

One-Stop Guidance Centers in Finland

National Lifelong Guidance Policy Seminar

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MINISTRY OF EMPLOYMENT AND THE ECONOMY



Ministry of
Education
and Culture



OHJAAMO

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Contents

1. INTRODUCTION – WHY ONE-STOP GUIDANCE CENTERS?

2. STARTING POINTS FOR DEVELOPMENT

3. WHAT CAN A ONE-STOP GUIDANCE CENTRE OFFER TO YOUNG PEOPLE?

4. VISION 2020 – WHAT IS OUR GOAL?

5. ONE-STOP GUIDANCE CENTRES AS A PART OF NATIONAL LLG-STRATEGY

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Starting point for developing One-Stop Guidance Centers and web based services

**Integrating under 30-year-olds
to the society, education
and working life**

1

**ONE-STOP
GUIDANCE
CENTERS**

2

**WEB BASED
SERVICES**

Youth Guarantee

**Public – Private –
People – Partnership**

**Cross-sectoral
service needs of the
youth**

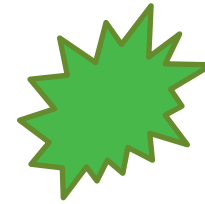
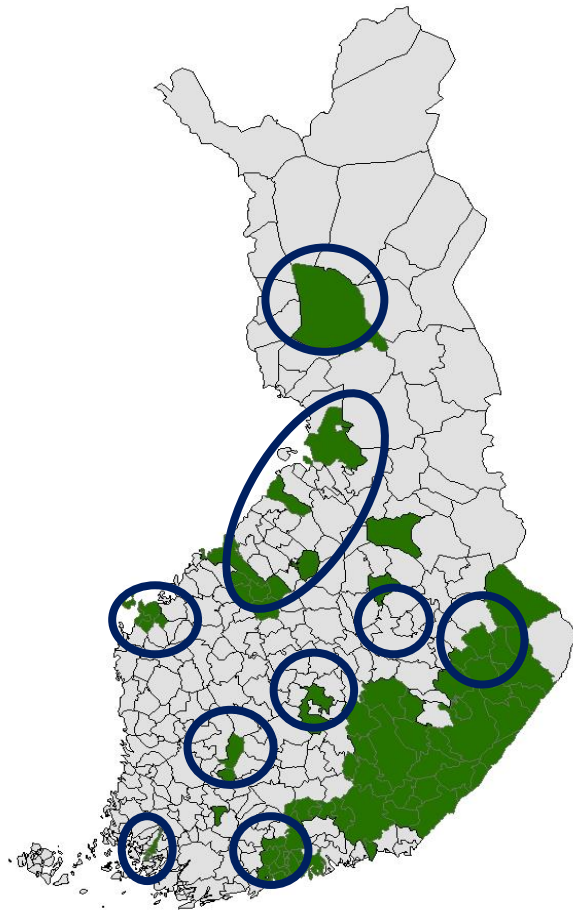
**National strategy for lifelong guidance
MEE, MEC, MSAH, MF**

What is a One-Stop Guidance Center?

Cornerstones of the operating model

- **The diverse and changing service needs of the young as a starting point**
- **Low threshold service for youths under 30**
- **Cross-sectoral information, advice and guidance**
- **Goal is to find a path towards education and employment**
- **Youth participation and supporting it**
- **Agreement-based operating model within the current resources**

Municipalities developing One-Stop Guidance Center operation in 2015



On-Stop Guidance Center operation will be developed with the help of various sources of funding in about 85 municipalities.



40% or > of population under 30-years in 2024 (appr. estimate)

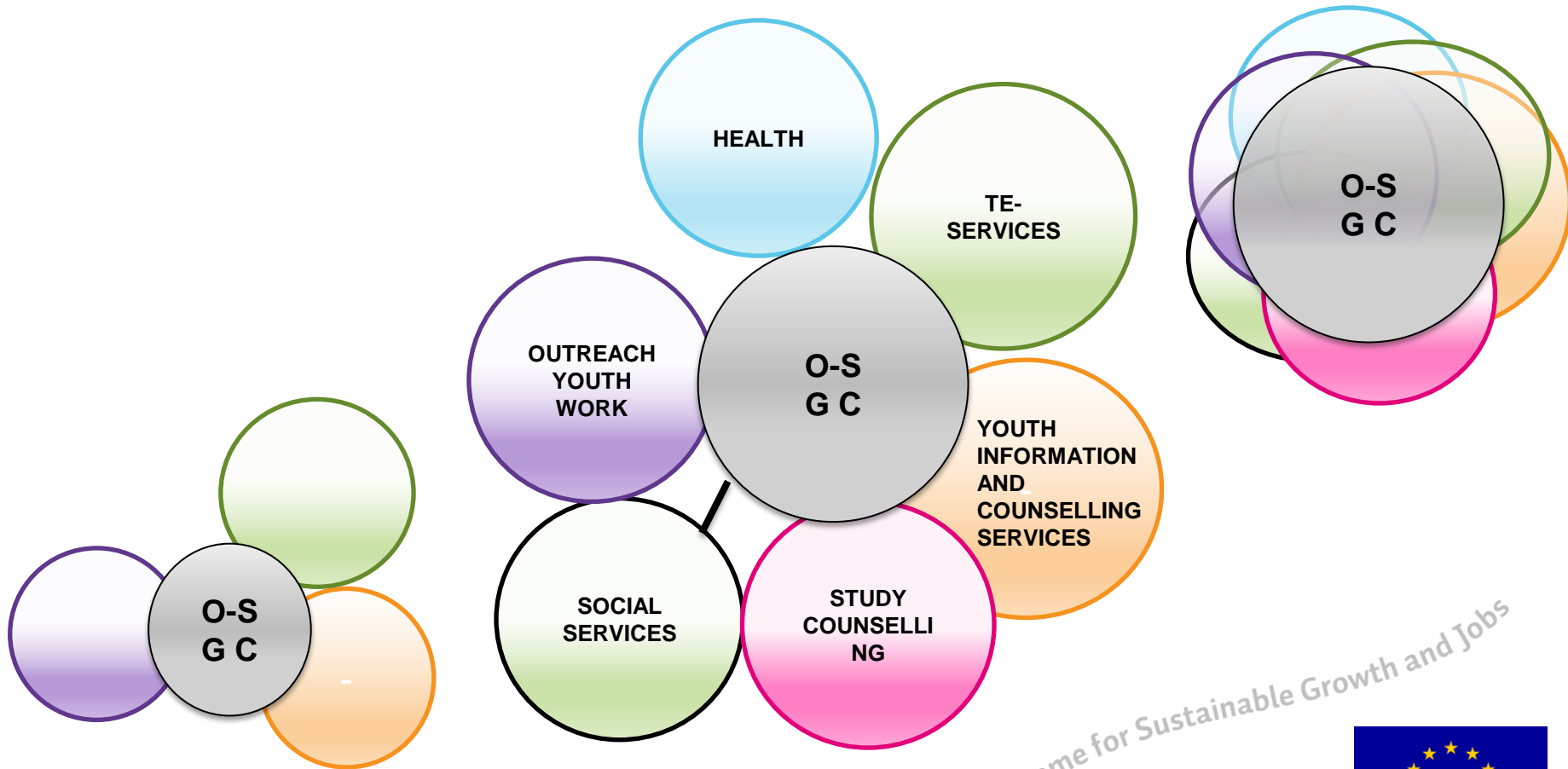
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Developing One-Stop Guidance Center operation models



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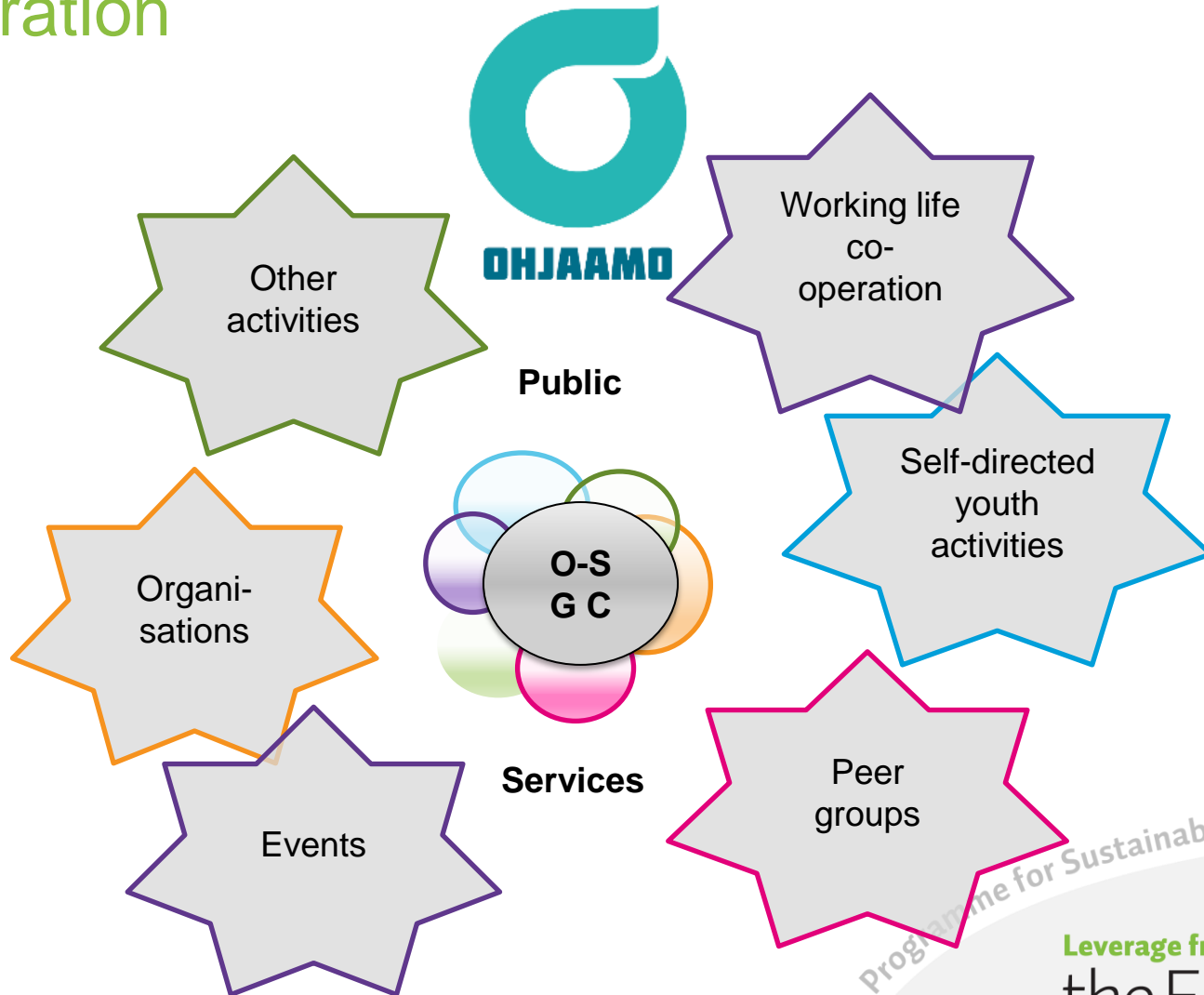
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Youth participation and their needs central for operation



One-Stop Guidance Center from the youth's perspective



Vision 2020 – what is our goal?

- Creating One-Stop Guidance Center operating model
- Distributing, establishing operation and ensuring funding
- Operation model as a permanent part of lifelong guidance
- Matching One-Stop Guidance Centers and web based guidance

Later

- Extending the model to other age groups as a part of national lifelong guidance (LLG) strategy

Connection to national LLG-strategy - I

1. Equal access to lifelong guidance and counselling services according to **individuals' needs**

- Individual needs of under 30-year-olds as starting point for the model
- One-Stop Guidance Centers are first established in larger cities while considering operation model for smaller municipalities - > national reach
- Complementary web based guidance

2. Strengthening the acquisition of individual Career Management Skills

- Young people's participation in building own path
- Young people receive support and coaching on comprehensive directing/planning of their life

3. Ensuring the competence of career practitioners

- Education for employees on multiprofessional guidance work

Connection to national LLG-strategy - II

4. Development of **quality assurance and evidence base for systems and policy development**

- Peer learning, research and evaluation as a central part of the project
- Studying the economic and societal effectiveness of operation, indicators

5. Co-ordination of **cross-sectoral guidance services and policy development**

- At the offset, One-Stop Guidance Center is a joint development project of various administrative branches
- Positioning One-Stop Guidance Center services to national LLG-strategy

Thank You!

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Developing web based information, guidance and counselling services in Finland

National Lifelong Guidance Policy Seminar
Jyväskylä, Finland 26.11.2015

Marko Kilpeläinen
Web Service Planner



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Starting point for developing One-Stop Guidance Centres and web based services

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Lifelong Guidance in Finland

Educational Services

Comprehensive school (9 years)

Upper secondary education (3 years)

General upper
secondary school

Vocational
college

Higher education (3-5 years)
Polytechnics and Universities

Adult education institutions

Employment Services

TE-services.fi & Enterprise Finland
online service
Service introduction, information, guidance,
tasks, e-services

Self-Service

TE-aspa

TE-Office

TYP Cross-
sectoral joint
service
promoting
employment

Multi-channel

Internal cooperation and consultation

One-Stop
Guidance Center

Co-operation in networks

Lifelong Guidance in Finland – examples of existing web services

Employment Services

- <http://www.te-services.fi>
 - Information for jobseekers and employers
 - Information on TE-Services
 - Local TE-services
 - Guidance and support
 - E-Services
 - Online jobseeker registration
 - Vacancies and vacancy watch service (also available as a mobile app)
 - CV-net
- <http://www.ammattinetti.fi>
 - Labour market information
- <http://foreammatti.fi/index>
 - Service aimed to shorten the time spent on searching for work by providing labour market information
- <https://www.mol.fi/avo/>
 - AVO is a trade selection system designed to help decide on an occupation and education
 - Information on almost 350 occupations
 - Information on education leading to occupations

Educational Services

- <https://studyinfo.fi>
 - Information on different qualifications and studies in educational institutions in Finland. The service can be used to find different study options and apply for the studies online.
 - User Groups
 - study programme applicants
 - students
 - educational institutions and higher education institutions
 - companies and other working life organizations
 - public administration and organizations
- <http://maailmalle.net/english>
 - Maailmalle.net-website is targeted to Finnish young people who are looking for international mobility opportunities. The website is maintained by Centre for International Mobility (CIMO) and it is published in Finnish and Swedish.

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Lifelong Guidance in Finland – examples of existing web services

Other Guidance Services

- <http://www.nuortanelamaa.fi>
 - the service provides guidance and assistance in all kinds of situations. Nuorteneämä.fi directs the user to municipal local services who will be able to provide further guidance in challenging situations.
- <http://www.mll.fi/nuortennetti/>
- <http://kunkoululoppuu.fi/>
- <https://www.naytonpaikka.fi/>
- <http://www.nuortenlinkki.fi/>
- www.mielenterveystalo.fi/nuoret
- www.pelastakaalapset.fi/nuorisotoiminta/teke-mista-ja-tukea-verkossa/suunta
 - web based, anonymous, open for all young people, national and professional low-threshold guidance and advice service.

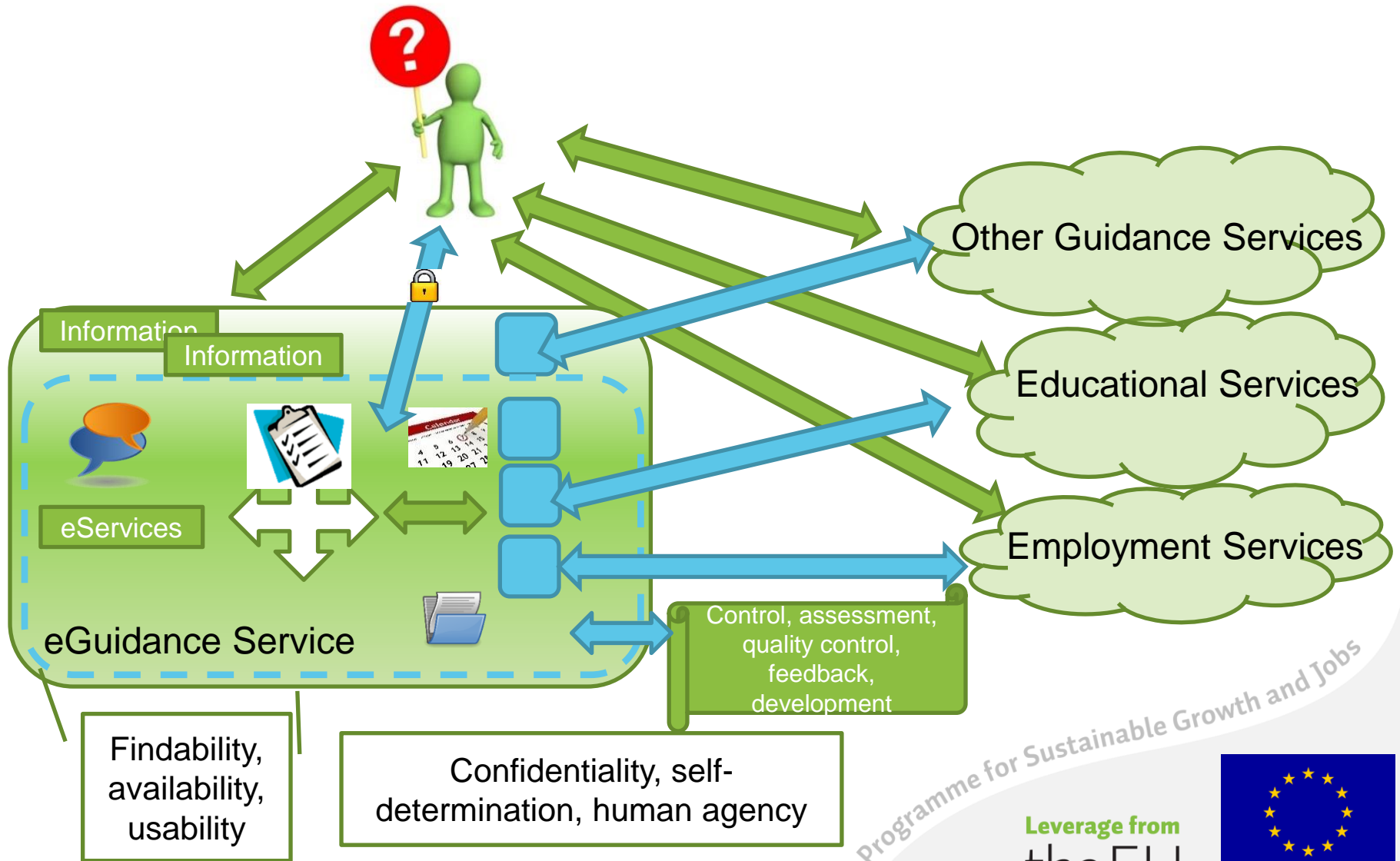
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Developing Web based services 2020



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eGuidance service development - Key Questions

- How do we proceed from fragmented services to one-stop eGuidance?
- How can eGuidance contribute to the overall guidance policy in Finland?
- How do we organize the overall **governance** of the service?

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eGuidance service development - Quality

- Quality Assurance
 - The ITIL v3 definition of quality is "the ability of a product, service, or process to provide the intended value"
 - What are the key indicators for quality?
- Value = Utility + Warranty
- Utility
 - Fit for purpose
 - E.g. Functionalities to fulfil users' needs
- Warranty
 - Fit for use
 - E.g. Availability, accessibility, capacity, continuity, security

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