

Online tools of BiWi





Founding year:

1991

Geographic level:

Regional

Stakeholders involved:

Stakeholders have a crucial role in the operation of the initiative.

Target groups:

Employed looking for a career change Higher education students Immigrants School Students/Parents Unemployed

Is the initiative a Single Access Point?:

No

Providing organisation:

Verein für Vernetzung, Forschung und Wissenstsransfer zur Förderung gesellschaftlicher Teilhabe

URL:

View PDF version

Stakeholders roles:

Academia Businesses Civil Society Government Parents

Challenges Addressed:

Facilitation of transition from school education to career selection Improve matching between skills and jobs Improvement of guidance/ employment services Promote self-assessment Tackling unemployment

Challenges Addressed description:

Services offered to young people:

- Career Guidance Information;
- Personal Discussion on Career Information;
- Application Training;
- Orientation Checks;
- Occupation Tasting;
- Career Guidance Brochures.

Services to **companies**: Support for apprentice selection and Image building of professions and industries.



BiWi supports teachers by: Industry Presentations and class visits to the premises of BiWi.

For parents and guardians, BiWi organises dedicated parents' evenings.

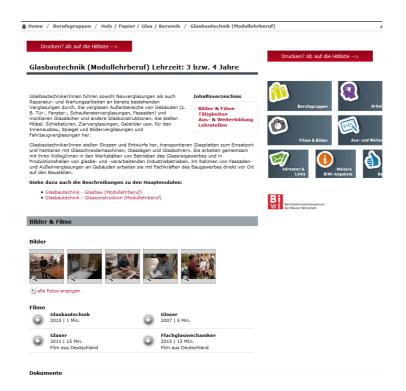
Policy objectives:

Access to Lifelong Guidance Services
Assuring the quality of Lifelong Guidance Provision
Career Management Skills
ICT in Lifelong Guidance
Improving careers information
Raising the skills and qualifications of adults
Raising the skills and qualifications of young people
Training and Qualifications of Guidance Practitioners

INNOVATIVE ASPECTS OF LMI description:

The LMI integrated in the online tools of BiWi includes:

- 1. information on examples of professions and companies, **labour market statistics** and trends;
- 2. **information on occupations** through films with professionals describing their daily routine;
- 3. essential **information for job applications** with CV examples and tips for interviews;
- 4. information on the available **apprenticeships'** positions;
- 5. information on the **Austrian education system** and involved establishments.



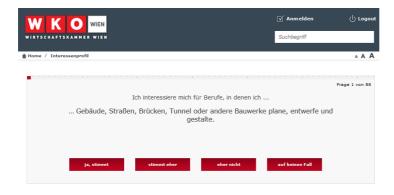
INNOVATIVE ASPECTS OF LMI:

Blended counselling Occupational information Personalised educational advice Real time LMI

INNOVATIVE USE OF ICT description:

There are **three external IT companies** supporting the technical work of BiWi and maintaining all its webpages. **BiWi employees have editorial rights only for the content** of their in-house website.

Inside the BiWi premises there are **28 computers that can be used from visitors** to access information, which is only available there.

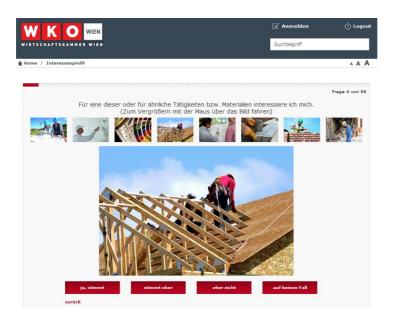


INNOVATIVE USE OF ICT:

Combination with offline elements Interactive online tools Online counselling Personalised information storage

Results and impacts obtained:

- Quantitative: in 2015, more than **10 000 students visited BiWi** during class visits, while it helped more than **21 863** young people to get a "taste" of various occupations and work places. Additionally, **1 520 parents** participated in parents' evenings and **591 teachers** participated in conferences.
- Qualitative outcomes: fast response to changing conditions/situations due to agile information gathering/ provision by crowd sourcing approach as well as relevance/ fit-for-purpose of information/feedback due to bottom-up approach.
- Evaluation process: **no official process**. BiWi is open for feedback and gathers it in a rather informal way, mainly through discussions with teachers that visit BiWi with their classes.



Success Factors:

- **Highly qualified employees** with solid scientific background and expertise and open mind set, as well highly **motivated** advisers;
- Mouth-to-mouth marketing of the BiWi services;
- Excellent **cooperation** with the **Chamber** and **political support** from the president of the Chamber;
- Provision of the **right offers** specialised to the needs of the target groups.

□Points of Attention:

- Lack of **properly adjusted material** and information for the career guidance of older adults.
- Limited personnel in accordance with the increasing demand for career guidance and information services.
- The activities of BiWi are highly **depended** on the **labour market information** and material **provided by companies**.
- Limited number of Industry Presentations.
- Services are **restricted** to the users of the province **Vienna**.

Socio-economic-political context:

- The development of BiWi is the personal act and idea of BiWi's former director, who was the initiator of the idea of creating a platform that, could bring together employers with future candidates of the labour market.
- Although there is not a specific policy framework stating the importance of ICT and LMI in frameworks for career training and guidance in Austria, the Annual Plan of the Viennese Economic Chamber for 2017 is a key document pointing out the role of ICT and LMI in the BiWi services in Vienna.

Financial requirements:

BiWi is financed through the Viennese Economic Chamber and has a yearly budget of over EUR 500 000 spending:

- 65% on personnel costs;
- 10% on IT and online services and operational and maintenance costs of IT infrastructures; and the rest for other running costs (rent, marketing, PR, etc.).

HR requirements:

Career counsellors of BiWi have diverse educational backgrounds, are well-aware of the Austrian education system and labour market and have good presentation skills. They are required to have in-depth knowledge of their profession; be team players and open-minded.

ICT elements:

There are no special required skills for using the services at BiWi or uploading relevant content. Recently, an automated online tool for booking appointments with classes optimised the process.

Non-ICT elements:

The non-ICT elements of the practice include events, dedicated parents' evenings; and parent-teacher conferences.

Also, the Ministry of Education and Women's Affairs and the Institute 'Research and Development in VET' are important partners in the work of BiWi providing useful material.

Future developments & Trends:

BiWi's challenge for the next five years, together with its premises renovation, is to modernise its offers to resonate more with the young people.

Type of initiative:

Public

Politico-administrative domain clusters:

Improving educational/ occupational guidance processes

Source URL: https://www.cedefop.europa.eu/en/en/tools/resources-guidance/handbook-transferability/case-studies/online-tools-biwi