



Modernising Career Guidance. Together.



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Navigating Information, Advice and Guidance (IAG) in the Era of Digital Transformation: Presenting a Dynamic Intersection of IAG in the evolving landscape of Digital Transformation

The GeGS project is dedicated to modernizing Information, Advice, and Guidance (IAG) services and it achieves this by implementing a comprehensive GeGS Training Framework to enhance professional competences by offering an online training and AI-based tools for e-Guidance. Moreover, the curriculum equips practitioners with the necessary skills to navigate the evolving landscape of digital transformation. A key aspect of the projects is its transnational Community of Practice that was established as a collaborative network for peer-to-peer learning. Experts from Italy, Germany, Greece, the UK, and Ireland come together to share insights and experiences. Finally, the GeGS project has piloted Jobiri in three European regions. Jobiri is an AI-Driven Digital Platform that offers an innovative digital solution to provide personalized career counseling: [Jobiri, your intelligent digital career counsellor](#).

Join us at our upcoming conference, where policy makers, practitioners, and experts will reflect on the GeGS project journey. We'll delve into the results of our policy experimentation and explore the potential of digital and AI tools in IAG services. Additionally, we'll emphasize the critical role of practitioner competences during this transformative process. Expect engaging discussions about the challenges and opportunities posed by the digital shift, real-world experiences, and a celebration of

collaboration through the Memorandum of Understanding. Together, let's shape the future of career guidance in this digital era. To register for the event follow this [LINK](#).

Good e- Guidance Stories; Project Developments

1. 'IAG – Services and Competences in Digital Transition' The Peer Expert Group Thematic Report 2

The GeGS partnership is pleased to highlight its second Peer Expert Thematic Report which offers input on the 19 current Practitioner Competences and Qualification routes in Europe as part of the Cedefop competence framework with the aim to contribute ideas on ways to further develop this list of competences considering the general trends and changes in society. Cedefop itself identifies the need to renew its competence study from 2009, and while the competence framework is still very relevant to guidance practice today, the GeGS expert group put forward ways to modernise our understanding of practitioner competences in light of modern trends in guidance. This contribution is informed by the experience of the partnership during the project duration and results of its field trials with practitioners.

Moreover, the Peer Expert Group thematic report 2 discusses the major societal and technological developments which have occurred since 2009 and how they have influenced IAG services across Europe. Some key themes identified in this paper include the impact of digital transformation, demographic changes, and technological advancements on IAG services and emerging societal issues such as skilled labour shortages, an influx of refugees and asylum seekers and increased mental health problems. We invite you to explore the document: [2nd-thematic-report-FINAL.pdf \(goodeguidance.eu\)](#) and reflect on your current practice in the IAG services as managers, guidance staff and key workers.

Some ideas proposed in relation to updated competences needed for IAG provision include special knowledge of green jobs and the European labour market, openness to change, skills in online counselling and guidance and how to deal with emerging mental health problems. The next step is to compare identified competences with the current Cedefop framework to integrate further development of the skills necessary for IAG staff in a changing world landscape.

2. Field Trials in GeGS – The potential of e-Services in Information, Advice and Guidance (IAG)

The GeGs project is revolutionizing the provision of IAG by accelerating the digital shift within organizations and implementing cutting-edge e-Guidance services. This is illustrated by the results of its second field trial that aimed at testing Jobiri in three regions Berlin, Thessaly and Sardinia. Jobiri offers comprehensive support for job seekers in areas such CV and cover letter writing, as well as employability skills training. The integration of this tool into IAG services across the partnership was achieved through the collaboration of public authorities and IAG professionals. Together they adapted the tool to suit the needs of the



regions supported by the Jobiri team. This was validated through comprehensive testing by guidance counsellors with job seekers.

The field trial spanned almost 18 months and involved 35 IAG practitioners and over 350 jobseekers from a diverse range of backgrounds, notably young adults entering the job market, individuals over 30 years old, and even employed individuals seeking career planning guidance. Some of the key insights gathered during this project phase is how practitioners reported the tool having high potential in the provision of up to date labour market information and its accessibility in terms of language. Moreover, the tool enhanced the collaboration between IAG staff and job seekers, improving the efficacy of the guidance process overall. For more in depth analysis of the trial outcomes read this article '[Field Trials in GeGS – The potential of e-services in IAG](#)' available on our website here: [Field Trials in GeGS – The potential of e-services in IAG - Good e-Guidance Stories \(goodeguidance.eu\)](#).

3. Upgraded Good e-Guidance Moodle Platform

To complement the success of the GeGs regional field trial and to holistically address the European Commission's Digital Imperative, whereby in today's fast-paced world, the transformation of VET and IAG services into e-services is not just a trend—it's an imperative, the consortium has upgraded its case-study guided Moodle platform for IAG practitioners and aims at bridging the digital skills gap of practitioners in the implementation of e-services.

How does the new and improved moodle platform achieve this? By offering additional project-related materials and establishing a comprehensive project hub, by offering an interactive learning experience in which practitioners materials and establishing can foster a personalized journey, through thematic tracks and Cedefop competence clusters, here they can track their progress and actively engage with the course content. Read our most recent news update on the new moodle platform for a deeper understanding of these updates here: [New Moodle Platform - Good e-Guidance Stories \(goodeguidance.eu\)](#).

Good e- Guidance Stories, Events 2023

Facilitating Dialogue and Exchange on Digital Transformation in IAG Services and the Future of GeGS

Since the previous issue, the Good e- Guidance partnership has actively facilitated meaningful dialogue and exchange on Digital Transformation in IAG services. This began in our Transnational Partner Meeting (TPM) hosted In Rome in June 2023 by Ciofs-fp ETS and the Autonomous Region of Sardinia. In Rome, we held a productive session with project coordinators, practitioners, and service managers alike. Firstly, we held a Transnational Practitioners Meeting aimed at modernizing Career Guidance. This meeting originates from the genuine will of IAG practitioners and managers involved in the various stages of GEGS to share transnationally their experiences, knowledge, learnings, and views. Through an active, participative, and peer-led programme of activities, the meeting focused its efforts to gather the highlights, challenges and visions of all actors and stakeholders involved in the process, with a view to next steps and perspectives in modernizing career guidance. Reflecting on this productive meeting, project coordinators met to discuss the future of the project and we continue to empower professionals, elevate VET systems



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and enhance the efficiency of e-guidance services. Watch the video below to hear from the project coordinators directly: [GeGs Journey \(youtube.com\)](#).



Following the TPM in Rome, our local participatory events took place across the partnership and its networks. In October, the Ballymun Job Centre hosted **'Digital Readiness of Career Guidance'** in Dublin, which looked at the ways the career guidance sector is adapting to the increasing demand for digitalization in contemporary guidance services.

In the same month, Rinova hosted the **'Good E-Guidance Stories and Networking Lunch'** policy practice participatory workshop in London. The event similarly designed addressed the critical need to enhance digital readiness within the career guidance sector, particularly in the aftermath of the extensive reliance on remote guidance during the Covid-19 pandemic. The event fostered an exchange of insights and successful experiences among IAG professionals,

showcasing the innovative resources and eLearning program developed under the GeGs project.

In November, Gesellschaft für soziale Unternehmensberatung mbH (GSUB), MetropolisNet, Söestra and the Berliner Senatsverwaltung für Arbeit, Soziales, Gleichstellung, Integration, Vielfalt und Antidiskriminierung hosted the **'Administration and Practice in Exchange - Career and Educational Guidance in Transition through Digital Transformation Processes'** local participatory event. The event aimed to showcase the GeGs project progress and facilitate a workshop discussion. To read more about the event in Berlin read our general news release: [Policy Practice Workshop in Berlin - Good e-Guidance Stories \(goodeguidance.eu\)](#).

Shortly after the event in Berlin, our Greek Partners DIMITRA Education & Consulting SA and the Greek Public Employment Service held its **'#Career Day'** in Larissa that aimed to provide jobseekers with the opportunity to talk directly with representatives of companies and gain information on current job opportunities. DIMITRA Education & Consulting together with the Region of Thessaly shared with participants the scope of the GeGs project. During the event, participants had the opportunity to discover the digital platform of Jobiri, the first digital career advisor, to help accelerate the entrance to the job market to the job seekers. The events to date have been highly successful and if you are interested in finding out more check out our website [Homepage - Good e-Guidance Stories \(goodeguidance.eu\)](#). We aim to continue the discussion in our final conference in Berlin this coming May! See below for the details.

EVENTS

- 'Navigating Information, Advice and Guidance in the Era of Digital Transformation' The GeGs Final Conference, Berlin 30th May 2024. [<https://umfrage.gsub.de/gegs-final-conference-registration>]



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