

Shaping Future-Ready Youth: Latvia's AI Career Guidance for High Schoolers

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NEETs¹ in Europe

That is around €1.6 trillion in lost productivity over a decade. NEETs are not just a social challenge — they're an economic drain.

€114
billion/year

or 0.71% of EU GDP, is the cost of NEETs to the EU.²

¹ young persons aged between 15 and 29 that are not in employment, education or training

² Eurofound (2023)

NEETs in Latvia

272 700

young people
aged 15-29

~27 000

or around 10%, are neither
working nor studying

€11,875/ year

estimated cost
per NEET/year

~321 million

of loses for Latvia every year
from NEET disengagement

Career Education Survey for students at the secondary education level in Latvia



Number of respondents:

6032 (out of 65 254 young people of secondary school age in Latvia; The number of respondents may vary for certain questions, as some were shown only if a specific answer was previously selected. Additionally, not all respondents completed the survey in full.)



Number of educational institutions:

170



Gender:

57% girls, 39% boys, 4% don't want to disclose



Data collection method:

Online survey conducted on the Edurio platform, with respondent validation via E-class or Mykoob authorization



Time frame:

November 19, 2024 – December 6, 2024

Latvian students are not equipped for reality - they do not receive career education at their schools

As little as **19%**

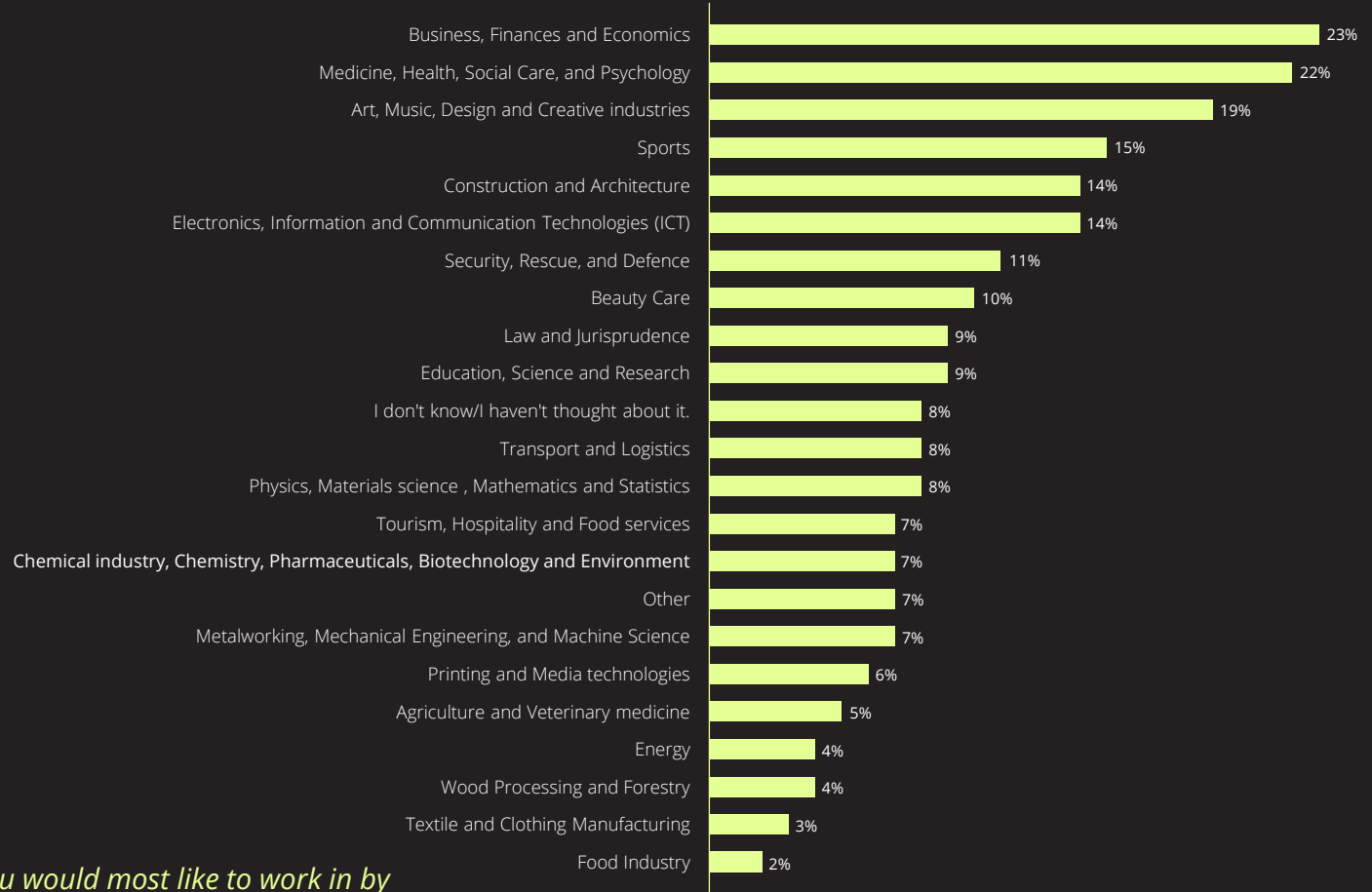
of students have ever got one-on-one career counseling session at their school!

Only 9%

say that the career counseling advice they got was useful!

Schools don't provide enough realistic career exposure. Students *don't know* how jobs, salaries, or skills relate to their dreams.

Industries where young people aspire to work by age 30



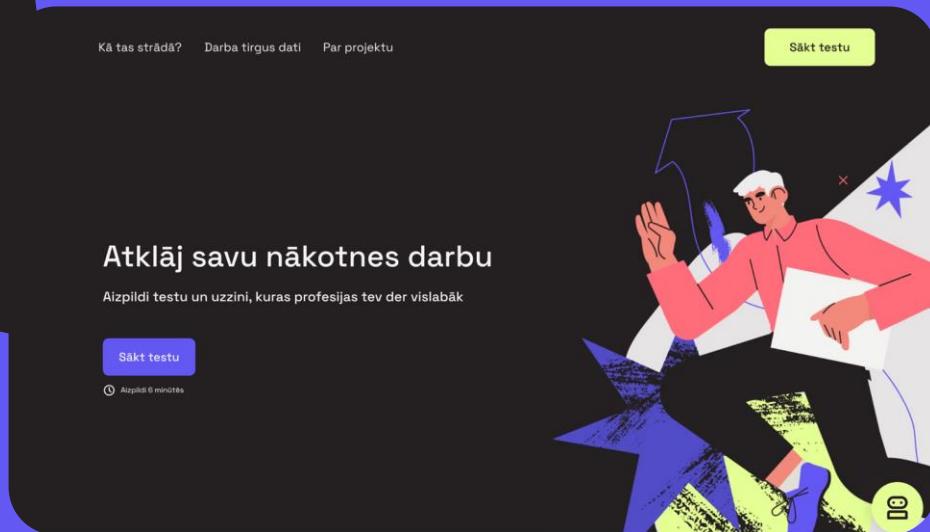
Please specify the industry you would most like to work in by the time you are around 30 years old.

**Weighted average responses*

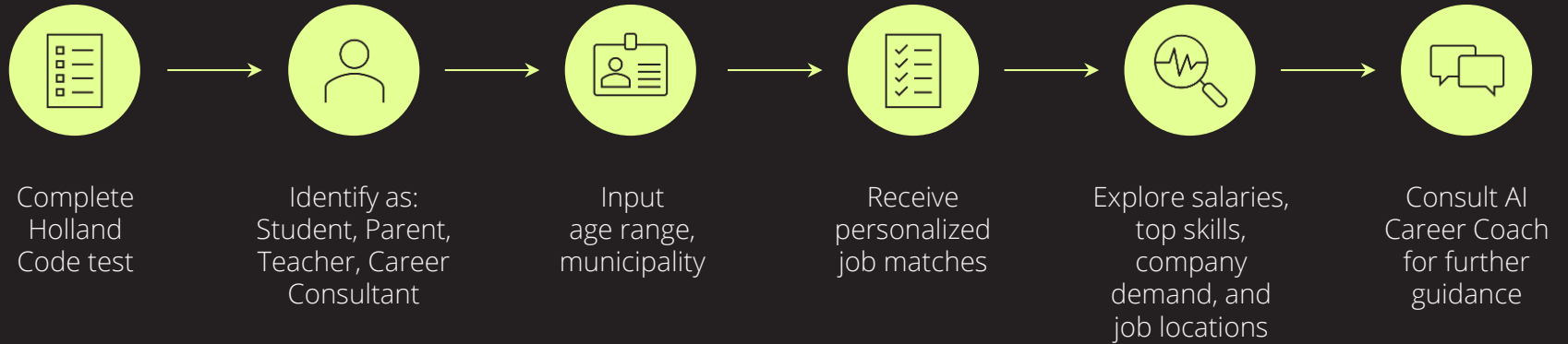
AI Career Platform "Nākotnes darbs"

Developed as a national initiative under the World Economic Forum's Education Accelerator, "Nākotnes darbs" is a career guidance platform designed for high school students, combining real-time labor market intelligence with personalized career recommendations.

The platform analyzes job postings from Latvia's major employment portals, maps this data to the European ESCO classification and provides high schoolers with actionable insights into job market trends, required skills, and salary ranges.



How it works?



Discover your future job

Take the test and find out which professions suit you best.

Start test

🕒 Complete in 6 minutes



Career guidance for high schoolers

Platform is focused to help high school students to:

- **Find careers matching their interests** through personalized job recommendations based on Holland Code assessment
- **Explore salary ranges, required skills, and job locations** with real data from 30,000+ Latvian job listings
- **Get guidance from an AI Career Coach** to navigate their future career path

The screenshot displays a career guidance platform interface. At the top, a dark blue header contains the text "Pharmacists and pharmacologists" and a descriptive paragraph: "Pharmacists store, preserve, prepare, and dispense medical products, and advise on the proper use and side effects of drugs and medications in accordance with prescriptions written by physicians and other healthcare professionals. They participate in the research, testing, preparation, prescribing, and monitoring of medical therapies to optimize human health."

Below the header, a section titled "Similar job titles" lists several roles: "drug quality assurance specialist", "industrial pharmacist", "clinical pharmacist", "pharmacy technician", and "pharmacist specialist".

A bar chart shows "9 employers offering jobs in this profession" (blue bar) and "61 current job ads" (red bar).

A green bar indicates salary information: "€€ The figures given are averages from published salaries. Please note that these salaries are most often for exp...".

A map shows "Vacancies in this job family are most often published in the" with a map of Latvia.

The right side of the interface features a personality type assessment. The top section displays "Your personality type: PIM" with a large graphic of a yellow and blue circle. Below this, a section titled "Here's more about your personality type:" contains three cards:

- Practical:** "This type of person is skilled in working with technical equipment and tools, as well as animals and all living nature. Masters find the greatest growth and satisfaction in practical work, where it is easy to see and evaluate their own work. A large part of the professions that they are good at and enjoy involve working outdoors. Whenever possible, masters avoid sitting in an office or in a work team." (Accompanied by an icon of a person with a clipboard and a yellow 'DO' badge).
- The explorer:** "This type of person is very curious and finds joy in reading, learning, and experimenting. Most often, they choose professions that require working with ideas and exploring them. Both in everyday life and at work, it is important for them to understand the processes around them and look for improvements in them. Usually, people of this type are strong in mathematics and sciences, because they appreciate how detailed it is possible to understand the world through numbers and theories." (Accompanied by an icon of a person with a globe).
- Artistic:** "This type of person is creative and usually relies on their feelings. They are free thinkers who avoid routine and mundane duties. They find growth and fulfillment in professions where they can use their creative spark to solve various problems or generate new ideas. Although most often creative people are independent and do not like working in teams, their vivid imagination and creative ideas can bring great benefit and joy to those around them." (Accompanied by an icon of a person with a red apple).

At the bottom, a section titled "Based on your personality" lists "Career choices that are in demand in the Latvian labor market". A table shows the following data:

Position	Ads since 20.02.2024	Average salary range	Matching personality type
Gardeners, horticultural and plant growers	100	€	PIM

Data-driven resources for career consultants

The platform also supports career consultants with evidence-based tools and lets them to:

- **Access career guidance tools** including Holland Code assessments and comprehensive industry reports for data-driven student counselling
- **Use real-time labor market insights** with Latvia's top occupations, salary benchmarks, key employers, and critical skills analysis
- **Learn how to effectively use data in career counselling** through training and best practice resources

The screenshot displays the 'Future Work' platform interface, which is designed to provide career consultants with data-driven resources. The interface is divided into several sections:

- Most searched positions:** A table listing various IT-related professions and their corresponding number of searches. The data is as of 01/10/2024.

Position	As of 01/10/2024
Programmers	941
Systems analysts	618
System administrators	466
Web and multimedia creators	294
Programmers and application developers and analysts not elsewhere classified	277
Managers in information and communication technology services	233
Information and communication technology operations specialists	233
Senior database and network specialists not elsewhere classified	224
Database creators and administrators	160
Information and communication technology user support specialists	64
Application developers	31
Senior computer network specialists	30
Engineering telecommunications specialists	29
Radio and audiovisual specialists	28
Website specialists	23
Computer network and computer systems specialists	4
- Most searched skills in this job family:** A bar chart showing the percentage of searches for different skill categories.

Skill Category	Percentage
Information and communication technologies	22%
Skills in general	20%
Research, scientific or technical	17%
Physical and mathematical	8%
Health and sports	7%
- Latvian labor market overview:** A section providing current data on the Latvian labor market to help students choose the most suitable career path. It includes a 'Learn more' button.
- How to help students choose a career?:** A section offering methodological material, including a 'Download the manual' button and a list of key points:
 - How to identify the most in-demand skills in the job market
 - How to help a student make an informed career choice
 - How to use data in career counselling
- Listen to a guest lecture where you will learn:** A section featuring a video lecture titled 'Izglībe un darba tirgus' (Education and Labor Market). Key points include:
 - Which skills and professions will be in demand in the Latvian labor market?
 - How to support students in choosing a career
 - How the 'Future Work' platform can help in working with students
- Check out the World Economic Forum's 'Future of Jobs 2025' report, where you will learn about:** A section featuring a video report titled 'Future of Jobs Report 2025'. Key points include:
 - Global trends in the labor market and their impact on future professions
 - A detailed look at changing skill requirements
 - Sector and region-specific insights into labor market transformation

First Results - H1 2025

9680

Assessments taken in the first 6 months, out of which 7.4k are students.

70%

Are youth aged 13-19

30k+

Job ads analyzed in the last 6 months

Platform feedback

Students

"The platform was very user-friendly and intuitive!"

"The personality test helped me understand my strengths."

"I particularly appreciated how easy it was to navigate through different sections, select my interests, and view job opportunities."

6.4k

students aged 13-19 took the assessment on the platform since Jan 2025.

Career consultants

"Easy to use, well-designed, and intuitive sections - truly an excellent tool for career planning!"

"The platform is user-friendly and fast to navigate, making it simple to complete all sections efficiently."

"Straightforward and easy to understand. Comfortable to use, though in some places I would have appreciated more detailed information."

211

career consultants tried out the platform themselves since Jan 2025.

Impact

Every assessment taken = one step closer to a connected, future-ready generation.



Improved career
decision-making



Targeted public employment
services (PES) interventions
based on real data



Better alignment
between youth interests
and labor market demand



Step toward national
AI strategy in education
& employment