



Name: Zelloth, Helmut
Designation: Senior Human Capital Development Specialist
Organization: European Training Foundation (ETF)
Contact Information: Villa Gualino, Settimio Severo 65, I-10133 Torino, Italy
email: hze@etf.europa.eu
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About the Presenter:

Helmut Zelloth (Austrian) holds a master degree in philosophy, psychology and pedagogy, and geography with economic focus. In the last ten years he has been working with the European Training Foundation (ETF), an agency of the European Union (EU) based in Italy, Turin. As a Senior Human Capital Development Specialist his work focuses on career guidance policies, apprenticeship and work-based learning and on vocational education and training policy. He is also leading a Community of Practice on 'Transition from education to work' and is a member of the European Lifelong Guidance Policy Network (ELGPN). In the field of career guidance he has co-ordinated policy reviews in 11 Candidate and Acceding Countries to the EU, in 7 Western Balkan and 10 Mediterranean countries/territories. He is author of the publication 'In demand: Career guidance in EU neighbouring countries' (2009) and co-editor of the book 'Innovative Apprenticeships: Promoting successful school-to-work transitions' (2010).

Title of Paper: **In demand: Career guidance in European Union neighbouring countries**

Abstract:

The presentation/paper is based on original research by the author published in 2009 and provides a comparative analysis of demand for career guidance services in nine low- and middle-income countries in the neighbourhood of the European Union. It also covers policy and practice examples from these countries which are from the Western Balkans region (Montenegro, former Yugoslav Republic of Macedonia, Albania), the Mediterranean region (Turkey, Egypt, Jordan) and from Eastern Europe (Ukraine, Russia, Georgia). The issue of demand for career guidance services has been somewhat neglected or underrepresented in similar and previous studies on less developed countries. However, this dimension is of crucial importance particular for low- and middle-income countries for which whether career guidance should be a policy priority or an issue at all may be questioned. This is due to phenomena such as the large informal economy, not well developed labour markets, social capital versus human capital, strong traditions and parental influence, the prevalence of 'informal guidance', the existence of a 'shadow education system' and last but not least the affordability of guidance services. The presentation/paper seeks to develop greater understanding of the key factors that influence demand in careers guidance and the barriers to this demand being met. It concludes that the pro-demand factors outweigh the barriers and it offers policy messages for EU neighbouring countries how policymakers could more strategically address career guidance development and mainstreaming of career services, taking into account the modern career guidance paradigm and a cost-efficient approach in the context of scarce resources.