

IAEVG Conference 2026: Professional Practice Paper Presentation

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Paper Presentation Title:

A study of UK career development practitioners' perspectives on green career guidance (English language)

This paper will present the results of a research project exploring the perspectives of UK practitioners on green career guidance and the impact this may have on their practice.

Conference Theme:

Navigating the Future, Best Practice

Abstract:

Recent years have seen global recognition of the dynamic relationship between climate crisis and developments in the labour market. This in turn impacts individual career paths, leading career development practitioners to consider their role in guiding clients through these changes. Green guidance (GG) is a term used to describe an approach to career guidance that seeks to integrate and address environmental concerns by imbuing practice with a conscious focus on the environmental impacts of our life, learning, and work choices.

This presentation outlines research undertaken on career practitioners' perspectives on and behaviour relating to green career guidance. The project builds on existing research focused on the relationship between career guidance and environmental/climate issues. Over 300 career development practitioners based in the UK were surveyed using validated instruments which measure careers practitioners' perceptions of climate change, attitude to green guidance, their perception of clients' attitudes towards green guidance and practitioners' personal scales of social activism. The aim of the study is to build understanding of the relationship between these different constructs and consider implications on guidance practice. This presentation will outline the rationale, methodology and findings from the survey and will describe what has been learned about the current position of green career guidance for practitioners in the UK. We will consider implications for practice and continuing professional development for practitioners.

Keywords:

Green Guidance, Career Practitioners, Professional Development, Climate change, Psychometric

Proposed by:

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Objectives:

- Introduce key concepts, terms and basis for green career guidance
- Outline rationale for the study, research aims and methodology
- Outline findings from the project
- Discuss implications for practice, continuing professional development and further research

Theoretical basis

A 2024 descriptive survey of European guidance practitioners indicated that whilst 84% of practitioners found the idea of green guidance appealing, only about one third reported that they were practicing any form of green guidance and a similar number of practitioners were unfamiliar with the concept (Hooley et al., 2024). This and other studies have helped to identify some of the challenges and barriers that practitioners face when attempting to take a green guidance approach (Grant, 2024; Kavková, & Šprlák, 2024). These include ethical concerns relating to impartiality, transparency and maintaining client focused practice, practical concerns about accessing green labour market information or resources for practice and anxiety relating to competence and confidence in this arena. Examining practitioners' perspectives, how different elements affect this and the relationship between these elements is an important next step to building our understanding of practitioners' relationship to and behaviour with green guidance practice.

Methodology

This project builds on a similar existing study by Casanova & Hooley (2026) which validates two instruments focused on practitioners' attitudes to green guidance and their perceptions of their clients' attitudes to green guidance. The current study incorporates psychometric instruments examining practitioners' attitudes to environmental issues and their stance on social/environmental sustainability activism (adapted from Ginevra et al's, 2024). At the point of writing this proposal the survey is open for participants to complete, with approximately 300

responses from UK practitioners received. The survey will close in April 2026. Survey questions consist of scaling questions based on the selected instruments and opportunities for open text responses. Data will be analysed through producing descriptive statistics as well as thematic analysis for the small amount of qualitative data. We expect to be able to explore demographic variances in these measures for our UK participants to help us to understand the current state of play in green guidance for UK practitioners. In addition, we anticipate using confirmatory factor analysis to identify the relationships between these constructs and how they explain practice.

Results and Conclusions

The survey for this study has had an encouraging response rate in the UK with over 300 completions. As the survey has not yet closed we are unable to present the results and conclusions within this proposal. This conference presentation will outline the results from the study and discuss conclusions. We anticipate that the findings will help us to better understand UK career development practitioners' perspectives on green career guidance, key factors affecting this and the implications for practice and emerging areas of research.

Key References:

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