

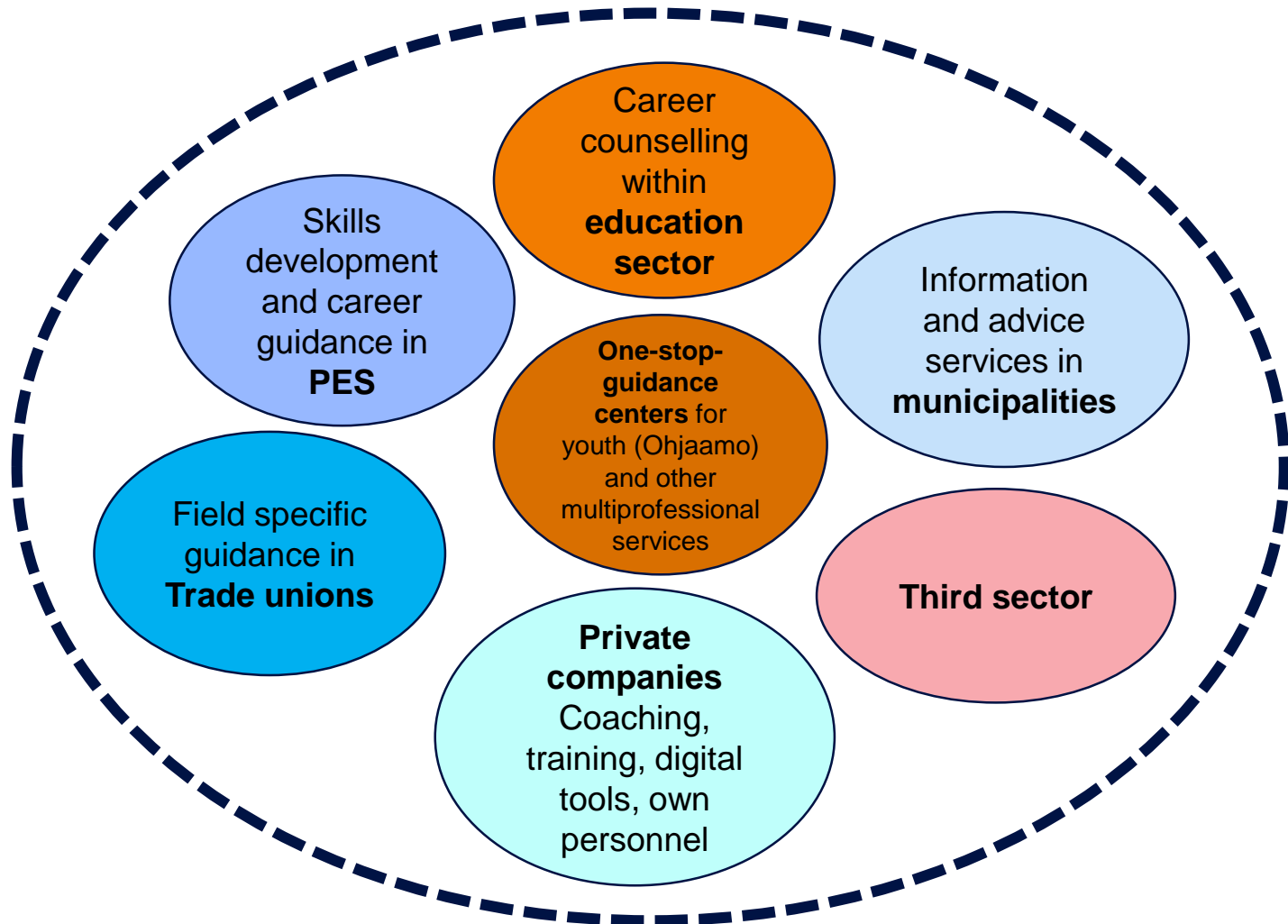
Lifelong Guidance in Finland

Malta Skills Council Benchmark
Anna Toni MEAE & Ulla-Jill Karlsson MEC
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Työ- ja elinkeinoministeriö
Arbets- och näringsministeriet

Case Finland: The national lifelong guidance working group and networks for guidance and counselling



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 (= ELO-Foorum) and the work branch (workgroup)**
 - 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



Background on strategy preparation

ICCDPP (INTERNATIONAL CENTRE FOR CAREER DEVELOPMENT AND PUBLIC POLICY) recommendations (2019)



- **Changed operating environment**
- Career guidance needs a cross-administrative strategy and must be reconciled with the policies of competence development, education, employment and social policy
- Policy-making and development work require a quantitative and qualitative knowledge base
- Mechanisms for sharing well-functioning practices internationally
- Career guidance measures must support citizens' own career planning skills
- **Better availability**
- Improve awareness of career guidance support and services and their availability throughout life
- Identify the needs of different target groups and take them into account when planning programmes and services
- **Career planning in society**
- Develop ways of cooperation in national administrative and development work
- Involving citizens in the development of measures and services
- National actor in coordinating and consulting lifelong guidance
- **Supporting innovations**
- Resources for generating and piloting new innovations in career guidance services
- Multi-channel service provision in which digital services are integrated into other services
- Career guidance professionals must be trained and able to renew and develop their activities

European Commission - Lifelong guidance policy and practice in the EU trends, challenges and learning environments (2019)



- **Eleven key features of LLG systems in the EU provided the framework for this study. These included:**
 - 1. Lifelong guidance legislation – the legislation and organisational rules that control provision of services, qualifications and national accountability of services;
 - 2. Strategic leadership – the EU and national policy and systems that guide the development, management and delivery of LLG systems and services;
 - 3. Scope of provision in diverse guidance contexts – where guidance provision is situated and how it is organised within and across diverse guidance contexts;
 - 4. Lifelong guidance and lifelong learning strategies and policies – the existence, inter-connectedness and/or relationship between the policies to define the role LLG plays in lifelong learning;
 - 5. Coordination and cooperation – the agents involved in the Organisation and delivery of LLG systems and how they are coordinated;
 - 6. Living of guidance – the types of modes in place that define how services are provided;
 - 7. Labour market information – the Labour market data that are collected and dissemination within a LLG system;
 - 8. ICT strategy – the approach to how ICT will be developed and integrated in to LLG systems;
 - 9. ICT operationalisation – how technology is used and for what reason in a LLG system;
 - 10. Professionalisation – the qualifications, knowledge, skills and ethical standards required by Those delivery LLG services;
 - 11. Evidence of impact of Lifelong Guidance – the methods by which services and the outcomes are measured and evidenced to influence the development of LLG systems.

Guidance for Lifelong learning (Skills week seminar during Finnish EU Council Presidency 2019)



- Comprehensive career guidance – more cooperation between the employment, education and social sectors
- Change of perspective in career guidance from offering services to supporting individuals' career planning
- Lifelong guidance requires an action plan at EU/national level that is linked to larger programmes, such as the implementation of the European Social Pillar at EU level
- A clear EU/national actor to be responsible for developing career guidance
- Definition of common principles and recommendations and EU/national indicators for career guidance and targeted funding
- Better definition of career planning skills (career management skills) and career guidance at the workplace

Guidance for Lifelong learning (Skills week seminar during Finnish EU Council Presidency 2019)



 messagewall.io/l1g19











 #l1g19

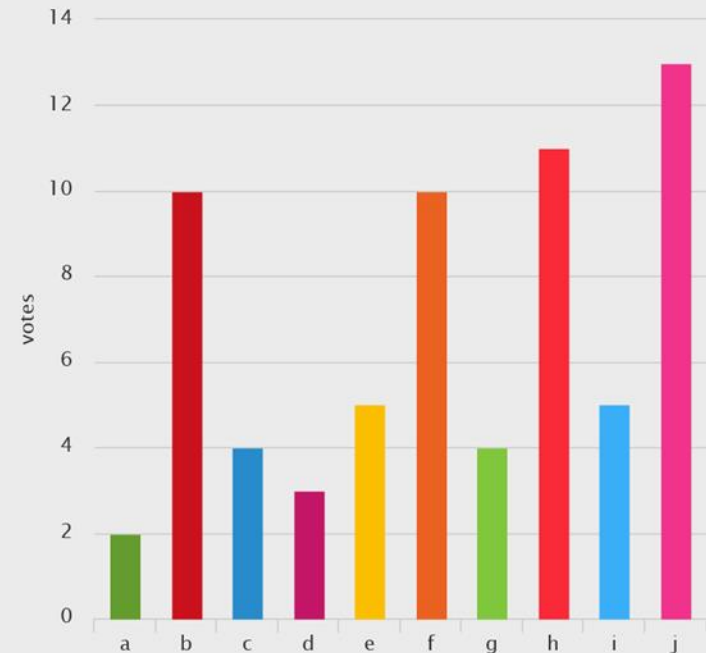
EUROPEAN VOCATIONAL
SKILLS WEEK



What is the most important action in EU level?

Open messagewall.io/l1g19 to vote

-  a) Mapping out existing platforms 3.0%
-  b) Defining common principles/guidelines 14.9%
-  c) Clear links between lifelong guidance and the European Semester 6.0%
-  d) Promotion of outreached guidance services 4.5%
-  e) EU competence framework for CMS 7.5%
-  f) Action plan for lifelong guidance under the European Pillar of Social Rights 14.9%
-  g) European level indicators for lifelong guidance -more evidence 6.0%
-  h) Lifelong guidance Unit in Commission 16.4%
-  i) Targeted funding in EU programmes 7.5%
-  j) Better sectoral co-operation between employment and education 19.4%



OECD: system of continuous learning, Finland's challenges (2019)

Finland does not have a comprehensive strategy for continuous learning

Shortcomings/gaps in education provision

- ▶ There are no alternatives for raising the level of vocational competence
- ▶ Short training relevant to working life is lacking

The system encourages participation in education leading to a qualification (free of charge, openness, benefits)

- ▶ Sometimes appropriate
- ▶ Not always the most effective way
- ▶ May undermine young people's access to education

The current provision of education does not meet the needs of working life very well – partly because the mechanisms for utilising foresight data are weak

OECD countries' largest differences in participation between those with a lower level of education and those with a medium/high level of skills. Targeted support is limited.

- ▶ Absence of outreach activities
- ▶ No support for studying
- ▶ No specific, targeted study programmes

The strategy for lifelong guidance in Finland (2020) sets out goals for guidance



Accessible and Customer-orientated

- Everyone has the potential and skills to make well-informed and conscious plans and decisions on education and careers in a changing world of work.

Digitally

- A well-functioning entity of digital services for continuous learning, in which guidance and career development are at the centre, serving lifelong learners smoothly, including the use of artificial intelligence.

High-quality

- Those engaged in guidance work have the capabilities and competence to perform high-quality, multi-channelled guidance work.

Equally and sustainably

- Guidance promotes an equal, fair and diverse society in Finland.

Cross-sectoral and coordinated

- Sectors responsible for guidance co-operate smoothly with clear division of labour. Measures to develop guidance that are prepared in different sectors will be jointly planned and implemented through multi-administrative cooperation between different administrative branches.

Evidence-based

- The long-term objective is an evidence-based lifelong guidance system and policy development. Enhancing evidence-base by national and regional cross-sectoral monitoring and impact assessment of guidance services. Knowledge-management tools bring continuity to guidance throughout life.

Ohjaamo One-stop-guidance centres



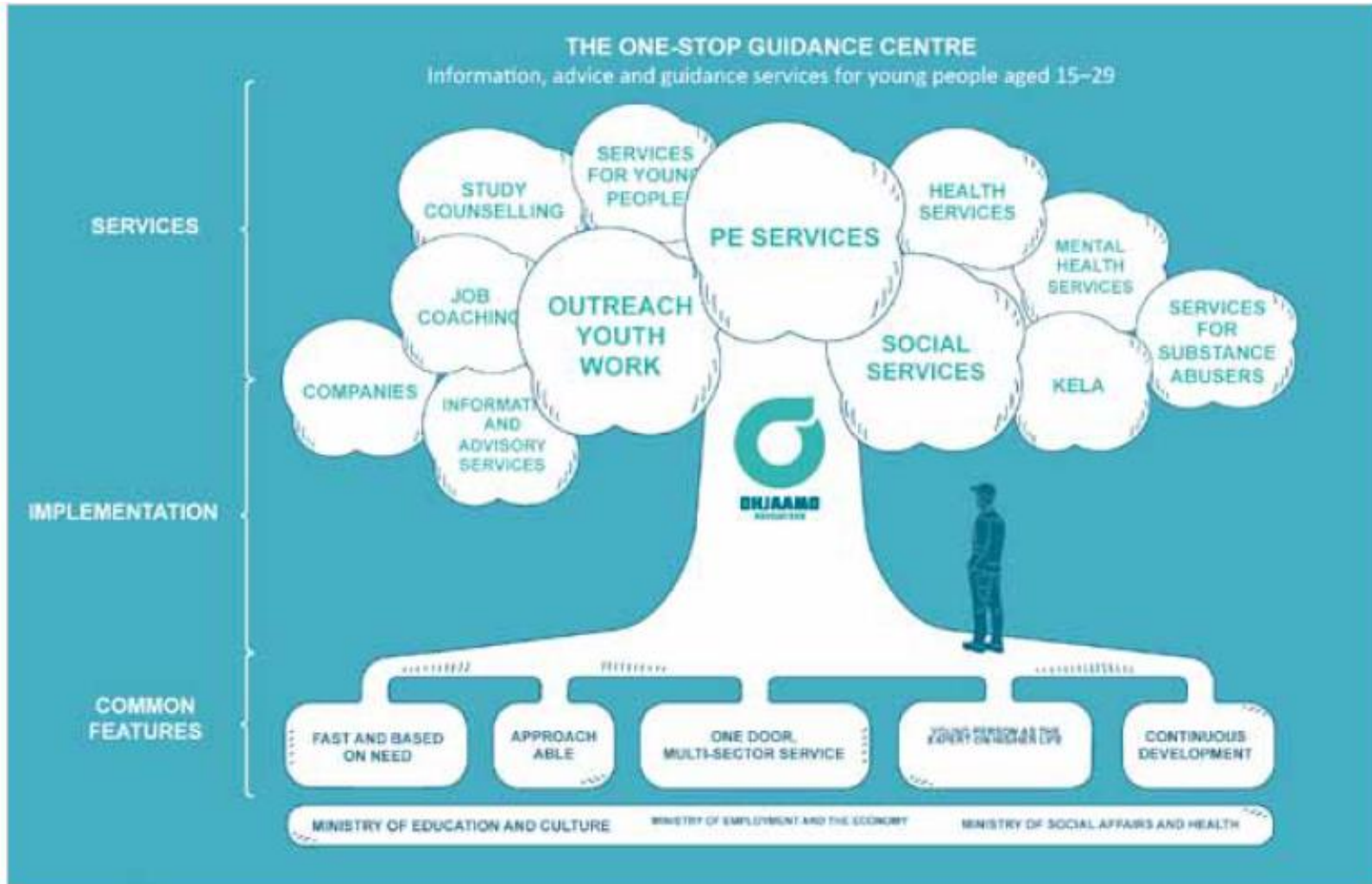
- **RRF Target: Increase in the share of Ohjaamo service points that offer integrated health and social services and educational expertise**
- **EUR 6.5 million funding for 2021-2024**
- **At least 60% of the Ohjaamo One-Stop-Guidance centres shall offer integrated health, social and education services (compared to 33% in December 2019).**
- **The call for funding applications was announced in July 2021. The first grants were awarded from January 2022 onwards.**

Validation of non-formal and informal learning:

Developing the identification of competence

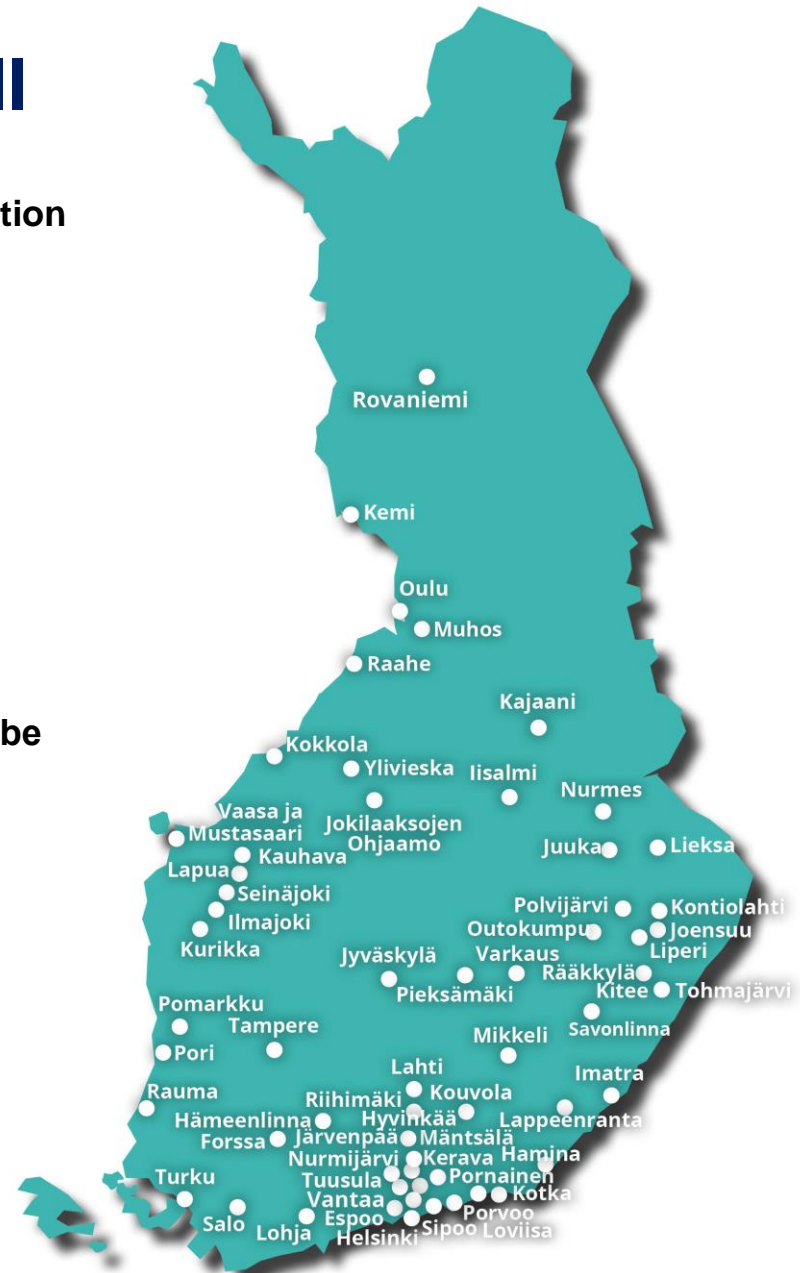
- **The interim report was published at the end of 2022., The final proposals will be published at the end of 2024.**
- **Piloting skills assessments**

Example 1: the one-stop-guidance centers for youth (Ohjaamo in Finnish)



One-stop-shops in a nutshell

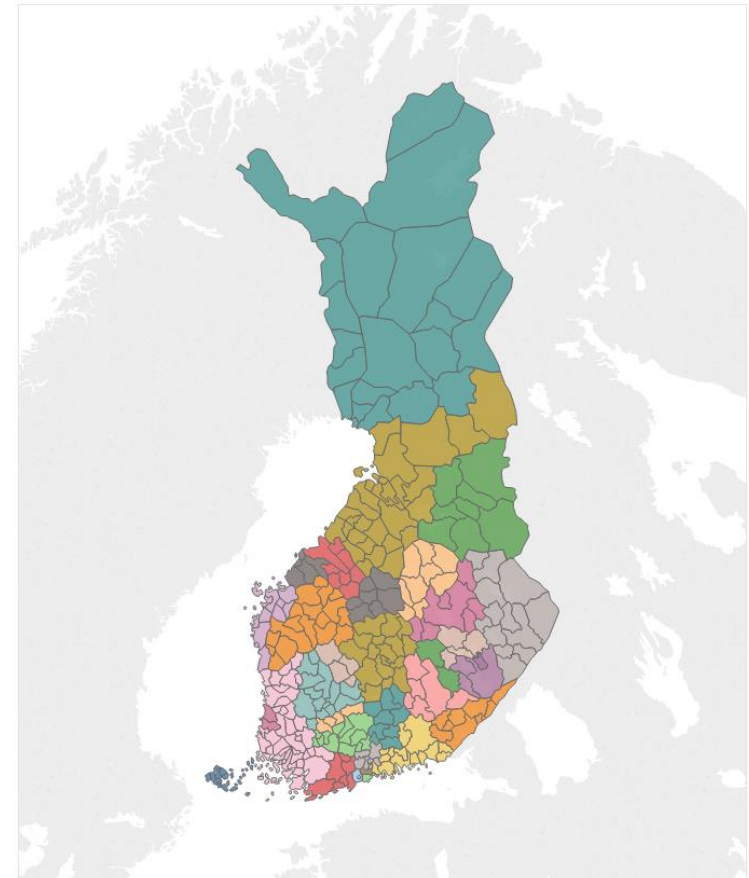
- 65 service points; cover majority of the youth population in Finland
- Over 850 employees from different organizations working at least one day per week
- ”Onni”-project to strengthen psychosocial support
- RRF-project to support multidisciplinary character – resources to hire experts from social-, healthcare- or education sector
- Finnish ”solution” to youth guarantee; still things to be done.. (NEET-rate 15-29y 2015 11,9% -> 2018 9,6% -> 2022 9,2%)



Multi-sectoral joint services in a nutshell



- 31 local networks, each having an agreement (contract) on cooperation + 25 pilots in municipalities
- Each network has a management group, which is responsible for organising the joint service locally, with real power how to implement
- Each organisation directs enough personnel and allocates funds for the joint service
- The head of the local multi-sectoral joint service is chosen by the municipalities
- The Ministry of Economic Affairs and Employment chairs a cross-sectoral national steering group for the joint service

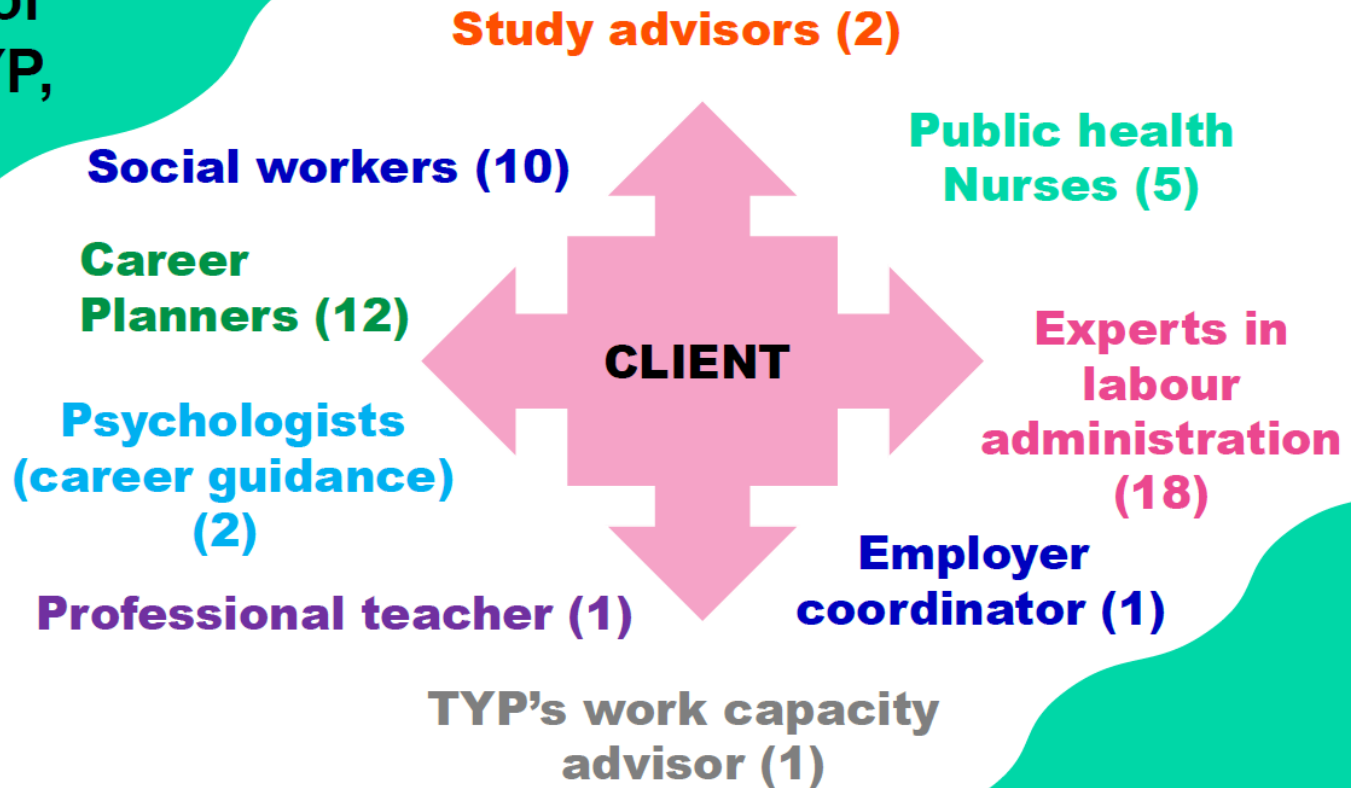


Ahvenanmaa	Keski-Suomi-Pohjoinen verkosto	Päijät-Häme
Espoo	Keski-Uusimaa	Rauman seutu
Etelä-Karjala	Kuopion seutu	Satakunta
Etelä-Pirkanmaa	Kymenlaakso	Savonlinnan seutu
Etelä-Pohjanmaa	Lappi	Tampereen kaupunkiseutu
Helsinki	Länsi-Pirkanmaa	Vaasan seutu
Iisalmen seutu	Länsi-Uusimaa	Vantaa
Itä-Uusimaa	Mikkelin seutu	Varkauden seutu
Kainuu	Pieksämäen seutu	Varsinais-Suomi
Kanta-Häme	Pietarsaaren seutukunta	Ylä-Pirkanmaa
Keski-Pohjanmaa	Pohjois-Karjala	
Keski-Suomi-Eteläinen verkosto	Pohjois-Pohjanmaa	



Example from Helsinki

**Multiprofessional
personnel of
Helsinki TYP,
Adult
Services**



Helsinki

Integrated Services: The Take-Away



- **Customer-oriented public services: let the public servants run together the needed services - the customer shouldn't have to run from door to door**
 - Integrated services receive good and excellent feedback from the customers
- **Integration doesn't happen overnight: needs planning, commitment, leadership, coordination, data and monitoring systems, training of the staff...**
 - Enthusiasm and motivation of the staff is essential; resilience to survive between pressures of two (or more) organisations
- **In the future we need to understand**
 - how many "one-stop-shops" for different target groups we can have
 - the role of digital services to support integrated services -> digital services need integration as well
 - How to encourage local integrated service models and still gather information and facilitate support nationally