

The background of the entire slide is a dense, stylized pattern of tropical leaves. The leaves are in various shades of olive green, mustard yellow, and dark brown, with some featuring white or light-colored patterns like spots or veins. The leaves are layered and overlap, creating a rich, textured effect.

# blind spots, and Green Guidance

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Plant, P. (2020). Paradigms under pressure: Green Guidance. *Nordic Journal of Transitions, Careers and Guidance*, 2020, vol. #1 (in press)

# Blind spot: Career development and Economic Growth

## ~~Adam Smith & Max Weber~~



- Individuals pursue their own interests led by an 'invisible hand' to promote an end that is no part of their intention: career development represents Smith's 'invisible hand' made flesh (Watts, 2003)
- *Protestant Work Ethics*: individualistic work values, linked to economic growth, prosperity, protestant work ethics, and capitalism (Weber, 1958)

# The Big Five & Policy Papers: Same Same

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The *Big Five* career theories (Leung, 2008), plus one:

- Super: Life-span
- Holland: Person-environment fit
- Gottfredson: Circumscription and compromise
- Gelatt: Positive Uncertainty
- Krumboltz: Planned Happenstance
- Savickas: Life-design

- The growing globalisation of trade and lengthening of the period of active employment are increasingly requiring individuals to adapt their skills, in order to remain ahead of necessary changes
- The enlargement of the European Union has increased the potential for mobility in education and training
- Citizens' lives are increasingly characterised by multiple transitions
- Guidance plays a decisive role in the major decisions that individuals have to take throughout their lives

*EU Resolution on Lifelong Guidance, 2008*

# Paradigm shift

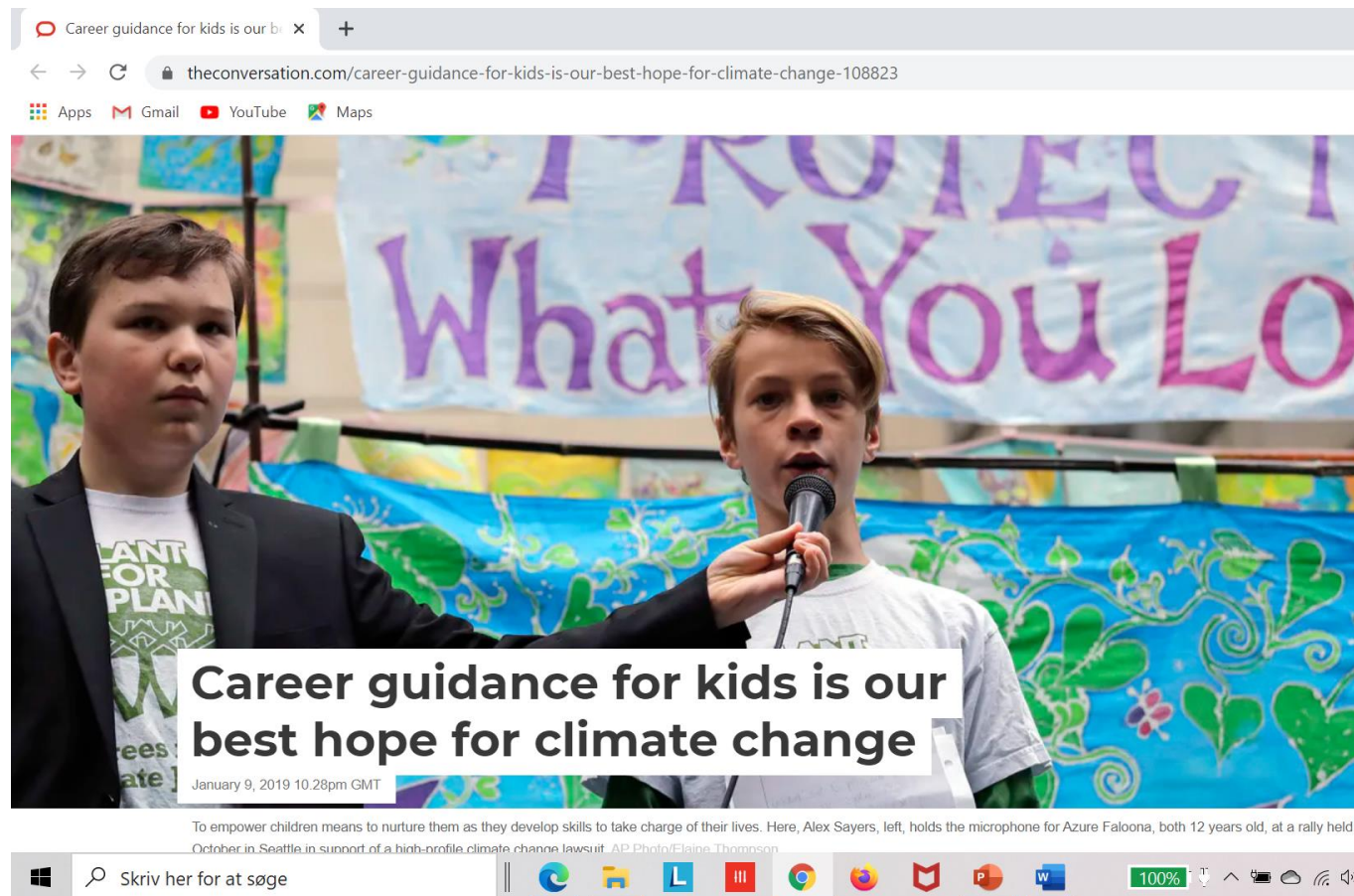
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- “Paradigm shifts arise when the dominant paradigm under which normal science operates is rendered incompatible with





# Career Development /Career Education: A grEen Spot



Green Guidance: a renewed relevance for Uddannelse og Job (DK), Arbejdskendskab (DK), Utdanningsvalg (N), SYV: hele skolans ansvar (S), Opinto-ohjaus (FIN); Náms- og starfsráðgjöf (IS)

# Ecologism vs Environmentalism

Figure 1: 'Light green' versus 'dark green' approaches to environmental sustainability (Dobson, 2007) mapped on to Watts' (1996) quadrant of socio-political ideologies

	Focus on society	Focus on individual
Focus on socio-political change  <b>DARK GREEN (Ecologism)</b>	<b>RADICAL</b> (social change)	<b>PROGRESSIVE</b> (individual change)
Focus on socio-political status quo  <b>LIGHT GREEN (Environmentalism)</b>	<b>CONSERVATIVE</b> (social control)	<b>LIBERAL</b> (non-directive)

Fig from: Packer, R. (2019). *Greening HE careers education and guidance? An investigation into the perspectives and experiences of career development practitioners from English universities*. Master's Thesis. Derby: University of Derby

Refs:

- Dobson, A. (2007). *Green political thought* (4<sup>th</sup> edition). London: Routledge.
- Watts, A.G., (1996) Socio-political ideologies in guidance (in) Watts, A.G., et al (eds), *Rethinking Careers Education and Guidance*, London: Routledge. 225 – 233.

**Figure 3: Socio-political ideologies of green careers education and guidance.** Adapted from Watts (1996) and Dobson (2007).

	Focus on society	Focus on individual
<p>Focus on change</p> <p><b>DARK GREEN (Ecologism)</b></p>	<p><b>RADICAL</b> (social change)</p> <p>Mantra: <i>“We must change oppressive structures and systems that perpetuate social and environmental injustices”</i></p> <p>In careers practice this might look like: helping individuals to see social and environmental challenges as group – rather than just individual – challenges, e.g. through green critical pedagogy.</p>	<p><b>PROGRESSIVE</b> (individual change)</p> <p>Mantra: <i>“We must empower individuals to move beyond limiting structures”</i></p> <p>In careers practice this might look like: encouraging and empowering individuals to make individual career choices that take ecological wellbeing into account.</p>
<p>Focus on status quo</p> <p><b>LIGHT GREEN (Environmentalism)</b></p>	<p><b>CONSERVATIVE</b> (social control)</p> <p>Mantra: <i>“We must help people to develop sustainability literacy skills so that they can adapt to the needs of the labour market”</i></p> <p>In careers practice this might look like: acting as a ‘gatekeeper’, assisting individuals to develop their skillset/attributes for a greener economy.</p>	<p><b>LIBERAL</b> (non-directive)</p> <p>Mantra: <i>“We must provide equal opportunities for individuals who are environmentally-minded”</i></p> <p>In careers practice this might look like: helping individuals who are environmentally-minded to make career choices in line with their personal values and skillset.</p>

# Career Guidance: part of the ~~solution~~





# Lifelong?

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