



Modernising Career Guidance. Together.



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Good e-Guidance Stories: GeGS at a Glance

The labour market is continually changing. Words such as “digitalisation” and “automation” are well established with the future world of work and it is important that Career Guidance practitioners are supported and equipped with innovative tools to acquire the competencies needed to engage with clients effectively within a digitalised environment.

The GeGS project modernises Information, Advice and Guidance (IAG) services by offering professional digital training and AI-based tools for e-Guidance. GeGS will introduce two main training measures: an interactive professional development curriculum for IAG practitioners in VET and an AI-based digital platform for delivering e-counselling.

Representing both public and private organisations, the GeGS partnership consists of 12 institutions from six European countries. Strategically leading the project is the Autonomous Region of Sardinia in Italy, and joined by the Senate Administration for Integration, Labour and Social Affairs in Berlin, Germany and the Region of Thessaly in Greece. Each regional ministry is paired with well-reputed local VET/employment providers who offer direct experience working with the project’s target groups. Finally, GEGS includes more key partners, who bring innovative expertise in IAG and competence development.



Case Study Creation and Digitalisation

The Partners in the GeGS project have identified how the digital skills' gaps can be addressed to implement effective working capabilities offered by digital technologies. There is need for a more integrated lifelong learning IAG service with a user-centred approach and digitalisation offers greater networking possibilities for our users.

Partners employed the case study methodology approach to develop the training content to help practitioners to identify real-life situation and reflect on how they deal with the challenges and issues of Career Guidance in specific contexts.

During the creative process partners gained new digital storytelling skills and utilising new tools as highlighted by Eurocircle *"It was really interesting to assist to all the stages of the creative process, from the first sketches and mood boards until the final results. The most challenging part was the development of the storylines where we had to define the different scenes of each story, identifying the sequence of events and dialogues"*.

The production of the case study allowed for reflection on the realities of working within an IAG service both at a local and regional level and how many commonalities emerge across services as outlined by Rinova *"Creating the new case study gave us an opportunity to reflect on and discuss past experiences of working within an IAG service. It was interesting to note the universality of many of the issues that presented, as well as aspects that are very local specific"*.

Partners developed digital skills throughout the process working with tools such as H5P to create interactive content, creating scripts with designers to create videos and whiteboard animations to transport their case study stories into the digital world. Dimitra reflects further on the process: *"DIMITRA's staff encountered various practices for acquiring and preparing information material, classifying and storing digital material, and reviewing and updating digital information. The biggest challenge in developing the case study was developing material that would be attractive to its recipient, both in terms of the story itself and its presentation in digital form"*.

A peer-led approach was fostered throughout the curriculum development with the creation of the Digital Leadership Group and a Community of Practice: *"The co-production methodology embedded into the implementation of WP1 from the outset has enabled a multi-dimensional approach to the development of the GEGS curriculum and the case studies as learning tools for continuing professional development. Formation of the Digital Leadership Group and a Community of Practice has ensured that the curriculum has been developed from a peer-led perspective meaning that it is informed by lived experience"*. Julie Parish, Principal Development Manager, Rinova UK.



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Community of Practice and Training piloting

A transnational, digitally-based Community of Practice (CoP) will be formed to facilitate peer-to-peer learning for 180 IAG practitioners across Europe participating in the GeGs project. Together, they will develop their professional CEDEFOP and DigiComp competencies using a unique case-study based curriculum.



As indicated by one of our partners in Germany Gsub: "The GeGs field trial started in Berlin in December 2021, bringing 33 IAG practitioners to test the case study based training framework for the development and expansion of digital competencies in counselling work. Following a competence assessment of the group, an important finding after the first meeting was that for the participants in the project, direct exchange with colleagues represents a great added value. Therefore, the platform Discord will be used for mutual networking of the Community of Practice."

Greater Collaboration Across Departments

Unify throughout the organization



Improved Agility and Innovation

Organizations proliferate, fueled with innovation.

When you connect to digital transformation solutions, 88% of companies are likely to bring on new digital capabilities.



Digital transformation is a type of evolution that organizations will undergo if they are to survive in the new era.

But why should an organization undergo such an evolution?



More Data-based Insights

Track, measure, and analyze the data that you capture

Using data-driven insights can help to understand customer needs and drive operational changes, leading to more successful digital marketing campaigns.



Transforming Customer Experience

At the heart of digital is customer experience.

Many organizations are recognizing more of this, with 58% of leaders developing digital channels and information strategies to create a more customer experience.



The GeGS project utilises the "Guide" methodology which has been successfully implemented in three previous Erasmus + projects within the IAG sector. GeGS will also trial and facilitate the use of AI-based digital career counselling which is currently aimed at a variety of audiences such as individuals, career support institutions and companies. The trial phase of the platform will involve 180 IAG professionals and up to 1,350 young people between 16 and 29 years old.

The emphasis on the need for digitalising learning materials to provide engaging content for guidance practitioners will be addressed in this project as highlighted by one of the GeGS partners Dimitra:

"Digitalising the case studies lies mainly in maintaining the interest of the trainees. Reading long texts can make the learner bored or distracted; however, visualising the material, as well as interacting with it, is able to keep the learner's interest for a longer period of time and facilitate the learning process".



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