the world**.

#### [Getting a job: How schools can help students in the competition for employment after education](#)

OECD | Paper | August 12, 2021

This paper looks at **how secondary schools can do to help students get a job**. It focuses on how schools can demystify the recruitment process, teach students how to apply for jobs, and help them prepare to succeed in job interviews. Results suggest that, compared to older workers, young people have less work experience, fewer useful contacts, less know-how about how to get a job, and face additional challenges in preparing for online recruitment processes.

#### [Lifelong guidance policy and practice in the EU: trends, challenges and opportunities](#)

Barnes, et al. | Report | February, 2020

A study on lifelong guidance policy and practice in the EU focusing on trends, challenges and opportunities. Lifelong guidance aims to provide career development support for individuals of all ages, at all career stages. It includes **careers information, advice, counselling, assessment of skills and mentoring**.

#### [Coordinating guidance and validation](#)

Cedefop | Research paper | 2019

Validation and guidance help individuals, organisations and Member States adapt to career challenges and create successful lifelong learning systems. However, little is known about how they are linked in practice and how this connection can be made more efficient. Building on Cedefop's expertise in the two areas, this study – based on analysis of 13 practices from 12 countries – explores **how coordination between career guidance and validation of non-formal and informal learning can be improved**.

#### [Handbook of ICT practices for guidance and career development](#)

The primary objective of the handbook is to support structured knowledge exchange on activities, methods and tools supporting integration of ICT and LMI in career guidance services and presenting **potential for transferability**. It aims to **support managers in identifying successful ICT and LMI initiatives to transfer to their context**. It provides guidelines on how to integrate them into their national context by identifying and analysing their essential components.

[The Evidence Base on Lifelong Guidance: A Guide to Key Findings for Effective Policy and Practice](#)


Tristram Hooley | Guide | 2014


The purpose of this evidence guide is to **present the existing international research base on the impact of lifelong guidance**, including its educational outcomes, economic and employment outcomes, and social outcomes. The guide synthesises the existing impact evidence. It suggests that **guidance is most effective when it is conceived as a lifelong system** and that policy-makers should continue to develop this evidence base to ensure that policies are based on the best evidence available.


## NETWORKS AND INTERNATIONAL ASSOCIATIONS ON CAREER GUIDANCE


- [International Association for Educational and Vocational Guidance \(IAEVG\)](#)
- [The International Centre for Career Development and Public Policy \(ICCDPP\)](#)
- [European Lifelong Guidance Policy Network \(ELGPN\)](#)
- [Career Guidance for Social Justice](#)

## SKILLS GSG - HELP DESK

 Visit our [website](#) and learn more about our work on skills.

 Do you have any collaboration opportunities, or would you like to share skills-related questions with us? Email us at [skillsgsg@worldbankgroup.org](mailto:skillsgsg@worldbankgroup.org)


 Receive updates on events organized by the Skills GSG by signing up [here](#).


 If you haven't done so, [subscribe](#) to our global community to receive future editions.

## Key resources to support the skills-related work within the WB community (World Bank staff only)

 [Skills GSG intranet site](#) (FURL: skills/)

 [Thematic Newsletter Archive](#)

 [Office Hours](#) with Skills Global Leads

 [Events](#) material and recordings

 [Consultant Roster](#)

 [Questions & Answers](#)

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