


We are a Spanish organization founded in 1995 by Reinhard Mohn, predicated on the belief that financial wealth entails social responsibility. Our programs are therefore designed to strengthen society and help individuals reach their full potential by developing the resources needed to achieve those goals. From 2014, all activities were shifted towards alleviating youth unemployment in Spain through two complementary projects: The creation of the Alliance for Dual Vocational Education and Training (Dual VET) and Coordinated Career Guidance project.

Our work within the framework Global Career Readiness Initiative




The foundation develops practical tools and resources like online platforms and assessments, and guides (e.g. 'Xcelence tool' or the platform 'Empresas que inspiran'). Fundación Bertelsmann also collaborates with various stakeholders including educational institutions and companies, and disseminates knowledge and best practices in the field. Their efforts aim to help individuals make informed decisions about their educational and professional paths.


Organization's related priorities

- Learn from other experts
- Engage with international organizations working on the same topic
- Engage with big corporations

Priorities for community engagement

- Learn about other/better approach to multi-stakeholder projects
 - Share best practices in public policy impact
 - Share research and strategies
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Partnerships & Alliances

- Public institutions, including city councils, regional governments, education ministries, schools, and training centres.
 - Private sector partnerships with companies, business associations, chambers of commerce, and employer confederations to support technological, training, and Dual VET initiatives.
 - Alliances with NGOs and foundations working on related topics (e.g., Empieza por Educar, Fundación Princesa de Girona, Fundación CEOE, Fundación MAPFRE).
 - Collaboration with universities, research centres, and international networks to share knowledge and best practices in career guidance and vocational training.
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Spain Landscape

Fundación Bertelsmann



Data - Transition from school to work (Spain)
Indicators for youth between 15 - 24 years old

Labor force participation rate (OECD, 2022)	Share of youth not in education, employment or training (ILO, 2022)		Unemployment Youth (ILO, 2023)	
37% total	10.6% male	10.4% female	27.5% male	29.7% female

Current State of Career Readiness

- **4º de ESO+Empresa** is an initiative offering 15–16-year-old students 2–5 days of job shadowing in companies.
- **Pla Educatiu d'Entorn** is a community-based programme which supports school and afterschool activities, fostering student engagement, preventing dropout, and building connections with local companies.

Challenges and Gaps

- UNESCO recommends a ratio of 1 career adviser per 250 students, but in Spain this currently stands at approximately 1 adviser per 800–1000 students, highlighting the need for greater investment in personalised guidance.
- Career guidance and connections to the professional world need to be explicitly embedded in the curriculum to ensure all students develop the skills and understanding needed for their future pathways.

Emerging Trends

- **Xcelence tool** helps education centres across Spain self-assess the current status of career education against 10 key elements. A personalised report, action plan and resources support improved provision of careers education.
- **Empresas que Inspiran** (“Inspiring Companies”) platform matches companies with schools to organise workplace visits, career talks, and job shadowing. It also offers career guidance materials, including over 100 videos of professionals and sectors for teachers.

Call to Action

- Companies should actively participate in career guidance by engaging with schools and students to share real-world insights and opportunities.
- Career guidance should be a shared responsibility within schools, involving not only dedicated career counsellors but also teachers and school leaders to ensure a holistic, integrated approach.