

EZA CONFERENCE LUBLIN



“CAREER GARDENERS” PROJECT REALISATION OF A NEW APPROACH IN CAREER DEVELOPMENT

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NEW TRENDS IN CAREER DEVELOPMENT

- « Career guidance is moving away from its focus on assisting individuals to make education, training, and occupational selection decisions at the beginning of a working life and toward a more
- « flexible focus on the continuous construction of choices about working life over a lifetime.

NEW TRENDS IN CAREER DEVELOPMENT

- « Second, it is increasingly recognized that these work/life choices are made not only in the context of labour market
- « factors but of human growth and development factors throughout a lifetime. Not only is the school-to-work
- « transition of youth important, but also transitions that take into account family formation and support, ageing,
- « and disability accommodation.

CAREER - FROM WHERE IT COMES FROM

- « The word career comes from the Latin
- « for cart or Chariot , a mean to carry you from one point to another. A career is about the and shaped by educators
- « life one wants to lead – not just a job, occupation or profession.
- « It answers “Who I want to be in the world”, “What kind of a lifestyle am I seeking”, “How could I make an impact?”

career development basic principles

- « Career Development is a LIFELONG PROCESS of blending and managing paid and unpaid activities, Learning(Education), Work (Employment, Entrepreneurship),
- « Volunteerism and Leisure Time

career development basic principles

- « Career Development entails DETERMINING INTERESTS, BELIEFS, VALUES, SKILLS and COMPETENCES and connecting those with market needs.

career development basic principles

- « Career Development should be SELF-DIRECTED.
- « An individual is responsible for his or her career, but is not alone- we all influence and are influenced
- « by our environment.

career development basic principles

- « Career Development involves
- « UNDERSTANDING OPTIONS, NAVIGATING WITH PURPOSE and making informed choices.
- « Career Development means
- « MAKING THE MOST OF TALENT AND POTENTIAL.
- « However you define growth and success
- « - not necessarily linear advancement.

career development basic principles

- « Career Development is often
- « **SUPPORTED AND SHAPED** by educators,
- « family, peers, managers and the greater community.

career development basic principles

- « Career Development can be
- « **COMPLEX AND COMPLICATED**
- « so context is key – there may be both internal constraints (financial, cultural, health)
- « or external constraints (labor market, technology).

career development basic principles

- « Career Development is DYNAMIC, EVOLVING
- « AND REQUIRES CONTINUOUS ADAPTATION
- « and resilience through multiple transitions,

“CAREER GARDENERS” PROJECT

- « Our project aims to sensitise young people to make informed, values-based, context-influenced choices about their career development through their
- « participation in Career Development training delivered in Career Development Centres - "Career Gardeners".

CAREER GUIDANCE POLICY

- « The decision of a nation to develop a policy and invest resources in career guidance should be guided by:
 - « the extent that individuals are able to make independent career decisions and the degree to which key stakeholders (particularly public policy-makers
 - « in governments) wish to promote independent career decision-making.

CAREER GUIDANCE POLICY

- « The major institutions of society need to condone,if not encourage, individuals to freely choose work options.
- « These work options are open to all members of society,regardless of sex, ethnicity, or other demographic or social factors.

the context

- « The need for an ecological transition in the European societies is overwhelming. The trade-offs between
- « the social, economic, and environmental implications of this transition pose critical challenges that cannot be addressed without a strong political will and a systemic framework of supporting policies.

«

the context

- « The EU Green Deal has opened a window
- « of opportunity in this regard that we cannot let pass; therefore, is now the time to create the capacity in our society to accelerate the process toward
- « a more sustainable production and consumption patterns.

young people in the european world

- « Young people are a major ally in this regard. It is noted that their attitude to sustainability and environment protection is significantly higher
- « than the rest of the European population.
- « Therefore, exploiting this attitude can contribute to both entering the world of work and building a more sustainable, satisfactory and forward-looking career.

every job is green

«

- « "Doing business sustainably" or "green" means acting in an ecologically and socially responsible manner along the entire value chain of a product
- « or service - i.e. from the resources that are used, through production and transport, to packaging, consumption and recycling.

every job is green

- « This makes it clear: "Green" action in both the professional and private spheres contributes to a better future for all. The slogan "Every job is green" is therefore intended to make people aware that every job offers opportunities to work for a better future today.

work-life balance

- « According to the Randstad-Employer brand
- « research 2020, work-life balance is considered by Europeans the second most important criteria in choosing a job (47% of the interviewed), second
- « only to remuneration and benefits (59%).

work-life balance

- « Healthy work-life balance refers to maintaining a harmonious relationship between work and personal life. It involves consciously managing
- « own time and energy to meet both professional and personal commitments while prioritizing self-care and well-being.

values - based career choices

- « Another key point in our project is that we put at the forefront of our the right to make informed, values-based career choices.

work values

- « Work values are the work-related qualities, principles and standards that really matter to you.
- « Knowing what one's values are can help young people plan a career, cultivate opportunities in their
- « current work, or make a successful career change.

green values

- « The focus on 'green values contributes to foster in youth work practice a societal and global challenges
- « dimension. Matching green values and career building enables young people to bring change on topics that they are already interested in, such as climate change, as well as to 'build links with other domains including employment and vocational training'.

marginalised young people in the centre of concern

- « The project pays specific attention to unemployed young people and the NEETs: the participating organisations will include some representatives of these vulnerable groups in their testing activities, to verify the level of inclusiveness of the new youth work activities.

“career gardeners” and youth workers

- « “Career Gardeners” Project aims to provide youth workers with the competences and the tools needed to support young people in making life choices coherent with their value system and in building
- « work-life balanced and meaningful careers for themselves.

expected results

- « E-learning course for youth workers with
- « theoretical and practical contents concerning career development and work-life balancing in relation to green values.

expected results

- « One web toolkit supporting youth workers in setting up Career Gardeners Clubs.
- « Several tens of youth workers of the participating organisations gain the capacity to implement innovative youth work activity for career guidance,
- « supporting young people in balancing jobs expectations and life values;
- «

expected results

- « Elaborated Career Guidance Program
- « and almost 100 young people involved in the Project improve their understanding of the work-life balance issues in relation to their green values, and reinforce their capacity to build a satisfactory and forward-looking career.

“career gardeners” clubs

- « The capacity building tools developed by the Project intend to support youth workers in setting up Career Gardeners Clubs, safe spaces where young people can meet to reflect about their values, needs, and expectations towards career,
- « as well as improve their knowledge of the EU Green Deal as a roadmap to sustainable economies.

“career gardeners” learning modules

- « The additional benefit of developing the course modules in a self-study mode, with the functionality to manage the learners and for them to generate their own certificate, is that after the project is completed..

module - knowledge

- « What is sustainability?
- « Values and Green values
- « EU Green policy and GREEN Deal
- « Raising awareness in the environmental area

module- how to include green values in your life?

- « What is a green job?
- « Work-Life Balance. Work-Life Integration.
- « Work-Life Harmony.
- « What is important to you? Values.Desires.
- « Norms and expectations.
- « What do you want from working?

module- make waves in your working place

- « How to build change?
- « Conflict management – intergenerational,
- « working place, conflict of interests
- « Conflict over conflicting values

module - competences

- « Importance of soft skills
- « The leadership competence in the Green Revolution
- « How to turn beliefs into actions and opportunities in your future job?
- « What competences can young people
- « develop through activism?
- « How can a young person create a sustainable job?

module -mapping the opportunities

- « How to map your territory?
- « Create your check list of sustainability values in your job?