

Guidance for a sustainable development

SUPPORTING TRANSITIONS



GUIDANCE FOR A SUSTAINABLE
DEVELOPMENT

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In May 2020, the French-speaking group of the Euroguidance network, consisting of Bruxelles Formation, Cité des métiers (Belgium), CIO ressources de l'Education nationale (France) and Maison de l'orientation (Luxembourg), addressed the topic of guidance within the context of the ecological transition. A few months later, they participated in a thematic training course at the Maison régionale de l'environnement et des solidarités in Lille where environmental issues and challenges were discussed in greater depth.

This training course not only raised collective awareness, but also highlighted individual differences in how to achieve a more sustainable world. In June 2022, the carbon footprint of the Euroguidance network meeting in Paris was calculated for the first time. In June 2023, the international association IAEVG, which organised the "Lifelong guidance development as a standard" conference in The Hague, issued a press release on the importance of transforming and adapting the corporate world in the face of the climate crisis. They also underlined the fact that guidance professionals should actively support this action.

This document is a summary of the research, approaches and meetings carried out on this theme, which aims to help guidance professionals develop their working methods.

The working group of French-speaking Euroguidance national centres



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INTRODUCTION

Heading for tomorrow

With the current climate crisis calling for change, guidance plays a central role in changing professional practices and acquiring new skills. In today's labour market, careers and working conditions are constantly changing. As a result, current practices in the field of career choice are proving to be no longer useful. While matching an individual profile to the characteristics of a profession used to be an effective approach in the past, such psychological practices fail to take into account the many challenges people face today, the uncertainty they feel about the future and their struggle to maintain a good work-life balance.



Given the changing corporate world, career changes will most likely multiply. This means that young people will need to acquire new key skills in addition to traditional knowledge and skills before entering the workforce.

By incorporating sustainable development into the guidance process, the focus is on better human adaptation (especially ethical) to the environment and to society, as everything is interconnected.

In addition to careers, this guide presents a number of practices and resources for a more sustainable approach during the guidance process.

CHAPTER I

Careers and the ecological transition

According to the International Labour Organisation, 25 million new jobs could be created in the green economy by 2030. In the European Union, which has made the Green Pact a priority in its 2019–24 strategy, an estimated 1 to 1.5 million jobs in the solar energy sector and hundreds of thousands of jobs in wind energy will be needed by 2030.

In 2018, nearly 4 million people in France were employed in the green economy. Of these professionals, around 140,000 (or 0.5% of total employment) worked in "green" jobs, i.e. those directly aimed at protecting the environment. The remainder, nearly 3.8 million people (14% of total employment), were in "greening" jobs, i.e. jobs in which skills are evolving to take into account environmental issues. Today, most of these jobs are held by men, and 31% of them are at level 3.

"GREEN" JOBS

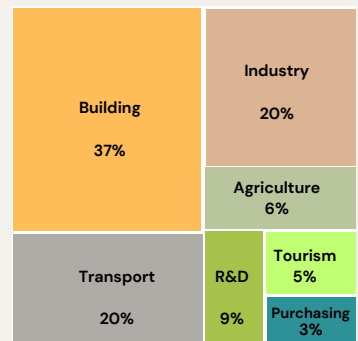


Définition*

Green job : a job whose purpose and/or skills contribute to measuring, preventing, controlling and correcting negative impacts and damage to the environment (for example: national park officer, water quality measurement technician, waste sorting officer, etc.).

Greening job : a job whose purpose is not environmental, but which integrates new "skill blocks" to take significant and quantifiable account of the environmental dimension in the business gesture (for example: architect, thermal insulation fitter, logistics manager, gardener, etc.).

"GREENING" JOBS



*Source : "Infographics CGDD/SDES, 2023

Green sectors and jobs



PROTECTION OF NATURE, THE ENVIRONMENT AND BIODIVERSITY

Eco-advisor,
natural park director,
engineer for the study of
natural environments,
nature and environment
education officer,
natural heritage project
manager

Water and forest engineer
or technician,
nature warden

Air quality technician

SANITATION AND WASTE TREATMENT

Waste treatment site
manager, sorting agent,
recycling agent

Polluted sites project
manager, pollution control
technician

Sanitation operator

ENERGY PRODUCTION AND DISTRIBUTION

Renewable energy
technician or engineer,
climate engineer, energy
and nuclear safety
engineer, thermal
efficiency technician

Renewable energy
development manager,
network operation
manager, high voltage
power lines technician

PRODUCTION AND DISTRIBUTION OF WATER

Hydrologist, hydrogeologist,
hydrobiologist

Production or distribution
of water engineer, water
treatment technician,
water quality and analysis
technician, water
treatment agent

Water control officer, waste
water treatment site
technician



Greening sectors and jobs



AGRICULTURE, LIVESTOCK, FISHERIES, FORESTS, GREEN SPACES

Organic farmer, organic stockbreeder, agricultural advisor, rural engineering technician, agricultural engineer, winegrower, horticulturalist, gardener

Silviculturist, forest management auditor, forestry machine operator

Fisherman, river technician

BUILDING CONSTRUCTION RENOVATION

Architect, expert in sustainable materials, real estate diagnostician

Electrician, plumber, mason, roofer, sanitary fitter, insulation contractor, waterproofing contractor

Construction waste manager

TRANSPORT

Lorry driver, bus driver, electromechanic, deliveryman, hybrid vehicle mechanic

Supply chain innovation manager, supply chain data analyst

MANUFACTURING

Industrial designer

Production engineer, R&D engineer, change manager, 3D printing technician, robotics technician

Quality control technician, laboratory technician

OTHER SECTORS

Green finance expert or consultant

Environmental lawyer

Ecotourism manager

Teacher, trainer, sustainable development coordinator

CHAPTER II

The evolution of guidance counselling

New guidance principles are emerging to help people manage the uncertainty of a changing world, promote access to decent work and contribute to achieving the UN's Sustainable Development Goals (SDGs). In 2020, Ireland introduced the idea of lifelong guidance to promote sustainable development and change*.



A new context

Careers are not linear. Instead, they are based on individual self-management and constant adaptation in terms of skills, aspirations and opportunities in the labour market. Whether change is desired or imposed, the resulting uncertainty requires flexibility. Learning to self-manage one's career is not only about being able to adapt, but also about being proactive. The concept of sustainability is as much about the individual, seeking decent work and psychosocial well-being, as it is about the environment and society as a whole. These two aspects are interrelated, as work is only considered decent if it contributes to a sustainable society and environment**.



*"Lifelong Guidance in Promoting Sustainable Development and Change", October 2020

**Bonzon, S. & Rochat, S. (2022). "Durabilité au carré" : L'effectuation au service des carrières individuelles, du bonheur et des besoins du monde, *Sciences & Bonheur*, 7, p.60-82.

The entrepreneurial spirit, which encourages action-taking, enables people to align their career to the needs of the world while simultaneously creating value. It is also one of the 8 key skills identified by the European Union for lifelong learning. However, entrepreneurial spirit is not to be confused with entrepreneurship. The former encourages individuals to act in times of uncertainty, not only by drawing on their knowledge, past experiences and networks, but also by trying out new methods.

The guidance counsellor's approach

The OECD's "Career readiness" project illustrates the importance of providing students with information about new job opportunities and entry requirements. Career counsellors can help people who are unsure about their future to foster the ability to take action while raising questions about ecological issues. Finding meaning in work and life has become increasingly popular in recent years, which in turn increases job satisfaction and self-esteem.

This enables them to better identify the resources and expectations of each individual and provide appropriate psychological support: Analysis of personality and psyche, development of personal and professional values, search for competence centres, etc.

In addition to an individual approach, professionals can also make use of a more global, multidisciplinary approach that draws on human sciences, political science and economics. This allows individuals to make career decisions while taking account of the needs of the world as well as their personal aspirations.

In the face of alarming IPCC reports pointing to major climatic, environmental and demographic upheavals and a changing global economy, a call to action as well as the use of positive psychology can help find an answer to eco-anxiety. Some professionals also use ecopsychology and eco-orientation.

The Austrian project "Green jobs for you" recommends the following measures:

- Collaborating with the key players in sustainable development
- Networking with green companies
- Informing the public about the environmental impact of jobs, thus contributing to an unbiased decision-making process
- Incorporating green strategies and ideas into the guidance process, quality research and performance measurement
- Prioritising environmentally-friendly companies in communication media
- Taking environmentally-friendly measures at work, such as responsible travel

From a 'green' guidance perspective, the professional helps consultants to build their lives in a way that respects not only themselves, but also the planet.



Jean Guichard (2013) has suggested integrating an ecological and multidisciplinary approach to promote new forms of active living in line with the challenges of sustainable development. Together with Peter Plant, they advocate the idea of including topics such as the limits of the planet's natural resources, respect for all forms of life as well as the importance of decent and sustainable work in the guidance process. Lastly, as the career of guidance counsellor itself is in transition, it is up to us to work together to develop new tools for people in need of guidance.

Advice on providing guidance

- Build on the beneficiary's resources and skills,
- Match their values and objectives (self-centred and world-centred), helping them fulfil their potential
- Facilitating exchanges and discussions with our network of contacts, an important source of satisfaction,
- Managing the unexpected by seeing it as an opportunity rather than a threat.

Such reframing helps to maintain pro-social and ecological behaviours despite anxiety-provoking challenges. It can be linked to career self-management and sustainable development goals.

Committed pathways: the Swiss project "Slow your career! *

The Swiss project "Slow ta carrière!" (Slow your career!) lists possible ways of getting involved in the ecological transition:

1. Choosing a job directly linked to the environment (green job)
2. Choosing a profession in the social sector,
3. Creating a business with low environmental impact, e.g. as a self-employed eco-entrepreneur,
4. Supporting sustainable development within one's company or organisation (analysing the carbon footprint, suggesting improvements to reduce the impact, training colleagues, etc.). These measures are all part of eco-entrepreneurship,
5. Changing one's lifestyle (e.g. time spent at work/home)
6. Supporting an environmental or social cause



* <https://www.le-bon-sens.ch/slowtacarriere>

The 17 Sustainable Development Goals* (SDGs)

In 2015, the Member States of the United Nations set 17 Sustainable Development Goals (SDGs) and 169 targets to be achieved by 2030, taking into account economic, social and environmental aspects. While major international organisations (ILO, WHO) support this recommendation, the European Green Deal (the EU's new growth strategy) aims to modernise the EU economy, making it resource-efficient and competitive, taking account of climate and environmental challenges while ensuring a fair and inclusive transition for all.



“Life Design” advice and dialogue **

The concept of “life design” or “forms of life” (Jean Guichard, CNAM Paris), which is linked to that of “capability” (Amartya Sen, Nobel Prize winner in economics), enables people and organisations to develop and mobilise skills with the aim of contributing to a sustainable, fair and inclusive way of life through professional and economic activities. In this context, guidance is provided in the form of counselling sessions to help people find these forms of activities both individually and collectively.

Kate Raworth's Donut Theory ***

This theory, illustrated by a doughnut-shaped diagram, takes into account the planetary limits (environmental ceiling) as well as the fundamental needs of human beings (social ceiling).

Between social and planetary boundaries lies an environmentally safe and socially just space in which humanity can thrive.



Donut theory diagram - Source : <https://www.kateraworth.com>

*<https://www.undp.org/fr/sustainable-development-goals>

**see p14

*** see p15

Available resources

- in-depth career guidance interviews: based on motivation, interests, values and the search for meaning;
- specific tools, such as those made available by Shékina Rochat* :
 - inventory of eco-guidance difficulties to understand the difficulties of orienting oneself by considering ecological or human issues,
 - *"A ton tour": a series of cards and an intervention based on "world needs"*
 - *"Making life a game": imagining the future, building trajectories by identifying objectives, possible actions and defining strategies to overcome obstacles and obtain support by "recruiting allies".*
- *guidance teaching sequences designed by ONISEP around the theme of sustainable development : the JobDD** kit*

*<https://shekinarochat.com>

**<https://reso-avenirs.onisep.fr/recherche?text=ODD&context=reso>



CHAPTER III

New guidance practices



ACT TODAY TO
BE PROUD
TOMORROW



Guidance workshops on the Sustainable Development Goals

By : Associations21 Cap 2030, "Transformer notre monde avec les ODD" (Belgique)

The workshops encourage participants to ask themselves the following questions: Which goals can I best help to achieve? What kind of active lifestyle? What lifestyle would suit me best? What activities? How can I prepare? Adults can also reflect on the possibilities of setting up local systems for the production and exchange of goods and services. One-to-one conversations can help individuals to both analyse their life experiences and expectations and to discover sustainable activities that might be of interest to them. Another workshop: "What could your future job be according to your own profile / the need for change (society & business)". A pack of cards designed by the association is used to lead a session on developing guidance projects in the light of the SDGs.

A complete educational approach to encourage pupils to become eco-responsible actors

By : Réseau Canopé France and ONISEP (France)

During an opening lecture entitled "Ecological transition: imagining a possible future with students", Nicolas Hervé, a researcher in the field of social didactics, proposed various ways to encourage students to analyse images of possible and desirable futures.

As a follow-up, 14 independent webinars were offered, one of which was entitled "Guidance and the SDGs, careers and pathways in a context of ecological transition".

Sessions for finding your bearings in a world in transition at the Centre d'information et d'orientation de l'Université de Louvain-la-Neuve (UCL), Belgium
 By : Centre d'information et d'orientation de l'UCLouvain-la-Neuve (Belgium)

A teaching guide aimed at education and guidance professionals, offering activities to help young people find their way in a world in transition. It deals with guidance and the challenges of the 21st century using teaching methods. A complementary student workbook provides a practical approach to the following 4 themes:

- Living in a world in transition, Discovering the issues and dealing with them
- Identifying your drivers for transition
- Drawing inspiration from those involved in the transition
- Training and acting for change.

Students are able to envision the future in a world in transition and find their place in the face of unprecedented human, social, technological and environmental challenges. This booklet, aimed at young people, opens up new perspectives.

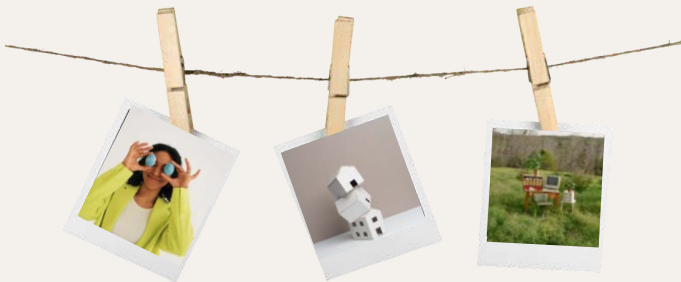
A list of skills to help you find your way at secondary school

By : LabOr, Département recherche et innovation compétences du 21ème siècle, ONISEP (France)

To enable young people to manage change, it is a priority to equip them with the skills they need to manage transitions. Multi-partner collaboration with researchers from psychology and practitioners has helped to identify the skills needed to find their own way. This reference tool, which is integrated into the AVENIR(S) programme, is designed to help young people make their education and career plans for their whole lives. 15 skills, divided into 3 main categories, are presented in a booklet:

- Getting informed and finding your way in the information society,
- Discovering yourself and pursuing your ambitions,
- Building and projecting yourself in an uncertain world.

Each skill is described in great detail and illustrated with examples and teaching resources for classroom activities.



CHAPTER IV

Resources

TO LEARN

FUN MOOC Les métiers de la Transition écologique (FR).

<https://www.fun-mooc.fr/fr/cours/la-decouverte-des-metiers-de-la-transition-ecologique-creatrice/>

By : Université virtuelle Environnement et développement durable (UVED), France

FUN MOOC Les métiers de l'environnement et de l'aménagement du territoire (FR)

<https://www.fun-mooc.fr/fr/cours/les-metiers-de-lenvironnement-et-de-lamenagement-du-territoire/>

By : Agreenium – Agrosup Dijon, France

"Concevoir, construire sa vie et s'orienter dans un monde en crise"

Five lessons in the form of lectures by Professor Jean Guichard, CNAM Paris, invited to the Francqui Chair in 2017-18 by the University of Mons (Belgium).

Available in replay: [conf 1](#) - [conf 2](#) - [conf 3](#) - [conf 4](#) - [conf 5](#)



TO READ

I: Careers and the ecological transition**How to work in the green economy?**

Guide for young people, jobseekers and those who support them (available in English, French and Spanish), International Labour Organization (ILO), 2022

Green Guidance, Focusing on Green Educational and Career Pathways

Euroguidance Österreich, conference in Vienna, 11 November 2021

Travail, formation et éducation au temps des transitions écologiques

Drouilleau-Gay Félicie_ (Coord.), Legardez Alain (Coord.), co-edition, Céreq, Octares Edition, 2020

Orientation vers les métiers de la transition écologique

Key information and resources to support guidance in the context of the ecological transition, Maison de l'orientation (Luxembourg), April 2023

II: The evolution of career guidance**"Éco-orientation" : quelles interventions pour quelles problématiques spécifiques?**

Shékina Rochat, Université de Lausanne, *L'orientation scolaire et professionnelle*, 50/4, 2021, p. 537-562

"Durabilité au carré" : L'effectuation au service des carrières individuelles, du bonheur et des besoins du monde

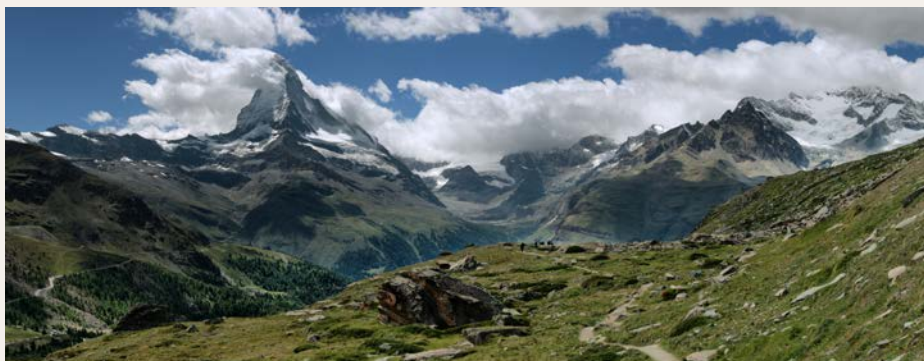
Stéphane Bonzon & Shékina Rochat, Université de Lausanne – volume 7, August 2022, revue *Sciences & Bonheur* : « Sens et bonheur : Regards pluriels sur deux concepts en débat »

Penser et agir l'orientation au 21ème siècle : de l'élève au citoyen engagé

Joint publication under the direction of Damien Canzittu, 2019, Editions Qui plus est.

The donut theory: 7 principles of tomorrow's economy

Kate Raworth, translation Laurent Bury, 2018, Edition Plon.



TO ACT**Erasmus Goes Green**

The "Erasmus Goes Green" project and its "Higher education students handbook to travel green" (2022)

<https://www.egg-project-eu.uvsq.fr/>

Green events check-list

A series of recommendations on how to adopt a more responsible approach in your professional activities and a checklist for event organisation.

<https://www.greenevents.lu>



CONCLUSION

Guidance to acquire new skills

As the current situation calls for social, economic and environmental changes, guidance professionals not only play a key role in preparing European citizens for such changes, but also in achieving a successful transition. The Euroguidance network has therefore set up a specific working group on guidance for sustainable development, which includes the French-speaking group. The Austrian Euroguidance publication "Green Guidance", which was published in 2021, is well worth a mention as it offers in-depth information on this topic.

Simultaneously, the European Year of Skills aims to address skills gaps by encouraging guidance professionals to promote skill development. A major challenge will be to combine the digital transition with the environmental transition. To ensure a successful and smooth transition, professionals working with young people and/or in the field of employment need to collaborate closely with the support of Europass – the European portal for career and skills management.



