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Job Tribu: an international project for improving e-guidance and ICT resources

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Abstract

In many countries, many of the main career guidance services are located within Public Employment Services (PES). Career guidance within the Public Employment System is one of the most important asset for an efficient and accessible Lifelong Learning system and for improving the European Employment Strategy. ICT are becoming strategic in this field not only in information management, but also in supporting communication and guidance processes. The rapid development of a wide range of innovative, interactive and inexpensive tools for communication, education and information exchange is opening new scenarios in the management of the career guidance relationship and in the enlargement of service's accessibility.

This presentation is going to report about an international survey on best practices in this field, carried out during the European project "Job Tribu" (www.jobtribu.eu) aimed at improving the use of ICT in guidance provision.

Extended Summary

Over the past years, the world has witnessed continuous growth in ICT services worldwide. The number of Internet users has doubled over the past five years and there are now more than two billion Internet users worldwide (Measuring the Information Society, International Telecommunication Union, 2011). Social networks and ICT tools in general are widely used by young people and most of them are job seekers and of course they represent one of the main target groups of guidance services and of European Public Employment Services (PES).

At the present moment, in several European countries, the overall PES offer of ICT-based services is still poor, if there is any, as well as the training offer on ICT to practitioners and counselors.

Taking into consideration all that, the Province of Siena (Italy), as leader of an international consortium of six partners, has designed and promoted the European project named "Job Tribu", with the aims of developing and testing career guidance actions and tools, based on the use of ICT and on the new resources offered by Web 2.0 (such as social networks applications). The pilot actions of the project, based on the action research approach, are aimed at developing new guidance services directed to PES customers (and in particular to young people who need information, advice and guidance), to facilitate their access to labour market and to mobility

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opportunities. The main idea of the project is to open a new dimension of active participation of young people in the dynamic processes of labour mobility, with the help of the social networks and the ICT, to create virtual communities and web places to share and develop ideas, to collect information, proposals and opportunities, but also to access to innovative e-guidance services.

The vocational and career guidance model and the set of ICT tools have been defined also accordingly with the experience of previous projects implemented in the field and the results of an international survey on best practices, carried out by the project consortium.

The project consortium includes organizations operating in career guidance, employment services, policy making, education and research: private and public bodies active both at national and international level, representing five European Countries (Italy, Romania, Spain, United Kingdom, Austria).

One of the main results of the project will be the international survey on best practices in this field. This paper will present also the set of developed ICT tools and the training pathways on ICT skills in guidance, tested with guidance practitioners in different European regional contexts. More information are available on the project web site: www.jobtribu.eu.

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