

A WEB-BASED GUIDANCE TOOL PROVIDING INFORMATION ABOUT CURRENT JOB OPPORTUNITIES IN NEARLY 200 OCCUPATIONS, AS WELL AS ESTIMATING FUTURE DEMAND (IN ONE, FIVE, 10 YEAR HORIZONS).

The Occupational Compass (Yrkeskompassen)¹

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The Occupational Compass or Yrkeskompassen is a web-based guidance tool providing jobseekers with accurate information about current job opportunities in nearly 200 different occupations as well as estimating future demand for these occupations at local level in the short-term (in one year) and at national level in the long-term (five to ten years)².

Before 2008 the Employment Service published similar information in printed form.

The Occupational Compass aims to support all those who are looking for work, but especially young people between the age of 16 and 25 years who are about to make a career choice i.e. between education and/or a profession. Thus it can be used as a guidance tool for people making a career choice and also as a tool for guidance counsellors.

Through a combination of both quantitative and qualitative data sources, the Occupational Compass provides forecasts for around 200 occupations, which covers about 80 % of employment in the Swedish labour market.

In addition to information about job opportunities in different occupations, the Occupational Compass also provides information about:

- the types of education programmes relevant for the various professions/occupations;
- the specific skills important to different occupations; and
- the key factors to keep in mind for those who are interested in specific occupations.

It also includes filmed interviews with people working in the profession in question and links to information from other sources (e.g. Statistics Sweden).

Scope of measure (a pilot project or a national reform)	National
Name of the PES	The Swedish PES (Arbetsförmedlingen)
When was the practice implemented?	2008 – ongoing
What was the driver for introducing the practice? Was it internal or external?	<p>The Swedish labour market is characterised by a shortage of people with specific skills in certain professions both in the short and long-term. At tertiary level there is a need to increase the interest in careers such as teaching, nursing, medicine, engineering or IT-specialisms³ while young people's interest in vocational programmes in secondary schools has been limited for a long time.</p> <p>To ensure an adequate supply of labour in different occupations, it is important that both those who are about to establish themselves in the labour market and those who are planning to switch careers, have access to good information about the job opportunities in different occupations. The Occupational Compass gives users access to this type of information.</p>
Which organisation was involved in its implementation?	The Swedish PES

1. The information provided in this practice is an updated version of the information contained in the European Commission's Europa website and its Database of Labour Market Practices found at <http://ec.europa.eu/social/main.jsp?catId=1080&langId=en&practiceId=61>.

2. Internet: <https://www.eurofound.europa.eu/observatories/emcc/erm/support-instrument/the-public-employment-services-forecast-the-occupational-compass>

3. Internet: <http://www.thenewbieguide.se/work/the-labour-market-in-sweden/labour-shortage-list/>

Which groups were targeted by the practice?	<p>Young people aged 16 to 25 years old are the primary targets of the measure.</p> <p>However, the information is also useful for anyone seeking information about job opportunities in different occupations, for guidance counsellors in schools and universities, and for PES employment officers in one-to-one or group meetings with jobseekers.</p>
What were the practice's main objectives?	<p>The main purpose of the Occupational Compass is to provide jobseekers with accurate information about job opportunities in different occupations.</p> <p>The Occupational Compass can be used online for occupational guidance by the following groups:</p> <ul style="list-style-type: none"> ▶ Young people such as school leavers and students ▶ Other jobseekers ▶ PES employment officers working with occupational guidance ▶ Guidance counsellors in schools and universities, <p>The Occupational Compass can also be used online by PES employment officers in meetings with jobseekers individually or in group sessions as part of discussions on job opportunities or beginning the process of putting together an individual action plan etc.</p> <p>The short-term forecasts (1 year) are very useful for aiding occupational choices and providing guidance for jobseekers already qualified in different types of occupations. Forecasts are made twice yearly and are based on assessments of the local labour market made by PES frontline staff (the balance between labour demand and labour supply); they include a present-day assessment and an assessment for one year ahead. The long-term forecasts (5 years) are produced on a national basis only and are based on, for example, retirement statistics, the availability of education positions and occupational choices and participation in the labour force.⁴ They are particularly useful for young people and jobseekers that need to complement their qualifications for specific occupations – it is important that long-term choices of career and/or education are based on long-term forecasts. The long-term forecasts are made once a year.</p> <p>The Occupational Compass fits into a broader PES strategy to i) gather and distribute labour market information to as wide an audience as possible (for example, employees thinking about career moves, students, unemployed jobseekers, education providers), and ii) to use the network of employer contacts obtained through the collection of information in order to help with PES job-matching activities⁵.</p>
What activities were carried out?	<p>Activities carried out include the following:</p> <ul style="list-style-type: none"> ▶ The work to develop and update the Occupational Compass is led by the Analysis Division at the Swedish PES headquarters. ▶ For short-term forecasts, regional analysts⁶ are responsible for ensuring that data from all the local employment offices is collected. They also ensure that all the data is of good quality (the PES has developed its own software for all data handling). ▶ On the basis of the local PES employment officers' professional knowledge and their assessments of labour demand and supply, one year occupational forecasts are created for around 200 occupations. These forecasts are produced twice a year and are available online on the Occupational Compass. ▶ The long-term forecasts, which are available for the national level only, are produced centrally by the PES' research department and based on, for example, retirement statistics, the availability of education positions and occupational choices and participation in the labour force.⁷ Long-term forecasts are due to go online on the Occupational Compass on 8 February 2018. ▶ The information included in the Occupational Compass is national but can in part be disaggregated to the regional level. Parts of the regional information are published in short regional reports called "Job Opportunities" ("Jobbmöjligheter").
What resources and other relevant organisational aspects were involved?	<p>Six full-time staff members are employed on the Occupational Compass, preparing the forecasts, maintaining and developing the tool.</p>
What were the source(s) of funding?	<p>Government funding</p>

4. Excerpted from information on the measure found at <https://www.eurofound.europa.eu/observatories/emcc/erm/support-instrument/the-public-employment-services-forecast-the-occupational-compass>

5. OECD (2016), *Getting Skills Right: Sweden* OECD Publishing, Paris.

6. They belong to the Analysis Division but the majority is located in the county for which they are responsible.

7. Excerpted from information on the measure found at <https://www.eurofound.europa.eu/observatories/emcc/erm/support-instrument/the-public-employment-services-forecast-the-occupational-compass>

What were the outputs of the practice: people reached and products?	<p>The outputs include the following:</p> <ul style="list-style-type: none"> ▶ Labour market outlooks – a national report and 21 regional reports (one for each county) are produced twice a year. ▶ Occupational Tendency Survey – one national report published on the web, twice a year. <p>In the past year (2017), the number of unique visits varied between 20 000 and 40 000 per month including both internal and external visitors.</p>
What outcomes have been identified?	No systematic reviews or user surveys have been undertaken, but anecdotal evidence from employment officers and other users suggests that it is valuable tool.
What are the lessons learnt and success factors?	<p>Lessons learnt and success factors include the following:</p> <ul style="list-style-type: none"> ▶ The tool contributes towards greater dissemination of information and increased usability of this type of information. ▶ The method used by the PES to construct the Occupational Compass relies on local employment offices and their knowledge of local labour markets, and demand and supply in various occupations. ▶ The tool contributes to a more effective matching process⁸.

8. This information is taken from a powerpoint presentation by Torbjörn Israelsson, AMS, available at:
http://www.google.co.uk/url?sa=t&rct=j&q=&esrc=s&source=web&cd=1&cad=rja&uact=8&ved=0ahUKEwiZ28r2yd_XAhWLOhoKHe8cAokQFggoMAA&url=http%3A%2F%2Fwww.etf.europa.eu%2Feventsmgmt



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