

# E-SKILLS IN CAREER GUIDANCE

E-skills development in lifelong  
career guidance



The digital revolution has an increasing impact on both professionals working in lifelong career guidance, and citizens building-up their career path. In order to prevent the digital divide from affecting their clients, in particular those mostly affected by unemployment and geographically isolated, public and private organisations working in the fields of education, training and employment have decided to set up a partnership for the project “e-skills development in lifelong career guidance centers”.



## GEOGRAPHIC SCOPE

The project will cover  
7 European countries:

France,  
Germany,  
Lithuania,  
Romania,  
Spain  
Italy,  
Switzerland,

and other European  
countries through  
associated partners.

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WHAT?

# DIMESCA PROJECT

E-skills development in lifelong  
career guidance centres

## Duration

September 2018 – September 2020

## Reference

2018-1-FR01-KA202-048174

## Global objective

exchange experiences in the field of  
digital inclusion and mediation among  
professionals in the fields of training and  
employment, in order to reinforce the  
service offer quality.





# WHY?

## CONTEXT

- Deep changes of the socio-economic environment
  - Generalization of digital practices and e-administration
  - Increase in the use of new technologies in guidance services since 2010 (Institute of Educational Sciences, Bucurest, 2012)
  - “New strategies in the field of competences for Europe”, 2016
  - Necessity to acquire digital skills in order to better choose career path
- “New strategies in the field of competences for Europe”, 2016
- Necessity to acquire digital skills in order to better choose career path

## TRENDS

- More and more clients received in Cités des métiers and other places ask for support in the use of digital tools.

## SPECIFIC OBJECTIVES

- Adapt and reinforce digital skills of professionals working in guidance and professional life centres;
  - Offer services adapted to the audiences' needs for the learning and the appropriation of digital tools in career guidance centres;
  - Share digital citizenship awareness methods and tools for the audiences;
- Contribute to the balancing of companies' needs and audiences' skills;

# WHO FOR?

## BENEFICIARIES:

All audiences, in particular:

- Vulnerable audiences on the labour market: seniors, young people, NEETs, migrants, people receiving minimum social benefits, etc.
- Geographically isolated audiences: difficulty to access and to use digital tools that represent a lever for professional insertion.

## PARTICIPANTS:

Professionals, practitioners in the fields of career guidance, training, education, employment, entrepreneurship (counsellors, reception staff, project officers, stewards, event facilitators, documentalists, etc.)

# HOW?

## PARTNERS:

- Leader : The Cités des métiers International Network
- Project Committee: representatives of each partners' organisation

## MISSIONS:

- Smooth operational running of the project
- Achievement of management objectives
- Communication and dissemination of the project

## EXTERNAL EXPERTS' ROLE:

- Reinforce the exchange of practices
- Improve expected results
- Evaluate learning activities

## TRANSNATIONAL MEETINGS:

- Five meetings: 1 in 2018, 2 in 2019, and 2 in 2020 (with a kick-off meeting and final meeting).
- Goals : structure, evaluate, and enhance the actions undertaken and share practices

## TRAINING ACTIVITIES:

- Four trainings for internal staff

LEARNING AND TRAINING ACTIVITIES	DURATION	DATE	PLACE	CONTENT
Training 1 - Digital Watch: Identify and anticipate the impact of ICT in Guidance Services for Audiences and Professionals	3 days	January 2019	Paris	Learn about new tools, train in digital watch, adapt skills throughout life. Visit of the digital spaces of the Cité des Sciences et de l'Industrie and the Public Information Library
Training 2 - Experimental programme on the development of basic computer skills and e-administration	3 days	June 2019	Brussels (Belgium)	Develop a programme of activities: discover the computer, create a mail box, browse the internet, do your administrative procedures online
Training 3 - Experimental programme on E-reputation	3 days	December 2019	Mulhouse (France)	Develop a programme of activities on: "how to use social networks for job search, learn about privacy settings and online safety
Training 4 - Animation training in digital inclusion and mediation	3 days	June 2020	Zaragoza (Spain)	Strengthen the ICT skills of career guidance professionals for informing, experiencing, building-up, communicating

# WHAT METHODOLOGY?



## EMPIRICAL APPROACH:

- Activities programme:
- From Cités des métiers and partners experiences
- Testing by digital facilitators with the public

## KEY IDEAS:

- Exchange of experience
- Mutual learning between Cités des métiers

## APPROACH:

- Accessible: for all professionals working in the fields of training, education and employment
- Diversified: gathering and convergence of public and private territory actors towards a common initiative
- Collaborative : linking of the actors (including companies) to the project steps thanks to a co-building approach
- Up-skilling :
  - basic digital competences
  - e-administration competences
  - e-reputation competences

# RESULTS AND IMPACTS



## RESULTS

- Dissemination of good practices in the field of digital inclusion and mediation in lifelong guidance
- Training for key competences related to the digital use for professionals working in lifelong guidance centres
- Development and experimentation of a pilote programme of global activities for people, allowing them to adapt their level of competence in digital tools, in particular for people encountering the most difficulties
- Improve the use of digital in career guidance centres, nearby public and private territory actors
- Setting-up of a group of experts at European level in digital use and inclusion in lifelong career guidance services

## DELIVERABLES

- Grid of digital skills for clients and professionals
- Learning materials for workshops
- Methodological sheets of animation for digital mediation trainings
- Handbook of digital mediation and inclusion within spaces dedicated to lifelong guidance



## PARTNERS



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