

# Digital career guidance offers

POLICY DEVELOPMENT

PRACTICAL MEASURE/INITIATIVE

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## Timeline

2022 Implementation

2023 Implementation

2024 Implementation

2025 Implementation

ID number 44491

## Background

Vocational orientation at the interface between lower and upper secondary level plays a particularly important role in Austria due to the strong differentiation of educational offers and the great importance of initial vocational training after completion of compulsory schooling.

At the same time, net-based information channels increasingly penetrate all areas of life and reach all age groups. It is logical to use these possibilities to provide services in vocational orientation, especially since digital end devices (mobile phones, tablets, computers) are increasingly the main information and research tools of the young target groups.

The great advantage of digital services and platforms is that they are not tied to a specific time or place and thus offer low-threshold access, especially for young people. The digital offer, just like the face-to-face offer, is at the service of a comprehensive and successful educational and career choice for all young people, regardless of their socio-economic background.

## Objectives

- (a) help and support in choosing initial vocational training primarily after compulsory schooling but also beyond;
- (b) multilingual and low-threshold communication of the Austrian education system for parents and young people with a non-German first language;
- (c) develop digital tools that are useful and usable in the long term and complement and support the existing ones;
- (d) help maintain counselling and information services under restrictions, building on the COVID-19 pandemic experience.

## Description

In addition to the activities of schools and the Public Employment Service, the Chamber of Labour (AK) and the Austrian Economic Chamber (WKO) are important providers of services

and tools for the vocational orientation of young people.

The Vienna Chamber of Labour (AK) has included the continuous development of its guidance services in the national implementation plan (NIP) 2022.

This includes the following measures.

Expansion and partial shifting of educational and career orientation offers into the digital space, such as the pandemic-related conversion of the classic occupational fair concept to digital components, using the example of the AK Vienna career information fair for young people (L14).

Creation of new and further development of existing low-threshold, digital career interest tools that support young people in their educational and career choices in a scientifically sound manner, such as the interest test Jopsy in the form of a mobile app. The existing app for the under 18 age group will be further developed for young adults over 18 in a next step. These apps can be used both individually and in class.

Survey of information needs, development and ongoing updating of concepts, brochures and teaching materials for pupils, parents and teachers. These activities concern the provision of multilingual and thus low-threshold information on the Austrian education system as videos and brochures, but also information evenings and individual counselling for young people and parents. In principle, these activities are also offered by the Chamber of Labour in other provinces except Vienna, but to a different extent.

Other educational and career guidance providers such as the Public Employment Service or the Austrian Economic Chamber (WKO) are also increasingly creating digital information services as well as guidance settings. One recent example for digital solutions is the Berufe-VR [Occupation-VR] of the Economic Chamber, a digital platform that offers interactive VR videos on different professions and occupational areas. In the counselling facilities of the Economic Chambers, these VR videos can also be used via VR glasses.

### **2022 Implementation**

In 2022, the measures and services were continued, expanded and optimised. The Chamber of Labour Vienna began with the further development of the existing Jobs app for the target group of adults.

### **2023 Implementation**

In 2023, the measures and services were not only maintained but also optimised to better meet the needs of the target groups. The virtual company tours, a project by the Economic Chamber, offer an immersive experience into various professional fields through the use of 360° videos. These videos realistically showcase apprenticeships using virtual reality, allowing individuals to explore professions either on-site at companies or from the comfort of their homes. The tours offer a glimpse into typical work situations, helping users better understand different roles. Around 80 apprenticeships are presented, with over 50 of them available through 3D 360-degree videos. The selection is constantly being expanded.

### **2024 Implementation**

The Vienna Chamber of Labour has expanded the Jopsy app. Initially designed for young people below 18, a version targeting adults aged 18 and over - entitled Jopsy+ was added. This image-based career guidance tool generates a personalised interest profile for users by assessing their responses to 60 images. Based on this profile, it suggests suitable career paths. Jopsy+ is particularly targeted at young adults exploring degree programmes, individuals returning to the labour market, and those considering a career change.

### **2025 Implementation**

The virtual company tours offered by the Austrian Federal Economic Chamber were

The virtual company tours offered by the Austrian Federal Economic Chamber were expanded in 2025 to include three additional 360° video experiences.

In September 2025, the career information centres of the Austrian Economic Chambers published a playful interest profile entitled 'BO's World', which guides young people aged 12 to 15 in exploring their interests in a playful way.

The young people visit a virtual city (BO's World) on a game interface, where the districts symbolise areas of interest. By answering short questions and checking images, they create their personal interest profile as they make their way through BO's World, which they can then use to further explore their desired careers in counselling sessions and online career information tools. The game is free and accessible without registration, and is available in two versions (with and without reaction game).

## Bodies responsible

- Austrian Federal Economic Chamber (WKO)
- Chamber of Labour (AK)

## Target group

### Learners

Learners in upper secondary, including apprentices  
Young people (15-29 years old)  
Learners with migrant background, including refugees

### Education professionals

Teachers  
Guidance practitioners

## Thematic categories

### Supporting lifelong learning culture and increasing participation

Lifelong guidance

## European priorities in VET

### VET Recommendation

VET as an attractive choice based on modern and digitalised provision of training and skills

### Osnabrück Declaration

Establishing a new lifelong learning culture - relevance of continuing VET and digitalisation

## Subsystem

IVET

## Further reading

[Jobsy App - Vocational orientation tool \(in German\)](#)

Virtual career information fair of the Vienna Chamber of Labour (L14 digital)

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Offers of the Vienna Chamber of Labour for career information (in German)

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Virtual company tours of the Austrian Federal Economic Chamber - Web platform (only in German)

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BO's world of professions - two versions (only in German)

## Related policy developments

### 2025 Implementation

#### We educate the economy plan: promoting innovative and excellence in VET

The We educate the economy plan was approved in 2018 by the Austrian Economic Chamber and focusses on developing projects in five fields:

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##### Type of development

Strategy/Action  
plan

##### Subsystem

IVET CVET

#### “ ... ” Cite as

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