Integrating Career development into wider society, case Finland

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Changes in society & working life are the drivers

• Demands and need for guidance comes from the society, the operational environment and national economy, global economical circumstances, population ageing and immigration, the effects of climate change

• **Momentum is now:**

• Lack of skilled labour and high competencies, recruiting problems

• Continuous and fast transitions

• Need for upskilling, reskilling – need for guidance!
Case Finland: The national lifelong guidance working group and networks for guidance and counselling

- Skills development and career guidance in PES
- Career counselling within the education sector
- One-stop-guidance centers for youth (Ohjaamo)
- Information and advice services in municipalities
- Field specific guidance in Trade unions
- Third sector, NGOs, rehabilitation
- Private companies: Coaching, training, digital tools, own personnel
National strategic leadership & cooperation in Finland

• Finland has a long tradition in career guidance both in employment and education sectors

• National Lifelong Guidance Working Group
  • Co-chaired by the Ministry of Education and Culture & Ministry of Employment and Economic Affairs

  • Representatives of Ministries of Finance, Social & Health, educational institutions, regional & local PES, universities, social partners, third sector and students

  • Strategic annual national targets, meetings, news letters, publications
  • Targets for regional working groups
  • Monitoring of national outcomes
Regional lifelong guidance cooperation groups

• The implementation and development tasks of the central government are delegated to 15 Regional Centres for Economic Development, Transport and the Environment (ELY-centres)

• Each ELY-centre is obliged to establish a regional lifelong guidance working group with representatives from educational institutions, PES, regional administration, social partners, municipalities, one-stop-guidance centers etc.

• Annual strategic targets, meetings, study visits, in-service training for guidance practitioners
  • Example: to enhance and support the operating model of One-stop-guidance centers (Ohjaamo Centers)

• Annual meetings with the chairs of the regional working groups
Other important ways to influence:

• Integrating lifelong guidance within Government programs
  • Before elections: information and discussions & meetings with social partners, policy parties

• During government programs:
  • Contributions to relevant working groups and documents, presentations, cooperation with other ministries etc.
  • High-level interministerial working groups/committees
    • Example: integrating guidance in continuous learning and national e-Governance initiatives

• After:
  • to raise awareness among the general public
  • systematic follow-up with relevant indicators
  • conclusions and policy line suggestions for future policy makers,

Each ministry draws Futures Reviews for The Prime Ministry’s Office
Important ways to influence (cont’d):

• Better targeted use of ESF programmes and priorities both nationally and regionally
  • Needs analysis among stakeholders and user groups
  • Joint meetings to define relevant targets
  • Systematic follow-up of outcomes of previous programmes
  • Wide and systematic awareness raising among the public and stakeholders

• Annual lifelong guidance policy conferences with key stakeholders

• Engaging user groups in designing services
  • Open online consultations
  • Workshops among users
What is a One-Stop Guidance Center?
Cornerstones of the operating model:

- The diverse and changing service needs of the young
- Low threshold service (you can always just walk in-no appointment needed) for youth under 30
- Cross-sectoral information, advice and guidance
- Goal is to find a path towards education and employment
- Youth participation
One-stop-shop guidance centres – Ohjaamo Centres

• Starting point: Youth Guarantee in 2013
• Analysis of existing practices and problems
• Shared understanding of actions needed among three ministries

ALSO:
• Online inquiry: what kind of services do young people really need?
  • Easy to access, face to face services, all services in one place

FUNDING:
• National ESF program with the intent to make it a permanent practice
One-stop-shop guidance centres

• Establishing a co-ordination unit for pilots; building up the centres, giving support and advice, creating the brand

• Marketing and Communication: SocialMedia, TV, radio, information and discussions with all stakeholders, meetings with politicians

• Yearly follow-up on outcomes

• Government:
  • Allocation for national resources to promote sustainable structures
  • Long-term goal: a similar model for all age groups
Themes in guidance

- Work and career: 34%
- Education: 21%
- Finances: 10%
- Own home: 7%
- Hobbies: 6%
- Addictions: 3%
- Relationships: 3%
- Other: 7%

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Locations of Ohjaamo servicepoints

- 70 service points
- 145 000 clients/year
- Covers about 80% of the youth population
- Over 500 employees working at least one day per week
- Coverage will increase when a public eGuidance service opens by the end of the summer
- Well established in big cities, part of normal services!
Impact of EU and OECD

• EU Commission and OECD evaluate and produce recommendations on youth and adult education and guidance services. Important background information for policy makers.

• Important cooperation: European Lifelong Guidance Policy Network (ELGPN 2007-2018); guidelines, publications and 2008 Council resolution

• The main impacts have been:
  • increased co-operation between different sectors
  • creation of national sustainable working groups
  • a cross-ministerial lifelong guidance strategy
INCLUSIVE AND COMPETENT FINLAND – a socially, economically and ecologically sustainable society
New Government Program: Inclusive and competent Finland – a socially, economically and ecologically sustainable society

• The new government: Ministers from the Social Democratic Party, the Centre Party, the Greens, the Left Alliance and the Swedish People’s Party.

• The new government values very highly:
  • Education,
  • Continuous learning and
  • Research
Skills and Continuous learning

The Government will:

• Draw up a **roadmap for skills and learning in 2030**, outlining the shared long-term measures to increase the levels of education and competence in Finland

• Implement parliamentary **reform of continuous learning** as a response to people’s lifelong need for upskilling and reskilling
Program Emphasizes Lifelong Guidance Services

• Create comprehensive services for lifelong guidance;
  • youth and adults, all educational levels
  • Services for those in transition, unemployed, employed, companies, entrepreneurs, special needs, persons with low education level

• equal opportunities for continuous learning

• a strategic approach to guidance

• attention to groups currently underrepresented in adult education
How to succeed?

**Finland**

- Almost one hundred years long history of career guidance in Finland
- **Cooperation** between ministries throughout the history
- Ministries may have different point of views but they have the same targets
- Policy of the government has a significant impact on funding
- Years of work, meetings, discussions, frustrations….
- Recommendations and policy guidelines from EU Commission and OECD
- Still need for evidence of the effectiveness of career guidance
- Always a matter of people and persons: need for committed, hardworking, enthusiastic & persistent people
- Step by step, don´t give up!
Thank you!
More information

- https://kohtaamo.info/
- https://ohjaamot.fi/etusivu