



A NATIONAL WEB PORTAL OFFERING INFORMATION ON EDUCATION, TRAINING, EMPLOYMENT AND OTHER CAREER-RELATED TOPICS.

e-Guidance portal

Publication date: January 2020

CROATIA

The idea behind the e-Guidance portal was to put together all the relevant information on choosing educational programmes, better planning of career, job finding, setting and accomplishing career goals in one place and to make it easily attainable. e-Guidance offers information and advice that can help clients in the development of their careers and in a successful decision-making process.

The main assets of the portal are self-assessment questionnaires which help users in the assessment of their interests and competencies with the purpose of choosing the right career path.

Name of the PES

Croatian Employment Service (CES)

Scope of measure

A national reform.

When was the practice implemented?

2015 – ongoing.

What was the driver for introducing the practice?
Was it internal or external?

The Croatian Employment Service (CES) believes that guidance services are services of general interest and should be accessible to everyone, irrespective of their knowledge base or their initial skills, as well as readily understandable and relevant.

However, the existing vocational guidance practice and processes in CES lacked sufficient ICT support for self-service in career information, vocational counselling and self-assessment of the competences.

The previous methods of providing services and classic channels of performance were also out of date and, even though nothing can replace personal contact in certain areas, the new generation of beneficiaries requires a different approach.

Which organisation was involved in its implementation?

Croatian Employment Service (CES)

Which groups were targeted by the practice?

The portal is intended for all target groups, whether they are pupils, students, unemployed persons or employed persons looking for a career change.

What were the practice's main objectives?

- ▶ To facilitate access to the information sources on education, training, employment and other career-related topics to the broadest groups of clients.
- ▶ To provide user-friendly, self-service vocational guidance and career counselling services.
- ▶ To increase the number of customers to whom vocational guidance services are delivered.

What activities were carried out?

The portal follows the so-called *Career Compas*, a tool which enables search by target groups. For each target group, the most relevant information is provided. For pupils, there is information on high schools and colleges in order to facilitate their choice between different career paths, and other information that can be of assistance, such as accommodation in pupils' dorms or high school jobs. Students can find information on scholarships in Croatia and abroad, advice for further steps after completion of their studies, student jobs or volunteering possibilities. Content for unemployed and employed persons looking for a career change includes information on available job openings in Croatia and employment possibilities in other EU countries. The portal also offers information on self-employment and advice for increasing employability and competitiveness in the labour market.

Furthermore, e-Guidance offers information on more than 250 occupations. Every occupation profile contains a job description, required education and competences for successful performance, employment possibilities and other relevant information.

	<p>There are also materials that provide support in career planning, such as advice on writing an application letter and how to behave during a job interview. These materials are accompanied by short videos in order to be more appealing to all target groups, especially to young users looking for job opportunities. The main assets of this web portal are self-assessment questionnaires which help users in assessing their interests and competences with the purpose of choosing the right career path. The system saves the results of the questionnaires done by the registered users and makes them available to authorised CES personnel (e.g. individual counsellor of the job seeker).</p>
What resources and other relevant organisational aspects were involved?	<p>CES' career guidance counsellors upgraded existing occupational descriptions (including health limitations and educational requirements) and developed additional ones that were included into the e-Guidance portal.</p> <p>CES' career guidance counsellors were also included in the testing phase, during which advice given to the client by the computer and by the career guidance counsellors were compared.</p> <p>A guide on the e-counselling portal was developed. CES' counsellors underwent training programmes for using the tool.</p>
What were the source(s) of funding?	<p>The e-Guidance portal and accompanied self-assessment questionnaires were developed under the project <i>"The new approaches of CES in delivering services to clients"</i>, a 16.5-month project financed within the Human Resource Development Operational Programme 2007-2013, managed by WYG International, in consortium with ÖSB Consulting GmbH and WYG Savjetovanje d.o.o.</p>
What were the outputs of the practice: people reached and products?	<p>People reached: from July 2015, when the e-Guidance portal was launched, to July 2019, 1,036,391 users accessed the portal with 17.2% returning visitors.</p> <p>Products:</p> <ul style="list-style-type: none"> ▶ e-Guidance web portal (https://e-usmjeravanje.hzz.hr/) ▶ Three self-assessment questionnaires on interests, personality traits and work competencies ▶ Guidance and training materials for CES personnel
What outcomes have been identified?	<p>In the view of participants, e-tools have proven to be very useful. Based upon feedback from users, further development of the e-Guidance portal is planned – upgrading self-assessment questionnaires, developing additional occupational descriptions and accompanied short videos about key tasks and working conditions.</p>
What are the lessons learnt and success factors?	<p>The CES and all of the stakeholders involved (relevant ministries, trade unions, employers' associations, chambers of crafts and commerce as well as representatives from the private sector) gained a fuller understanding of the importance and value of their involvement in the project and were enabled to continue further implementation and development following the successful completion of the project. Involvement of CES staff at all stages and levels (national, regional and local) ensured that outcomes were practical, realistic and sustainable.</p> <p>The result is a one-stop-shop information point which provides counselling services covering education, employment and career issues through the Internet and brings together the vast amount of information for CES clients available on a number of different websites. The e-Guidance portal is fully accessible for mobile users (iPhone/iPad, Windows phones, Android phones) and friendly for people with visual and hearing difficulties (text scaling, alt tags, subtitles and transcripts whenever possible).</p>



Contact details for further information

Croatian Employment Service - Central Office
Savska cesta 64, 10000 Zagreb, Croatia

Name: Ivana Drobac Kern, Head of the Employment Preparation Department;
Majda Jelenčić, Head of the Vocational Guidance and Career Counselling Division

Phone: +385 (1) 6126 065; +385 (1) 6126 032

Email: Ivana.Drobac.Kern@hzz.hr; Majda.Jelencic@hzz.hr