

PRESS RELEASE

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Brand4Careers: The online tool and CV generator ready to be launched!

The CV Generator is ready! With this tool, users will be able to identify personal branding weaknesses on the one hand, and at the same time they will have the opportunity to create their CV. There are three templates: Creative, business and academic. Users will be able to save it and keep it in the database!

We will create also a guide providing information about the utilization of the tool. The guide envisages to improve digital skills of trainers, and empower them to use digital tools in their educational approaches. The tool will be primary used by young job seekers, and will assist those who been affected by the COVID-19 consequences the most. The training material and the tool will be open and accessible to public.

Previously, we identified the actual needs of career/ guidance counselors when it comes to digital skills. This was essential in order to identify which are the digital competencies that career counselors lack the most and which digital practices they use in their current training programs

According to the results of the surveys;

- In **UK, Romania** the biggest challenge is the poor financial infrastructure to pursue more training opportunities lack of proper training in career coaching.
- In **Italy** and **Spain** the main challenges are the lack of proper training in career coaching and poor financial infrastructure.
- In **Cyprus**, the biggest challenge is the lack of digital skills



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