

Green Guidance: Reconciling Individual Career Pathways and Sustainability Challenges, Exploratory Study with Guidance Counselors in Morocco

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Abstract

In the current socio-economic context marked by increased pressure on the environment, resulting in hazardous natural phenomena (pollution, drought, etc.), it is essential, for the common well-being of humanity, to collectively work towards environmental protection and the achievement of the Sustainable Development Goals (SDGs). While the role of the educational system is crucial in this endeavor, School and Career Guidance (SCG), as a component of this system, is also called upon to engage. The concept of "Green Guidance," developed by Peter Plant in 2014, offers a practical response to ecological concerns. It focuses on raising awareness among individuals about the environmental impact of their career choices while encouraging career counselors to integrate ecological considerations into training paths. This approach emphasizes the need to view individual success not only from an economic and psychological perspective but also by considering global social and environmental issues within a sustainability framework. This study serves as an exploratory effort to examine the potential for establishing "Green Guidance" within the SCG system in Morocco. It investigates how career counselors consider the effects of the ecological transition in supporting students' personal projects, emphasizing the importance of broadening reflection spaces to enable young people to develop responsible and community-oriented agency. Using a questionnaire administered to 300 career counselors across the national territory, the research will shed light on their awareness of this new approach in the field of SCG, its potential contribution to environmental protection efforts, and will identify promising practices among both students and professionals related to Green Guidance. Additionally, it will identify obstacles that need to be overcome for better integration of this approach into career counseling practices. Based on its findings, the study will propose strategic recommendations for policymakers, educators, and counselors aimed at promoting career paths focused on sustainability and contributing, through SCG, to the ecological transition to build a greener and a more resilient economy.

Keywords

School and Career Guidance, Green Guidance, Pathways, Ecological Transition, Sustainability, Support