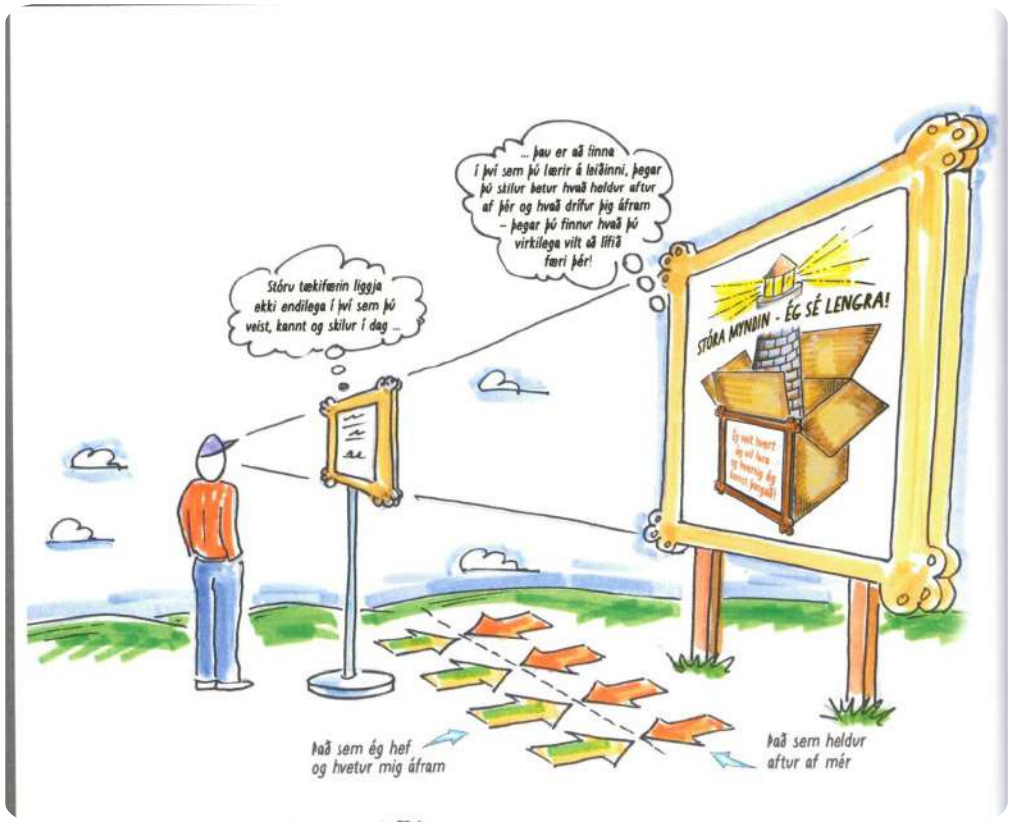
The value of Career Guindance in Lifelong learning

A perspective from Iceland





The value of Career Guindance

Career guidance throughout life

Value for individuals and society

What is the cost of not providing guidance?

Who we are – the Icelandic assosiation of career counsellours.

- Established in 1981
- Professional community
- Diverse range of workplaces
- Connecting education, work and people



Professional Recognition



Career Guidance Across the Lifespan

- Choosing and navigating education
- Career transitions and changing circumstances
- Recognising transferable skills
- Reskilling and lifelong learning



The return of investment



Better-informed education and career decisions



Potential to support participation and completion



Estimated intervention cost for 30 students: ISK 443,188



At 0.56% assumed effect: net benefit ISK 2.44m; ratio 6.5:1

Education Policy 2030

- Second action plan: 2025–2027
- Career guidance is recognised in the policy framework
- A focus on access, quality and lifelong development
- Implementation, capacity and collaboration matter



Can We Afford to Leave Guidance Out?

- Career guidance is a lifelong process
- It can create value for individuals and society
- It must be accessible, professional and recognised
- Guidance is part of lifelong learning infrastructure

