



## Communiqué: Career Guidance in the Digital Age

### Why Digitalization Matters

Digitalization is fundamentally transforming the world of work and career development. Technologies such as artificial intelligence, automation, and digital platforms are changing how people explore, plan, and pursue their careers. Career guidance must evolve to remain relevant, inclusive, and ethical in this new landscape.

### Emerging Opportunities

Digital tools create opportunities to improve access, personalization, and engagement in career services.

- New digital career fields are emerging, while others are disappearing.
- AI, virtual platforms and tools can make guidance more accessible, especially in remote areas.
- Personalized guidance becomes more effective through data-driven tools.
- Social media influences career aspirations—but often in unpredictable or unfiltered ways.

### Key Challenges

Despite the potential, there are critical risks that must be addressed.

- The digital divide excludes people with limited access, skills, or infrastructure.
- Many digital tools lack transparency, scientific backing, or fairness.
- Algorithms can reinforce discrimination and stereotypes if left unchecked.
- Career practitioners often lack training in using and evaluating digital systems critically.

### Recommendations for Action

- **Policy makers** should establish ethical guidelines for digital and AI-based career tools and invest in digital infrastructure and literacy for all learners.
- **Career practitioners** need training in digital competencies to use technology critically and ensure that human connection remains central to their work.
- **Researchers** should evaluate the long-term impact of digital guidance tools and study how social media shapes career aspirations.
- **Technology developers** must design transparent, inclusive, and user-friendly systems. They should work closely with practitioners to ensure tools meet real-world guidance needs.

### Final Thought

Digitalization offers enormous potential to improve career guidance, but it must be managed with care. Inclusive, ethical, and evidence-based approaches are essential to ensure no one is left behind.

👉 *Digital transformation in guidance is not optional—it is a shared responsibility.*

