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people. That this is recognized as an important offering of social or employment services on a routine and not only on an emergency basis. IAEVG can advocate for this with our

allies, internationally and within each country.

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Anderson, M., Goodman, J., & Schlossberg, N. (2021). [Counseling adults in transition: Linking Schlossberg's theory with practice in a diverse world.](#) (5th Ed.).

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## Investing in Career Guidance: The Case for Workers

by Cynthia Harrison-Villalba & Jaana Kettunen

In summer 2023, the Inter-Agency Working Group on Career Guidance (IAG WGCG) composed by the European Centre for the Development of Vocational Training (Cedefop), the European Commission (EC), the European Training Foundation (ETF), the International Labor Organisation (ILO), the Organisation for Economic Co-operation and Development (OECD), the United Nations Educational, Scientific and Cultural Organisation (UNESCO) and World Bank (WB) - published a joint statement entitled "Investing in Career Guidance - The Case for Workers", emphasising the importance and benefits of guidance and career development for 'workers', employers and the promotion of the labour market and social development. It also concludes with

advice on the main ingredients that contribute to quality career guidance systems even cross-sectoral, such as in forming service alliances. The leaflet is based on the collective work of the member organisations.

The leaflet highlights factors that have increased the importance of (career) guidance for workers in different countries. At the same time, why it is important is emphasised to promote investment in guidance for workers, how formally employed or salaried workers (employees) can benefit from it, and what are the most important elements of guidance quality. In the publication, the term "worker" refers broadly to all persons of working age engaged in activities classified as work. This concept includes both self-employed and formally employed workers and also covers temporarily

unemployed persons in search of a new job opportunity.

Effective guidance is found to benefit all types of workers, as careers today are often irregular and require constant transitions including between different tasks and jobs. It is noted that the constant changes taking place in working life and society also put pressure on employees for continuous upskilling and retraining. In this transformation, it is important to enable individuals to identify and exploit their potential, develop lifelong career planning skills, advance in different career directions, and find meaning in their career decisions.

The publication also examines some elements of high-quality guidance and strategic approaches, such as well-functioning administration and governance, which may include public-private partnerships and shared standards, high-quality and easily accessible services favouring a universal design, service coverage and awareness as well as setting up and scaling up services. The publication also includes examples of national solutions that have been found to work, as well as alternatives and development proposals to enhance lifelong guidance.

# INVESTING IN CAREER GUIDANCE

THE CASE FOR WORKERS



**"This leaflet advocates for quality career guidance for workers in the framework of lifelong guidance systems."**

**Available (open access):**

Inter-Agency Working Group on Career Guidance (2023). *Investing in career guidance case for workers.*

[https://www.cedefop.europa.eu/files/2235\\_en.pdf](https://www.cedefop.europa.eu/files/2235_en.pdf)



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