

NATIONAL CAREER DEVELOPMENT SYSTEM REVIEW REPORT

UKRAINE
2022

TABLE OF CONTENTS

1.	ACKNOWLEDGEMENTS	3
2.	CONTEXT AND SYSTEM OVERVIEW	5
2.1.	Context	5
2.2.	System overview	8
3.	POLICY FRAMEWORK	9
4.	COORDINATION AND COOPERATION	12
4.1.	Promoting coordination, cooperation and good governance	12
4.2.	Key civil society stakeholders	14
5.	MAIN SERVICES AND ACTIVITIES	16
5.1.	Education, training and work-based learning for youth	17
5.2.	Unemployed support and support to NEETs	22
5.3.	Workers/Employed	24
6.	FUNDING	24
7.	ACCESS	25
8.	USE OF TECHNOLOGY	26
9.	QUALITY OF PROVISION OF CAREER DEVELOPMENT SUPPORT SERVICES WITHIN A CULTURE OF CONTINUOUS IMPROVEMENT	28
9.1.	Standards	28
9.2.	Staffing	30
9.3.	Quality of data and information	30
9.4.	Monitoring, evaluation and policy feedback	31
10.	RECOMMENDATIONS	32
	References	36

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List of abbreviations

CMU	Cabinet of Ministers of Ukraine
HE	Higher education
MoE	Ministry of Economy
MoES	Ministry of Education and Science
MoSP	Ministry of Social Policy
MoYS	Ministry of Youth and Sports
NAES	National Academy of Educational Sciences
NEET	Not in education, employment or training
NQA	National Qualification Agency
NUS	New Ukrainian School
SES	State Employment Service
VET	Vocational education and training

2. CONTEXT AND SYSTEM OVERVIEW

2.1. Context

Ukraine¹ is the second-largest country in Europe with a population of about 41.3 million with a rapid fall from 50 million in 1999. Neighbouring Poland, Slovakia, Hungary, Romania, Moldova, Russia and Belarus². Ukrainians represent the majority of population (77.5%) with Russians (17.2%), Romanians (0.8%), Belarussians (0.6%), Crimean Tatars (0.5%), Bulgarians (0.4%), Hungarians (0.3%), Polish (0.3%), Jewish (0.2%), Armenians (0.2%) being the largest ethnic groups³. 69% of population of Ukraine live in urban area including 2,9 million in the capital of Kyiv. Currently the share of young people (aged 15-24) is 13.2% of the working age population constantly decreasing from 16.7% in 2013 and 14.1 in 2019, while the percentage of the population aged 60+ being 23% in 2018 is expected to grow to 25% by 2025⁴.

Ukraine is a lower middle-income country⁵ with a slow growing gross domestic product (GDP) per capita from USD 2 186 in 2016 to USD 3 725 in 2020⁶. In the past 10 years Ukraine's GDP growth has been fluctuating with a considerable fall to -9.8% in 2015 to certain rise to +3.5% in 2018 and a Covid fall to -4% in 2020. The main contributors to GDP in 2021 were services (42.3%), industry (27%), trade (17.7%), transport (6.8%) and agriculture (3.3%)⁷. The population income is fluctuating in recent years with a certain rise in real disposable income for 5.6% and consumer price for 8.5 in 2021⁸. The key factor in economic growth has been the increase in household consumption, at the same time, socio-economic development is affected by external debt payments, a low level of labour productivity and social standards, and a high level of poverty⁹.

Today Ukraine's labour market faces multiple challenges including an aging labour force, low labour mobility, high level of informal employment and growing labour migration. The last 3 years demonstrate a steady decrease of the employment rate from 58.2% in 2019 to 55.6% in 2021 contrary to a certain increase of unemployment rate from 8.3% to 9.9% respectively (see Table 1). The World Bank's Doing Business assessment of 2020 ranked Ukraine 64th out of 190 countries¹⁰. The majority of jobs in Ukraine are in services (67.8%), industry (26.5%) and agricultural sector (5.8%). The share of population (15+ age group) in the informal sector has fallen from 21% in 2019 to 20.5% in 2020 presented by 44.6% in agriculture, 15.9% in trade and construction sectors, 5.5% in industry¹¹. The mass dismissal of employees has reached 301 000 employees in 2020 compared to 198 000 in 2019 mostly in Lviv, Kyiv and Kharkiv regions in civil governance, health sector and recycling¹².

The situation on the Ukrainian labor market is quite difficult for people with disabilities: 73.8% of them are unemployed. In addition, there is significant gender inequality (26%) in the labor market both financially and mentally, there are still stereotypes about male and female jobs in the society. Young people encounter multiple difficulties in the labour market and the level of youth unemployment in recent years remains high due to the limited hard and soft skills as well as lack of work experience. The share of young Ukrainians not in employment, education or training (aged 15-24) decreased from 17.6% in 2011 to 14.5% in 2018 slightly increasing to 15.6 over 2019-2021. In 2021 young people aged 30-34

¹ all data exclude the temporarily occupied territory of the Autonomous Republic of Crimea, the city of Sevastopol and a part of temporarily occupied territories in the Donetsk and Luhansk regions

² <http://www.ukrstat.gov.ua/>

³ <https://www.worldatlas.com/>

⁴ Policies for Human Capital Development Ukraine, 2020. ETF

⁵ <https://data.worldbank.org/>

⁶ <https://index.minfin.com.ua/ua/economy/gdp/>

⁷ <http://www.ukrstat.gov.ua/>

⁸ <http://www.ukrstat.gov.ua/>

⁹ Policies for Human Capital Development Ukraine, 2020. ETF

¹⁰ <https://www.doingbusiness.org/en/reports/global-reports/doing-business-2020>

¹¹ www.dcz.dov.ua

¹² www.dcz.dov.ua

(83.3%) were the most economically active, followed by young people aged 25-29 (79.6%). Ukrainian youth aged 15-24 show a lower level of economic activity (33.7%). Such a low rate in the youngest age group among young people is mainly due to the high level of involvement in the education process (84.1%), which delays their entry into the labor market. It is difficult for young people in Ukraine to make choices in education and careers, as they often do not have access to information on successful or promising industries and relevant employment opportunities. In addition, they are usually guided by irrelevant stereotypes about professions and often outdated ideas of their parents.

TABLE 1. MAJOR EMPLOYMENT INDICATORS ¹³

Years		2017	2018	2019	2020	2021
Population (in thousands)		42584,5	42386,4	42153,2	41902,4	41270,9
Workforce (15+ age group)		17854,4	17939,5	18066,0	17939,5	17375,0
Employed (15+ age group)	total	16156,4	16360,9	16668,0	15995,6	15798,8
	male	8385,2	8450,2	8693,7	8345,6	8292,1
	female	7771,2	7910,7	7974,3	7650,0	7506,7
Unemployed (15+ age group)	total	1698,0	1578,6	1487,7	1674,2	1680,2
	male	1045,4	943,2	807,9	911,0	855,2
	female	652,6	635,4	679,8	763,2	825,0
Unemployed youth (15-24)	total	262,0	233,7	210,5	227,9	215,1
	male	162,1	125,1	122,7	135,4	111,7
	female	99,9	108,6	88,9	92,5	103,4
Employment rate (% of 15+ age group)	total	56.1	57.1	51.7	49.9	49.6
	male	61.4	62.1	59.3	57.2	57.2
	female	51,4	52.5	45,4	43.8	43.2
Unemployment rate (% of 15+ age group)	total	9.5	8.8	8.2	9.5	9.6
	male	11.1	10.0	8.5	9.8	9.3
	female	7.7	7.4	7.9	9.1	9.9
Youth unemployment rate (% aged 15-24)	total	18.9	17.9	15.4	19.3	18.8
	male	20.3	16.9	15.1	19.9	17.5
	female	17.0	19.3	15.5	18.5	20.5

¹³ <http://www.ukrstat.gov.ua/>

In 2021 the number of registered unemployed Ukrainians (up to age 35) reached 30%, 29% aged 35-44 and 41% aged 45+. Half of registered unemployed individuals have higher education (49%), 34% have vocational education and 17% have general secondary education¹⁴. According to research of MoYS “Youth of Ukraine 2019”¹⁵, 61.2% of young Ukrainians work in their speciality while 57,2% would like to change their profession: 7.8% of young people work in services, 5% are freelancers and only 4,1% are officially hired. 46.2% of young people find their first job with a help of parents, relatives, friends. Only 6.3% of young Ukrainians are self-employed and run their business. The 36.8% of young Ukrainians plan to move from their living place, half of them would like to move abroad for learning or working purposes. Facing the constant mismatch in job expectations and economic reality many young people find the solutions for building more stable and secured future in emigration to the other countries.

To improve the national statistics and employment situation in Ukraine and to ensure sustainable development of the human capital of Ukraine it is crucially important to build an effective and reliable national career development system. Currently the system is at the stage of revival and rise of social and institutional interest being mainly presented by career guidance services and partly meeting modern requirements and labour market needs. The legislative framework is to be updated so that relevant responsibilities are clearly divided between the providers of career development support for all age groups being well-coordinated and regularly monitored. The standard curricula do not provide career development support in the educational process, although certain steps for introducing it as an elective component at schools have been made recently. The overall crisis in the economy and a low prestige of vocational occupations lead to the fact that school graduates choose mostly prestigious professions (lawyer, economist, tourism specialist, manager, psychologist, etc.) without considering labour market needs.

In Ukraine, the Concept of the state system for public career guidance (September 17, 2008 # 842) that is the key legislation of the national system of career development defines the term “career guidance” as a scientifically based system of interrelated economic, social, medical, psychological and pedagogical measures. Its aim is to activate the process of professional self-determination and the realisation of an individual’s ability to work, and to identify abilities, interests, opportunities and other factors influencing career choice or change in labour activity. The term “professional self-determination” is frequently used for describing (1) a series of expectations society poses on individuals (sociological approach); (2) a process of step-by-step decision-making related to a future profession, through which the individual shows understanding of requirements for certain professions and balances this with personal preferences and interests (socio-psychological approach); (3) a process of forming an individual lifestyle, part of which is a professional activity (differentiated psychological approach). The result of professional self-determination is the choice of future profession or field of professional activity. Thus, career guidance represents the objective side of the interaction between individuals and society while professional self-determination represents the subjective side of this interaction, in other words career guidance is a specially organized external process and professional self-determination is an internal process.

Career guidance includes career information, career counselling, career choice and career adaptation and it is focused on supporting expanded program goals in the fields of economics, employment, social development, education and training. The main tasks of career guidance are: 1) promoting the career development and employment of a person by providing conditions for professional self-determination, choosing or changing the type of employment, profession, qualifications, work, type and form of training and skills development; 2) promoting the increase of social and professional mobility of a person, motivation for legal employment in Ukraine, realization of individual potential lifelong.

National basic career guidance providers are public employment centres, youth centres, non-governmental organisations, career centres at VET schools and higher educational institutions, postgraduate and further education institutions, private providers, enterprises, health care institutions,

¹⁴ www.dcz.dov.ua

¹⁵ <https://mms.gov.ua/>

rehabilitation institutions, medical and social expert commissions, military commissariats and penitentiary institutions.

2.2. System overview

Due to a number of political, socioeconomic, demographic, institutional and cultural issues there was a certain decline in attention on the national career development system till 2008. The content of career development support did not meet modern requirements and lack of cooperation and coordination of main stakeholders resulted in low effective career guidance. The economic crisis led to a significant reduction in the need for workers. In response, school graduates aimed at continuing to higher education, which provides better job opportunities even when the field of study does not match the occupational area of the job. Out-of-school institutions where children could pass specialized tests and get a primary profession (driver, cook, hairdresser) were closed. The state did not provide special hours for career guidance in educational institutions and their financing. Lack of remuneration did not motivate teachers to carry out career guidance activities that were mainly provided by subject teachers in the context of teaching certain discipline like e.g. Maths, Physics, Biology, Foreign languages, etc.

Since 2008 with the approval of a number of legal documents that define the role and place of career development support in society certain positive changes have been observed. Due to the implementation of the Concept of the State System for Public Career Guidance (September 17, 2008 # 842) (the Concept), two directions of career guidance of the population were identified at the national, regional and basic level: state (through coordination of career guidance activities between ministries and central bodies of executive power) and non-governmental (associations of employers, public organisations and agencies, including commercial ones). In order to coordinate all relevant activities the Council of Public Career Guidance was formed. The scientific and methodological support was entrusted to the Research Centers of the National Academy of Sciences; psychological and pedagogical aspects of career guidance became the responsibility of the Research Institutes of the National Academy of Educational Sciences; and the medical aspects were entrusted to the National Academy of Medical Sciences. During this period there was an active development of psychological services at schools, one of the areas of activity is the support of professional self-determination and professional development of school students.

Currently, the Concept determines the levels of organisational structure of the state career guidance system (national, regional and local). According to this legislation central executive bodies are responsible for the system management at national level: Ministry of Economy provides career guidance for all social groups of the unemployed and employed able-bodied population; Ministry of Social Policy: career guidance for all those who need social protection; Ministry of Education and Science: career guidance for preschool and school age, vocational and higher education students; Ministry of Youth and Sports: career guidance for youth; Ministry of Health: career guidance for people with persistent physical disorders; Ministry of Defence, Ministry of Internal Affairs: career guidance for conscripts, servicemen and people discharged from military service; Ministry of Justice: career guidance for prisoners in penitentiary institutions; Ministry of Veterans: career guidance for war veterans and victims of the Revolution of Dignity, and their family members. Management of the system at regional level is provided by regional executive bodies and self-governing bodies. At local level career guidance is mostly delivered by public employment centres and the Institute of Personnel Training of the State Employment Service provides regular training and professional development for experts in this service. Youth centres, educational institutions, non-governmental organisations and agencies, employers' associations and business companies are also active players in the career guidance system development and implementation.

The purpose of the Concept is to ensure the development of the state system of public career guidance in accordance with the priorities of state economic and social policy, international developments and competitiveness of the national labour market. Funding for the development of the state system of public career guidance guaranteed by the obligatory state social insurance is provided by national and local

budgets and other legal sources. Necessary logistical and personnel support for the development of public career guidance is carried out through the relevant sectoral programs, action plans aimed at implementing the Concept.

In 2018, the Order of the Cabinet of Ministers of Ukraine “On Approval of the action plan for the implementation of the Concept of the state system of public career guidance” (July 4, 2018 # 469-r) was adopted to provide updates of the system of public career guidance, introducing innovative services and terms of provision taking into account the principle of gender equality, creating conditions for intensifying career guidance, including retraining and upskilling.

3. POLICY FRAMEWORK

Law of Ukraine “On Employment” defines the state policy in the field of employment and guarantees free career guidance services for all citizens. It defines "employment", "unemployment", "labour market", "vacancy", and other terms; it declares the provisions of state employment policy and the management structure of this policy, active labour market policies, employment services, rights and responsibilities of registered unemployed, etc.

Law of Ukraine "On Compulsory social insurance in case of unemployment" defines the basics of social insurance in case of unemployment, employment insurance policy management structure, the right of citizens to financial support in case of job loss, list and sources of funding for employment services and active employment promotion programs, etc. Other laws of Ukraine provide the State Employment Service with a right in promoting the inclusive employment of certain categories of the population, such as persons with disabilities.

Decree of CMU “On approval of the Concept of the state system of public career guidance” (September 17, 2008 # 842) includes an analysis of career guidance problems, suggested solutions and the stakeholders’ priorities and expectations for further development. It defines the main provisions of public career guidance, its role, functions and interaction of the subjects of the national system of career development, etc. The Concept being regularly revised is the key document guiding all actors in building a national system for career development support.

Order of CMU “On Approval of the action plan for the implementation of the concept of the state system of public career guidance” (July 4, 2018 # 469-r) covers actions to implement the concept with responsible executive bodies and the terms, cooperation methods and financial resources. Currently the Ministries, other central executive bodies, regional, and Kyiv city state administrations ensure the implementation of the action plan approved by this Order within the established deadlines and submit to the Ministry of Economy by January 15 of each year information on the status of implementation of the action plan for its generalization and submission to the Cabinet of Ministers of Ukraine by February 15.

According to the Action plan for the implementation of the Concept of the state system of public career guidance” (Action plan):

- the main responsibilities for the development of legal acts related to building a national system for career development support are assigned to the Ministry of Economy (MoE), the Ministry of Social Policy (MoSP), the Ministry of Education and Science (MoES), the Ministry of Youth and Sports (MoYS), the Ministry of Health (MoH), the Ministry of Internal Affairs (MoIA), the Ministry of Defence (MoD), Ministry of Agrarian Policy (MoAP), National Academy of Educational Sciences (MAES);
- regional and Kyiv city state administrations, local authorities (by agreement)¹⁶, employers' organizations and their associations (by agreement), trade unions and their association (by agreement) are responsible for: 1) involvement in career guidance activities to ensure career

¹⁶ Preliminary agreement at the Concept development and approval stage to cooperate with the institutions that are not subordinate to the Cabinet of Ministries of Ukraine

development support for all clients, 2) development and constant updating of electronic databases of career guidance for different categories of the population;

- MoSP, MoH, MoES, MoYS, other relevant central executive bodies, regional bodies, Kyiv city state administrations, local authorities, employers' organizations and their associations, trade unions and their associations (by agreement) are responsible for providing targeted career guidance services to children with disabilities;
- MoES, MoH, MoAP, MoIA, MoD, MAES, other central executive bodies, the management of inter alia educational institutions, are responsible for the development and implementation of career guidance courses in educational institutions;
- MoES, NAES (by agreement), employers' organizations and their associations (by agreement) are responsible for cooperation and assistance in career guidance for general secondary and higher education students and the development of professional competencies based on the existing and future needs of the labor market;
- MoES, MoYS, MoAP, MoSP and other central executive bodies, regional bodies, Kyiv city self-government bodies (by agreement), employers' organizations and their associations (by agreement), trade unions and their associations are responsible for providing career guidance for vulnerable groups including internally displaced people;
- MoYS, MoES, MoSP and other interested central executive bodies, NAES (by agreement), regional, local and Kyiv city state administrations (by agreement) are responsible for promoting the establishment of career centers in educational institutions to provide professional career counselling to young people;
- MES, MoAP, MoIA, MoD, MoH, other central executive bodies, NAES (by agreement), regional and Kyiv city state administrations are responsible for the development of programs and training courses for teachers on career guidance in educational institutions.

The Action plan includes 30 listed activities, including the development of methodological support for building the career management support system, promotion of vocational education and career guidance activities, organisation of skill competitions, increasing social mobility and accessibility of innovative CG services through implementing ICT, integration of successful international experience for the development of the effective state system of public career guidance, etc.

Decree of CMU "On approval of the Procedure for registration, re-registration of the unemployed and keeping records of job seekers" (September 19, 2018 # 792) determines the procedure for registration, re-registration in the employment service; functions of a career counsellor of the employment center, which provides services to job seekers and employment promotion ¹⁷.

Order of the Ministry of Economic Development, Trade and Agriculture of Ukraine "On approval of the Procedure for providing unemployment benefits, including one-time payment for the organization of unemployed business activities" (April 6, 2020 # 624) determines the procedure for appointment and payment of financial support for the registered unemployed ¹⁸.

Order of the Ministry of Economic Development, Trade and Agriculture of Ukraine "On approval of the Procedure for providing public career guidance services" (October 30, 2020 #2203) defines the principles and procedure of service provision of public career guidance ¹⁹. It describes the organizational and legal basis for the provision of career guidance services by the employment center. In particular, this document stipulates that career guidance services are provided to all social and age groups of people who have applied to employment centers, as well as groups of people in need of career guidance.

Regulation on the State Employment Service (approved by the order of the Ministry of Economic Development, Trade and Agriculture of Ukraine (December 16, 2020 # 2663)) defines the state policy in the field of employment and labor migration, social protection against unemployment and outlines the

¹⁷ <https://zakon.rada.gov.ua/laws/show/792-2018-%D0%BF#Text>

¹⁸ <https://zakon.rada.gov.ua/laws/show/z0537-20#Text>

¹⁹ <https://zakon.rada.gov.ua/laws/show/z1129-20#Text>

main tasks of the State Employment Service ²⁰. Orders and instructions of the State Employment Center concerning the implementation of regulations that provide instructions on the practical application of these provisions provide clarifications on certain issues of practical activities, provide guidelines for the organization of work and provision of technological service procedures.

Decree of CMU (October 28, 2021 #1121) approves the Procedure of implementation of a new model of providing customer-oriented services by employment centres to deepen cooperation between the SES and employers or other market participants promoting legal employment and integration of registered unemployed and jobseekers into the labor market, establishing contact and intensifying contact with the economically inactive population, improving the culture of customer service and public confidence in the SES. The pilot project is planned to be fulfilled in four stages till the end of 2022 and be coordinated by MoE. 42 impact factors of the project (like average duration of a person in the status of unemployed after registration in SES, level of employment of unemployed after registration, coverage of registered unemployed with career guidance services from SES, etc.) will be analyzed for the further successful implementation.

The strategic plan of the Ministry of Education and Science of Ukraine 2024 focuses on modernising the school educational content to introduce a competence-based approach and life skills development and career guidance at school to support conscious career choice decisions. The document also deals with the modernisation of vocational and educational training (VET) and quality improvement of higher education and development of adult education in a lifelong learning context.

The state targeted social programme Youth of Ukraine 2016–2020 proved its effectiveness by developing youth centres throughout the country, establishing programmes for self-realisation of young people and sustainable development, and cooperating with international partners, among other achievements. The concept of the state targeted social programme Youth of Ukraine 2021–2025 is based on an analysis of the state and problems of Ukrainian youth development, and the results of previous programmes. It considers the programme requirements and prospects set by the Sustainable Development Goals of Ukraine until 2030. The concept focuses on career learning and development for young people, adaptation to constant labour market changes, improving work readiness and increasing mobility and integration into the world youth community.

The legislative documents that regulate national career development support bring general understanding of key stakeholders' responsibilities and focus on main functions and tasks. Covering most of the system they partly give effective mechanisms to its development and implementation. The holistic analysis of the state and challenges of the national career development support system as per this report should support constructing a well-coordinated and coherent policy framework with transparent roles and well-coordinated players. The constant state reorganisations slow down the reforms that leads to lack of interest in building an effective system of lifelong career development support. The updating of relevant laws and orders in line with the European standards and successful models is an important factor for activating the system operationalization and effectiveness. A more evidence-based policy making approach and a focus on final beneficiaries of the career guidance services need to be considered. Effective system functioning becomes possible in case of regular revising of legislation according to basic needs of different user groups matched with the national realities of labour market.

²⁰ <https://zakon.rada.gov.ua/laws/show/z1305-20#Text>

4. COORDINATION AND COOPERATION

4.1. Promoting coordination, cooperation and good governance

According to the Decree of the Cabinet of the Ministries of Ukraine (January 21, 2009 # 28)²¹ an advisory body to the Cabinet of Ministers of Ukraine, the Council of Public Career Guidance, has to coordinate all relevant activities in the national system of career development. The Council Chairman is the Minister of Economy, other members are deputies of the Minister of Economy, the Minister of Education and Science, the Minister of Youth and Sports, the Director of the State Employment Centre, the academic secretary of the National Academy of Educational Sciences, and representatives of public sector (trade unions and their associations, employers' associations and non-governmental associations and organisations). The Ministry of Economy provides organisational and technical support for Council activities with the assistance of the State Employment Service.

The Council's main tasks are:

- comprehensive study of problematic issues and development of proposals for public career guidance based on the results of the analysis of the activities of ministries and other central executive bodies, national trade unions, their associations, national public organizations, national employers' associations;
- promoting coordination of central and local authorities' executive power and their interaction with local authorities' self-government and parties to social dialogue;
- development of proposals and recommendations for raising the level of professional orientation of the population, its legal, financial, logistical, personnel, scientific, methodological and information support;
- participation in determining the priorities of fundamental and applied research on public career guidance;
- ensuring a systematic analysis of legislation on public career guidance, determination of the main directions of its improvement and design of draft legislation on these issues;
- promoting the study, generalization and dissemination of relevant national and international experience;
- development of proposals for international development cooperation aimed at improving the state system of public career guidance.

The Council has the right to:

- receive in the prescribed manner from the central and local executive authorities, enterprises, institutions and organizations information necessary to perform the tasks assigned to it;
- form permanent and temporary working groups, committees involving central and local executive bodies, local authorities, enterprises, institutions and organizations, trade unions, their associations, public organizations and associations, employers' organizations and their associations, research institutions as well as independent experts;
- submit to the Cabinet of Ministers of Ukraine proposals developed on the results of their work to address current issues of functioning of the state system of public career guidance;
- organize and hold conferences, symposiums, seminars, meetings on issues within its competence.

Due to a number of recent reforms and institutional transformations the Council (elected for three years) is currently not operational. It is supposed to regularly meet not less than twice a year to develop proposals and recommendations to improve the career development system.

To introduce effective cooperation mechanisms in the field of youth career guidance, the Ministry of Youth and Sports, the Ministry of Education and Science, the Ministry of Social Policy and the State

²¹ <https://zakon.rada.gov.ua/laws/show/28-2009-%D0%BF#Text>

Employment Service (central office) signed the Memorandum for Cooperation on 3 June 2019. A number of joint activities in cooperation with the public sector have been held to activate the national system of career development support for all age groups, e.g. Skills Lab - a free comprehensive training programme for young people to address the skills gap; Skills for a Successful Career - a comprehensive course to improve the career management skills of VET graduates; Regional Forums “Business–Youth: the WOW effect of cooperation”; National forums “Career talks: skills for success”, etc. The Ukrainian pact for youth 2020 introduces the largest partnership between the public and private sectors to solve the problem of youth employment. It was initiated by the NGO Centre for Corporate Social Responsibility Development and the Ministry of Youth and Sports in 2016. The pact involved 700 partnerships between business and the education sector; 100 forums, round tables and training sessions for over 3 000 young people, educators and employers; a number of publications, practical tools and educational programmes; and 45 000 places for internships and first jobs. It was signed by 148 companies and about 5 000 young people received mentoring support from leading companies. The Ukrainian pact for youth 2025 was signed in September 2020 to upgrade and update the Ukrainian pact for youth 2020 with new approaches. Its goals are to promote the creation of 20 000 internships and jobs for youth in Ukraine; to facilitate the establishment of 1 000 partnerships between business and the education sector; to provide 1 500 young people with mentoring support from employers.

Stakeholders’ priorities for career guidance development are stated in a number of strategic documents to highlight interministerial cooperation and joint work for the achievement of common objectives (The Action plan for the implementation of the Concept of the state system of public career guidance”, the Career guidance programme 2017–2020, and Youth of Ukraine 2021–2025). They include: 1) career guidance provision according to the needs, interests and capabilities of all age groups, and considering the new trends and challenges of the modern world; 2) digitalisation of career guidance services; 3) implementation of international youth cooperation, promotion of youth integration into the world and the European youth community, 4) career guidance information and education campaigns; 5) coordination and cooperation of state, education and business sectors in career guidance provision.

MoES actively cooperates with the research institutes of the NAES for consolidating efforts to open new opportunities in scientific, methodological and informational support of modern education, to solve effectively current problems of the national education system in the context of European integration and globalization. The Joint Activity Program 2021-2023 has been developed to implement legislation in the field of education and science (Decree of the President of Ukraine "On Sustainable Development of Ukraine until 2030" (September 30, 2019 # 722/2019), to strengthen ties between education and science nationally and internationally according to the Association Agreement between Ukraine and the European Union. A number of priorities of this Program are focused on the advancement of the national career development support system:

- providing scientific guidance of educational experiments on new approaches to building readiness of future skilled workers for entrepreneurial activity, development of public-private partnership in the field of vocational education with the use of strategic management technologies and organization of professional training of future skilled workers in the dual form of education,
- development of scientific and methodological support for professional self-determination of students;
- development of content, software and methodological support for preschool education of children with special needs, aimed at the development of primary social experience and positive personal qualities of each child;
- development of methodological support for the activities of practical psychologists, social educators and methodologists in educational institutions responsible for psychological support and interaction of education process participants;
- development of a new system of adult education based on the integration of formal, non-formal and informal learning with extensive use of digital technologies;
- improvement of the scientific support for the development of personnel of educational organizations, professional and personal development of future teachers and educational practitioners;
- development of scientific and methodological support for the diagnosis of cognitive and personal factors of self-determination regarding the future career choice of gifted students.

A number of memorandums and agreement for cooperation are regularly signed between public and private sectors to strengthen coordination of relevant activities for building sustainable national career development system.

4.2. Key civil society stakeholders

Key civil society stakeholders are non-governmental organisations, employers' and business associations, trade unions etc.

National associations of employers' organisations, national trade unions and non-governmental organisations promote the professional adaptation of employees (adaptation of a person to new working conditions, requirements, processes, etc.) in enterprises, institutions and organisations and contribute to their professional development. These organisations also participate in the preparation of draft legislation on issues relating to career guidance and VET.

Non-governmental organisations fruitfully cooperate with SES, business sector and educational institutions providing career guidance services through educational and mentoring programs, personal and professional training, workshops and courses, international programs and educational grants. The Ukrainian Pact for Youth-2025 continues the best traditions of consolidating efforts for solving the problem of the youth employment after successful introduction of this initiative in the Ukrainian Pact for Youth-2020.

The non-governmental organisation Centre for Corporate Social Responsibility Development (CSR Ukraine) is a leading civil society provider of career services in Ukraine. This organization's e-platform Career Hub presents a wide range of career options and opportunities for young people. It also provides extensive information about future jobs and inspires young people to start building their career at school age. With the support of the United Nations Population Fund, the site has developed a unique catalogue of career opportunities for young people (work.careerhub.in.ua). Here young people can find relevant internship programmes, vacancies for inexperienced people, and educational and volunteer programmes run by leading employers. Career Hub organises a vast range of educational projects and career guidance competitions and develops methodologies for career counselling for young people in secondary education, VET schools and universities. The platform communicates with young people, teachers, scientists and career counsellors, in line with the latest national programmes and policies. Career Hub engages them to participate in polls and discussions to build national strategies and action plans for youth.

The Federation of Employers of Ukraine actively cooperates with government and trade unions improving business environment and supporting social initiatives in career development support ²². Uniting more than 140 organisations of employers on the most important sectors of the national economy the Federation regularly participates in a social dialogue related to decision making in building effective lifelong career development support for employers and employees. In its important role as a key civil society stakeholder in the system the Federation also takes responsibility for establishing the best business practices and providing a favourable climate for labour market in Ukraine.

The Institute of Professional Qualifications is an expert public organization aiming at building a system of professional qualifications in Ukraine. Since 2014 the institute in close cooperation with the Confederation of Employers of Ukraine presents a business perspective on the processes of reforming education, improving its quality and convergence of learning outcomes with the real requirements of the labor market ²³.

The national Youth Centre and its affiliates across the country closely cooperate with NGOs and business sector in organising career guidance activities to facilitate youth self-determination and social

²² <https://fru.ua/>

²³ <https://www.ipq.org.ua/ua/institute/about>

adaptation, supporting youth employment and volunteering, increasing youth social and academic mobility and introducing innovative practices in career guidance for young people.

To enhance the provision of career guidance services for schoolchildren, undergraduates and graduates of vocational higher education institutions and adults, the Ukrainian Association for Career Guidance and Educational Advising was established in 2010. It is a non-governmental organization that aims to create a collaborative environment for experts in career learning and counselling, to strengthen international cooperation in researching scientific and practical approaches to career guidance, and to further develop the career guidance system in Ukraine. The Ukrainian Association for Career Guidance and Educational Advising specializes in the following activities:

- monitoring and registering the activities and specialists in career guidance ²⁴;
- researching scientific approaches to career guidance and compiling a career guidance glossary;
- creating and developing the community “Career Guidance Group in Ukraine” ²⁵;
- development of Career Management Skills testing ²⁶.

The Association cooperates with non-governmental and business organizations to create a unified national career development support system.

The EU project “EU4Skills: Best skills for modern Ukraine” (2019–2023) supports the reform of vocational education and training in Ukraine. The goals of this EU-funded project are to modernise vocational education and training institutions, purchase equipment, and establish centres of excellence, career centres, training school managers and teachers in seven pilot regions: Chernivtsi, Lviv, Mykolaiv, Poltava, Rivne, Vinnytsia and Zaporizhia. Later, the experience of the focus regions will be replicated in the entire country ²⁷. EU4Skills project is implemented with a special focus on embedding career guidance into school curriculum according to the NUS concept. Apart from the other goals it is aimed at developing a systematic and integrated approach to ensure sustainable development of the society, taking into account the demands of participants in the educational process, community needs, labor market, based on stakeholder involvement and meets the principles of educational activities.

The international non-profit association WorldSkills International initiated national vocational skills competitions in Ukraine. Since 2016 the WorldSkills Ukraine Professional Skills Competition has been held once every two years together with the social partners. WorldSkills Ukraine partners are employers and organizations that support the development of vocational education in Ukraine. The official organizers of the competition are the Ministry of Education and Science of Ukraine, the Institute for Modernization of Educational Content, the Federation of Employers of Ukraine with the support of the Federation of Metallurgists of Ukraine and business association Ukrmetallurgprom. Annually the organizing committee of WorldSkills Ukraine is approved by the Order of the Ministry of Education and Science of Ukraine. The committee consists mainly of business representatives. The organizing committee together with educators determines the competencies for which the competition take place focusing on the real needs of the country in skilled workers and the dynamics of professions that are lacking in the labor market. As part of the second and final stage of the competition WorldSkills Ukraine in 2020, social partners held a career guidance webinar for students of eighth to ninth grades of secondary schools in Dnipro, Donetsk and Zaporizhian regions called “Wow guide to the professional world”. The “Best practices of vocational education” section on the website highlights the results of successful activities of vocational education institutions, this section is systematically updated with new information ²⁸.

²⁴ <http://www.potok.org.ua>

²⁵ <https://www.facebook.com/groups/career.guidance.platform>

²⁶ <http://www.potok.org.ua/pdmq>

²⁷ [EU Programme “EU4Skills” Supports Ukraine in Reforming System of Vocational Education and Training | Ministry of Education and Science of Ukraine \(mon.gov.ua\)](https://mon.gov.ua/en/press-releases/eu-programme-eu4skills-supports-ukraine-in-reforming-system-of-vocational-education-and-training)

²⁸ <http://www.worldskillsukraine.org/>

5. MAIN SERVICES AND ACTIVITIES

A number of legal documents regulate basic state services and activities within the national career development system, as mentioned above, which outline in detail key services and activities of providers:

- Order of CMU (July 4, 2018 # 469-r) lists all basic activities and services available for effective implementation of the Concept of the state system of public career guidance;
- Decree of CMU (September 19, 2018 # 792) regulates the activities of career advisors of the employment center providing services to job seekers and employment promotion within the procedure for registration, re-registration of the unemployed. According to this document career advisors assist the registered unemployed in job-seeking till the employment through providing employment advice, including information on vacancies, measures for self-employment, starting a business; advising on opportunities for professional training, retraining, development of professional skills and competencies that are in demand in the labor market, including the choice / change of profession (type of professional activity) and / or opportunities to start and conduct business; career guidance and psychometric diagnostics; informing about business entities that provide employment mediation services, about the employment of foreigners and stateless persons in Ukraine; Career advisors also keep records of registration and re-registration of the unemployed in the Unified informative and analytical system of the SES;
- Order of MoE (October 30, 2020 #2203) defines the principles and procedure of services provision of public career guidance. According to this document employment centers provide career information, career advising and career selection. Career guidance services are provided for individuals or groups offline or online with the use of ICT. Career guidance services can be provided, if necessary, repeatedly on personal request or on the recommendation of an expert of the employment center to implement an individual employment plan. Career guidance services and the persons to whom they are provided are registered in the Unified information and analytical system of the SES. Representatives of executive bodies, local self-government bodies, educational institutions, health care institutions, scientific institutions, other enterprises, organizations and institutions regardless of the form of ownership, employers' organizations, public organizations, trade unions may be involved in the provision of career guidance services by employment centers, in particular on contractual terms. Scientific and methodological, financial and technical, psychodiagnostic and information support is provided through the purchase of goods, works and services in this area in accordance with current legislation.
- Order of MoE (December 16, 2020 # 2663) outlines the main tasks of employment centres. According to this document the main tasks of the SES are: (1) implementation of state policy in the field of employment and labor migration, social protection against unemployment; (2) analysis of the labor market; (3) assistance to citizens in selecting suitable work; (4) provision employers with recruitment services; (5) participation in the organization of public and other temporary works; (6) assistance to citizens in the organization of entrepreneurial activity, in particular by providing individual and group consultations; (7) participation in the implementation of measures aimed at preventing mass layoffs, prevention of insured events, promoting labor mobility and employment in regions with the highest unemployment rates, monofunctional cities and towns dependent on city-forming enterprises; (8) organization of training and retraining of the unemployed taking into account the current and future needs of the labor market, confirmation of the results of informal vocational training; (9) conducting public career guidance; (10) additional assistance in employment of certain categories of citizens who are not competitive in the labor market; (11) making proposals of the Ministry of Economy on the formation of state policy in the field of employment; (12) control over the use of the funds by employers and the unemployed.
- Decree of CMU (October 28, 2021 #1121) introduces the implementation of a new model of customer-oriented services by employment centers that involves the use of fundamentally new technologies and methods aimed at accelerating the employment of jobseekers, as well as ensuring effective and efficient cooperation with employers. In particular, the new model provides services to the clients of the employment center during the first visit; ensures the exchange of data with the authorities in order to minimize the list of documents to be submitted by clients; introduces the functions of career advisor and specialized career advisor on inclusive

employment, that increases the targeting of employment services; expands the range of interaction with the unemployed population, taking into account their individual characteristics; introduces the functions of employer consultant and provision of a package of personal services, which allow individual selection of candidates for vacancies submitted by the employers; digitalizes services provided by employment centers (introduction of electronic services (reporting, vacancies, resumes, etc. in electronic form), ensuring the work of the Electronic Cabinet of the employer and the Electronic Cabinet of the unemployed in real time with appropriate services through such offices).

SES provides a wide range of career development services and activities. Jobseekers are involved in trainings, workshops and webinars on job search techniques. If necessary, services are provided for creating a resume / video resume, providing advice on its preparation and use in employment, and on participating in online interviews. Information seminars are held for people to explain the legislation and the labor market information, to talk about possible involvement in vocational training, including in vocational schools of the state employment service, to clarify opportunities arising from non-formal and informal training in vocational occupations, and to explain how to obtain vouchers for maintaining competitiveness in the labor market (see chapter 5.3) according to the Decree of the Cabinet of Ministers of Ukraine “On approval of the Procedure for issuing vouchers to maintain the competitiveness of persons in the labor market” (March 20, 2015 # 207) ²⁹. A voucher is a standard document that guarantees a person one-time training or retraining in another specialty, training at the next level of education, specialization, training in educational institutions or through the employer. The training voucher is issued by employment centers to persons who are not registered in employment centers as unemployed and belong to one of these groups:

- persons over 45 years old with 15 years of official work experience
- persons discharged from military service (except compulsory military service)
- persons discharged from military service after participating in the anti-terrorist operation
- internally displaced persons.

Voucher training is carried out in the institutions of vocational and higher education, enterprises, and organizations that have a license for educational activities. The person makes the choice of profession or specialties according to the list of 70 professions and specialties approved by the Order of the Ministry of Economy (September 7, 2020 # 1716) ³⁰ as well as decides on the form and place of study. Financing of voucher training to promote employment is covered by the Fund of Compulsory State Social Insurance in the case of Unemployment and the Fund for Social Protection of the Disabled.

Basic methods of career guidance delivery within the national career development support system include forums, career days, career talks, career camps, quests, exhibitions, round tables, workshops, training courses and psychological classes; employers’ meetings for career guidance practitioners, youngsters and their parents; career guidance videos, posters, photos and video tours; career guidance toolkits, booklets and information leaflets, such as booklets on career guidance and career planning for students and young people or for specialists who help young people with career choices; information and communication technology tools for career guidance including e-platforms for soft skills development, diagnostic tests, etc.; national and local training courses for youth workers; and national seminar training sessions for career trainers and counsellors.

5.1. Education, training and work-based learning for youth

The leaders of the state sector in building the career development support system in education and training for youth are MoES (according to the latest legislation mainly through the Institute of Education Content Modernization), MoE (through the public employment centres) and MoYS (Directorate of Youth Policy). Civil society is represented by the Center for CSR Development Ukraine and its expert platform

²⁹ <https://zakon.rada.gov.ua/laws/show/207-2013-%D0%BF#Text>

³⁰ <https://zakon.rada.gov.ua/laws/show/z0946-20#n8>

Career Hub, employers' associations and other non-governmental organizations. A number of career development initiatives for youth are provided in a close state-public cooperation.

In April 2021, the Institute for Modernization of Educational Content of the Ministry of Education and Science in cooperation with the Association of Innovative and Digital Education, Kyiv Educational Hub and the expert company HR You started the implementation of the National project on career guidance and career building "Choose the profession of your dream". The Project is provided in accordance with the Order of the Ministry of Education and Science of Ukraine (April 21, 2021 # 446) and the Operational Plan of the Ministry of Education and Science of Ukraine 2021 (paragraphs 2.5.1.3 and 2.5.1.4) approved by the Order of the Ministry of Education and Science of Ukraine (January 6, 2021 # 30), and is planned to be permanent e-platform for career guidance. This educational initiative is funded by the national budget within the implementation of national measures in the field of education approved by the Decree of the Cabinet of the Ministries of Ukraine (February 19, 2020 # 131) and the Action Plan of the Government of Ukraine 2022–2024. The ambitious plan of this Project is to build in the shortest possible time an effective career guidance system that connects education with the real labor market in accordance with the best world practices. The mission of this initiative is to run innovative social mobility project through the highly effective career guidance system based on artificial intelligence, which accompanies a person throughout life and helps students (aged 12-22) and young adults (aged 22+) to fulfil their potential due to individual knowledge, skills and abilities. Special attention of the Project is focused on provision of online career guidance for schoolchildren with special needs, those from large and low-income families or orphans.

The Project "Choose the profession of your dream" free for all users includes 5 steps to student success: Step 1. Career guidance testing. Step 2: Career counselling based on using inverted call center technology. Step 3. Video lessons on current labor market trends and practical advice on how to write a resume, prepare for an interview, etc., with the help of multimedia courses in the international format SCORM. Step 4. Online tours to the leading enterprises of Ukraine. Step 5. Multimedia courses on 100 top professions: general information about the profession, salary, future prospects, number of vacancies, necessary skills, which educational institutions one can apply to get relevant profession. The launching of the Project information campaign resulted in 50 video lessons, 30 online tours to the top Ukrainian companies, 70 multimedia courses on modern professions (together with international and Ukrainian employers and specialized universities and vocational schools. Just in 3 months of the Project, more than 8 000 career tests and 2 000 career consultations have been conducted, as well as more than 1 million high school students, their parents and teachers visited the Project platform. Further development of the Project until 2023, in addition to schoolchildren, involves the gradual coverage of 10 million Ukrainians: students of vocational schools and higher education institutions, students and adults (aged 22+) who want to find the profession of their dreams. Within the Project the first national lesson on career guidance was held on October 12, 2021 and attracted more than 500 000 viewers from 15 000 schools breaking the national record for the largest lesson ³¹. During this online career lesson famous Ukrainians shared their stories of success and proved how important future career is to build a happy life.

The Project platform is planned to provide all registered users from 9th grade an option to have a "Passport of Abilities". It is a personal online account that contains information about all student's career tests' results (personality type, type of intelligence, recommended professions), individual learning achievements, school performance, soft skills, certificates and diplomas of participation in school clubs and extra-curricular activities, volunteering and non-formal learning, interactive CV. According to the Project authors, all these records being supervised by the CG practitioner and further accepted by educational institutions or potential employers can help a school-leaver make a conscious choice of future learning path (college / university) and/or a successful career path.

The Project platform also provides a special course for parents ³². It consists of 3 video lectures that help parents better understand 1) the physiological characteristics and capabilities of the child at

³¹ <https://www.youtube.com/watch?v=M6pu3pbMqA&t=746s>

³² <https://hryoutest.in.ua/modules/proforientaciy-niy-kurs-dlya-batki-v>

different ages, 2) how to help the child choose the field or profession of his/her dreams, 3) what are the job opportunities in the chosen field.

To create a community of CG practitioners the Project platform also provides a training course "School of Career Consultant" for teachers and school psychologists for blended learning. The course contains 5 multimedia lessons, webinars and practical tasks. To obtain a certificate of course completion a learner has to: (1) take all course lessons on the website of the Project, (2) take part in a course webinar³³; (3) complete homework (develop and conduct a career guidance lesson online or offline). The learners are mentored by the leading career counsellor of the Project. By the end of the course the learners are able to: - analyse the psychotypes of personality (in particular, according to the method of John Holland), determine the type of intelligence (according to the method of Howard Gardner), identify student's goals and values; - learn the main stages, methods, rules and principles of career guidance work;- learn to analyse student's strengths, talents and to support them in building a career strategy; - learn about different types of careers and methods of their construction, the main professional areas and the main ways of career development within them; - master labor market analysis and knowledge of market development prospects; - are able to provide career guidance service to achieve the student's goals and support them (in particular with the use of methods of group classes, training courses, individual consultations, etc. Since October 2021 4 298 teachers, school psychologists and other users have attended webinars of the School of Career Counsellor, 485 participants completed the course and 240 of them have obtained the certificates of course completion.

Since the start of the promotion campaign the total coverage (number of unique users) of information materials of the project "Choose the profession of your dream" have reached 352 592 people, including 338 105 users of video content, 9 893 views of publications on social networks, 3 804 people have gone through career guidance testing and 790 people have received career guidance individual counselling. During the entire period of the communication campaign, the total coverage of information materials amounted to 670 876 users.

The EU project "EU4Skills: better skills for modern Ukraine" (from 2019 to 2023) is a joint program of the EU and its member states Germany, Finland, Poland and Estonia to support the reform of vocational education in Ukraine. EU4Skills supports the reform of vocational education in Ukraine in order to make training in line with labor market requirements and to help young people and adults realize their potential. In terms of career guidance, the program aims to develop a systematic and integrated approach that will ensure sustainable development of processes, takes into account the demands of participants in the educational process, community needs, labor market, based on stakeholder involvement and meets the principles of educational activities. Concepts of implementation of state policy in general secondary education reform "New Ukrainian School" 2029, approved by the Cabinet of Ministers of Ukraine (December 14, 2016 # 988-r) aim to ensure radical and systematic reform of general secondary education on the adoption of new state standards of general secondary education, developed considering the competencies necessary for successful self-realization of the individual in professional activities, personal life, social activity. EU4Skills experts have developed education standards for career education, career learning modules, text books, teacher guidelines all in line with the new Ukrainian school reform timeline to be sustainable. During 2020-2021 EU4Skills project involved 275 heads of general secondary education institutions, 531 teachers of 8-11 grades of general secondary schools, 2416 parents and 1436 school students.

A number of activities have been done to implement career guidance in NUS in 2020-2021:

- The analysis of a condition of career guidance in educational institutions.
- The concept of career guidance in NUS has been developed: a systematic and comprehensive approach to career guidance in primary, basic secondary and specialized schools has been proposed.
- The national experiment "career guidance in NUS" has been conducted: educational and methodological support of the educational process in terms of career guidance at the level of primary and basic education and a professional training program for teachers have been developed; the

³³ <https://youtu.be/l8KPyx0cHbo>

implementation of an individual elective course in career guidance in 8th and 10th grades has been verified.

- 3 Manuals of a career guidance component of the integrated course "I explore the world of professions" for primary school have been developed.
- A model curriculum for the subject "Health, safety and well-being" (integrated course) for grades 5-6 have been developed and provided with proposals on specific results and benchmarks for evaluation.
- Teaching tools for the subject "Health, safety and well-being" (integrated course) for grades 5-6 (integrated course) have been developed. The career guidance component have been provided through the content, including practical tasks, and in the section "Entrepreneurship".

EU4Skills promotes modern forms of teaching and learning, it supports the further development of the National Qualifications Framework (NQF) and the development of a total of 100 new qualifications based on occupational standards, including curriculum development. The development of new teaching, learning and training materials for teachers and trainers will improve the quality of vocational education and training. Currently EU4Skills provides technical support and capacity development at:

- national level to the Ministry of Education and Science of Ukraine, National Qualifications Agency, State Employment Service;
- regional level to Education and Science Departments in regional administration,
- local level to educational service providers and companies.

Started in 2019, the four-year EU4Skills Programme has already supported the Ministry of Education and Science of Ukraine in conducting a series of online trainings on the installation and use of Office 365 and its tools for representatives of 25 regional educational and methodological centres. During 2021, the training centres will help all 732 vocational schools with the use of Office 365, which includes the implementation of online lessons, homework exercises and testing. Currently, 21 pilot vocational schools have received modern websites that will make the communication of institutions more effective, as well as improve their image. The next step is to provide modern standardised websites for all vocational schools in the country. In addition, the EU4Skills Programme has conducted a digital competence training for around 1,000 teachers and VET school managers and online courses that can be used by all VET teachers. EU4Skills also provided 100 laptops and sets of printers, projectors and servers to five pilot VET schools in Poltava and Zaporizhzhia oblasts, with a total value of about €100,000. More than 3,000 students and 300 teachers will be able to use the new equipment during the training³⁴.

The CSR Ukraine and the United Nations Population Fund with the support of the Ministry of Education and Science of Ukraine, developed a comprehensive course "Skills for a successful career" in 2020 to improve the career management skills of VET graduates. The purpose of the course is to prepare people for personal and professional growth and develop competences for a successful start in business. The course program consists of 30 classes and five modules entitled "My successful career is in my hands", "I can find the job of my dreams", "I am successfully employed", "I develop professionally" and "I know how to start my own business". In 2020, the course was piloted in VET schools of the Vinnytsia, Ternopil, Khmelnytsky and Chernihiv regions. It is planned to be integrated into the curricula of all vocational education institutions throughout the country. To facilitate the course implementation during pandemic a special online training course was developed for teachers, psychologists, social educators of VET schools. More than 70 teachers from 40 VET schools took part in the first online training course for trainers in September 15–22, 2020. From September 27 to October 10, 2021, next group of trainers received tools for the implementation of the course "Skills for a successful career" in VET schools, including within the work of career centers, namely: the course materials, recommendations and interactive tools to help develop soft skills of applicants for vocational education. After completing the training, all the participants obtain certificates.

³⁴ <https://www.euneighbours.eu/en/east/stay-informed/news/eu4skills-introduce-digital-technologies-and-tools-vocational-education>

In 2021 the Ministry of Education and Science developed Recommendations on the Career Center of vocational education institutions to coordinate the work of these centres, to promote the employment of applicants and guarantee the right of graduates to obtain the first job, to assist in improving their professional skills or obtaining additional qualifications, as well as to promote vocational education. The main functions of career centres are:

- organization of counselling of applicants and graduates of vocational educational institutions for career learning and development;
- assistance in building a career plan based on matching applicant's personal characteristics of the applicant with the requirements of occupational standards;
- provision of informational and explanatory work among applicants on the labor legislation, about the main trends in the labor market, the expectations of employers on job seekers;
- development of entrepreneurial initiative of applicants;
- formation of an active social and civic position;
- assistance in acquiring applicants' additional professional knowledge, skills and abilities through trainings, workshops, professional competitions, certified programs, projects on social support;
- monitoring the employment of applicants and graduates;
- promotion of the career center activities in particular on the official website of vocational educational institutions;
- interaction with central and local executive bodies, local authorities, state institutions that perform tasks and functions in the field of employment, labor migration and social protection against unemployment; interactions with enterprises, institutions, organizations, including those providing professional and practical training and employment to graduates;
- cooperation with enterprises, institutions and organizations to obtain objective assessment of the quality of training of graduates taking into account the needs of the labor market,
- study of the dynamics of demand for relevant professions in the labor market, making proposals to the management of the vocational education institution on the formation of state and regional order for training of workers;
- organization of career guidance work among children, youth, adults;
- carrying out activities to promote vocational occupations, etc.

Currently, 142 career centers operate in vocational education institutions.

The Ministry of Education and Science, together with the Volyn Resource Center (an educational and methodological centre of vocational education in Volyn region), has launched the Business Education for Vocational Education Project under the USAID Agricultural and Rural Development Program (AGRO), which runs from May 2021 to April 2022. The project is aimed at expanding self-employment opportunities for young people in Dnipropetrovsk, Zaporizhia, Mykolaiv, Odesa, Poltava, Kharkiv, Kherson, Cherkasy regions through entrepreneurship training in vocational education institutions.

The research institutes of the National Academy of Educational Sciences (Institute of Vocational Education and Training, Institute of Problems on Education, Institute of Gifted Child, Ivan Ziaziun Institute for Pedagogical and Adult Education, etc.) take an active part in providing scientific and methodological support for modernization of Ukrainian education system, promoting lifelong learning, developing innovative forms and methods of education, researching successful international experience in career guidance. The leading experts of these organizations are involved in policy-making and reforming processes, bringing significant improvements related to the national education system and career development system in particular.

Within the framework of the project "EU Support to Eastern Ukraine - Reconstruction, Peacebuilding and Governance" of the UN Program for Peacebuilding and Reconstruction, with the financial support of the European Union, a textbook "Fundamentals of Entrepreneurship" was developed. This manual was approved by "Institute of Education Content Modernization" for use in vocational education institutions (according to the Letter of Institute of Education Content Modernization (November

23.11.2020 #221/12-G-1020) and posted on the website of the Ministry of Education and Science of Ukraine ³⁵.

In cooperation with CSR Ukraine (the Center for Corporate Social Responsibility Development in Ukraine) and the United Nations Population Fund, the Ministry of Education and Science of Ukraine has developed “Skills Lab: Skills for Successful Career”. A part of this programme, a special training course “Skills for Successful Career” was intended for VET students. This course consists of five modules, 6 lessons each aimed at increasing of career potential of young people in vocational education institutions, developing their life and soft skills, improving of young people's ability to work. The course focuses on motivation and career planning for the chosen profession, career options, search for vacancies, employment, professional growth at the first job, development of own business and work through self-employment. The textbook “Skills for a successful career” was approved by the Institute of Education Content Modernization for use in vocational education and posted on the website of the Ministry of Education and Science of Ukraine³⁶. Currently after piloting the e-course “Skills for Successful Career” it is recommended for VET career centres in different regions of Ukraine.

The team of SES career counsellors regularly hold different career events for high school students in public employment centres. Collaboration with institutions of secondary education is carried out on the basis of state agreements and joint action plans. These agreements and plans are also considered within the integrated territorial communities for the implementation of decentralization. SES provides comprehensive career guidance for schoolchildren of high schools, starting from the 8th grade:

- for 8th grade - career lessons to inform about the labor market, possible education or career path, common mistakes in choosing a career;
- for 9th grade - psychodiagnostic testing for career self-determination;
- for 10-11th grades - career guidance lessons with interactive exercises, motivational and competitive training, intellectual games, workshops and others, in particular on the development of soft skills.

SES actively cooperates with career centers of educational institutions taking part in Career days, Career Talks, Job fairs, webinars and workshops, visiting schools and providing labor market information to students, school teachers and parents. Career guidance activities of specialists of the State Employment Service for high school students and their parents are held both in employment centers and in schools. In order to prevent youth unemployment, SES specialists conduct career guidance activities for the high schools, vocational and higher educational institutions students at least once a year on demand. In January-October 2021 SES provided career guidance services for students:

- career information in group consultations for youth (1,441 for 38,800 people)
- career information events for parents of students (473 for 5,993 people)
- career guidance lessons for student youth (2,453 for 55,733 people)
- excursions to enterprises (557 for 7,804 people).

5.2. Unemployed support and support to NEETs

The State Employment Service (SES) brings together 25 regional employment centres, 95 city centres and 429 affiliates of regional employment centres across the country. It provides free career guidance services for all clients. In accordance with the Resolution on the state of the reforms of SES no. 181 of 21 December 2018, the Institute of Career Counselling was established to modernise the service. The first career counsellors started to provide their services to jobseekers and unemployed people in state employment centres in 2019.

Currently the State Employment Service provides career guidance services to various categories of the population in accordance with current legislation and within the framework of memoranda of cooperation with the Ministry of Social Policy, the Ministry of Justice, the State Migration Service, stabilization support services, employers, education and non-governmental organizations. All social groups and age

³⁶ <https://mon.gov.ua/ua/osvita/profesijno-tehnichna-osvita/online-resursi-dlya-studentiv-proftehiv>

categories of persons applying to the state employment service are entitled to free social services for career guidance in order to choose or change profession (specialty), type of work, place of work, mode of work. Individuals are guaranteed equal opportunities in receiving career guidance services regardless of place of residence (registration), work, education, age, sex, race, ethnic and social origin, political, religious and other beliefs, property status and more. Information, scientific-methodical, technical, and psychodiagnostic support of work is carried out. In order to promote employment, the clients are provided with a wide range of career guidance services (including psychodiagnostics and support to select a profession), from career choice decision making to retraining relevant to the labor market, entrepreneurship support, to skills development.

During 2017-2020, the State Employment Service implemented a program on career guidance of the population. The program provided for the modernization and development of the system of career guidance in the State Employment Service strengthening the systematic career guidance of young people as a support for NEET considering the needs of the labor market of Ukraine and introducing of innovative forms of career guidance, in particular their digitalization.

In order to choose / change occupation, as well as selection of a profession before being sent to vocational training and to certain vacant positions (at the request of the employer), career guidance specialists of the State Employment Service conduct professional diagnostic testing of personality with the consent of the person. Such testing is conducted both in employment centers during counselling, as well as remotely on the SES platforms "Career Guidance and Career Development" and "My Profession: Counselling Network" (according to national license). According to the results of testing, career guidance specialists provide detailed advice on building / developing careers. State Employment Service gives preference to adults who have lost their jobs or want to change them. Unemployed people who plan to change their occupation in the future are registered in the SES system and have the opportunity to choose an educational institution or an employer to master a new occupation, or improve their skills, or acquire new competencies through internships.

The employment centers have various clubs for unemployed women, and hold special thematic seminars, trainings and meetings, which involve specialists in employment law, finance and taxation, pensions, employers, successful women and more. In order to ensure effective employment, successful adaptation and consolidation of a new job, the State Employment Service provides individual support after employment for certain categories of registered unemployed, including people with disabilities, anti-terroristic operation (ATO) members and other vulnerable groups. To develop additional skills in job search techniques, vocational skills, entrepreneurship skills, women - especially after a long employment gap - are involved in various information, counselling and career guidance activities. They also actively take part in projects to raise awareness of gender equality and combating trafficking of humans.

According to the current legislation, the State Employment Service provides free social services for career guidance in order to choose or change a profession (specialty), type of work, place of work, mode of work for all groups and age categories of applicants. For persons who do not have a profession or have expressed a desire to get a new profession, improve their skills or do an internship with the assistance of the state employment service, seminars on vocational training, and individual career counselling services are offered.

The priority areas of career guidance work with the unemployed population in 2020-2021 was the orientation of the unemployed through career counselling; acquisition of additional competencies and skills; reorientation to professions in demand in the labor market and development of digital skills; maximum coverage of the population with remote career guidance services (online vocational diagnostics, etc.). Career guidance services for January-October 2021 covered 867.7 thousand people, professional information services were provided in the amount of 2043.5 thousand services, 1264 thousand career consulting services and 43.9 thousand professional selection services.

5.3. Workers/Employed

Priorities of stakeholders in the field of career development support for workers/employed include (based on a number of strategic documents, such as the Decree "On approval of the action plan for the implementation of the Concept of the state system of career guidance system", etc.):

- providing professional orientation in accordance with the needs, interests and abilities of people of all ages and taking into account new trends and challenges of the modern world;
- digitalization of career guidance services;
- information and educational campaigns on career guidance;
- coordination and cooperation of the public, educational and business sectors on issues of professional orientation;
- directing career guidance work with social categories of the population in the united territorial communities to the needs and development of communities;
- strengthening work on professional selection to order and in accordance with the requirements (job / vacancy profile) of employers.

Training vouchers for maintaining competitiveness in the labor market according to the Decree of the Cabinet of Ministers of Ukraine "On approval of the Procedure for issuing vouchers to maintain the competitiveness of persons in the labor market" (March 20, 2015 # 207) ³⁷ are a standard document that guarantee a person one-time training or retraining in another specialty, training at the next level of education, specialization, training in educational institutions or the employer. The training voucher is issued by employment centers to persons who are not registered in employment centers as unemployed and belong to one of these groups:

- persons over 45 years old with 15 years of official work experience
- persons discharged from military service (except compulsory military service)
- persons discharged from military service after participating in the anti-terrorist operation
- internally displaced persons.

Voucher training is carried out in the institutions of vocational and higher education, enterprises, organizations that have a license for educational activities. The person makes the choice of profession or specialties according to the list of 70 professions and specialties approved by the Order of the Ministry of Economy (September 7, 2020 # 1716) ³⁸ as well as decides on the form and place of study. Financing of voucher training to promote employment is covered by the Fund of Compulsory State Social Insurance in the case of Unemployment and the Fund for Social Protection of the Disabled.

Vacancy fairs are one of the forms of presenting vacancies of employers to jobseekers and job applicants to employers themselves. This form of work is actively used by public employment centers as one of the most effective activities in the selection of employees with the ability to organize interviews with applicants directly at the employment center at the request of employers. In January-October 2021, there were 647 vacancy fairs for 22 930 people and 270 career days for 22 281 people.

6. FUNDING

The national system of career development obtains funding from the national and local budgets as well as from the other legal sources. Career guidance in the State Employment Service is financed by the Fund of Compulsory State Social Insurance of Ukraine in Case of Unemployment and the Fund for Social Protection of the Disabled. Partner organizations may also be involved in funding.

With extremely limited funding within the educational system, career guidance is actively supported by international donors like the EU project "EU4Skills: better skills for modern Ukraine" (from 2019 to 2023) mentioned above in chapter 5.1. As a part of EU4Skills project, the PL Solidarity Fund is implementing a Polish package of CG activities. Their scope includes creation and development of information

³⁷ <https://zakon.rada.gov.ua/laws/show/207-2013-%D0%BF#Text>

³⁸ <https://zakon.rada.gov.ua/laws/show/z0946-20#n8>

systems on the labor market; creation of regional action plans for vocational education; creation and implementation of career guidance in Ukraine; creation of an optimized multichannel VET financing mechanism; promoting multi-year budget planning for VET; facilitation and systems programming budget ³⁹.

USAID “Mriyemo ta diyemo” (Dream and Act) is a 5-year programme to support young people in Ukraine creating a favourable environment to fulfil their dreams, ideas and visions of the country's development⁴⁰. Based on a youth-oriented approach (not for young people, but with young people), the program promotes youth innovation, entrepreneurship, community participation in decision-making and problem-solving at the national level and strengthens the potential of Ukrainian youth to be a driving force of pluralism and respect for diversity. The Programme involves young people in the development and implementation of projects and initiatives, conducts research to shape youth policies and move towards effective and sustainable change. The Programme is funded by the United States Agency for International Development (USAID) and implemented by IREX in partnership with Building Ukraine Together (BUR), the Center for Corporate Social Responsibility (CSR Ukraine), Making Cents International (MCI), International Republican Institute (IRI) and Zinc Network.

7. ACCESS

The official websites of the relevant ministries provide full information on the national career development support system: legislation framework, cooperation initiatives for key stakeholders, a range of services and activities available in the public sector. They are user-friendly and well-organized for easy navigation and a quick online search.

SES provides career guidance services for all social groups with a special focus on people with disabilities (a special training course is available for SES experts as part of the inclusive labour market for employment). Their capacity to work with quality labour market information is also ensured by SmartJob. This is an integrated e-resource on the SES website for effective job searches. It provides free career guidance through motivating video courses, webinars, video counselling and a video CV builder. This innovative e-tool helps individuals to obtain qualified career advice and counselling online based on the current needs of local, regional and national labour market information. SES experts aim to be impartial in presenting training and retraining options by focusing guidance on the individual. To support individuals' career and life decisions, SES offers an e-platform “Career Guidance and Career development” ⁴¹ for free individual self-assessment of soft skills, career learning and development. SES also provides actual information on:

- actual jobs vacancies regularly submitted by employers ⁴²;
- actual tendencies on the labor market as well as its regional and local specifics⁴³;
- organization and process of vocational training of the registered unemployed⁴⁴;
- validation of the results of non-formal learning in vocational occupations ⁴⁵
- training and upskilling opportunities in the Centres of Vocation Education of SES ⁴⁶
- options for career choice and future career paths⁴⁷

In accordance with the clients' needs different clubs have been set up in each employment center: for young people, women, job search technique, entrepreneurship development, orphans and children deprived of parental care, teachers, etc. SES experts admit that parents have great influence on their children in career choice decision making. That is why parents are regularly invited to the special meeting for the discussion of current trends at labor market and competitiveness of new jobs which

³⁹ <https://solidarityfund.pl/co-robimy/edukacja/program-eu4skills/>

⁴⁰ <https://www.mriemotadiemorazom.org/>

⁴¹ <http://profi.dcz.gov.ua/>

⁴² <https://www.dcz.gov.ua/userSearch/vacancy>

⁴³ <https://www.dcz.gov.ua/analytics/view>

⁴⁴ <https://www.dcz.gov.ua/storinka/navchannya-za-napravlenniam-dsz>

⁴⁵ <https://www.dcz.gov.ua/storinka/pidtvordzhennya-neformalnogo-navchannya>

⁴⁶ <https://www.dcz.gov.ua/map/mapa-cpto-ds>

⁴⁷ <https://www.dcz.gov.ua/storinka/vybir-profesiji>

parents are unfamiliar with. Special attention is focused on the importance of their children independent career self-determination regardless parents' preference.

All the data available on the SES website are regularly updated and are free for all users. To motivate young people to learn more about jobs that are in demand, the SES regularly initiate online CG projects or challenges. In summer 2020 a career guidance video challenge called #WANTCANDOIT was launched to provide an opportunity to learn more about traditional and innovative careers in the local labour market. Video content was created by specialists of regional and local employment centres throughout the country. Since the start of the initiative 239 videos have been recorded on 121 current professions and posted on the YouTube channel. In 2020 Mykolaiv regional employment center presented CG project "the Pearls of Professions" where 32 videos highlighted interesting and little-known facts about common professions ⁴⁸. In 2021 Donetsk regional employment center initiated a career guidance video marathon "Destroying Stereotypes". 21 videos give an understanding that in today's world there are no "female" or "male" jobs and everyone can be engaged in the professional activity regardless of gender prejudices and attitudes ⁴⁹.

For the clients who are at the stage of choosing further study or a career path and want to learn more about personal abilities, character type, self-esteem, features of attention, memory, perception, thinking and other characteristics, the development of which will contribute to successful career, SES website offers free computerized psychodiagnostic techniques.

The online course "With students about education and career" was developed by the non-governmental organisation Educational Era (an online education studio that creates online courses and related materials) in the framework of the EducationUSA network in 2020. The course trains high school teachers, school psychologists, youth workers, parents and related specialists to obtain career counselling skills. Training is conducted remotely and free of charge. The course lasts eight hours and consists of four modules on counselling in self-determination, educational and career choice, and non-formal educational opportunities. These are 18 video lectures, 4 interactive tests, 3 lesson plans, presentations, additional materials and a final exam. Based on the results of this advanced training, a certificate of successful completion of the online course is issued. The course is hosted on the ed-era e-platform⁵⁰.

During the pandemic restrictions, VET schools intensified their career guidance work in the media (press, radio, internet, outdoor advertising and television) providing information about educational institutions, careers and admission conditions, Facebook, the Instagram accounts of institutions' employees and advertising billboards. They also showed promotional videos on local TV channels; created pages for online applications by entrants; and made career guidance videos, posters, photos and video tours.

8. USE OF TECHNOLOGY

In the recent years during the pandemic at institutional level there has been a shift of guidelines in the planning and development strategy of career guidance towards digitalisation and implementation of innovative practices. At organisational level, a great number of career focused activities have successfully been moved online. At individual level, career guidance has been transformed into digital format through e-platforms, smart phone apps, webinars, online training, workshops, etc.

In order to ensure social mobility and maximise accessibility of services to the population and employers in the work of employment centers, information and communication technologies are widely implemented. Using the Internet, jobseekers or unemployed can register through the platform "DIYA" for "Electronic Queue". In 2020, the State Employment Service together with the Ministry of Digital Transformation of Ukraine implemented the registration of citizens in the employment service through

⁴⁸ https://www.youtube.com/watch?v=LztX6ZyKprw&list=PLiGICJDdsOeGLzhA9fqKkORo--zYk5_ol&index=1

⁴⁹ <https://www.youtube.com/watch?v=5eT0jZZ5pr4&list=PLDvU9FqxDqG3UZX4Y5hyp3svGqbKba398>

⁵⁰ <https://courses.ed-era.com/courses/>

the public services portal “DIYA” (Decree of the Cabinet of Ministers of Ukraine "On the implementation of a pilot project on registration, re-registration in electronic form" (April 24, 2020 # 307) which approved the Procedure for registration, re-registration of the unemployed and the appointment of unemployment benefits in electronic form). Since the introduction of electronic registration from April 2020 to December 2021, more than 100 thousand applications for unemployment status and unemployment benefits have been submitted to DIYA.

During the pandemic most employment centres' services moved online. By the end of October 2020, almost 180 000 people had participated in over 221 000 webinars on general employment, job searches, resume writing, interviews with employers and distance skills development using digital technologies. In online format, employment centres provided over 374 000 information services on career guidance and employment, and about 240 000 individual career consultations on choosing or changing career path⁵¹. Online services allow all users to receive up-to-date information on job search and recruitment; learn to write a resume in a modern format and prepare for an interview with an employer; attend educational courses and webinars, in particular those conducted by the Centers for Vocational Education of the State Employment Service. Online career counselling, e-training on the “Educational portal of the SES”, psychodiagnostics on the platforms “Career Guidance and Career Development” are regularly offered to all public employment centres service users as well as updated information on official websites, Facebook pages, YouTube channels, other messengers of regional employment centers to reach out to people in remote areas.

SES e-platforms “Career Guidance and Career Development” created to provide career guidance services remotely gives the registered users an opportunity to receive free services online without visiting the employment center and make their own career guidance if there is a need for career choice or shift; choosing future professional training, self-development; soft skills assessment. Additional advice from SES experts is also provided. Since the start of e-platform 98 887 registered users have received free career guidance services online.

Educational portal ⁵² is a new product of the SES designed to provide users with information about the labor market, employers' requirements for job applicants, rules and regulations for modern documents accompanying job search, such as resumes and cover letters. It also offers trainings to get the necessary knowledge and skills that will be useful in a new job: sociability, stress resistance, creativity, ability to work in a team, skills of a confident user of various programs and applications, and much more interesting and useful. It provides 17 free e-courses:

- for SES experts (4): “Online Career Counselling” (3284 participants), “Materials for practical work” (5281 participants), “Mastery of communication with different clients” (6069 participants), “Career Advisor” (2770 participants);
- for employers (3): “Step-by-step instructions for head hunting” (1167 participants), “Training of professional staff at the request of employers” (4778 participants), “Employment for foreigners and stateless persons” (1013 participants);
- for public (10): “Competences of Future” (3784 participants); “Start Business Challenge” (4735 participants); “Designing CV on the site” (13887 participants); “General Employment Issues” (9497 participants); “Test your IT competences” (10629 participants); “Successful employment: what you need to know?” (6881 participants); “Generate a business idea. Start your business” (6724 participants), “Vocational training at the Vocational Training Centers of SES” (2038 participants); “When you are searching for a job abroad” (2269 participants); “How to start a business: bee-keeping” (968 participants) ⁵³.

According to number of participants the courses are very popular among users giving wide learning opportunities during pandemic restrictions.

The SES e-platform SmartJob can be used for free individual self-assessment of soft skills, career learning and development participation in international and national conferences, round tables and

⁵¹ <https://www.dcz.gov.ua>

⁵² <https://skills.dcz.gov.ua/>

⁵³ <https://skills.dcz.gov.ua/course-cat/dlya-naselennya/>

forums. The registered person (adult or adolescent) can test their personal intelligence, analytical abilities, logical thinking, stress resistance and adaptability, teamwork skills, emotional intelligence, communication and enterprising skills, etc. The test results can be discussed with experts from the local employment service and a further career plan can be designed. An e-library of private professional courses, seminars and training courses on soft skills is available at the SES platform of career guidance.

“How to choose a career path” is a series of 20 short videos for teens to motivate career thinking posted on YouTube channel of the State Employment Service. These videos highly recommended for watching at school age in a funny manner inform about a list of well-known or innovative jobs: Robot Technician, Tailor, Sociologist, Doctor, Veterinarian, Teacher, Farmer, Agronomist, Engineer, Architect, Furniture maker, Analyst, Restaurateur, Social Worker, Builder, Gas welder, Car Mechanic, Railroader, Programmer and Biotechnologist. Watching videos teens will be able to learn in detail about a wide range of professions, and the conditions for mastering them. Considering the results of the previous tests, SES career counsellor can help teens determine what exactly they want to do, what career options and working conditions attract them the most.

The Centre for Corporate Social Responsibility Development and the United Nations Population Fund with the support of the Ministry of Youth and Sports created free comprehensive training programmes for young people (Skills Lab) to address the skills gap, in the framework of the Ukrainian Pact for Youth 2020. “Skills Lab: A Successful Career” is a programme to develop young people’s career management skills for successful employment. It is based on the TOP-10 skills outlined by the World Economic Forum 2020. “Skills Lab: Your own Business” is a programme to develop young people’s skills for self-employment and starting a business. Skills Lab is based on modern approaches to creating and promoting business available in different regions⁵⁴. In order to make the training course more accessible and maximize the competitiveness of young people in the labor market, the organizers launched the Skills Lab online. After completing the course, participants receive electronic certificates. The programmes include interactive trainings for soft skills development, unique tools for career planning, integrated video course from leading companies and workshops from top HRs, mock interviews and CV writing. The targeted audience is students and alumni aged 16-35 years. Since 2018 every year young Ukrainians join Skills Lab to develop employability skills and learn to plan career, to introduce social projects for local community or start a business.

9. QUALITY OF PROVISION OF CAREER DEVELOPMENT SUPPORT SERVICES WITHIN A CULTURE OF CONTINUOUS IMPROVEMENT

9.1. Standards

Currently there is no occupational standard for specialists in career support services though there is a number of certified professionals who deliver career guidance services at different institutions:

- **Practical psychologist** promotes the choice of professions by adolescents considering their value orientations, abilities, life plans and opportunities, prepares students for conscious life in educational institutions;
- **Social pedagogue** promotes the participation of pupils in scientific, technical, artistic creativity, sports, socially useful activities, identification of talents, discovery of abilities, cares for professional self-determination and social adaptation of students in educational institutions;
- **Career advisor** provides services to assist citizens in selecting suitable work and career planning in public employment centres;

⁵⁴ <https://careerhub.in.ua/skills-lab>

- **Specialized career advisor** provides individual counselling for special categories of the population or groups of increased vulnerability, in particular disabled and those in need of social protection;
- **Employer consultant** provides a package of personal services, which allow individual selection of candidates for vacancies submitted by the employers;
- **Consultant (specialist) of employment center for digital services** provides career guidance services remotely, including online testing service.

Appropriate training for career counsellors and social psychologists is available in the system of institutes of postgraduate pedagogical education. Improving the professional level of teachers in the implementation of career guidance component in the curriculum of individual subjects, interdisciplinary courses, educational hours, etc., can be carried out in various forms, types, in accordance with the Procedure for professional development of teachers and research and teaching staff. Support for teachers in the implementation of career guidance is provided by centers for professional development of teachers, whose task, according to the Regulations on the Center for Professional Development of Teachers, is to promote professional development of teachers, their psychological support and counselling⁵⁵. Scientific institutions like the National Academy of Sciences and the National Academy of Educational Sciences research career guidance at the request of central executive bodies. They create a wide range of educational programmes, research papers, handbooks, toolkits and guides, etc. The Institute of Personnel Training of SES offers career guidance providers a wide range of training options, professional training courses and webinars annually. Other institutes for Personnel Training are Berdyansk State Pedagogical University, Zhytomyr Polytechnic State University, Izmail State University for the Humanities, Sumy State Pedagogical University named after AS Makarenko.

There is a number of opportunities for career practitioners to increase their professionalism:

- School of Career Consultant for teachers of educational institutions, psychologists and social pedagogues from the Institute of Education Content Modernization of Ministry of Education in cooperation with the Association of Innovative and Digital Education and the company "HRYOU" (see 5.1);
- Courses for Career Advisors from the State Employment Service;
- Online courses "From school to career. Career change course", "With students about education and career", "Okay, Google, how to become an entrepreneur?" from NGO EdEra;
- Training courses for teachers of educational institutions from the Borys Grinchenko Kyiv University: "Social educator in an educational institution", "Image of a practical psychologist", "Psychological mechanisms of formation of life competence in children and youth", "Design as an effective means of self-development", "Critical thinking is the key to success", "Psychological service of an educational institution";
- Training course for scientific, scientific-pedagogical and pedagogical workers from the Institute of Pedagogical Education and Adult Education named after Ivan Ziaziun NAPS of Ukraine: "Educational and methodical map of the discipline "Career guidance and Career choice"

In 2020 the Ukrainian Association of Career Guidance and Educational Advising initiated the development of the occupational standard for CG practitioners across the sectors (education, youth, employment, etc). The application was registered by the NQA⁵⁶ and it is planned to develop a draft project for occupation standards till the end of February 2022 involving key stakeholders to working group or public discussion.

⁵⁵ https://nus.org.ua/wp-content/uploads/2021/01/konczepczya-proforiyentaczii-dlya-gromadskogo-obgovorennya-16_12_20-.pdf

⁵⁶ <https://register.nqa.gov.ua/register-zayavok-prof>

9.2. Staffing

Although there is no specific education or training path for career guidance practitioners, most have a pedagogical or psychological background.

SES experts (2 156 career advisors and 808 specialized career advisors (December 2021)) provide most career guidance services, including informing about the labour market and the world of work, career counselling (assistance in professional self-determination), development of career management skills (job search and employability skills development, seminars and training courses on soft skills), personnel search for employers, and supervising school practitioners (mostly school psychologists). All SES experts, regardless of their educational background, attend training sessions on a regular basis offered by the Institute of Personnel Training of SES. However, the everyday challenges in career guidance make them learn by doing. They constantly improve their information and communication skills to be able to assist and supervise their clients (for example, they may provide video CV recording assistance). SES experts cooperate with state administrations, employers' and entrepreneurs' organisations, educational and research institutions, business, public and volunteer organisations and other stakeholders. Their capacity to cater for a diversity of clients' needs is ensured by the availability of various delivery methods.

Career guidance services are characterised by great teamwork within and between central, regional and local employment centres. New approaches to professional self-determination play a role in modernising the attitudes of practitioners. Professionalisation and a quality assurance culture can be seen in the vast amount of training programmes available for professionals working with youth. These include the Youth Worker programme, online training at the Institute of Personnel Training of the State Employment Service, webinars and online courses for personal and professional development, and international internship or training programmes for experience exchange. The high participation proves a willingness to learn and self-reflect, and a certain readiness for change. In December, 2021 79 494 people received the status of unemployed.

School practitioners are usually supported by SES experts who are invited to educational institutions to provide career guidance services. School practitioners focus on career information and advice on further education and career paths for schoolchildren and their parents. Majority of public schools have one psychologist or social pedagogue responsible for students' CG. Some private schools may offer regular career counselling.

Specialists at VET schools and university career centres organise a wide range of career events (such as career days and career excursions), improve cooperation with local business for student training and internships, and monitor graduates' employment via voluntary tracer studies.

Youth workers provide career guidance service and organise numerous activities for career management skills development, career information, informal education and volunteering options.

9.3. Quality of data and information

The official websites of the key stakeholders provide updated and reliable information to support career development activities: occupational information, training and skills development opportunities, information about vacancies, skills forecasts and results of tracer studies.

The Ministry of Economy is involved in international cooperation in the areas of economics, labor market development, employment labor migration, public-private partnership, etc. All relevant information is provided on the Ministry website with regular revision and update.

SES provides regularly updated information of employment and unemployment rate, actual job vacancies, career service options for youth and adults including vulnerable groups and persons with special needs.

The Ministry of Youth and Sports regularly provides the in-depth analysis on the youth policy in Ukraine, youth employment, annual reports on the progress in implementing the state targeted social programme Youth of Ukraine 2021–2025.

The Institute of Professional Qualifications being a member of the Council of Public Career Guidance supports of procedures for development of occupational standards. It also gives a comprehensive analysis of the labor market and analysis of large infrastructure projects to provide them with professional staff forming proposals for the List of professions of national importance, gives recommendations for the formation of a regional order for the training of professional staff, participates in policy making for the regulating regional and state orders for training, development of vocational and higher education, and career guidance⁵⁷.

9.4. Monitoring, evaluation and policy feedback

MoE annually monitors and assesses the implementation of the Concept of the State System of Public Career Guidance” according to the activities and their terms approved by CMU in the Action plan. The following impact factors are evaluated for further analysis: the number and effectiveness of career guidance activities provided, services provided, the number of persons covered by such services.

MoE monitors the effectiveness of realization of experimental project on implementation of a new model of client-oriented services of employment centres through analyzing the results of SES activities and introducing proposals for improving legislation in the field of employment.

SES assesses effectiveness of provided services through regular analysis of services provided to different target groups with a special focus on inclusiveness, number of vacancies and number of registered unemployed by occupation, the situation on the labor market and relevant activities of the SES, demand and supply on the labor market, employment rate⁵⁸. Sources of information for analytical and statistical information are administrative data of the SES, the State Statistics Service of Ukraine, data from HR agencies and information resources on job search.

SES website provides a special map of Ukraine that illustrates the statistics on employment and relevant data in indicated regions of the country⁵⁹. This e-service allows users open access to current information on the number of employed and unemployed, the rate of employment and unemployment, the average salary rate and number of vacancies.

According to the Operational plan of MoES since 2020 the State Scientific Institution “Institute of Educational Analytics” regularly conducts monitoring studies to assess the effectiveness of career guidance in formal education⁶⁰⁶¹. The studies are aimed at obtaining relevant data on the state of organization of career guidance in general secondary education for modernizing it with the use of ICT and creating favorable condition to make a conscious career choice at school age.

The Centre for CSR Development Ukraine (CSR Ukraine) is a leading expert organization that implements CSR projects necessary for Ukrainian society and Ukrainian business, but it also helps companies develop CSR strategies and prepare non-financial reports. In 2021, as a part of 5-year Ukrainian youth support programme “Mriemo ta Diemo” (Dream and Act), CRS Ukraine in support of the U.S. Agency for International Development (USAID) and non-profit organisation IREX conducted a number of research “Labor-Market Assessment”, “The Concept of a Modern Youth Centre”; “Future of Work 2030: how to prepare for change in Ukraine”; “National Youth Opinion Survey”⁶². Since one of the Programme tasks is to analyse data, trends and approaches to shape youth policy, develop programme

⁵⁷<https://www.ipq.org.ua/ua/institute/about/goal>

⁵⁸<https://www.dcz.gov.ua/analytics/69>

⁵⁹<https://www.dcz.gov.ua/temperature>

⁶⁰https://iea.gov.ua/wp-content/uploads/2020/12/Zvit_Proforientatsiya_2020_sait-1.pdf

⁶¹https://iea.gov.ua/wp-content/uploads/2021/12/Zvit_Proforientatsiya_2021_.pdf

⁶²<https://www.mriemotadiemorazom.org/research>

activities and move towards effective and sustainable change in the society, the research has been conducted to identify the most youth-friendly sectors and value chains for employment and entrepreneurship, pinpointing sectors, regions, and public-private partnerships that will support increasing youth employment.

In 2020-2021 EU4Skills conducted a number of surveys to monitor and evaluate the needs and expectations of school students, their parents, teachers and school heads on the process of career guidance implementation in the framework of NUS.

Public sector plays the leading role in monitoring the quality of provision of career development support services in the society. There is a number of active participants like e.g. the Ukrainian Association of Career Guidance and Educational Advising that regularly collects relevant data on all relevant CG activities for further analysis and development of recommendations for system improvements.

The Federation of Employers of Ukraine regularly monitors employers' needs for human resource training and retraining to find solution with the other social partners for the effective mechanisms of career development of employees. The purpose of their latest survey is determining the needs of employers of Ukraine in staff training⁶³. In order to determine the needs of employers in the development of occupational standards and confirmation of qualifications the Federation initiated a survey to attract the employers' attention to the problems of non-formal training and informal learning in Ukraine.

10. RECOMMENDATIONS

Recommendations do not represent final solutions but are aimed at guiding policy and practice discussions. They follow the key pillars of this report and cover system, provider and practitioner level:

Policy framework

Short-term

- Reactivate the Council of Public Career Guidance as national coordination body bringing together public, private and civil society stakeholders active in the field of career development support
- Discuss within the framework of the Council of Public Career Guidance the outcomes of the review of the national career development support system aimed at
 - (1) developing a national theory of change (ToC), as long-term vision guiding the development of a national career development support system, and action plan(s) to prioritise certain reform initiatives;
 - (2) developing a joint understanding of the wished outcomes of career guidance for individuals, organisations and society across ministries, sectors and education levels

Medium-term to long-term

- Review and update the "Concept of the state system of public career guidance" and "On approval of the Procedure for providing public career guidance services (October 30, 2020 #2203)" against the requirements for adapting career guidance services and methodologies in the light of changing labour markets
- Update the legislative framework so that relevant responsibilities are clearly divided between the providers of career development support for all age groups
- Adopt legislation on adult education to regulate realization of the life-long learning concept stimulating personal and professional development and providing relevant conditions for adults' social mobility and competitiveness through adult education providers
- Embed career education into school curricula and introduce career guidance in educational institutions as a continuous and permanent standard service from primary schooling onwards

Coordination and Cooperation

Short-term

⁶³ <https://fru.ua/ua/initiatives/poll>

- Review the mandate of the Council of Public Career Guidance and its tasks to ensure it can also operate at technical/working level to co-design occupational standards for career guidance practitioners, guidelines for the use of ICT in career guidance etc., as the current level of council members is rather political than technical; hence, sub committees could take that working level role
- Build on the “Passport of Abilities” to develop a system of seamless lifelong career guidance services for individuals thereby building lifelong career development support around individuals (client-centered versus service-centered approach similar to student vs teacher centered approach); the passport deals as “portfolio” with information that can be used when consulting various service providers over time, which will help avoid duplication of testing etc.; issues of data protection can be resolved by making the individual the owner who can give access to data of the passport
- Establish an entity to support the career service providers in line with the short-term goals listed here

Medium-term to long-term

- Make an existing model of cooperation of all key stakeholders operational, strengthen coordination of relevant activities for building a sustainable national career development support system

Services

Short-term

- Diversify methodologies to go beyond personality traits as main basis for providing guidance for two reasons: first, traits are stable and communicate a state that cannot be changed by a person, while skills, values, interests etc. identified through e.g. narrative approaches are malleable and developable, thereby empowering people to take their future into their hands and develop skills; second, the traditional approach of matching traits and careers does not work anymore in a rapidly changing labour market with changing skills requirements, where there is no more “job for a lifetime” and where people will need to adapt to changing roles, skills requirements within workplaces, will need to change employers, but also roles, jobs and careers throughout their lifetime
- Build on the outputs of the EU4Skills project to develop similar education standards, practitioner guidelines, and career education programs for primary and secondary schools and higher education institutions aimed at developing career management skills – in close synergy with the development of transversal competences such as personal, social and learning to learn competence. Continuous career learning programs should replace “one-off testing and career information provision based on test results at transition points” in order to prepare young people to manage the first into the labor market and continuous transitions in and between learning, work, unemployment, and reduce the level of youth unemployment; in the same spirit, build on the many other donor project outputs
- Develop special services for NEETs in close cooperation with other stakeholders (youth, social, employment services) within the framework of the new “institute of specialized career counsellors”
- Develop special career development support services for informally employed to tackle the high level of informal employment
- Unify all relevant terminology to facilitate that all stakeholder share a common understanding of (the goal of) career guidance and to simplify international experience exchange - this is linked to developing a joint understanding of the wished outcomes of career guidance for individuals, organisations and society across ministries, sectors and education levels

Medium-term to long-term

- Ensure that Micro, Small and Medium Sized Enterprises (MSMEs) receive support in the career development of staff, as they have limited resources for this task, inter alia through leveraging the role of social partners who can provide skills needs assessments and forecasting (for sectors), facilitate cooperation with adult learning and vocational education and training (TVET) institutions for continuous professional development, also tapping into formalisation of non-formal and informal learning at the workplace and the recognition of prior learning
- Provide incentives for companies, employer organisations and trade unions to offer career development support services

Funding:

Short-term

- Pool resources of all key stakeholders along the priorities for career development support stated in a number of strategic documents to increase efficiency and effectiveness of activities
- Identify new funding sources to cater for employed, especially in MSME, who need/want to change profession, sector, role, responsibilities etc. due to green and digital transitions

Medium-term to long-term

- Develop a simplified system of financial support to encourage teachers and psychologists to join trainings and provide inclusive career guidance at school
- Employ donor projects to provide additional funding for improving career development support

Access:

Short-term

- Develop more career guidance services for young people and their parents as extra-curricular activity
- Develop a free user-friendly digital platform for students of all age groups providing remote access to career development support services from home or educational institutions considering the users with special needs.

Medium-term to long-term

- Strengthen sustainable integration of career guidance into curricula to reach all young people
- Adapt existing online platforms providing CG for all by moving from services in the same form for all towards services adapted to the needs of particular target groups like parents, teachers, employed, etc.
- Increase outreach activities to hard-to-reach groups

Use of technology

Short-term

- Review the large number of different online platforms and digital services offered by various stakeholders and identify a pathway to build a one stop entry point bringing all services from different stakeholders in different sectors together and strengthen the building of one coherent career development support system; the webpage of the state employment centre looks like a one stop shop and other platforms/services could be integrated

Medium-term to long-term

- Introduce a unified digital platform for all career development service users and providers
- Link e-guidance to wider e-governance strategies
- Enlarge the use of ICT for the promotion of career development support services to the public
- Enhance the digital skills of individuals and career guidance practitioners to leverage on the potential of ICT for enhancing career development support
- Integrate technology to career development support services in accordance with the overall transformation of the services

Quality, professionalisation and continuous improvement:

Short term

- As high priority, develop occupational standards for career guidance practitioners across sectors
- As high priority, accredit training providers and all trainings offered by the various stakeholders to meet the national standards and bring the various training activities of different stakeholders together through standards, accreditation, registers of practitioners etc. for quality assurance
- Leverage on the role research already plays in the career development support system to help (a) build in monitoring and evaluation as basis for continuous system and service improvement, (b) diversify career guidance methodologies

Medium-term to long-term

- Develop and implement tools to facilitate the monitoring of the employment status of school leavers, undergraduates and graduates
- Make available continuous professional development opportunities for all teachers and career guidance practitioners through trainings of the institute of postgraduate pedagogical education,

- which are to be based on national occupational standards. Use examples like the “School of career counsellor (for teachers)” to mainstream and upgrade activities for national level
- Ensure quality and consistency in the many donor and local (NGO/etc.) activities creating synergies between them

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