

Online tools of BiWi



The screenshot shows the homepage of the BiWi website. At the top left is the logo for WKO WIEN (Wirtschaftskammer Wien). To the right are links for 'Anmelden' (with a checkmark icon) and 'Logout' (with a power icon). Below these is a search bar labeled 'Suchbegriff'. A navigation bar below the search bar shows 'Home /' and three magnifying glass icons. The main content area is titled 'Willkommen im BiWi!' and features a quote: "Mach dir ein Bild von deinem Beruf" - unter diesem Motto begleiten und unterstützen wir Menschen bei der Berufs- und Ausbildungsentscheidung. Below the quote is a photo of a group of diverse young people. To the right of the quote is a grid of six icons: 'Berufsgruppen' (two people), 'Arbeitsfelder' (brain), 'Filme & Bilder' (camera), 'Aus- und Weiterbildung' (graduation cap), 'Adressen & Links' (envelope), and 'Weitere BiWi-Angebote' (info icon). Below the quote is a section titled 'Einstieg in die Berufssuche' with a sub-heading 'Erstellen Sie jetzt Ihr persönliches Interessenprofil. Sie entdecken damit Ihre Interessen und Neigungen und lernen die dazu passenden Berufsgruppen, Berufe und Ausbildungen kennen.' Below this is a red button that says '88 Fragen / 10 Minuten' and 'Interessenprofil jetzt erstellen'. At the bottom right is the BiWi logo and the text 'BerufsInformationszentrum der Wiener Wirtschaft'.

**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 Wissenstransfer 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.



Drucken? Ab auf die Hitliste -->

Glasbautechnik (Modullehrberuf) Lehrzeit: 3 bzw. 4 Jahre

GlasbautechnikerInnen führen sowohl Neuverglasungen als auch Reparatur- und Wartungsarbeiten an bereits bestehenden Verglasungen durch. Sie verglasen Außenbereiche von Gebäuden (z. B. Tür-, Fenster-, Schaufensterverglasungen, Fassaden) und montieren Glasdächer und andere Glaskonstruktionen. Sie stellen Möbel, Schiebetüren, Zierverglasungen, Geländer usw. für den Innenausbau, Spiegel und Bilderverglasungen und Fahrzeugverglasungen her.

Inhaltsverzeichnis

Bilder & Filme
Tätigkeiten
Aus- & Weiterbildung
Lehrstellen

GlasbautechnikerInnen stellen Skizzen und Entwürfe her, transportieren Glasplatten zum Einsatzort und hantieren mit Glasschneidemaschinen, Glassägen und Glasbohrern. Sie arbeiten gemeinsam mit ihren KollegInnen in den Werkstätten von Betrieben des Glasergewerbes und in Produktionshallen von glasse- und -verarbeitenden Industriebetrieben. Im Rahmen von Fassaden- und Außenverglasungen an Gebäuden arbeiten sie mit Fachkräften des Baugewerbes direkt vor Ort auf den Baustellen.

Siehe dazu auch die Beschreibungen zu den Hauptmodulen:

- Glasbautechnik - Glasbau (Modullehrberuf)
- Glasbautechnik - Glaskonstruktion (Modullehrberuf)

Drucken? Ab auf die Hitliste -->



Bilder & Filme

Bilder



alle Fotos anzeigen

Filme



Dokumente

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.

WKO WIEN
WIRTSCHAFTSKAMMER WIEN

Anmelden Logout

Suchbegriff

Home / Interessenprofil

Frage 1 von 88

Ich interessiere mich für Berufe, in denen ich ...

... Gebäude, Straßen, Brücken, Tunnel oder andere Bauwerke plane, entwerfe und gestalte.

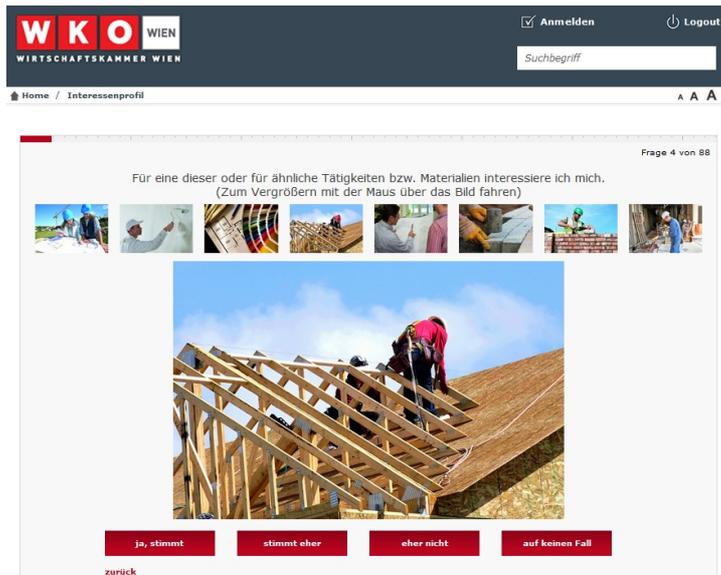
ja, stimmt stimmt eher eher nicht auf keinen Fall

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