

CAREER GUIDANCE IN ALBANIA in support of wider economic, employment, social, youth, education and training policy goals

Career guidance is commonly defined as services to help individuals make education, training and occupational choices and to manage their careers. Career counselling and guidance (*Këshillimi dhe udhëzimi në karrierë*) is defined in the Vocational Education and Training (VET) Law and the Employment Promotion Law, which were both drafted with the contribution of all key stakeholders.

Institutional capacity

The reform of the VET system in Albania has largely focused on improving its attractiveness, accessibility, labour market linkages and relevance. The reform also strives to ensure the core principles of inclusiveness, autonomy, quality, cooperation, participation, mobility and diversity. In 2019, skills development policies and the legal and institutional framework governing the sector were significantly improved. The adoption of law no. 15/2019 on Employment Promotion in March 2019 completed the legal framework related to employment policies, programmes and skills development. More importantly, it paved the way for finalising bylaws of the VET law.

Furthermore, this law placed providers of vocational education and training under the management of the National Agency for Employment and Skills (NAES) by Decision of the Council of Ministers (DCM) 554/2019. The approved structure of NAES includes a significant increase in human resources at central level so that the institution can carry out all the functions prescribed by law no. 15/2017 on Vocational Education and Training in the Republic of Albania. The mission of the agency is to develop and support the Albanian workforce through the provision of vocational education, training, vocational guidance and employment services.

The reconstitution of the National Agency for VET and Qualifications (NAVETQ), including all the new functions given by the VET Law and the Albanian Qualifications Framework Law, largely completes the institutional framework governing the VET sector. NAVETQ is responsible for developing the system of vocational qualifications based on labour market needs and in line with the Albanian Qualifications Framework (AQF). This agency is also in charge of developing the National List of Occupations based on the International Standard Classification of Occupations (ISCO) 2008. It provides market needs assessment for qualifications; develops occupation and qualification standards, national curricula (for long-term and short-term training courses, teaching materials, assessment

RESPONSIBILITIES

The Ministry of Finance and Economy (MoFE) develops policies in the field of employment and vocational education and training, and coordinates cooperation with other central institutions that are responsible for specific aspects of career guidance.

The National Agency for Employment and Skills (NAES) is administratively responsible for VET and provides vocational guidance and employment services.

The Ministry of Education, Sports and Youth (MoESY) is the highest executive authority of pre-university education management in Albania. The ministry develops policies for the pre-university education system and approves programmes based on key competences for lifelong learning, which include career guidance issues provided through an elective module.

At present, there are 61 municipalities and 373 units of local governance and e.g. Tirana municipality has been supported by donors (RisiAlbania project) to introduce career guidance as a municipal service targeting primarily non-university youth and reaching out to pre-university education.

Compulsory education institutions: various modules have been developed related to career guidance and are ready to be addressed by caretaker teachers in collaboration with school psychologists.

instruments, etc.) and continuing

professional development of teaching staff in the VET system; designs a mechanism for inclusion of lifelong qualifications in AQF levels; accredits VET providers and assessment centres for recognition of prior learning for levels 2–5 of the AQF; coordinates the activity of sectoral committees; and monitors and supports VET providers in the implementation of the self-assessment process. In cooperation with the business sector, NAVETQ has developed a revised National List of Occupations, which was adopted by DCM no. 154, dated 20 September 2017, and is published on the agency's website (<http://www.akafp.gov.al/lista-kombetare-e-profesioneve/lista-e-profesioneve/>). Under the strategic objective of 'strengthening the links between learning and work and facilitating the transition to work', the National Strategy for Employment and Skills 2019–2022 (decision no. 659, dated 10 October 2019) has provided for the establishment of a career guidance system. The strategy envisages the implementation of career counselling functions within development units; capacity building of development units for career counselling and orientation; setting up a career guidance information system; and making up-to-date career information available to VET students and trainees. The Ministry of Finance and Economy (MoFE), VET providers (development units) and NAES are in charge of achieving this specific objective. On the basis of recent legal changes and the objectives of the National Strategy for Employment and Skills 2019–2020, individuals have access to guidance and counselling services at different stages of their lives – whether they are in education or training, employed or unemployed.

Institutions have a legal responsibility to provide guidance services in schools. Pursuant to Article 23 of law no. 15/2017 on Vocational Education and Training in the Republic of Albania, the VET system provides services such as career instruction for its students and trainees, and counselling and guidance to facilitate their employment, based on rules defined by the ministry in charge of the VET system. These services are offered by the VET provider's development unit. Pursuant to Article 15 of the law, each VET provider has a development unit, which has various functions (Article 15, point 2) including the provision of career guidance for students and trainees. Other functions are: continuous professional development of teachers within the institutions, development of curricula at provider level, the establishment of links between providers and business, career guidance for students and trainees, design and implementation of development projects, development of the provider's marketing, and collection of tracking data at provider level.

Article 37 (of instruction no. 11, dated 3 March 2020, "The way of organization and activity of VET") defines the composition of the development unit of VET providers: teaching staff in vocational schools (the number of total weekly hours allocated to the development unit is calculated based on the number of students and the number of programmes offered) or other members with functions not directly related to teaching. In vocational training centres, the development unit is part of the administration area.

The labour market information system is a very sensitive point, from gathering information to making this information accessible to audiences. Labour market information is fragmented. There is a lot of

RESPONSIBILITIES

General high school education institutions are offering in addition to the core curriculum elective modules (specifically professional and subject elective modules).

Development units are set up and operate in all vocational education and adult education institutions. A manual is available for the day-to-day work of career orientation and counselling coordinators.

Career and alumni offices in every institution of higher education facilitate the link between academic careers and the employment opportunities of graduate students. The Faculty of Social Science at the University of Tirana offers a master' degree programme for career counsellors.

Public Employment Service Offices provide information and guidance on all aspects of career choice and career development, types of training or study course, occupational change and mobility, further training and retraining, placements and self-employment.

The Chamber of Commerce and Industry in various regions, in cooperation with the Ministry of Education, Sports and Youth and municipalities, organizes annual work and study fairs. Career counselling activities take place during the events.

work to be done to provide information in a structured way. The United Nations Development Programme (UNDP) has conducted a labour market information system (LMIS) study. The results of the study will be used to redesign the LMIS, which together with the employment portal (invested in by the Albanian state) will be finalised in 2020. Structural changes (as a consequence of recent legal changes) have made it necessary to completely re-engineer the current employment services information system. NAES is cooperating with the National Information Society Agency on a unique system of employment services, the integration of the database with other national databases and the reorganisation of the online application portal.

Although career guidance is high on the agenda, it has never been addressed systematically. However, there is good collaboration between key career guidance payers (for example, an agreement between the Ministry of Finance and Economy, the Ministry of Education, Sports and Youth and Tirana municipality on setting up a career centre at city level), increased sensitivity to career guidance in the country, and willingness to merge databases and bring information sources about individuals together (although in some cases a bottom-up approach is being used). Recent legal changes (the VET Law, the Employment Promotion Law and the National VET Strategy 2019–2022) clearly show willingness, political support and a changing culture towards career guidance.

Organisational capacity

Compulsory education institutions: In recent years, the entire education system has gone through several reforms. This has put a strain on the system by continually asking it to change. In pre-university education, Albania has adopted a new competence-based curriculum. Career guidance modules have been used only sporadically in the form of extracurricular activities, without any evaluation of whether the modules serve their purpose. However, more than traditional education, competence-based education supports the development of relevant transferable skills and attitudes to acquire career adaptability.

High schools: The idea of schools starting to create a positive attitude toward self-employment, the spirit of initiative and entrepreneurship is part of all curricula for general high school education. Career guidance in high school education is provided through a non-compulsory or elective module called 'career education' that consists of 36 teaching hours to give students the ability to identify career goals, develop career research skills, plan further education or training or employment, and conduct career research procedures. In addition, the module provides information on certain professions and serves as a kind of career guidance for those who fail to go to university. In addition to the core curriculum, general high schools offer elective modules and specifically professional elective modules (on home appliance assembly, mechanical repairs, dressing and decorating ethics, being a tourist guide, gardening, office assistance, etc.) and subject elective modules (career education as mentioned above, financial education, intellectual property, cultural heritage, etc.).

Vocational education and adult education institutions: The development unit, which is part of the internal structure of each VET institution, provides career guidance for students and trainees. The VET system provides services for students and trainees on career instruction, counselling and guidance to facilitate employment. The total weekly hours of engagement of the members of the development unit depends on the number of students and the assistance that is being offered. Career education or vocational orientation is an integral part of the school curriculum, which is frequently complemented by extra-curricular activities, often in cooperation with companies (visits to businesses, job fairs and internships). The aim is to prepare students for the world of work by improving their career management skills and their abilities to seek and use information and make decisions.

Higher education institutions have realised the important role of career centres in providing career guidance services to students and have taken steps to set them up. Most universities have appointed full-time staff to manage their career centres and have made an office available within the institutions. This action is probably due to accreditation obligations, and to a growing awareness of the importance of career guidance services for student orientation in the labour market and in academic and professional development. Career and alumni offices aim to strengthen the link between the academic qualification and graduate students' employment opportunities and to encourage students to participate in extracurricular activities of a scientific, professional, social and cultural nature. The work plan of this office includes the exchange of ideas with graduate students, discussions on current topics, the organisation of competitive activities, the organisation of tours, participation in scientific conferences, and humanitarian and awareness campaigns. The student coordination and support office orients, encourages and supports students for their personal and professional growth through participation in extracurricular programmes of a scientific, professional, social and cultural nature, in accordance with the requirements of the labour market. The main objective of this office is to help students to better prepare for employment and to encourage the development of their careers in certain fields of study.

CAREER GUIDANCE CULTURE

The dominant career guidance mindset at organisational level is to match open skills needs with skilled human resources by adjusting the skills supply to the needs of enterprises in the market.

The National Agency for Employment and Skills (NAES) does not consider career guidance and counselling from the perspective of economic policies. Instead, the approach is to provide adult assistance and career orientation towards professions that suit the level or set of skills they have or to guide towards rehabilitation in more suitable areas.

The NAES request to upscale the GIZ project to a nationwide roll out of Start SMART is a sign of awareness of the importance of careers guidance and political support for it.

A strong culture of continuing to higher education prevails, with high schools providing career guidance for those who fail to go to university.

Municipalities have an indirect role and function in vocational education and training and employment, through their mandate to work for local economic development. In this perspective, municipalities play a role as partners and associates of VET institutions and employment offices. Municipalities, in their capacity as providers of local social services, can also play an important role coordinating participants in the employment promotion programmes of NAES. The career centre at city level (in Tirana) will be operational in November 2020. The centre will be open to everyone, including young students and adults. The staff of the centre have been selected and trained and are ready to start working.

Public Employment Service Offices provide placement services and career guidance services. They offer information and guidance related to all areas of career choice and career development, types of training or study course, occupational change and mobility, further training and retraining, placement and self-employment, and all labour market-related issues including labour market schemes and financial assistance. The service is mainly provided by placement officers, who base their work on an analysis of strengths and weaknesses (profiling). They check the skills, competences and aptitudes required for vacant jobs. An action plan describes the next steps and responsibilities of the unemployed person and the placement officer.

The **Chamber of Commerce and Industry (CCI)** is a non-profit organisation that represents and protects the interests of its members and cooperates and exchanges information with the public administration. According to the law, membership of CCI is mandatory for enterprises and legal entities registered in the commercial register and voluntary for individuals who carry out commercial activities. The work plan of Tirana CCI for 2020 describes many activities and a plan to introduce ideas and knowledge about private entrepreneurship as a key competence in pre-university education curricula, and to increase the presence of businesses on the governing boards of vocational high schools. Tirana CCI, in cooperation with Tirana municipality and the Ministry of Education, Sports and Youth, organised on 10 to 13 September 2020 the 11th edition of the Work & Study Fair. The fair was designed to enable educational institutions, universities and training providers to present to students the study offers and conditions of the new academic year 2020–2021. During this event, career counselling activities were organised in which young people had the opportunity to choose their future.

For several years, various **projects have focused on career guidance in Albania**. They have driven career guidance through their contribution to institutional, organisational and individual capacity support. These projects are described below.

The Deutsche Gesellschaft für Internationale Zusammenarbeit GmbH (GIZ) project (2017–2020) Sustainable economic and regional development, promotion of employment, and vocational education and training in Albania (ProSEED; <https://www.giz.de/en/worldwide/43738.html>), implemented by GFA Consulting Group, targets young people with or without general education certificates. The project helps young people to obtain vocational qualifications for entry into the labour market, working adults to attend training courses to improve their employability skills, and unemployed and underemployed individuals. The objective of this project is to boost the employment of the skilled workforce and self-employed skilled youth in the Albanian labour market. The project works to strengthen and improve employability skills and is committed to increasing actual employment rates among vocational training course graduates through better skills and qualifications. In close cooperation with NAES, the project developed a curriculum, training modules on job-related soft skills and job search skills and handbooks for trainers for the Start SMART training measure in order to fill the gaps (inadequate career guidance in vocational training centres and limited human resources, especially for career guidance and counselling in employment offices). The design and implementation of the Start SMART training measure in Albania is attractive because it contributes to career guidance for unemployed jobseekers. The combination of action-oriented training and continuous assessment over 10 training days offers trainers the chance to get information on trainees' capabilities and guide them to training opportunities, in areas required by the private sector.

In close cooperation with NAES, the project developed and piloted a referral system for Start SMART. The aim of the referral system is to regulate cooperation between employment offices and vocational training centres (VTCs) for Start SMART implementation. The system regulates all relevant procedures like the registration of unemployed people in the NAES database, the referral of unemployed jobseekers

to VTCs, the registration of participants for Start SMART training at a VTC, the process of training in Start SMART, assessment at the end of the course, reporting of the VTCs to employment offices and feeding the results into the NAES database. The NAES asked the project for assistance in upscaling Start SMART to a nationwide roll out. To support this initiative, the project carried out the following activities during the first quarter of 2019:

- training of 15 people (ToT) to ensure that any additional Start SMART trainers could be trained and certified by Albanian trainers;
- training of an additional 32 Start SMART trainers;
- supporting NAES to introduce the referral system to the staff of all Albanian employment offices;
- establishing partnerships between project VTCs and VTCs that are not part of the project to ensure that new VTCs will be supported from Private Sector Liaison Officer (PSLO) and a Start SMART trainer of VTCs who already have experience in implementing Start SMART training measures.

RisiAlbania (<https://www.risialbania.al/>; 2013–2021), a Swiss Agency for Development and Cooperation (SDC) project, is working to enable the provision of career services in schools through the municipal office and an online service. RisiAlbania is developing a career portal. The project has produced a manual for students on how to conduct a self-assessment and how to apply for a job (<https://ubt.edu.al/sq/2020/05/20/aplikojme-per-pune/>; available on the university website). The manual is based on the best European experiences. Students can access it and work on their own or ask for individual advice. The project collaborates with a private recruitment company (Development Dynamics) that has created a platform (Expert Lane) conceived as a career one-stop shop. The project has supported the development of various elements of the platform. RisiAlbania cooperates very well with the media and has conducted activities to make mass media an ongoing provider of information on employment issues for young people. The project has partnered with several forms of media to regularly design, produce and disseminate labour market information in attractive formats and with contents for young people.

Skills for Jobs (<https://skillsforjobs.al/>; Phase I: 2016–2019 and Phase II: 2019–2023) is a project of the Swiss Agency for Development and Cooperation (SDC) and 10 vocational education and training institutions (VET). Career orientation started in 2016 and is a service offered by vocational schools as one of the functions of the development unit. The project supports nine vocational schools and a vocational training centre. After the law was passed, the development unit became an operational unit. Several approaches were piloted (a bottom-up approach was used). A career guidance manual is now available, based on best practices. The career guidance approach proposed in the manual aims to go beyond simple career acquaintance, career selection or self-assessment tests. The orientation in this manual is conceived as a comprehensive counselling process, to give students the support and input they need to design and, wherever and whenever possible, launch their careers and plan for the future.

The manual provides information, guidance, examples, practices and resources that are relevant to the day-to-day work of a career orientation and counselling coordinator or others interested in the field. It can be used as a practical guide to address specific questions and issues as VET institutions strive to provide quality career guidance and counselling services to students.

Choosing a career is a pivotal step for the future of youngsters that involves the support of parents, teachers and career counsellors. To support this process, the Skills for Jobs project drafted requirement profiles and job descriptions for 20 professions. This information (called the 'bouquet of professions') is available at schools. The person in charge of the development unit covering career guidance and counselling issues shares it with stakeholders.

Private recruitment companies

The DUAPUNE job portal – online jobs and career services (<https://www.duapune.com/>)

The DM Consulting Services Company (<http://dm-consulting.biz/>) offers custom-made career guidance services. For individuals who need career counselling, a custom-made service is offered that is one-to-one and used in most cases for high-level individuals (top managers). The company also has an education blog (blog.duapune.com or duapune.com/blog) under its Edu DP service. This is an open blog for everyone. The manual Your Career Guide (<https://www.duapune.com/career-guide>; a company

publication) and accompanying exercises is a public document designed to assist those seeking a career counselling service.

Expert Lane – Career Platform (www.expertlane.al)

Dynamics Partners consulting and outsourcing (<https://dynamicspartners.al/>), in cooperation with AIMS Albania (<https://aims.al/>), has created Expert Lane – Career Platform. Through this authentic career platform, Expert Lane creates a pathway to opportunities for young jobseekers. Dynamics Partners helps young jobseekers discover their potential and improve their skills, while providing employers with flexible, highly trained individuals.

Individual capacity

School practitioners: A group of school practitioners has been supported by various projects and capacities have been created. The practices implemented in schools or centres supported by these projects should be generalised and extended to all schools. Based on these experiences, training programmes should be designed for practitioners (career management skills development should be part of the training).

NAES practitioners: To promote the development of young people, the Coaching for employment and entrepreneurship (C4EE, 2017-2020) project strives to resolve constraints such as young participants' lack of professional and life skills, their lack of knowledge and orientation regarding labour market opportunities, and a lack of access and proper services in this context at different levels. This is achieved by training coaches who implement the coaching cycle (which was developed in collaboration with Hochschule Luzern). In addition, cooperation among state and private sector actors in the area of employment is strengthened. The coaching cycle is implemented by a total of 20 coaches in 12 regional Albanian employment services (NAES). The coaching cycle model is recognised by the NAES as a service for disadvantaged young adults and is included in the state vocational training offer.

University practitioners: NAVETQ (in the framework of Erasmus) has a project, a study ongoing about the status quo of career guidance, with a special focus on VET to support development units within schools and centres. After the study, the career guidance model will be defined, and capacities will be developed (the aim is to introduce a systemic approach for support). RisiAlbania has cooperated with the Faculty of Social Sciences to train career counsellors. The first group of 20 career counsellors are attending a three-week course to obtain international certification as global career development facilitators. The training supported by RisiAlbania is a great opportunity for creating networks. This is a big step towards improving career services at universities and lays the foundations for creating a first group of experts and facilitators of career services for the Albanian market, which is indispensable for the quality employment of youth. The new group of 20 has started the journey. There is growing awareness about the importance of career guidance services for student orientation in the labour market and in their academic and professional development.

NAES employees (specialists of employment offices) in regional and local offices: In the second half of 2019, the profiling process started according to the changes made in the employment services system. This process began with the training of 225 specialists of employment offices, followed by their monitoring and assistance for correct profiling of unemployed jobseekers. In the meantime, the model of the individual employment plan has been used, which has all the elements that help unemployed jobseekers and counsellors to track progress toward the integration (of jobseekers) in the labour market.

CAREER GUIDANCE CULTURE

Practitioners are supported through donor projects and training sessions, which contribute to the reputation of their work and strengthen an attitude of valuing investments in career guidance.

ANNEX I: GOOD PRACTICE EXAMPLES

CAREER GUIDANCE IN THE FIELD OF EMPLOYMENT

Part of the jobseeker's treatment cycle is the career guidance guideline. This guideline addresses the career guidance of jobseekers registered at the employment office, a process that takes place prior to their inclusion on a vocational training course, internship programme or on-the-job training programme. The career orientation package includes the following services: i) explanation of the European Skills, Competences, Qualifications and Occupations (ESCO)–ISCO system and automatic matching, ii) the 'Find Yourself' test, iii) soft skills, iv) exploring the world of work and v) short-term internships.

NAES has collaborated well with the C4EE project for the successful integration of young adults into the world of work. The aim of the project was to integrate young people with marginalised or migrant backgrounds into the labour market. The project started in 2017. In 2019, the counselling cycle was attended by 568 young people of whom 54% were women. From 2017 to 2019, the counselling cycle was attended by 1293 participants of whom 49% were female. To promote youth development, the project seeks to address limitations such as young participants' lack of professional skills, their lack of knowledge and orientation regarding labour market opportunities, and the lack of access and appropriate services in this context at different levels. The beneficiaries are from Roma and Egyptian communities or have a migrant background. Through internships in different sectors, participants learn about their individual skills that can be better accomplished. To include unemployed jobseekers in the employment counselling cycle, 18 trainers were trained in 12 regional employment directorates.

Career guidance service providers in employment offices are responsible for matching unemployed jobseekers to business needs, based on the jobseekers' skills and experience. This brings with it the need to individualise the counselling approach for jobseekers and to tailor the intervention and counselling to their needs and those of the market. The individual employment plan and a structured approach are very important working tools in the hands of counsellors. The individual employment plan makes career guidance more personalised and supports unemployed jobseekers at their actual employment level.

GOOD PRACTICE OF DONOR INTERVENTION WITH A FOCUS ON CAREER GUIDANCE

RisiAlbania (<https://www.risialbania.al/>), a Swiss Agency for Development and Cooperation (SDC) project, aims to contribute to increasing the employment of young women and men in Albania. One focus of the project is to support young women and men to take informed decisions about their education and job opportunities through an effective career guidance service. The RisiAlbania project has five areas of career guidance intervention.

1. Development of a public service (with Tirana municipality) through an open career development centre

Tirana municipality, in cooperation with the local education office, will set up a career centre at city level. This centre will be open to everyone, including young students and adults. The centre's career counsellors will visit schools and communicate and exchange information with school career counsellors. Together they will undertake joint activities mainly related to career counselling.

The career centre will start with a basic service and then the puzzle will be completed. So far, the staff have been selected. The aim is to institutionalise this service. The municipality's organisational chart shows that the career counselling sector has been created in the directorate of employment promotion (which addresses the employment of young people and marginalised groups). Therefore, career guidance will be a permanent function. An agreement has been signed between the municipality and the Ministry of Education, Sports and Youth. In the meantime, the project has designed a training module for career counsellors. Modules for grades 3, 4, 5, 7, 8 and 9 have been completed and will be addressed by caretaker teachers in collaboration with school psychologists.

The project is working to enable the provision of career services in schools through the municipal office, and to establish an online service. RisiAlbania is developing a career portal. The information that will

be generated describes professions (by the end of November, the descriptions of about 60 professions will be ready). In the meantime, illustrations of professions with videos and information about the possibilities of education and employment will be available. The portal contains a database of all VET providers (public and private) in Tirana. The portal will generate the offer of vocational schools, vocational training centres and universities. Links will be used for each profession to connect with employment portals or recruitment companies.

Three interest tests (developed by the Faculty of Social Sciences) will be made available. At the career centre, the interested party will receive information based on self-interest after conducting the interest tests. The portal will be ready at the end of November. It will also function as the intranet for municipal office staff, so it is more than a portal. It can be considered a management tool.

2. Career guidance service at university level

The RisiAlbania project has collaborated with four universities. The focus of the work was training (three-week training) of career counsellors in these universities based on the international career system (global career development facilitators). Counsellors were taught to work with students (preparing a CV, preparing a cover letter, preparing for an interview and conducting a self-assessment).

Eleven universities are involved in an EU project called GRADUA (Graduates Advancement and Development of University capacities in Albania) under Erasmus (<https://www.graduaproject.com/#>) and in collaboration with the University of Bologna. The aim of the project is to develop a platform (AlmaLaurea) for students, which will be accommodated by the Albanian Academic Network and can be accessed through the website of the GRADUA project under the Publication & Articles section. The platform will bring universities closer to the labour market. Gradua is an open source platform and RisiAlbania aims to take part in designing the module related to career guidance. Career services were moved online during the pandemic and training sessions were held.

The project has developed a manual for students on how to conduct a self-assessment and how to apply for a job (<https://ubt.edu.al/sq/2020/05/20/aplikojme-per-pune/>; available on the university website), drawing on the best European experiences. It is accessible to students, who can work on their own or ask for individual advice. Of course, this will not be easy as the student-career counselling ratio is disproportionate (e.g. Durres University has 17,000 students and only 4 career counsellors).

The development of career services and the professional provision of these services to enable well-informed decision-making is exactly the focus of the work done with the Faculty of Social Sciences of the University of Tirana. Researchers at this institution have adapted for Albania three international career instruments. These are the Personal Globe Inventory (PGI), the Career Decision-Making Difficulties Questionnaire (SDDQ), and Oriented Demand Analysis (ADOR). A handbook will be published soon and made available to career counsellors and practitioners.

3. Development of a paid career counselling service by private individuals

The project is collaborating with a private recruitment company (Development Dynamics) that has created a platform called Expert Lane. This platform is conceived as a one-stop shop. First, an individual is assessed. Then, advice is given to the candidate for reinforcement. Based on the evaluation of the candidate, courses are offered (employability skills development). After the courses, the procedure starts with the employer (matching procedure). Therefore, in addition to consulting services, the company performs employment-related services. The RisiAlbania project has supported the development of various elements of the platform.

4. Development of scientific research in the field of career and career counsellors

RisiAlbania has cooperated with the Faculty of Social Sciences to train counsellors (advisors) and develop scientific research. This faculty is the only tertiary education institution that offers a master's degree programme in counselling (Career Counsellor). A joint five-year master's degree is offered by the Faculty of Social Sciences at the University of Tirana and the University of Lausanne. The partnership between the two universities consists of a collaborative research agenda and curricula revision activities.

One aim is to standardise three international interest tests. These tests will also be used by Tirana municipality. The tests have manuals and will soon be used by counsellors in the career centre (which is expected to be operational at the end of November) in online format. There is an agreement between the municipality, the Ministry of Education, Sports and Youth and the Faculty of Social Sciences about the possibility of an internship in the career centre for master's degree students.

5. Attractive career guidance contents through media

RisiAlbania recognises the potential dynamic and catalytic role of print and online mass media, TV and radio broadcasting, as they can reach and influence large numbers of people. During phase I (2013–2017), the project's goal was to make mass media an ongoing provider of information on employment issues for young people. The project partnered with various forms of media to regularly design, produce and disseminate labour market information with attractive formats and contents for young people. A special focus of the RisiAlbania support was to build commercial incentives for the media to cover employment issues in an attractive way. During this phase, work with the media also resulted in the design, launch and running of a module on labour market reporting at the Faculty of Journalism and Communication. This optional module, which is still offered, is designed to show future journalists the importance of reporting on the labour market and guide them on ways to achieve this.

Support during phase II (2017–2021): RisiAlbania capitalised on a successful experience working with the media in the first phase. The support offered to mass media during phase I of the project and the sustainability and scalability shown in the dissemination of labour market information, laid a strong foundation for applying a similar approach in the field of career guidance topics for young people and their parents during phase II. There are currently five media products that are active or expected to start their next season soon. They now run either with no further support or with very little support from RisiAlbania. These media products include: *Rruga drejt suksesit* (Path to success) by Club FM Radio; *Drejt Punës* (Towards work) by Shqiptarja.com newspaper and online platform; *Më i miri në vend* (Best in the country) disseminated in RTSH; *Puna që dua* (The job that I want) disseminated on InTV, RTSH2; and Think Big by New Media Communications (media producer), disseminated online.

Summary of the services and results

Career guidance services	Results
Introduce career guidance as a community service	A service delivery model for career guidance has been developed at municipal level
Strengthen career guidance as a university service	Strategic support has been designed at university level
Contemporary career guidance advisors' educational programme	The Faculty of Social Sciences has partnered with the University of Lausanne on career advisors' preparation
Attractive career guidance contents through the media	Five media channels have started to provide contents on career guidance

ANNEX III: LIST OF REFERENCES

Albania's Economic Reform Programme 2020-2022: <https://financa.gov.al/wp-content/uploads/2019/02/Economic-Reform-Programme-2019-2021.pdf>

Annual report on the implementation of IPA II assistance: <http://integrimi-ne-be.punetejashtme.gov.al/wp-content/uploads/2020/05/IPA-II-Annual-Implementation-Report-2019-ALBANIA.pdf>

RisiAlbania: Review of current state of Career Guidance and counselling in Albania:

<http://risialbania.al/index/wp-content/uploads/2017/03/Review-of-current-state-of-Career-Guidance-and-counseling-in-Albania.pdf>

Parliament of Albania: The National Strategy for Employment and Skills 2019-2022

Parliament of Albania: Law "On Vocational Education and Training in the Republic of Albania"

Parliament of Albania: Law "On Employment Promotion"

Parliament of Albania: Law "On Higher Education"

Parliament of Albania: Law "On Pre-University Education "

MoFE: Instruction "The way of organization and activity of VET"