







GIVE Guidance for Individual Vocations

GIVE Partners

The project is conducted by a European consortium consisting of institutions with long standing expertise in the field of educational guidance, labour (market) and education policy, discontinuous career biographies, policy analysis, consulting, scientific research and developing (web based) learning solution:

Leading partner	
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Content

Boundaryless careers (working simultaneously for multiple employers in multiple projects in a short sequence) in digitalised labor markets, the rise of the platform economy as digital matchmakers, boosts a trend towards (enforced) self-reliance and growing pressure on self-optimisation of modern employees.



Persons performing these new forms of labor are coined “ENTREPLOYEES” (Pongraz 2003). Today, entrepreneurial labor is most easily to depict in forms of labor such as crowd workers and ondemand workers of the platform economy as well as solo self-employed. These new forms of labor involve opportunities such as career entry points and flexible working conditions, but also challenges of self-control and self-marketing.

Reduced regulations and job security makes them risky for persons with few resources and low qualification leading to the establishment of a disadvantaged sub-group of entreployees, the “SELFENTREPRENEURIAL DAY LABORERS” (Voß 2003) a new group of working poor.

Entreployees feature a new form of vocational identity, an “INDIVIDUAL VOCATION” (Voß 2003): a personalized model of specific competence and experience, integrated in a rationalized, though individual, way of life.

The spread of new forms of labor and vocational identities are a challenge for guidance. It is not enough anymore to support clients in choosing and starting their career and in switching jobs. Guidance has to empower the new, very diverse client group of entreployees to perform their individual vocation/boundaryless careers and support risk groups among them to move on to more stable and secure forms of work.

Responding to the challenge sketched out above, the Erasmus+ funded project "Guidance for Individual Vocations in Europe" (2019-2021) aims at fostering an innovative and inclusive offer of educational and vocational guidance by supporting guidance practitioners as well as policy maker to:

- have a firm understanding of the rise of new forms of labor, the resulting transformation of the concept of vocation and the impact of these developments on educational guidance, know how to access persons conducting new forms of labor (entreployees) as new target groups for guidance, have appropriate counselling tools for these new target groups at hand and adapt their policies to this challenge at structural and strategical level.

Main Objectives are as follows:

- raising awareness about the rise of new forms of labour, the resulting transformation of the concept of vocation and the impact of these developments on guidance,
- defining a typology of new guidance target groups with special needs of orientation
- providing tools and strategies for addressing this challenge at the levels of governance, offer and practice with a special focus on new disadvantaged groups and therewith
- contribute to increasing the demand and take-up of adult education through effective outreach, guidance and motivation strategies.

Duration

24 months (project end 30-09-2021)