

Project

Gateway to Guidance

-development of a career guidance system



TELEMARK
FYLKESKommUNE



Education and Culture

Leonardo da Vinci

Funded by the EU Commission





YOUR CAREER

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1. Project basis

Points of view in OECDs report about Norway from 2002:

The career guidance system in Norway has been/is still fragmentary.

The system in the compulsory school system has been best developed together with certain issues in charge of the Public Employment Service (PES – now transformed to NAV). The co-operation between the school system and the labour market is weak and we miss a continuous focus on strategic development. There is evidential weaknesses in the guidance system as a comprehensive system, especially for the adults. In Norway

we do not have a comprehensive professional education in career guidance. Luckily some University Colleges has started with such programmes 2 – 3 years ago; and this will be an important contribution in the work to make career guidance to be an attractive profession.

Telemark Fylkeskommune is responsible for the project on behalf of CompetenceForum of Telemark. The project is carried out in close co-operation with NAV Telemark.

This is a Leonardo da Vinci – pilot project. SIU in Bergen (Centre for internationalising of higher education) is responsible for following up the project. SIU (www.siu.no) has been responsible in Norway since first of January 2007.

Gateway to Guidance has focus on two target groups:

- Employees/employer
- Unregistered job seekers

The selection of these target groups is based on conclusions in “The Lisboa process” (http://ec.europa.eu/growthandjobs/pdf/lisbon_en.pdf) and “The Copenhagen statement” (http://ec.europa.eu/education/copenhagen/copenahagen_declaration_en.pdf)

These conclusions make clear



merknað 1:
www.siu.no

merknað 2:
http://ec.europa.eu/growthandjobs/pdf/lisbon_en.pdf

merknað 3:
http://ec.europa.eu/education/copenhagen/copenahagen_declaration_en.pdf

The need for a European system that will secure vocational education of high quality for getting a well functioning labour market. Most countries in Europe have systems that offer career guidance to pupils, students and registered job seekers. These systems are not enough to offer all grown up persons guidance in a life with demand for lifelong learning. There are needs of good and preventing career guidance in order to meet structural changes and avoid unemployment.

According to national and international objectives career guidance is defined as an important tool to secure continuous support of man power with the right competence.

In Gateway to Guidance we have the ambition to establish comprehensive career guidance systems in Europe. The main objective is to give career guidance to potential man power and to employees with need of more or/and new competence and to prevent unemployment.

The figure below illustrates all grown up persons in the country and what the basis of existence is.



The target group of the project is marked with red.

2. Organisation of the project.

The duration of the project is from 01.10.05 to 30.09.07

On the initiative of CompetenceForumTelemark (CFT)

The Competence Forum of Telemark (CFT) is a co-operative organisation which since 1999 has tried to improve the development of the competency level in the region Telemark County. The CFT is in this context especially concerned about the needs of its citizens, the working life and the region.

The CFT meets regularly, organises conferences and initiates new measures to create competency development within public and private sectors.

The CFT carried out during the period January 2004 – December 2005 the project Educational and Vocational Guidance in Telemark. The superior goal was to make a comprehensive system to improve the quality and increase the accessibility of career guidance for all citizens in the region.

The responsible organisation for the project:

- * County Administration of Telemark
- chief officer Rolf-Helge Grønås

Project management:

- * County Administration of Telemark
- project manager Terje Lønnebakke
- * NAV Telemark – Adviser/project manager Magne Løwe
- * Headmaster Per Alf Stokstad

(Picture of the management team --->)



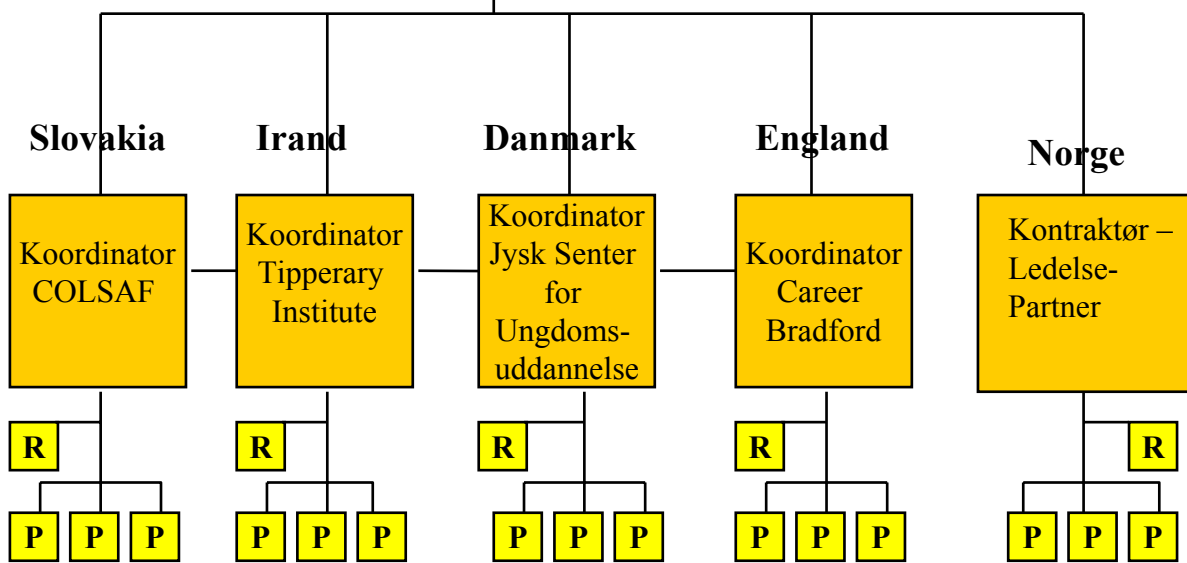
During the project period every partner is supposed to establish/develop a regional system for carrier guidance

Organisation model

Prosjektstyring:
Prosjektleder - Terje Lønnebakke -
Rådgiver/prosjektleder - Magne Løwe - NAV Telemark
Rektor - Per A. Stokstad - Porsgrunn kommune

R = Referansegruppe
P = Lokale partnere
BP = Business Partner
- privat eller offentlig virksomhet.

REFERANSEGRUPPE:
KFT – KompetanseForum Telemark:
• Fylkesmannen v/Utdanningsdirektør
• Fylkesrådmann
• Resultatansvarlig tjenester Telemark Fylkeskommune
• Direktør NAV Telemark
• LOs distriktssekretær I Telemark
• NHO – v/Regiondirektøren I Telemark
• KS v/Regionleder
• Rektor ved Høgskolen i Telemark
• Leder for voksenopplæringen I Telemark
VOX – Nasjonalt organ for voksenopplæring.



3. Partners/Participating organisations

The Administration of Telemark County is the contractor of the project and has the main responsibility to carry out and manage the project. Project partners are:

1. JCVU - Jysk Center for Videregående Uddannelser (University of College, Jutland), based in Aarhus, is a recently established centre for educational and health training, knowledge development and research. The local branch of The Danish University of Education contributes with its broad-based experience in further education within the educational area.



Koordinator Steffen Svendsen

2. Careers Europe is a part of Careers Bradford, a not for profit organisation. Careers Bradford is a mainstream UK Guidance Service, contracted by Connexions West Yorkshire to provide a range of Guidance services in the Bradford Metropolitan District. Careers Bradford employs over 100 staff including professionally trained guidance counsellors.



Koordinator Mick Carey

3. Tipperary Institute (TI) integrates third level education with rural and business development activity within the region. Tipperary Institute has a fresh approach to teaching and learning and is fully engaged in lifelong learning and organises annual training workshops for guidance counsellors from all over Ireland.



Koordinator Moya Breen

4. COLSAF - The Central Office of Labour, Social Affairs and Family - is a state administration authority with a nation wide scope and nearly fifteen years of experience in developing effective instruments of active labour market policy measures including career guidance and counselling services. COLSAF has a wide range of responsibilities, one of them being "to manage, control and co-ordinate the activities of offices in the field of employment services" – in total 46 local offices throughout the country.



Koordinator Stefan Grajčár

4. The target group "Employers/employees"

In this situation it is of great importance that the companies have a system for following up the demand for competence and at

the same time have a system for giving the employees a career guidance.

The main objectives for the target groups are:

- * Develop a system for employers for using career guidance as an integrated structure and method in the organisation.
- * Develop an educational program for national and international use

For companies and individuals changeovers in the labour market demand reskilling (retraining) or upskilling (new training). The needs for new and improved competence are often a continuous process.

All partners in the project have established a co-operation with an employer. These employers are as follows:

Denmark: - Falck A/S – a company with more than 11 000 employees within mainly rescue service, assistance and healthcare
- The Municipality of Aarhus –The unit of staff and placement services

Ireland: Procter & Gamble Ltd – An international company producing household products and have ca. 130 000 employees worldwide.

Norway: Hydro IS Partner AS is a part of Norsk Hydro ASA with 650 employees (ca. 500 in Norway) and delivers business Consulting, development, application Management and Operational Services within IT/IS

Slovakia: Vitis Pezinok – The greatest wine producer in Slovakia with ca. 240 employees

The final result will be to offer a tool/system for an organisation to be used to enable the employer to meet the demands for competence and to have a system to develop the competence of the employee through follow-up and career guidance.

Career guidance for
individuals

- Competence
- Documentation of competence

Businesses
Markets-strategy-goals

- The structure of the organisation
- Management
- Strategic planning of careers and competence

- Recruitment
- Downsizing

Public career guidance service and NAV * (Commented at the bottom of the document)

Private guidance and consultant companies

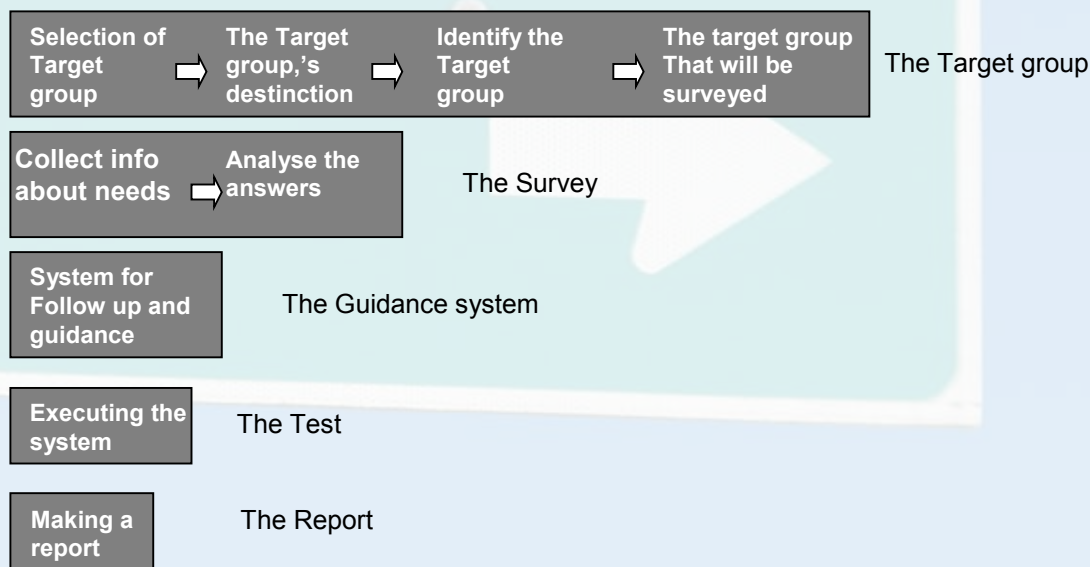
5. Target group “Employer/employee”

Unregistered, potential man power will probably always have demand for guidance about professions and educations/qualifications. A Career guidance offer will be important for the individuals and also of great importance to the national economy.

In this part of the project the objectives are:

- * Develop a method for identifying and approaching the target group
- * Develop a method/system for career guidance
- * Testing out the system/method

The process for these objectives is built on this model:



The project partners have selected these target groups:

Denmark: Not registered part-time job-seekers and “under-employed” persons

England: Young persons with problems connected with school and work

Ireland: Farmers with need of more work in addition to the farm work

Norway: Not registered part-time job-seekers and disability pensioners

Slovakia: Young, grown up persons in vocational school preparing for the labour market.

The main result will be to develop a career guidance system to activate groups of potential job seeker. The system must be flexible and it must be used and available on national and international level.

6. Career Centre Telemark.



Career Centre Telemark was established 01.11.2006. The centre offers all adults in Telemark county career guidance.

The career guidance of the target groups will be done by the Career Centre Telemark. They will also develop the method/system for career guidance of "disability pensioners" and part-time employed job seekers.

karrieresenter
telemark

7. Economy

The total budget is € 535 000. EU Commission support the project with € 400 000. The remaining 25% is paid by the partners in the project.

8. The Web-site

Information and results from the project can be found on the web site (www.gatewaytoguidance.com)

A GATEWAY TO GUIDANCE
A project with support from the European Commission, Leonardo da Vinci programme.

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A Gateway to Guidance!

A Gateway to Guidance is a Leonardo Da Vinci Pilot B Project. The promotor is The Competence Forum of Telemark formally represented by The Acting Executive in Telemark County Administration.

The European employment strategy and guidelines highlighting the role that guidance can play in routing clients through training and into jobs. The project has two target groups; the adults, employed and unregistered unemployed, who want and need career guidance.

The main aim is to work out a model of a comprehensive regional system for vocational lifelong guidance in a society of lifelong learning based on a close co - operation between Public Employment Services, Public Administration, The Confederation of Business and Industry, the Labour Union and other public and private sectors.

landscape in Telemark.

January

Latest news

The next Partner Meeting
is taking place in the city of Pezinok in the Slovak Republic from March the 8th to the 9th. Attached you will find the Agenda, and if you want to read more about the region you may use this web-address: <http://www.pezinok.sk/index.php>
[AgendaPezinok.doc](#) 47.50 kB

The Interim Report.
If you want to read the Interim Report you will find it under the Folders «The Project» and «Reports».

Norwegian approach
An agreement between the project and the regional Career Centre Telemark about the testing of the target groups: 1. Disabled pensioners with demand for competence/job 2. Part-time employees with demand for competence/ job (See member area - Partner results Norway).
Interim Report.
The Norwegian Project Management delivered the report in a meeting with the National Agency on the 4th

9. Dissemination.

The project management aims for publishing project results and for making information available.

Persons/organisations who want more information/results from the project can register their interest:

Mark your interest and project results according to your interest will be sent

- Information about the target group "Employers/Employees"
 - Information about the target group "Unregistered job-seekers"
 - I want to be invited to the final conference in Telemark
- The Conference takes place in sept./Oct. 2007

Organisation:

Name (s):

Address:

E-mail:

You can send a copy sheet to Gateway to Guidance, Telemark Fylkeskommune, Fylkeshuset, 3706 Skien or send E.mail to terje.lonnebakke@t-fk or magne.lowe@nav.no.

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