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Outreach and Activation of NEETs - Lifelong Career Guidance Centers (CISOK)

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Content

- Croatian Labour Market and Croatian Employment Service (CES)
- Career guidance in CES
- NEETs: Outreach and activities
- Lessons learned and future plans



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About Croatia

Active population and Employment (CBS), January 2023

- Active population (labour force): 1,708,807
- Number of employed persons: 1,586,438
- Registered unemployment rate: 7.2%

Registered unemployment (CES), January 2023

- Number of unemployed persons: 122,369
- Number and share in total unemployment of unemployed young people:
15-24 → 17,079 (14.0%)
15-29 → 31,182 (25.5%)
- Number and share of long-term unemployed persons (12+ months): 45,927 (37.5%)
- Number and share of unemployment benefit beneficiaries: 28,985 (23.7%)

Labour Force Survey (CBS), III quarter 2022

- Active population: 1,833,000
- Number of persons in employment: 1,710,000
- Employment rate: 65.1% (15-64)
- Number of unemployed persons: 123,000
- Unemployment rate: 6.7%
- Unemployment rate of young people:
15-24 → 21.5%
15-29 → 14.4%



Area of the Republic of Croatia (56,594 km²)
Population: 3,871,833 inhabitants (Census 2021)
21 counties, 127 cities
Capital: Zagreb
GDP per capita (2021): € 14,989

Sources: Croatian Bureau of Statistics (CBS), www.dzs.hr
Croatian Employment Service (HZZ), www.hzz.hr

Organization of the Croatian Employment Service



Central office
22 Regional centres/offices
99 Local offices
16 CISOK



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5 tasks of the CES

Our mission emphasises the five main tasks of the CES:

1. Develop the market through **education, activation and job placement**
2. Provide the necessary **labour force**
3. Contribute to achieving **full employment**
4. **Provide** unemployment **rights**
5. Promote **partner relationships** with all labour market participants



LLCG in the Republic of Croatia



Employment framework

- ✓ **Act on Labour Market** – definition on LLCG and activities – informing and counselling
- ✓ **Act on Vocational Rehabilitation and Employment of Persons with Disabilities** – new models of rehabilitation, including guidance

EU Council Resolution, 2008 (recognition of LLCG importance)

Standardization of services (LLCG Quality Standards, 2nd version)
(*internal document*)

Education framework

- ✓ **Primary and Secondary School Act**
- ✓ **Adult Education Act**
- ✓ **National Curriculum Framework for Preschool, General Compulsory and Secondary Education** – LLCG crosscurricular theme
- ✓ **National Strategy for Education, Science and Technology** – LLCG integral part

- minimise the number of early school leavers, increase the number of participants in tertiary and adult education, increase the overall employment rate and decrease the risk of social exclusion (early school leavers 2.4% (2021), tertiary enrollment 68% (2020))
- LLCG helps so that the career decisions are both in alignment with personal interests of the user and labour market needs

Since **1931** – within HZZ, **2013** – establishment of the first CISOK (Lifelong Career Guidance) centre

CENTRAL OFFICE – 7 advisers

HZZ OFFICES - 22 offices; 90 advisers

CISOK centres – 16 (in 15 cities); 30 advisers

Advisers' qualifications: Psychology (90%), Pedagogy, Education and Rehabilitation Sciences (*Educational Rehabilitation, Speech and Language Pathology, Social Pedagogy*)

CAREER GUIDANCE AND COUNSELING – Provision and organisation

Forum for Lifelong Guidance and Career Development (Ministry level)

- coordination of activities and cooperation between stakeholders in the field of LLCG
- development of LLCG policies, measures and activities
- monitoring the implementation of the Strategy for LLCG

IN CES OFFICES

Tailored services/individual support 80%

Assisted services 20%

DELIVERY OF SERVICES (coordinated by the Central Office)

IN CISOK CENTRES

Assisted services 80%

Tailored services/individual support 20%

ONLINE

Self-help services

E-guidance and CISOK portal (information, tools, questionnaires)

E-services

Remote workshops, counseling, via phone, ZOOM, TEAMS platforms



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Lifelong Career Guidance Services in CES

Differentiation

CES OFFICES

Main users:

- Primary and secondary school students (students at risk, health and social problems, learning difficulties etc.) = written recommendations for school enrolment
- Unemployed persons, Jobseekers, Employers (selection for employment, training and education) = psychological testing, interview, written opinion

CISOK CENTRES

Main users:

- Primary and secondary school students (undecided ones)
 - Students and graduates
 - NEETs
 - Counselors, parents
 - Private and public sector partners (agreements with defined activities)
- advice and information

CISOK

Developed

IPA Component IV Human resources development, project “CES Services to clients: Improving Lifelong Career Guidance and ICT Support” 2013 (9); 2014 (11); 2017 (13)

Current project

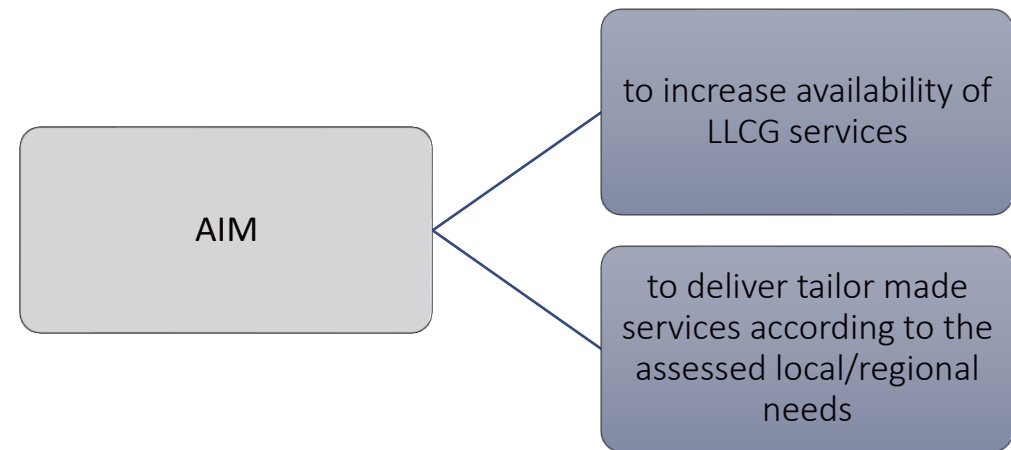
Expansion and reorganization of the existing CISOK network with an emphasis on their role in attracting NEETs (National Resilience and Recovery Plan 2021 - 2026); 2026 (22)

- Quality standards of equipment, personnel and office conditions for CISOKs
- Establishment of new and further development of existing CISOKs
- Strengthening capacity and improvement of CISOK services
- Promotion and visibility of CISOK centres

Project budget: 2.589.600,000 EUR



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Key elements that contribute to success of the practice:

- Partnership based in delivering/financing services
- recognizable, long-term experience in cooperation with educational sector
- dislocation from the CES premises
- creating and planning services according to the assessed needs of the specific target groups
- comprehensive ICT support – data basis, tools and instruments

Target groups

Pupils/students (on all education levels), unemployed /jobseekers, NEETs, employers, parents, career guidance counselors, schools and universities, NGOs and others



Financira
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YOUTH GUARANTEE

The purpose of the Guarantee is to ensure:

- ✓ a quality offer of employment
- ✓ further education
- ✓ apprenticeship or traineeship

within 4 months of becoming unemployed or completing education for persons aged 15 - 29

YG National campaign coordinated by the Ministry of Labour, Pension System, Family and Social Policy (funded through ESF, ESF+); raising the awareness about YG & strengthening of institutional implementation capacities

Agreement on cooperation: Ministry of Labour, Pension System, Family and Social Policy, Ministry of Education and Science, Croatian Employment Service, Croatian Pension Insurance Institute



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Intervention activities with NEETs in CISOK

NEET = young people aged 15-29 not in Education, Employment or Training

active – registered at CES

inactive – not registered at CES

Approx. 45 thousand of services per year, **60%** of clients are young people aged 15-29

NEET rate in Croatia (2021) – **14.9%**

CISOK centres – central places for outreach and activation of NEETs, good practice example

Activation activities:

Individual assessment of young people's skills and career counselling

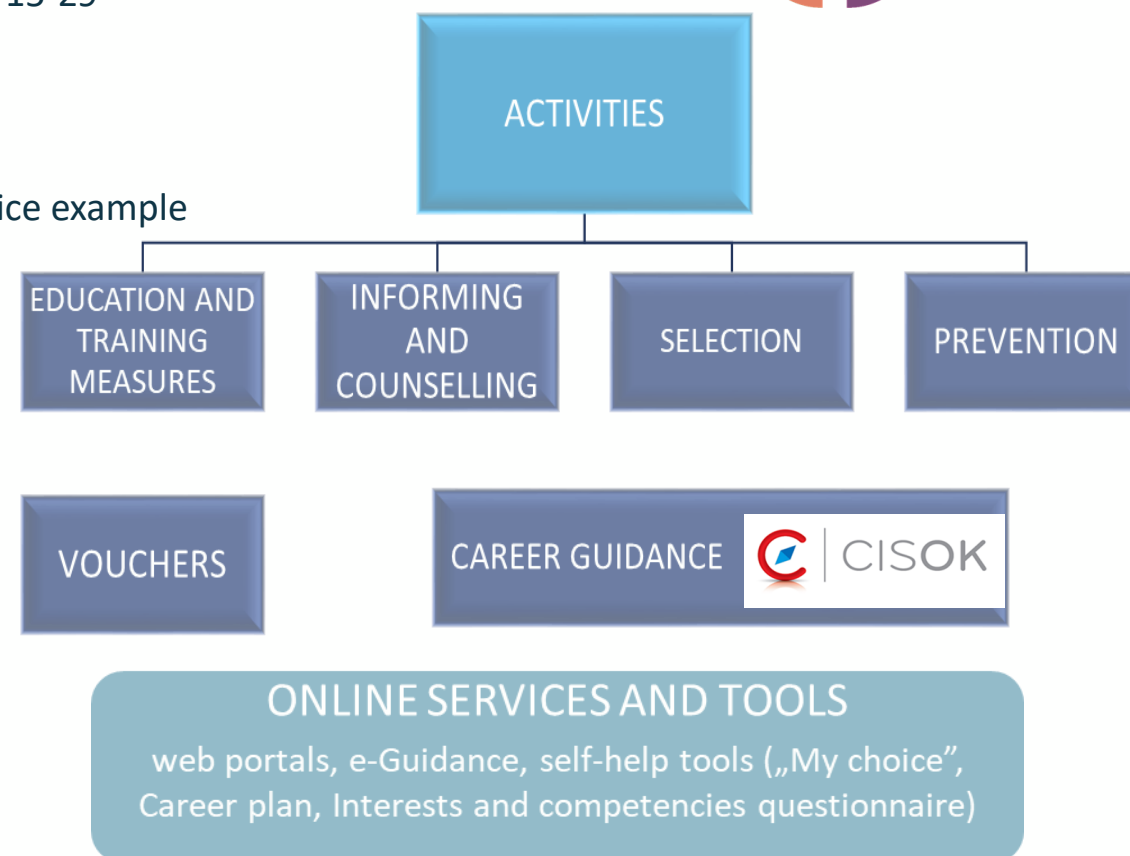
Referral to education/employment/ALMP measures

Career guidance as a supporting mechanism

Opportunities for digital and green skills training - vouchers

Active monitoring of the implementation of youth-oriented measures

Aim – enhance employability, social inclusion, integration



Lessons learned & future plans

establish new and enhance existing **partnerships**
(especially with employers and youth centres)

data exchange between institutions – targeted action

monitoring analysis (1 year period)

mapping the availability of services

further develop and modernise **services**

communication strategy



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INCREASE THE LEVEL OF PERSONALISATION OF SERVICES FOR THE YOUNG AND THE MOST VULNERABLE PERSONS



- ◆ Increase the **availability of career information and counselling services (CISOK)** to all citizens, especially to vulnerable groups, and popularise them.
- ◆ Put the CISOK centres' focus on providing **individualised support** to young unemployed persons and active jobseekers.
- ◆ Improve CISOK's existing services and **develop new services to support lifelong career development.**
- ◆ Create a **web application that will connect CISOK counsellors and users** and enable them to conduct career information and counselling online: entering available consultation dates, document exchange, chat, virtual audio-video room, usage analytics and so on.
- ◆ Increase the number of CISOK workshops by making it possible for **workshops, seminars, presentations and lectures to be conducted online.**
- ◆ Support the educational activities of CISOK centres by creating **educational micropor-tals** that will contain information/lessons/ content in digital form and be permanently usable, as well as standardised material that will reduce the repetitiveness of information provision and in-person training and free up the budget for training expansion in the portfolio.
- ◆ Introduce **gamification elements** that will additionally motivate users to use the online content provided by the CES (information, educational content, and questionnaires).
- ◆ Provide support through CISOK centres and the **Central Internship Exchange** – organisation of public calls for internships, student jobs and volunteering in order to increase insight into the real needs of the labour market and facilitate the connection between employers and young persons.
- ◆ Provide support in the **implementation of the selection process** to micro entrepreneurs through CISOK centres (scheduling of online interviews, notes on satisfaction with candidates and comparison of the assessments of all candidates, with the results available on the employer's user profile).

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Thank you for your attention!



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