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

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NEETs[1] in Europe

€114

billion/year

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

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

[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

Young people aged 15-29

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%

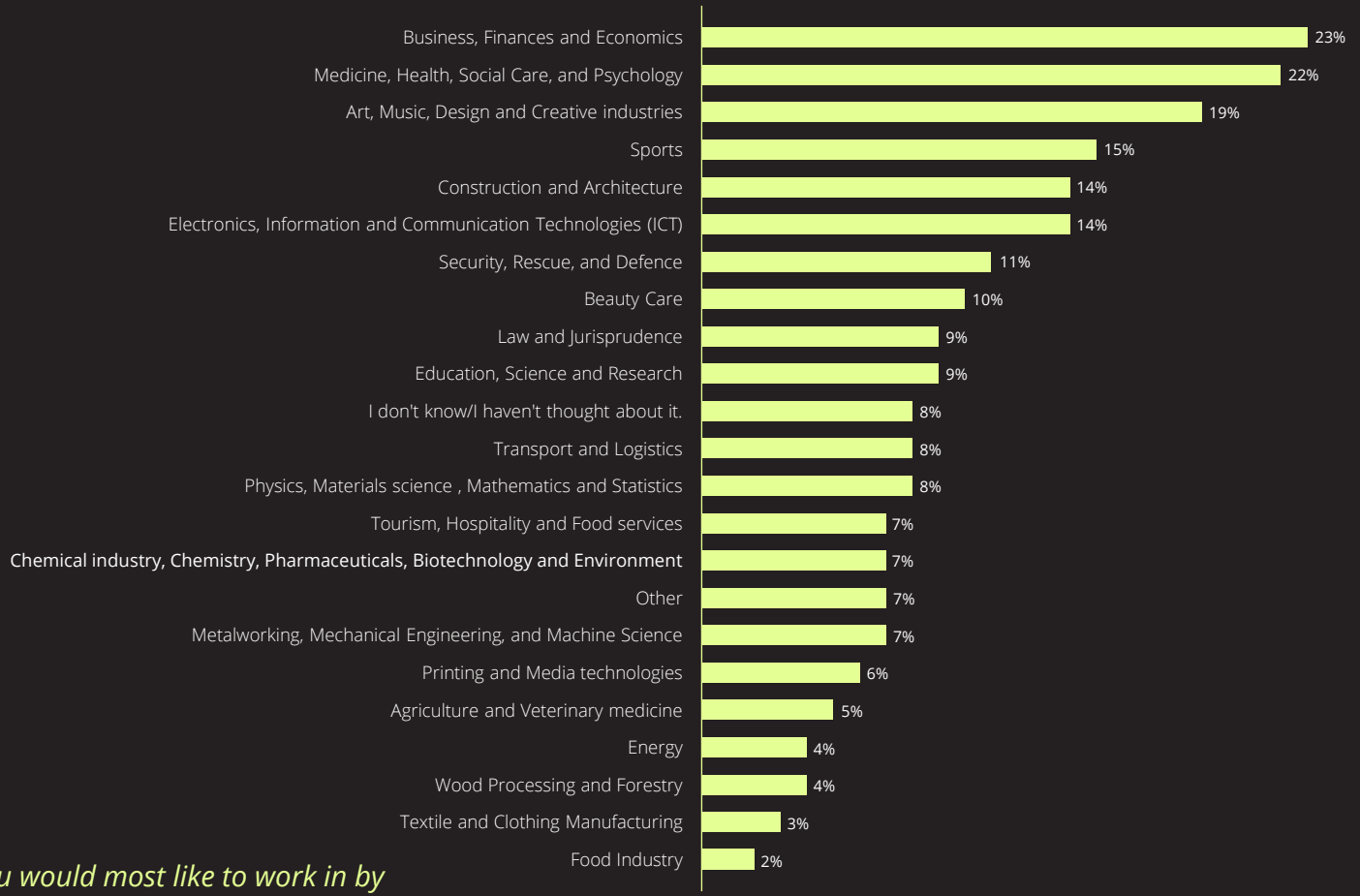
of students have ever got one-on-one career counseling session at their school!

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

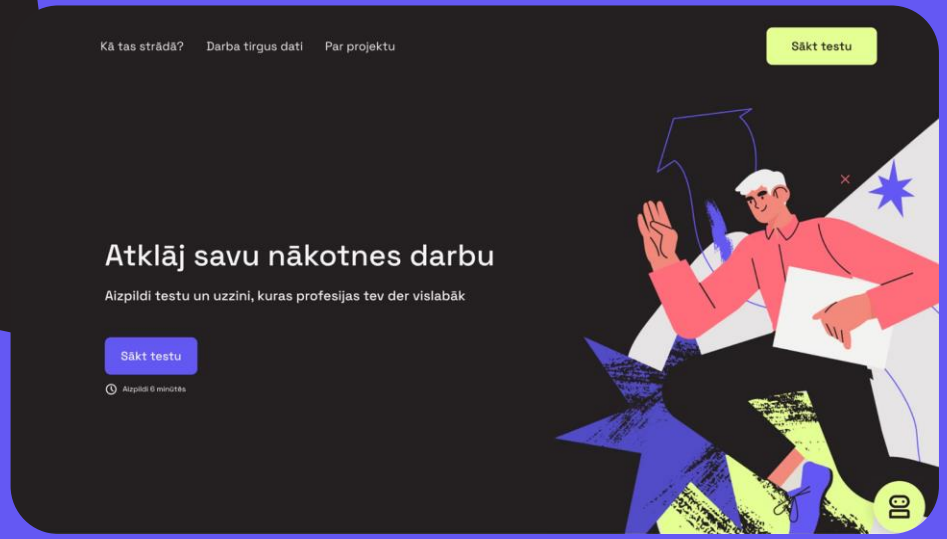


Please specify the industry you would most like to work in by the time you are around 30 years old.
**Weighted average responses*

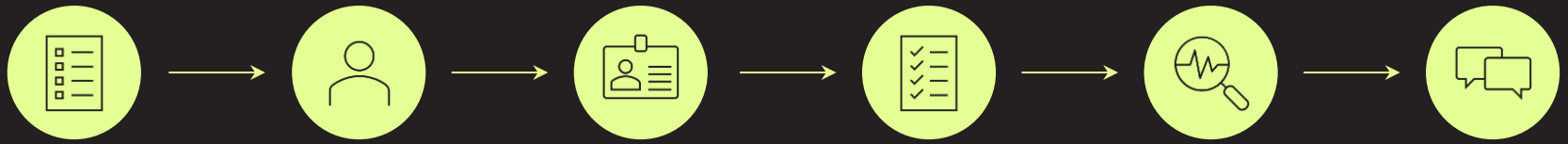
AI Career Platform “Nākotnes darbs”

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?



Complete Holland Code test

Identify as: Student, Parent, Teacher, Career Consultant

Input age range, municipality

Receive personalized job matches

Explore salaries, top skills, company demand, and job locations

Consult AI Career Coach for further guidance

Discover your future job

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

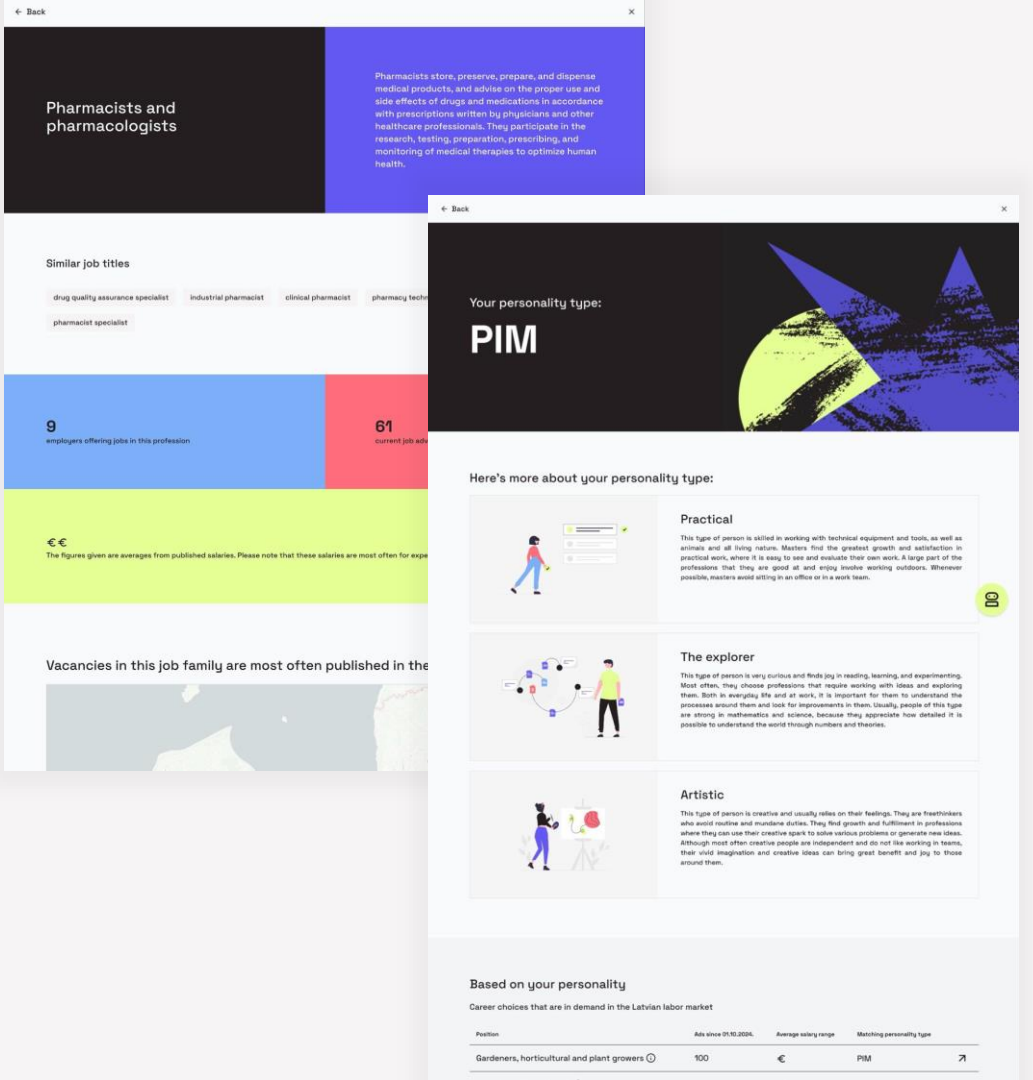
Start test

Complete in 6 minutes

Career guidance for **high schoolers**

Platform is focused to help high school students to:

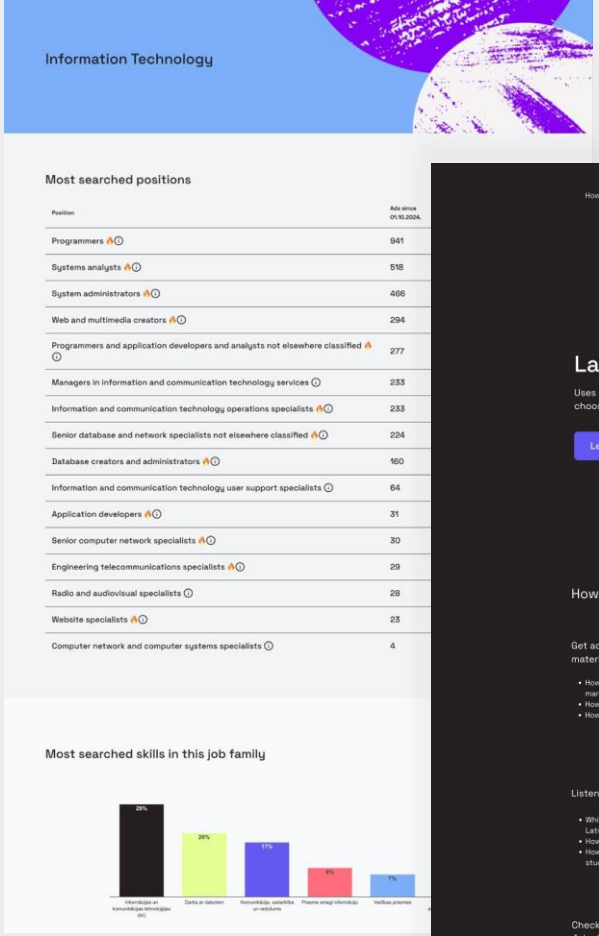
- **Find careers matching their interests** through personalized job recommendations based on Holland Code assessment
- **Explore salary ranges, required skills, and job locations** with real data from 30,000+ Latvian job listings
- **Get guidance from an AI Career Coach** to navigate their future career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

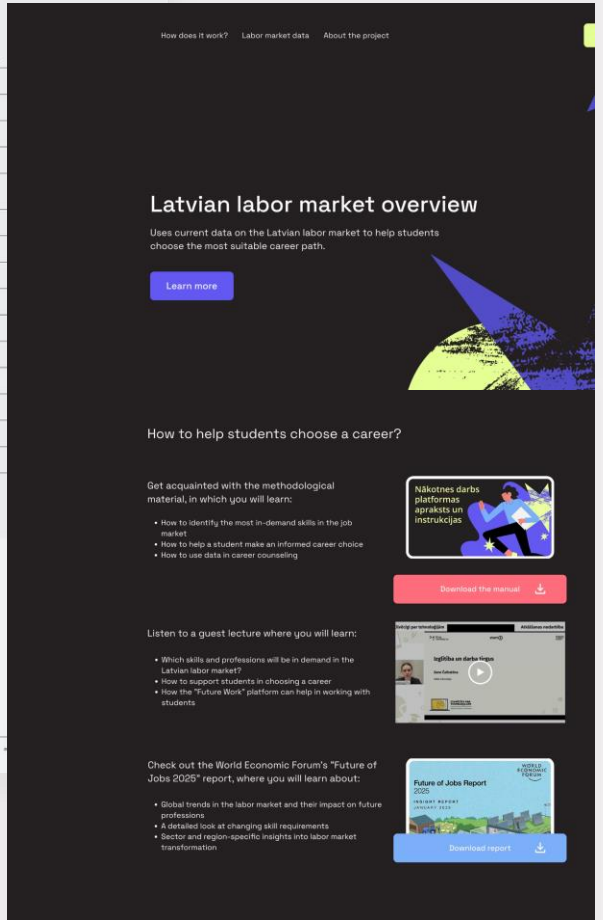


Data-driven resources for **career consultants**

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





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