

#GUIDANCE2025

New challenges for
educational and career
guidance in Europe

Wednesday, 28 June 2017
10.00 - 16.00 hrs

Ministerium für Kultus, Jugend und Sport Baden-Württemberg
Thouretstraße 6, 70173 Stuttgart, Room B.10

Partners



Baden-Württemberg
MINISTERIUM FÜR KULTUS, JUGEND UND SPORT



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Erasmus+ Programme
of the European Union





ERASMUS+ Strategic Partnerships



Final Conference and Multiplier Event

GUIDANCE 2025

New challenges for educational and career guidance in Europe

About the conference:

Society and the world of work are once again facing thorough changes. Globalisation and migration, digitalisation and industry 4.0, demographic changes and shortage of specialised workers are just some trends which will cause revolutions in living and working. The education sector has to react to these changes.

Educational and career guidance will gain much more importance. Which challenges, however, will guidance organisations and above all guidance counsellors face? And how can they support persons with all kinds of educational and social backgrounds in designing their individual education and career paths in the future?

We invite you to go with us on an expedition through Europe. In the framework of two European partnership projects with lead partners from Baden-Württemberg, successful strategies of educational and career guidance have been elaborated. A main focus was on guidance for lower-skilled and disadvantaged target groups. At the final conference of the projects „BRIDGE – Building up regional initiatives to develop guidance for low-skilled adults“ and „FairGuidance“, international guidance practitioners will present best practice examples from France, Sweden, Romania, Bulgaria and last not least Germany.

In panel discussions, you have the possibility to discover new approaches of guidance:

- Cooperation as a strategy of guidance
- E-Guidance – educational and career guidance online
- Business Intelligence in guidance

In a keynote speech, Prof. Dr. Peter Weber of the University of Applied Labour Studies will highlight new challenges for educational and career guidance 2030 - requirements of company- and the individual-perspective. Patrizia Santomauro will reflect on diversity in the context of counselling with the help of concrete examples.

By the way: In the framework of ERASMUS+ funded learning mobilities, you as guidance counsellors from Baden-Württemberg can visit guidance organisations throughout Europe. Take the chance to talk to our European partners during the conference and fix job-shadowings! Funding for job-shadowings in European countries is available via an ERASMUS+ mobility project of the vhs-Verband (<https://www.vhs-bw.de/uebergreifendes/projekte/best4internationals.html>)

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AGENDA

10.00-10.30 Registration and welcome coffee

10.30-11.00 Introduction and welcome address

Welcome address – Klaus Lorenz, Ministerialdirigent, Head of Department Vocational Education / Further Education, Ministry of education, youth and sports Baden-Württemberg (Germany)

Presentation of the ERASMUS+ Strategic Partnerships:

- “BRIDGE – Building up regional initiatives to develop guidance for low-skilled adults” – Andrea Bernert-Bürkle, Volkshochschulverband Baden-Württemberg e.V. (Germany)
- “Diversity in the Context of Counselling with the Help of Concrete Examples” – Mrs Patrizia Santomauro, Cultural Scientist (Kulturwissenschaftlerin MA) (Germany)

11.00-12.00 Keynote speeches

- New challenges for educational and career guidance 2025 - Requirements of company- and the individual-perspective – Prof. Dr. Peter Weber (Germany)
- Diversity in the context of counselling with the help of concrete examples – Patrizia Santomauro, Cultural scientist, systemic counsellor, coach and supervisor (Germany)

12.00-12.45 Panel – Cooperation as a strategy of guidance

- Cooperation as a strategy to reach lower qualified persons – Magnus O. Andersson, Lärcentrum Östersund (Sweden)
- Case management as a basis of successful guidance – Elena Timofticiuc, AIDRom Romania (Romania)
- Cooperation in the Landesnetzwerk Weiterbildungsberatung Baden-Württemberg – Olga Grimm, Head of the coordination office of the Landesnetzwerks Weiterbildungsberatung (Germany)

12.45-13.45 Common lunch

13.45-14.30 Panel – E-Guidance – Educational and career guidance online

- Online services of Le Fongecif Bretagne. Online demonstration – Virginie Legas, LE FONGECIF Bretagne (Frankreich)
- Guidance chats in Baden-Württemberg and Östersund – Exchange of experiences

14.30-15.15 Panel – Business Intelligence in guidance

- Guidance in and together with companies – Gunnar Elmroth, IUC Z-Group Östersund (Sweden), Magnus O. Andersson, Lärcentrum Östersund (Sweden)
- Guidance for Entrepreneurship – new chances for disadvantaged target groups - Prof. Svilen Kunev, Angel Kanchev Universität Ruse (Bulgarien)
- Experiences in cooperation with companies - Knut Becker, State Basic Skills Specialist Unit of Baden-Württemberg (Germany)

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15.15-15.45 Coffee and consultation

- Educational and career guidance 2025 in Baden-Württemberg: Which European concepts are relevant and interesting for us?

15.45-16.00 Final discussion

The participation is free of charge!

All presentations are interpreted simultaneously so that you can follow the conference in German or English!

We are looking forward to your registration on:

[LINK TO REGISTRATION](#)

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About the projects:

BRIDGE - Building up regional initiatives to develop guidance for low-skilled adults

Offering quality guidance services to all citizens at any point in their lives is an important challenge for regions. All regions participating in the strategic partnership BRIDGE have established guidance systems that support the access of citizens to training and further education.

However, these guidance services don't reach all target groups to the same extent. Above all, only a very small number of low-skilled people use lifelong guidance in BRIDGE regions and the participation of low-skilled adults in up-skilling training activities is significantly low. Regional actors are, thus, looking for possibilities to improve the access of low-skilled adults to guidance and to develop the quality of guidance services with a view to lower-skilled target groups.

The projects focuses on special guidance needs of low-skilled adults, especially of those who are in employment but at risk of being excluded from the job-market because of missing qualifications. Companies employing low-skilled adults are involved.

The project partners analysed the access to and quality of guidance services for low-skilled adults from different perspectives and with different methods and activities in Baden-Württemberg (Germany), Brittany (France) and Jämtland (Sweden).

In a second step, they aimed at the adoption, testing and transfer of best practice tools and processes in the field of guidance from one region to the others.

FairGuidance

For the FairGuidance project, seven organisations from three different countries join their competences in order to create innovative guidance strategies to support disadvantaged persons. The project's aim is to offer more target group oriented guidance services for disadvantaged persons and to integrate them into education, training and the labour market. This includes low-skilled, long term unemployed, migrants, and others whose personal, economic, social, cultural, and linguistic circumstances act as barriers to their integration in learning and work opportunities and to active citizenship.

In order to achieve this, the project consortium developed a handbook for more client-oriented guidance and counselling offers that consider diversity issues.

In the first place, the handbook will be used by staff in Vocational and Educational Training (VET), such as counsellors, advisors, trainers, consultants, and it will have an impact on their professional development and qualification. Persons from disadvantaged backgrounds and with fewer opportunities will benefit from these more individualised guidance services.

To achieve a better integration of disadvantaged persons, more qualified counsellors in the field of VET are needed who will be aware of various kinds of disparities and sensitised and who are prepared for equity, diversity and inclusion challenges. The challenge often is to reach disadvantaged persons in the first place and to respond as a counsellor adequately to their needs and particular circumstances. At this particular point, the project comes into play as it will not only facilitate the access to guidance services but also the transition to further education, training and the world of work.