

Embracing Digital: How Technology is Transforming VET Career Guidance Across Europe

Skills2Capabilities – Blog post

16 June 2025

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Across Europe and internationally, nations have been working towards more developed systems of lifelong guidance. Skills2Capabilities research reveals that countries are increasingly embracing online platforms.

In a rapidly evolving world of work, the ability of vocational education and training (VET) systems to adapt is increasingly important. Across Europe, we are seeing a growing commitment to using digital solutions to better support learners at various transition points throughout their careers. These technological developments are not merely about adopting new tools, but about enhancing the depth, reach, and responsiveness of career guidance.

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Embracing Digital in VET Career Guidance

Online Platforms: Countries like Austria and Estonia have implemented online platforms for career guidance services.

Data-Driven Decisions: Labour market information systems are increasingly used to inform VET guidance.

Technology Integration: There's a growing trend of integrating digital tools to enhance the delivery of career guidance.



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Digital Platforms Supporting Access

Many countries are introducing digital platforms to make career guidance services more accessible and coherent. These platforms often serve as one-stop hubs for information on education pathways, labour market opportunities, and skills training. They are not designed to replace personal guidance, but to enhance it—offering tools that can help learners independently explore their options, prepare for conversations with guidance professionals, or take the first steps towards re-skilling.

The use of digital platforms reflects an underlying shift in the relationship between individuals and guidance. Learners are increasingly seen as active participants—capability-holders—who benefit from tools that support informed and timely decision-making. This aligns closely with the broader Skills2Capabilities focus on helping individuals convert opportunities into meaningful career outcomes.

Real-Time Realities

Another key development is the use of labour market information systems to support more targeted and future-oriented guidance. When career practitioners and learners alike can access up-to-date data on skills demand, employment trends, and training outcomes, guidance becomes a powerful bridge between learning and labour market needs. For learners, this means guidance is increasingly grounded in real-time realities rather than outdated assumptions about work and careers.

This form of integration requires close collaboration across policy domains—education, employment, and economic development. It also calls for guidance professionals who are comfortable navigating and interpreting complex data, highlighting the growing need for digital competencies within the guidance workforce itself.



Integrating Technology into Everyday Practice

Whether it is through virtual career fairs, AI-powered chatbots, or blended formats combining in-person and online support, digitalisation is no longer an experiment—it is becoming the new norm.

These integrated approaches are helping guidance services reach more people, particularly those who may face barriers to traditional provision. For example, mobile-friendly platforms and remote guidance options have been especially effective in extending services to rural areas or individuals balancing work and learning.

Yet, technology alone does not ensure equity. To truly support inclusive transitions, digital guidance must be underpinned by strategies that also address digital literacy, accessibility, and trust. Effective integration means aligning digital tools with users' needs and contexts—not simply introducing technology for its own sake.

Looking Forward

Research across European VET systems shows, that use of digital technologies in career guidance is underway. When designed thoughtfully, digital innovations can deepen the capability of individuals to navigate a changing world of work with confidence, agency, and hope.

To read more about the **Skills2Capabilities** findings, visit skills2capabilities.eu.

Read the full working paper:

[Skills Formation System \(PDF\)](#)

Read the full working paper on Skill Formation Systems: www.Skills2Capabilities.eu

This Research Brief is part of the Skills2Capability Work Package 7 entitled ‘The Role of Policy, Services, and Stakeholders in Supporting VET Systems: Innovative Practice.’ For more information please visit skills2capabilities.eu

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