



MSPAKT

Career guidance services in the Moravian – Silesian Region:
new levels of the employment policy?

Eva Štefková, Martin Navrátil





CONTENT

- P** What people in the region need?
- P** How the new regional agency was born?
- P** How the Moravian-Silesian Employment Pact develops the career guidance services in the region?
- P** Who pays for it?

STRATEGIC PLANNING OF REGIONAL DEVELOPMENT

P Region in the process of restructuring

- RE:START
- The Territorial Just Transition Plan

P Development Strategy of Moravian-Silesian Region 2019-2027

P Ostrava City Strategic Development Plan 2017-2023/
Integrated Territorial Investment Plan

P municipal development strategies in region



“PEOPLE” IN COMMON

P out-migration, brain-drain, socio-demographic changes





LABOUR MARKET MISMATCH

- ageing population
- graduates profiles do not match employers actual needs
- low interest in some fields of study demanded by employers
- low interest in life-long learning (re-skilling, up-skilling)
- changes and development of regional economy/specific sectors, (green) restructuring
- lack of employees in specific sectors which challenging the employers

**JOB OFFERS but PEOPLE UNEMPLOYED:
LACK OF CAREER MANAGEMENT SKILLS**



VISIONS 2030+

P “With NEW ENERGY we change the living in our region“
“the region attracting talents and offering competent employees“
“attractive and well-paid jobs “

(+ end of out-migration trend as key indicator)

P “Ostrava City offers a high quality of living for all generations. The out-migration trend of young, active and talented has ended and reversed.“

P formulated by number of stakeholders with high number of inhabitants participated in the process (high legitimacy)

STRATEGY FOR CHANGE

P lack of competencies and tools to change the employment and educational policy at regional level

- public employment services managed centrally
- schools established regionally but national educational framework programmes exist
- LLL “in between” 2 ministries

→ regionally specific solutions



NEW AGENCY WAS BORN IN 2019

- P** communication and cooperation platform of key stakeholders at regional labour market
- P** partner of public services for designing regional development strategies in the field of employment and education
- P** executive agency responsible for implementation of strategic goals and specific measurements



WHAT MSEP DOES?

DATA & FORECASTS

Data and analysis
Forecasts

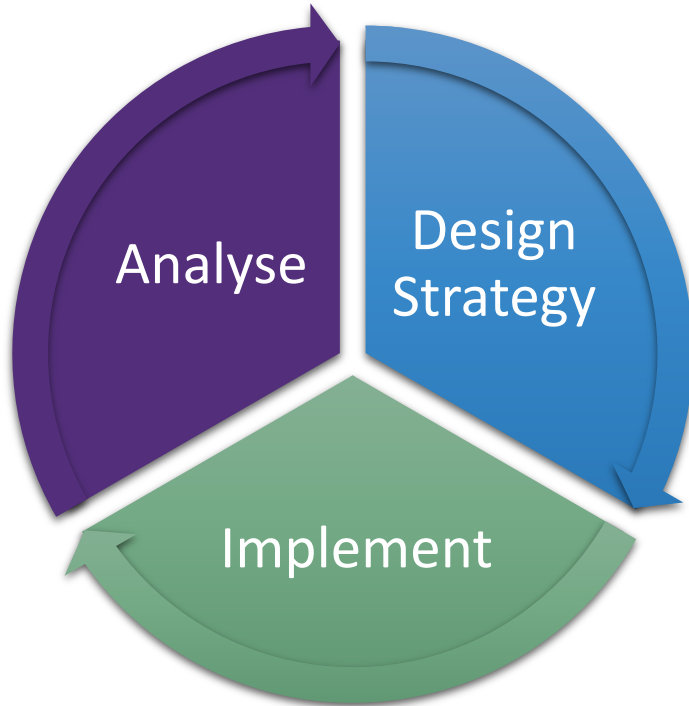
CAREER GUIDANCE

Career Guidance for
Adults
Career Guidance for
Students
Training of Career
Counsellors

COOPERATION OF SCHOOLS & EMPLOYERS

Vocational Education
and Training
Excursions

HOW WE DO IT: EVIDENCE BASED POLICY



MSEP provides strategic and conceptual input to the creation of new processes and change management in conjunction with public-sector institutions.



CAREER GUIDANCE ACTIVITIES & FUNDING



- P Methodological support and development of career guidance services at 40 primary schools in Ostrava (training of counsellors, supervision, excursions...) **/annual contribution by Ostrava City/**
- P Career counselling for Ukraine women **/Regional Authority: task-related extra budget/**
- P Other analytical, methodological, strategic activities + promotion and fundraising **/annual contributions by Regional Authority and Ostrava City/**



CAREER GUIDANCE ACTIVITIES & FUNDING



P Regional project by MEYS/ESF:

- Methodological support and development of career guidance services at 120 primary and secondary schools in MS
- Career counselling provided to 300 students
- Developing on-line career guidance tools
- Regional Platform of Career Guidance Services

FUTURE ACTIVITIES & FUNDING

P Just Transition Fund

- TRAUTOM - Key project in Regional Transition Plan focused on designing Regional HR development strategy, career guidance services for individuals, re-skilling/up-skilling

P Integrated Territorial Investment Ostravsko

- Transit jobs in social enterprises II – career guidance and increasing employability of people disadvantaged at labour market





SUSTAINABILITY & CONTINUITY



- P** **policy maker as well as executor out of public services** in touch with end-users (needs articulation and “easy” impact evaluation);
- P** **local as well as regional actors involved**; the “cohabitation” of the Regional Authority and Ostrava City enables to address more end-users efficiently;



SUSTAINABILITY & CONTINUITY



- P policy not only for the disadvantaged groups** – the importance of the informed career decision making for everyone;
- P mind-changing role - critical mass of users/providers reached** – **MSEP has raised the awareness of informed career decision-making**, working with wide range of end-users as well as providers within the educational system;
- P the usefulness of the regional policy actor for the national level** (i.e. local data provider), expert team and networks/platforms involvement) = connecting regional/local level of policy with the national one efficiently.



SUSTAINABILITY & CONTINUITY



P Personal risk

- **Leadership** (MSEP, Regional Authority, Ostrava City, stakeholders)
- **Elimination by high-quality services and outputs provided**



Thank you for your attention

estefkova@mspakt.cz



MSPAKT Moravskoslezský pakt
zaměstnanosti

www.mspakt.cz

