

Career guidance

This is an intervention summary from the MSD for employment (MSD4E) landscape assessment.

Supporting the public sector to invest in career guidance services, starting with individual Vocational Education and Training (VET) schools and expanding to include municipalities. The vision is to create a dynamic system of career guidance where businesses visit and engage, and students and parents actively use the services.

Background information

Project	EYE Kosovo
Funder	SDC
Implementer	Helvetas Swiss Intercooperation and MDA (local consortium partner)
Contact	Albina Berisha (Albina.Berisha@helvetas.org)
Rural or urban?	Rural and urban
Sectors	All sectors
Intended employment outcomes	Access to jobs
Target group (end beneficiaries)	Youth (18-35)
Cross-cutting priorities	GESI
Years of operation	2014-2024

What constraints did the intervention aim to address?

Labour market information in the skills development subsystem. Convincing VET schools to invest in this internal function (drawing on public funding) rather than developing it as a separate private function or entity.

Which market actor partners did the intervention work with?

1. VET schools
2. Parents and students
3. Employers
4. Public institutions: Municipalities, Ministry of Education, VET agencies

What were the intended behaviour changes for these partners?

1. **VET Schools:** The aim is to embed career guidance within the schools themselves. The goal is for Career Counsellors, who are also teachers and familiar with the

students, to divide their time equally between teaching and career counselling, capitalising on a surplus of teachers. This allows for a balanced approach with 50% focus on career counselling and 50% on teaching.

2. **Parents and students** use these career guidance services.
3. **Employers** use these services for advertising vacancies and recruitment.
4. **Public institutions** invest more in career guidance, with municipalities co-investing in these initiatives.

How sustainable are these behaviour changes?

Expand: The initiative has been extended to 18 schools. Initially, this expansion included co-investment with municipalities, and three schools later launched these services independently.

Respond: This initiative has been included in Kosovo's five-year Strategic Plan, enhancing the prospects for operational and financial sustainability. Funding is provided through education budgets from both schools and municipalities.

What were the intervention's key results?

- 60,000 users of career guidance services.
- 1,000 unique businesses are collaborating with VET schools as a result of better career guidance activities.

<i>Has a third party been involved in measuring these results?</i>	No
<i>Is the partner behaviour change the sole/major/minor contributing factor towards the employment-related outcome you've reported? (i.e. are there other contributing factors?)</i>	Major
<i>Results chain available?</i>	No

Relevant project documents

- Impact assessment of school-based career centres in VET schools: https://helvetas-ks.org/eye/file/repository/Impact_Report.pdf
- Quality and effectiveness of school-based career centres: https://helvetas-ks.org/eye/file/repository/Satisfaction_Report.pdf

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