

## **LMI in lifelong guidance – Cedefop study**

The study analyses the role of labour market information (LMI) in career guidance and careers education. It debates main challenges and relevant national cases, highlighting guidance's fundamental role in enabling citizens to successfully use LMI to make decisions about learning and their career. Important policy messages are derived concerning stakeholder cooperation, quality of LMI, appropriate usage of LMI in schools and employment services, new technologies and the skills of practitioners and teaching staff.

### **Key messages**

- LMI should be well integrated in a career learning process that promotes the development of reflexive career identities and autonomous exploration of career information;
- Coordination and co-operation among the different ministerial departments and stakeholders involved in production and delivery of career information is vital.
- Quality and provision of LMI should be addressed in the national policy strategies for lifelong guidance and career education at school and monitored by the responsible institution(s).
- Future studies on the progress and implementation of lifelong guidance strategies in Europe should include LMI integration into guidance.
- Systematic assessment of policies and practices which aim at improving the use of LMI in career decision is necessary.
- Well-targeted single access points should be established to operate as virtual one-stop shops, adaptable to different client group's needs.
- The design and usage of digital and web based tools must account for the existence of different levels of information and communication technology (ICT) competence across the population.
- Online instruments are more effective when combined with other delivery methods. Their use must be adapted to users' needs and career learning activities.
- Online tools and instruments, such as CV building, edutainment, job exploration, self-assessment, social media, should be developed, sustained and regularly updated by a professional careers service.
- LMI should be impartial, to avoid biased vocational choices.
- Providing long-distance on-line tools for career advice does not substitute or dispense the intervention qualified career guidance practitioners.
- LMI provision will only be effective if people have learned to identify opportunities in the information provided. Career management skills development (CMS) should start at a relatively early-stage.
- LMI is well assimilated and particularly useful as part of practice oriented career learning activities.
- The development and engagement of Sector Councils or analogous bodies is a powerful way to gather and transmit up-to-date information on the reality of occupations and production, as well as ongoing skills needs.
- The provision of quality labour market forecasts for the different economic sectors in the economy increases the quality of LMI. Forecasts should be combined with occupational and contextual information
- Highly updated job vacancies information (or real-time) are useful, but should be used in combination with statistical data published by public sources.