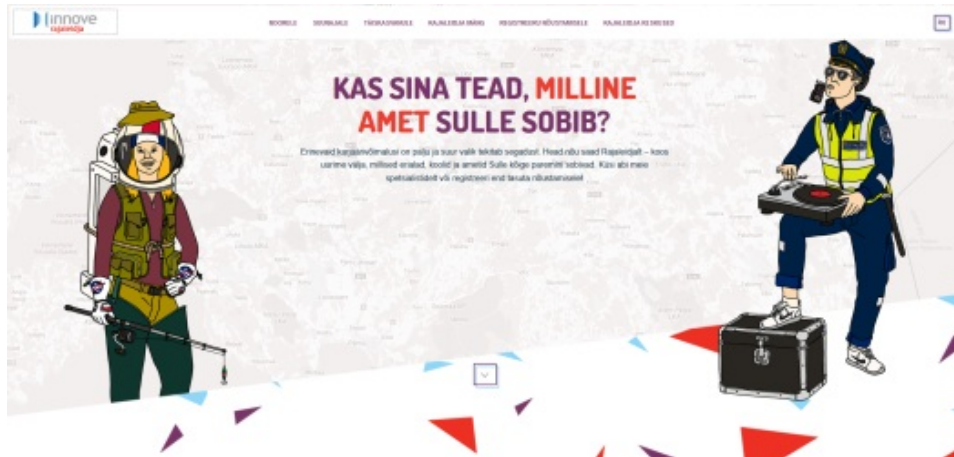


## Pathfinder Service



 **Estonia**

**Founding year:**

2001

**Geographic level:**

Regional

### Stakeholders involved:

Parents, Teachers, Career coordinators are key target groups, cooperating with practitioners; Public Authorities / Institutions are the LMI principal sources; Companies, professional associations, individual professionals contribute to LMI production.

**Target groups:**

Guidance Counsellors  
School Students/Parents  
Teachers/ Professors  
Young people

**Is the initiative a Single Access Point? :**

No

**Providing organisation:**

Foundation Innove, Agency for Lifelong Guidance

**URL:**

<https://rajaleidja.innove.ee>

**Stakeholders roles:**

Businesses

Parents and Teachers  
Public Authorities & Institutions  
Teachers and Career Coordinators

### Challenges Addressed:

Exchange and knowledge transfer (among educational professionals, guidance counsellors, etc.)

Facilitation of transition from school education to career selection

Improve matching between skills and jobs

Improvement of guidance/ employment services

Promote self-assessment

Raise awareness on guidance

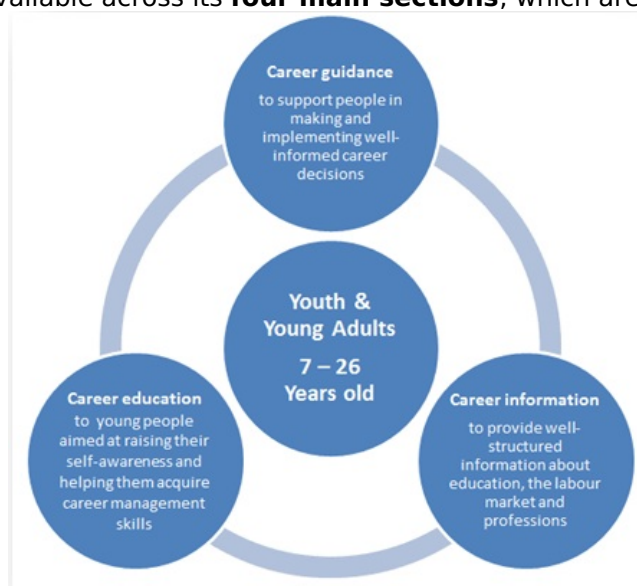
Tackling unemployment

### Challenges Addressed description:

Pathfinder serves as a unique resource of labour market information, integrated and utilised in the context of the practice. Via its simple, user-friendly and creative interface, users and professionals can access the LMI openly available across its **four main sections**, which are dedicated to:

1. **youth;**
2. **adults;**
3. the **Pathfinder Game;**
4. **practitioners, teachers, career coordinators.**

The portal also offers users with the opportunity to search for, identify, contact and/or schedule an appointment with a Pathfinder practitioner close to them in order to receive further support.



### Policy objectives:

Access to Lifelong Guidance Services  
Assessing the effectiveness of Lifelong  
Guidance Provision

Assuring the quality of Lifelong Guidance Provision

Career Management Skills

Funding Lifelong Guidance Services

ICT in Lifelong Guidance

Improving careers information

Improving employability and supporting older workers

Raising the skills and qualifications of adults

Raising the skills and qualifications of young people

Strategic Leadership

Supporting people at risk and disadvantaged groups

Training and Qualifications of Guidance Practitioners

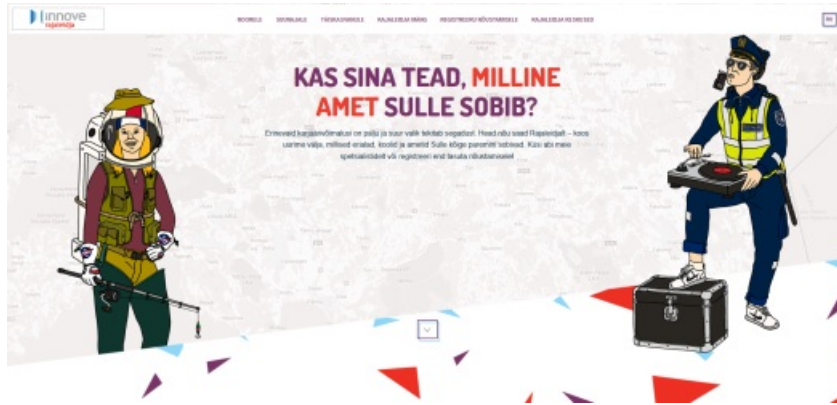
### INNOVATIVE ASPECTS OF LMI description:

The practice leverages several sources to collect and offer reliable and up-to-date labour market information. The Estonian Qualifications Authority serves as a vital resource of insights into the different professions available in Estonia and through the **OSKA initiative**, provides:

- an aggregate report on labour market developments and changes transpiring in labour requirements, with dominant **labour market trends over the next 10 years;**
- **sectoral reports** on the analysis of different sectors' needs in terms of demand

and skills, including recommendations for training requirements.

Additional sources of labour market information include data and papers provided by public authorities and institutions. The labour market information collected is appropriately processed and translated into an easily comprehensible format for the target groups.

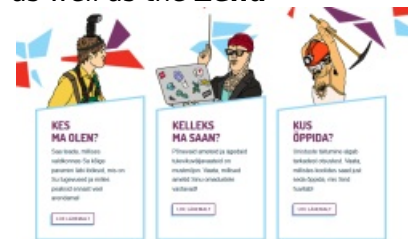


### INNOVATIVE ASPECTS OF LMI:

- Blended counselling
- Occupational information
- Personalised educational advice
- Real time LMI

### INNOVATIVE USE OF ICT description:

- The platform on which the Pathfinder career planning portal is implemented utilises the **Saurus Content Management System (CMS)** as well as the **Zend framework**.
- The basic technological infrastructure includes **mid-size rackable servers** as well as a **central data storage**, upon which a VMware Hypervisor runs and enables the CMS of the platform to be seamlessly and constantly operational.
- **Information security** is safeguarded via a dedicated framework, titled “Three-level IT baseline security system”, ensuring that data availability, integrity and confidentiality are kept at a high level.



### INNOVATIVE USE OF ICT:

- Interactive online tools
- Online counselling
- Online wiki
- Open source

### Results and impacts obtained:

In numbers, **288 956 unique users** utilised the portal in 2016, a number corresponding to

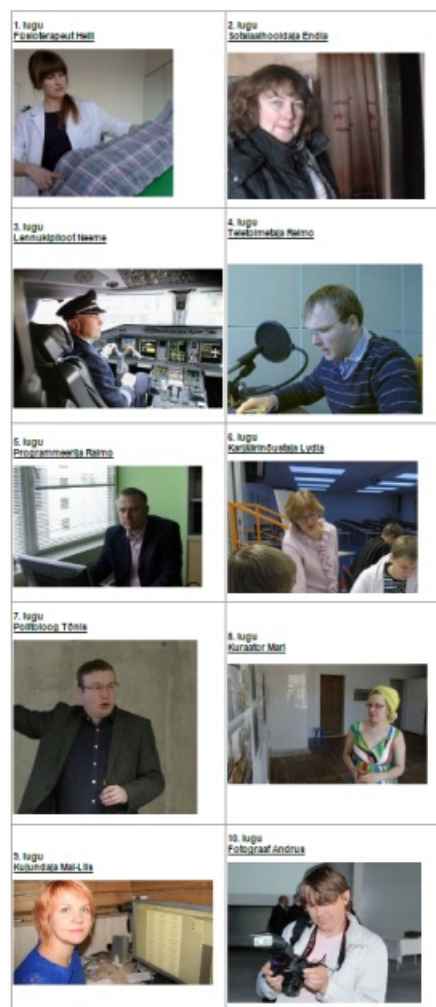
almost 22% of the Estonian population.

From qualitative aspect, Pathfinder contributes towards:

- **empowering users** to develop career management skills;
- **breaking down stereotypes** of gender and age and promoting **equal opportunities** for career guidance in Estonia;
- **enhancing the capacity of practitioners** to better support their targeted groups;
- **reducing early school leavers rates** within the Estonian education system;
- fostering closer **collaboration amongst guidance professionals** and **stakeholders**.

Evaluation processes:

- **follow-up survey** addressing users shortly after their experience with Pathfinder's services;
- Users, practitioners and stakeholders provide feedback through the dedicated contact point available at the **portal**;
- The Agency conducts **surveys** on a larger scale every few years.



#### □ Success Factors:

- **Reliable** and **up-to-date LMI** delivered **for free** addressing the diverse needs of its targeted groups;
- Focus on **CMS development**;
- **Regional yet centrally-coordinated approach**;
- **Combination** of **face-to-face** and **digital** career guidance and information services;
- Emphasis on ensuring the qualifications of Pathfinder **practitioners** and on continuously enhancing their knowledge and skills;
- **Trustworthy brand** in the national lifelong guidance system;
- **Collaboration** amongst **guidance stakeholders** at regional and national level;
- **International cooperation**.

#### □ Points of Attention:

- **Scattered** and **complex** labour market **information**.
- **Lack of awareness** about the Pathfinder services.
- **Limited national financial resources**.

#### Socio-economic-political context:

Pathfinder is utilised by the national government as a key means of achieving its long-term goals and plays a pivotal role in the national lifelong guidance system. The practice is well-aligned with national and EU policy guidelines contributing towards reforming and improving

the national guidance system of Estonia.

### **Financial requirements:**

Co-funded by EU and Estonian government: EUR 30 348 were allocated to the technical development of the portal between 2012 and 2016, and EUR 4 200 for its technical maintenance on an annual basis. Other cost categories include personnel, content development etc.

### **HR requirements:**

230 professionals are involved in the implementation of the practice.

Pathfinder practitioners are qualified with at least a Bachelor's degree in a relevant field of education and their qualifications have to comply with the respective occupational qualification standards. They are further trained through continuing training activities, aiming at safeguarding the quality of their services.

### **ICT elements:**

Pathfinder utilises the Saurus Content Management System and the Zend framework.

Pathfinder practitioners were offered a dedicated international training course in 2016 on the role of ICT in lifelong guidance.

### **Non-ICT elements:**

Users have the opportunity to search for, identify, contact and/or schedule an appointment with a Pathfinder practitioner close to them in order to access quality and more personalised support.

Parents are vital allies, while teachers and career coordinators play a leading role in the integration of career guidance within the Estonian education system. Data and information published from public authorities and institutions serve as the principal source of LMI, while businesses contribute to the LMI provided.

### **Future developments & Trends:**

- Major renovation of the web portal to introduce layout improvements, LMI presentation and self-help tools available online;
- Novel digital guidance delivery method through an online chat function, enabling users to directly contact suitable Pathfinder practitioners;
- Communication and information acquisition and advances in the field of guidance at national and international level;
- Participation of the Agency in several initiatives, in the context of international cooperation.

### **Type of initiative:**

Public

### **Politico-administrative domain clusters:**

Improving educational/ occupational guidance processes

