



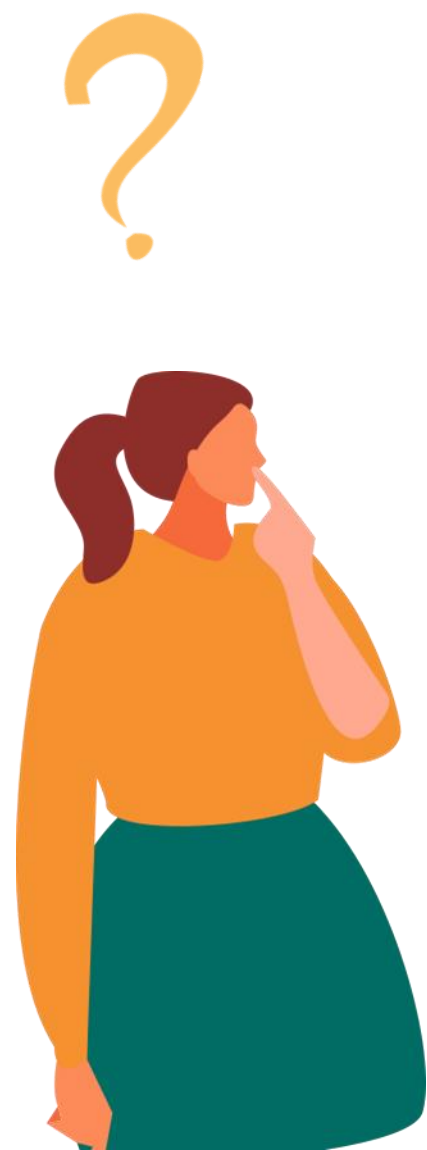
Eesti Töötukassa

E-guidance in PES- Estonian response to the COVID-19 pandemic

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How to be accessible in the times of distancing



Career services in Estonian PES before COVID-19

- Free of charge
- For everybody, regardless of their age or employment status
- Main client groups:
 - Youth and students
 - Employed
 - Unemployed
- Multi-channel provision



Providing access to career services

Various locations

- Employment offices
- Schools
- Youth Centres
- At employers
- Job and career fairs

Multiple channels

- face-to-face
- telephone
- e-mail (2015)
- Skype (2016)
- Microsoft Teams (2020)
- career chat (2021)



Responses to the effects of COVID-19



Responses to the effects of COVID-19

Challenges

- Combining family and work life
- Quality of the service (face-to-face *versus* online)
- Personal fears and hesitations

Responses

- New skills: using ICT tools and online counselling
- Psychological support for career specialists
- Sharing of experiences and peer-to-peer support



Online guidance is **not for all**

- Different skillsets
- online access and devices
- psychological readiness
- special needs and personal restrictions
- situation at home (e.g taking care of family; privacy)
- personal preferences



New ways of working

- Hybrid workshops
- Creative flexible solutions
- Combining methods: traditional vs new tools online:
 - ✓ Short thematic videos ([Bitable](#), [Doodly](#))
 - ✓ Interactive questionnaires and quizzes ([Tryinteract](#))
 - ✓ Online feedback and short quizzes ([Mentimeter](#))
 - ✓ Escape room challenges ([Genial.ly](#))



New ways of working

- Facebook [live-events](#), content sharing
- Our career website: minukarjäär.ee (eng. *My career*)
- Online job and school application [interview simulations](#) (mock-interviews)
- [Online job shadowing](#) events
- Tagasikooli.ee: [360° workplace visits](#) for students (several classes taking part simultaneously). [Youtube video](#)

New ways of working- online job and career fairs

- 2 online career fairs in 2020, next one in the end of april
- One for youth (including under-age jobseekers), one for general population
- **Content:** mediation of vacancies (also internship and voluntary work offers), workshops, online guidance, interview simulations.
- **Communication:** both employers and job seekers were made aware of the initiative mass mailing of jobseekers and employers, targeted advertising on radio and social media, different outdoor media - digital screens in shopping malls, public transport, larger screens in the cityspace
- <https://www.onlineexpo.com/en/work-and-career/>



Thank you for listening!

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