

Festival of professions

<u>Organisation(s):</u>			Azerbaijan Public Employment Agency (APEA) under the Ministry of Labour and Social Protection of Population of the Republic of Azerbaijan		
<u>Country:</u>			The Republic of Azerbaijan		
<u>Contact:</u>			policy@esn-eu.org		
<u>Theme:</u> Choose at least one option			<div style="display: flex; justify-content: space-between;"> <div style="width: 48%;"> <input type="checkbox"/> Ageing & Care <input type="checkbox"/> Asylum & Migration <input type="checkbox"/> Young People <input checked="" type="checkbox"/> Support for Children & Families <input type="checkbox"/> Community Care <input type="checkbox"/> Integrated Care & Support <input type="checkbox"/> Co-Production <input checked="" type="checkbox"/> Disability <input type="checkbox"/> Housing & Homelessness <input type="checkbox"/> Artificial Intelligence <input type="checkbox"/> Digitalisation <input type="checkbox"/> Quality Care </div> <div style="width: 48%;"> <input checked="" type="checkbox"/> Labour Market Inclusion <input type="checkbox"/> Social Inclusion <input type="checkbox"/> Technology <input type="checkbox"/> Workforce and Leadership <input type="checkbox"/> Social Benefits <input type="checkbox"/> EU Funding <input type="checkbox"/> Social Service's Resilience <input type="checkbox"/> Mental Health <input type="checkbox"/> Person-Centred Care <input type="checkbox"/> Research & Use of Evidence <input type="checkbox"/> Management & Planning <input type="checkbox"/> Other, please specify: </div> </div>		
<u>Principles of the European Pillar of Social Rights:</u> Check the 20 principles here .			<div style="display: flex; justify-content: space-between;"> <div style="width: 48%;"> <input type="checkbox"/> 1. Education, training, life-long learning <input checked="" type="checkbox"/> 2. Gender equality <input checked="" type="checkbox"/> 3. Equal opportunities <input type="checkbox"/> 4. Active support to employment <input checked="" type="checkbox"/> 5. Secure and adaptable employment <input type="checkbox"/> 6. Fair Wages <input type="checkbox"/> 7. Transparent employment conditions <input checked="" type="checkbox"/> 8. Social dialogue <input checked="" type="checkbox"/> 9. Work-life balance <input type="checkbox"/> 10. Healthy, safe work environment </div> <div style="width: 48%;"> <input type="checkbox"/> 11. Childcare and child support <input checked="" type="checkbox"/> 12. Social protection <input checked="" type="checkbox"/> 13. Unemployment benefits <input type="checkbox"/> 14. Minimum income <input type="checkbox"/> 15. Old age income and pensions <input type="checkbox"/> 16. Health care <input type="checkbox"/> 17. Inclusion of people with disabilities <input checked="" type="checkbox"/> 18. Long-term care <input type="checkbox"/> 19. Housing and assistance to homeless <input type="checkbox"/> 20. Access to essential services </div> </div>		
<u>Current status of the practice:</u>			<input type="checkbox"/> Concept and Design Phase <input type="checkbox"/> Testing or pilot phase <input type="checkbox"/> Temporary practice that has terminated <input type="checkbox"/> Temporary practice that is ongoing and has a termination date <input checked="" type="checkbox"/> Established and ongoing practice <input type="checkbox"/> Scaling Up and Transformation Phase <input type="checkbox"/> Other (please specify)		
<u>Summary:</u> Please summarise the practice in maximum 3 sentences. This will be the			The Annual Festival of professions, a flagship project of the Azerbaijan Public Employment Agency, has a significant influence on career counselling and the quality of education provided throughout Azerbaijan. It reaches diverse and underserved groups, and involves school children, parents, prospective students, and the general public through the country. The festival provides wide access to career opportunities by reaching out to a variety of locations, including underserved and remote areas.		

<i>disclaimer of your project on our website.</i>	
<u>Context/Social issues addressed</u> <i>Please explain the problem you attempt to solve with your practice.</i>	The festival serves as a great resource for parents seeking to provide knowledgeable career advice, inspires schoolchildren to pursue their academic aspirations, and helps prospective students make informed decisions about their futures. Its engaging style and broad appeal inspire students, enhance their academic achievement, and create opportunities for networking with industry professionals.
<u>Objectives:</u> <i>Please provide a maximum of three objectives in bullet points.</i>	<ol style="list-style-type: none"> 1. Informing students about professions that are in demand in the future labour market 2. Increase public interest in vocational orientation 3. Vocational training
<u>Activities:</u> <i>Please describe the activities put in place to achieve the objectives (maximum 300 words).</i>	In 2022, the festival attracted over 25,000 participants, and this number grew to more than 76,000 in 2023, showcasing its significant growth and expanding impact. Spanning 10 regions, including underserved and remote areas, the festival reached a diverse audience and supported broad career development efforts. In 2025, the festival is set to expand further, extending its reach to additional regions across the country, thereby increasing its accessibility and impact. Along with other initiatives, the festival contributed to a 75% employment rate among those who received counselling certifications, underscoring its role in enhancing employability.
<u>Outcomes:</u> <i>Please explain what the results were/are so far and how you evaluated this.</i>	<p>Surveys are prepared in advance to measure satisfaction among the population and improve the project. Volunteers involved in the event conduct surveys among the population throughout the event. The results of the surveys are then analysed.</p> <p>The surveys were conducted based on the following questions:</p> <ul style="list-style-type: none"> - Participation numbers of the population across 10 regions. - Number of participants by gender. - Number of participants by status (student, university student, graduate, or parent). - Age range of participating students. - Evaluation of participants' expectations about the festival on a 10-point scale. - The part of the event they liked the most. - Which profession stand did you like the most? - Which profession or professions would you like to learn more about? - Did the information you gained during the event influence your choice of specialisation? - What else would you like to see at the event?
<u>Links to supporting documents:</u> <i>e.g. website or report of the practice</i>	https://peselerfestivali.az/ https://www.youtube.com/watch?v=dv2QdifH9eA https://www.youtube.com/watch?v=0nUwwgAniKA https://dma.gov.az/media/xeberler/peseler-festivalinin-bakida-yekun-tedbiri-olub
<u>Comments and tips i.e. for people willing to use your Practice</u>	These events create unforgettable experiences and memories for the people living in the region. Learning has never been so fun.