O2 T6 Career Pathways Non-Technical Report

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Introduction

Labour market and skills data play a crucial role in shaping local and regional economies, guiding businesses, educational institutions, and individuals seeking employment. This non-technical report explores the key users of this data, the evolution from Labour Market Information (LMI) to Labour Market Intelligence (LMI), and the challenges in accessing and utilising such data for effective educational and career planning. Through the Career Pathways project, we aim to address these challenges by providing regional labour market data in innovative ways, using advanced tools such as the Cedefop OVATE dashboard and integrating emerging technologies to make data more accessible and meaningful for users in regions like Attica, North Portugal, and Pays Vasco.

Who uses Labour Market and skills data?

Labour Market and Skills data is potentially valuable to a variety of different people. Firstly, it is used by planners and economic developers seeking to support the local and regional economies. Secondly it is important to companies in showing skills supply, related to future trends in the development of the local, regional and national labour markets. Thirdly it is central to planning for education and training and finally, our course is also an important resource for those seeking future education and training for employment.

Although traditionally referred to as Labour Market Information, there has been a recent change in the name to Labour Market Intelligence, emphasising the analysis and use of the data.

Figure 1. Exploring the Career Pathways Project in Pais Vasco

Where does Labour Market Intelligence come from?

In the past most Labour Market Intelligence has been generated from national and regional surveys. Other data has come from industry and sector bodies, education and training providers and from administrative data, such as tax institutions. An issue is that such data is usually produced for policy and economic development. Additionally, it is usually produced at a national level. Yet research shows, for instance through the UK Department for Education funded LMI for All project, which has been cited as a model by Cedefop, that careers professionals want local or regional data, given the difference in employment and occupational demand in

different regions. A further barrier to the use of labour market data for educational planning and careers development was that the visualisations frequently used in paper and online reports in terms of graphs were hard to make sense of, particularly for careers practitioners. And while there is regional data and reports in some regions provided by private providers and based on scraping job adverts, this was seen to be expensive and is based on proprietary definitions of occupations and skills.

For these reasons Career Pathways set out to provide Labour Market Information on three. Regions supported in the project: Attica, North Portugal and Pays Vasco. Our planned basis for this was the Cedefop OVATE project, supported by Eurostat,the statistical office of the European Union , using scraped job adverts.

Our initial attempt to use this data was to access the data 'lake' from the Eurostat, which granted us access to the database. However, the database is extremely large and to access the data we required, needed skills and resources beyond the limits of the project. The release of Generative AI tools in November of 2022 and since, offered another opportunity. Cedefop had released the first iteration of a dashboard, providing access to the OVATE data at both national and regional level. We embedded this dashboard within the Career Pathway portal. Although enthusiastically greeted by partners from education and regional development at a regional level, there remained difficulties in manipulating the dashboard and in making sense of the data.

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