



O1 T8 An overview of the purpose, methodology, design and use of the Career Pathways Portal

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Introduction

The Career Pathways platform stands as a transformative tool for educators, students, professionals, and organisations navigating the rapidly evolving labour market. Built on the principle that career development is an ongoing and dynamic journey, the platform equips users with the resources, skills, and strategic insights needed to navigate a world where technological advancements, globalisation, and sustainability are reshaping industries..

The labour market is in a state of flux, driven by technological innovations and the transition towards a green economy. These changes demand a workforce that is both skilled and adaptable. Traditional career paths are becoming less defined, with individuals expected to engage in continuous learning to maintain their competitive edge. The platform acknowledges this shift, offering a structured environment where users can build the skills required to navigate these new challenges and opportunities.

Purpose and Goals of the Career Pathways Platform

The primary purpose of the Career Pathways platform is to provide a comprehensive, user-friendly environment where individuals and professionals can access the resources they need to manage their careers effectively. The platform's goals are to:

Facilitate Skill Development: Offer tools and resources that help users identify and acquire the skills necessary for their desired career paths.

Provide Labor Market Insights: Deliver up-to-date information on employment trends, salary data, and emerging job roles, particularly in the green economy.

Support Professional Growth: Offer continuous learning opportunities through courses, webinars, and open educational resources.

Design and Methodology

The Career Pathways platform aims to help individuals manage their careers by providing tools that foster skills development, professional growth, and informed decision-making. Users have access to resources that enable them to identify and acquire skills aligned with their career goals. In addition to this, the platform offers insights into labour market trends, salary data, and emerging roles, particularly within the burgeoning green economy. It also supports lifelong learning through a range of courses, webinars, and open educational resources (OER), making professional development accessible to all.

One of the most practical features for individuals is the "Skills Profile" tool. This digital portfolio allows users to document their competencies, continuously update their skill sets, and identify areas for growth. By searching for specific occupations, users can discover the relevant skills for various job roles and assess their proficiency using a standardised rating system. The platform's integration with ESCO (European Skills, Competences, Qualifications, and Occupations) ensures that users' skills align with market demands across Europe, enhancing international recognition and mobility.

For professionals, the platform offers critical labour market data, enabling users to make informed decisions about career advancements and transitions. The platform's toolkit guides users in navigating labour market data dashboards, offering step-by-step tutorials on how to practically apply the information. Additionally, the focus on the green economy equips users with insights into sustainable jobs and practices, positioning them to succeed in a world increasingly shaped by environmental considerations.

The platform's emphasis on professional development is evident through its comprehensive library of Open Educational Resources (OER). These materials provide free access to high-quality educational content, supporting users in staying updated on industry trends, the impact of AI on jobs, labour market information, and

green job roles. By using these resources, individuals can sharpen their skills and knowledge, ensuring that they remain competitive in their chosen fields.

The platform's "Career Pathways" section maps out clear progression routes in various industries such as hospitality, textiles, and manufacturing. These pathways are visually represented through engaging infographics, making it easier for users to visualise their career trajectories and understand the steps required to advance from entry-level to expert roles. Furthermore, there is a strong emphasis on green jobs within these industries, highlighting opportunities for individuals to transition into roles that promote sustainability and environmental responsibility.

For educators and careers counsellors, the Career Pathways platform serves as an invaluable tool. The platform's dashboards provide detailed labour market insights that can be used to guide students or clients in their career planning. By understanding which sectors are experiencing high demand for certain skills and occupations, counsellors can offer data-driven advice that helps individuals align their professional development with market needs and educators can incorporate these insights into their curricula, ensuring that students are well-prepared to enter industries that are in need of their talents.

The "Courses" section of the platform further supports individuals in their professional development by offering a wide range of educational programs. Users can filter courses by their European Qualifications Framework (EQF) level, location, and duration, making it easy to find programs that meet their specific needs. Whether they are looking to transition into a new career or advance in their current field, the platform's filtering options ensure that users can find courses that match their qualifications and schedules.

In addition to the educational tools, the platform also features a robust "Labour Market Data" section, which provides detailed dashboards on job demand, sectors, skills, and regional employment trends. Through these dashboards, users can explore how different occupations and skills are in demand across various European

regions. This information is critical for professionals seeking to make informed decisions about their career trajectories, relocation, or further training.

The "Green Economy and Occupations" section provides insights into jobs that are increasingly in demand due to the global shift towards a greener economy. Jobs in sectors such as renewable energy, eco-friendly construction, and green technology are highlighted, along with the skills required to excel in these roles. For job seekers, professionals transitioning into green roles, and policymakers, this section offers valuable information on the growing importance of sustainability in the labour market.

The platform's "Open Educational Resources" section is particularly beneficial for those seeking flexible learning options. Covering topics from AI's impact on jobs to using labour market information effectively, these resources are structured to help users achieve specific learning outcomes. For educators and trainers, these materials can be integrated into their teaching, providing students with access to cutting-edge knowledge and skills.

Finally, the platform's "Webinars and Presentations" feature offers interactive learning experiences, allowing users to stay informed about industry developments and engage with experts in their fields. Whether used for professional development or as teaching aids, these webinars enhance learning by providing real-world insights into emerging trends, technologies, and best practices.

The Career Pathways platform is a strategic resource, helping bridge the gap between skills and career opportunities in a world where change is constant. Through its comprehensive tools, resources, and data-driven insights, the platform empowers individuals to take control of their career paths, supports professionals in their growth, and aids organisations in building adaptable and future-ready workforces.

Practical Uses

Professional Development: Users can enhance their knowledge and skills by learning from experts in their field.

Networking Opportunities: Webinars provide a platform for users to connect with industry professionals and peers.

Staying Informed: Participants can stay updated on the latest trends, technologies, and best practices in their industry.

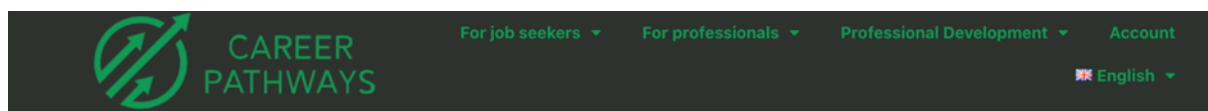
Learning and Reference: Users can deepen their understanding of specific topics through well-structured presentations.

Educational Support: Educators and trainers can use these presentations as teaching aids to enhance their instructional content.

Professional Insights: Professionals can gain insights into best practices, industry trends, and innovative solutions in their field.

Key Features and Benefits

The "Career Pathways" platform is a revolutionary tool designed to assist individuals, professionals, and organisations in navigating the ever-evolving labour market. This platform is built on the premise that career development is a dynamic and continuous process, requiring access to timely information, relevant skills, and strategic planning. By offering a suite of services tailored to diverse user needs, the platform aims to bridge the gap between skills development and career advancement, thereby fostering a more adaptable and prepared workforce.

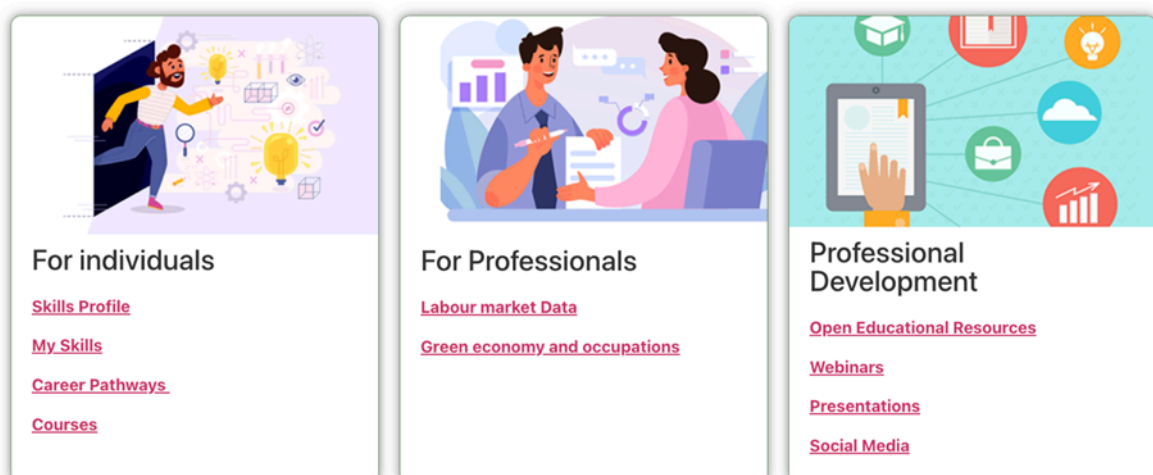


Welcome to My Career Pathway Web Portal

The portal provides access to Labour Market Intelligence based tools for unemployed adults and those seeking new employment to explore potential new jobs based on their skills and to enter vocational education and training for skills updating.

Users can access a personal space to develop a Euro CV based on present experience and skills to be compared with requirements for different occupations through ESCO, identifying possible new occupations for 'good' jobs using an algorithm developed by Nesta. There will be a particular emphasis on green jobs. The portal will identify new additional skills needed and training opportunities for those new skills.

You can take a guided tour of the site [here](#).



The platform is divided into three main service areas: for individuals, for professionals, and for professional development. Each area is designed to address specific user needs and provide targeted support.

For Individuals:

Skills Profile and My Skills: These features help users create a digital portfolio of their competencies, allowing them to visualise their strengths and identify areas for improvement. This continuous self-assessment is crucial for career planning and job applications.

Career Pathways: Through the use of engaging infographics, this section explores the pathways and occupations available across a range of sectors.

Courses: By connecting users with relevant educational opportunities, the platform ensures that they can acquire the necessary skills for their career goals.

For Professionals:

Labour Market Data: Access to comprehensive labour market information helps professionals make informed career and business decisions.

Toolkit: Step by step video and text tutorials explaining how to navigate the labour market data dashboards as well as tips for how to use the tool in a practical context.

Green Economy and Occupations: This section focuses on sustainable practices and eco-friendly job roles, helping professionals transition into or advance within the green economy.

Skills Reports: A series of reports exploring skills demand at local and regional levels.

For Professional Development:

Open Educational Resources (OER): These resources provide free access to high-quality educational materials, supporting lifelong learning without financial barriers.

Webinars and Presentations: Interactive learning experiences and access to industry insights help users stay updated on the latest developments in their field.

Social Media Integration: Keeping users informed about trends, job postings, and professional development opportunities enhances engagement and networking.

Strategic Importance

The Career Pathways platform holds strategic importance for several key reasons. It helps bridge skill gaps by offering a structured approach to skills development and career planning, reducing the mismatch between the skills individuals possess and those demanded by employers. Furthermore, the platform promotes lifelong learning by encouraging continuous education and professional development, which is crucial for maintaining a competitive workforce in a rapidly evolving labour market. Lastly, by ensuring that workers are well-prepared to adapt to new industries and roles, the platform supports economic growth, driving innovation and contributing to broader economic development.



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