Carme Pagés

Universitat Oberta de Catalunya (UOC)

Anticipating the Future of Work: The Role of the Labour Market Intelligence Unit (UPAL) at the Open University of Catalonia (UOC)

In the context of rapid labor market transformation, higher education institutions are increasingly called upon to align their educational offerings with emerging skill needs. The Skills Intelligence Unit (UPAL) at the Open University of Catalonia (UOC) is an innovative example of how universities can integrate real-time labor market insights into strategic academic planning and student career guidance.

This presentation introduces UPAL's mission, structure, and key initiatives, including skills occupational and skills analysis, curricula-market alignment and tools for students career guidance, like the professional GPS. In addition, through projects like Projecta't and the Baròmetre PIMEC-UOC, UPAL not only supports institutional and students decision-making but also strengthens skills and labour market alignment at the systemic level.

The session will explore how UPAL's work can inform similar efforts in institutions with a focus on educational and professional training institutions, career guidance and skills intelligence.

Video

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