

Network Cités des métiers • n° 47 • December 2014

EDITORIAL

Dear colleagues of the CDM network,

The end of the year has arrived. The year 2014 was a year full of networking opportunities, sharing and reflection on the future of our network. There was much discussion on the possibilities of governance and the development priorities. So we must now take action to implement all the proposals and decisions taken. 2015 will definitely be the year the Network will be able to renew and strengthen.

In 2015 we will continue to meet, of course, already starting in early February in Liège. This Winter School promises to reduce distances, to strengthen links and to innovate. Great moments await us at the "Cité Ardente", working time, reflection, sharing, learning, but also friendliness.

Personally, I hope that this end of the year allows all members of the CDM to review all the activities, but also to enjoy the well deserved rest, so as to start 2015 with renewed energy to better meet new challenges, not forgetting the deserved festive moments.

On behalf of the network, I wish you a Merry Christmas and a Happy New Year!

With all my best wishes for 2015!

Raquel Castello-Branco, president of the CDM Network

CDM NEWS

VAL-DE-MARNE BETS ON THE DIGITAL

Among its numerous work axes, the CDM du Val-de-Marne renews its offer of digital services.

Since a few days, it offers a new version of its website. Graphically reviewed, this website now shows on the first page a carousel to better showcase the events offered at the CDM.

Each event page is now accompanied by a recommendation of the other workshops that could interest a participant. The navigation has been reviewed and is organised around three counselling poles.

The service offering, meanwhile, has been simplified in its headings, and revolves around the triptych "advice, events, resources". Finally, each page includes a sidebar, reminding office hours and the map to facilitate the arrival in the CDM.

At the same time, the CDM staff has worked at facilitating the access of the public to its numerous online resources, available on the web, and related to training, employment and professional life. These "good addresses" have been gathered in a guide to the multimedia resources, available on the home page of the 20 multimedia spots offered to the visitors to facilitate their researches.

Several tablets have been installed in the counselling pole. They contain a selection of apps in the sector of employment, training, and company creation.

The aim is to allow the visitors to spend their waiting time in a useful way, in case they have to queue for some time to speak personally with a counsellor. Moreover, the use of the tablets is also perceived as a way to ameliorate the digital competence of the visitors who are less confident with these tools. This action is part of the European project "Open codex".

Finally, in a few weeks, the CDM will deploy a website dedicated to the "resources", whose aim will be to catalogue, on the basis of job typologies, a set of resources offered at the CDM and in the community.

The users will find in it also a section titled "... they say about my job" including links to articles and webpages related to the various jobs.

All of these tools will represent the basis of the digital offering of the CDM, with a medium term goal of positioning the CDM as a resource in the area, and allow sharing digital services and the benefits they can represent in employment and professional life with the greatest number of visitors.

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THE 72 HOURS OF PROFESSIONAL GENDER MIX

From 2 to 4 December, the CDM du Val-de-Marne co-organises an event on professional gender mix. This initiative involves businesses, the public sector, and local associations with the aim to sensitise professionals and the public to the gender related issues in career guidance choices, through interactive and playful events.

Within this initiative, the CDM welcomes and organises several events, such as professionals' round tables to stimulate the interest of men in

jobs traditionally considered having a “feminine” image, expo on gendered learning, a workshop on the role of stereotypes, a visit to a training centre of industry. The CDM also manages the communication of this multi partner’s tool (graphic chart, making of the website: 72h-mixite.fr).

More information (in French): <http://72h-mixite.fr>

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THE TOUR DE FRANCE OF TELEWORKING

On Tuesday, December 9, the CDM du Val-de-Marne welcomes the eight and last stop of the “Tour de France du télétravail et des tiers-lieux”. The previous stops have been in Saint-Etienne, Strasbourg, Bordeaux, La Défense, Mende, Lyon and Bourges.

The Tour de France aims at informing employed people, human resources managers, public offices but also other actors in the transports and building sector, of changes in the work setting and at allowing them to try these new living and working modalities.

During the stop at the CDM du Val-de-Marne, a meeting lasting an entire morning and focused on “another way of working” will be dedicated to the enterprises actors.

It will notably address the issue of teleworking and of its consequences for the management, through testimonies by employed people and managers of human resources.

At the same time, a temporary co-working space will be mounted at the CDM, to allow a joint reflection on the form and usefulness of these third spaces, workspaces outside the enterprise, for employment, training and enterprise creation.

More information (in French)

<http://www.tourdefranceduteletravail.fr/etapes-2014/val-de-marne/>

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MORE THAN 800 EMPLOYMENT OFFERS DURING 2014 AT THE CDM DE MARSEILLE & DE PACA

From September to December 2014, the CDM de Marseille & de Provence-Alpes Côte d’Azur will have offered in its Marseille’s premises almost 800 employment offers, in various sectors: sea related activities, health and social sector, textile and garment, transport and logistic, person related services. Offers have been included also in other

activities, such as info days dedicated to various topics: Journées Initiatives Solidaires; Journées Jeunes; Forum Emploi 45+.

Approximately 4.000 job seekers have attended these events.

The CDM has also been partner in recruiting activities conducted by local enterprises, such as, recently, the recruitment by the Hard Rock Café Marseille, organised in the CDM on the 6 and 7 October.

During these two days, 100 jobs have been offered, and 1.600 job seekers have had their chance.

The CDM de Marseille & de PACA, is also:

- More than 20 monthly thematic workshops, eight of which having the immediate aim to re-employ the participants

- More than 5.000 counselling interviews conducted anonymously and without need of an appointment, six days a week, 1.500 of which given on the pole aimed at supporting people in finding an employ

- One out of two visitors, 30.000 people each year, are job seekers.

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THE CDM DE PORTO WILL PRESENT IN DECEMBER THE HANDBOOK TO SUPPORT THE ENTREPRENEUR, AT THE POLE “CREATE A COMPANY”

Between 2009 and 2012, the CDM de Porto has developed an office to support entrepreneurship (BAE), a place for offering support and information about the activities to implement in the process of creating an enterprise. The office has been created within the framework of “New Nord – Operational regional programme of the North” and co-financed by the National Strategic Reference Framework (NSRF) and the European Fund for regional development (FEDER).

The BAE has presented to the entrepreneurs a vast range of services facilitators of the enterprise creation, step by step, identifying the different formalities (among others, the bureaucratic, financial, juridical, fiscal ones). In parallel, the CDM has worked in an integrated manner with a network of partners, thus allowing widening the support available in the various domains and steps of the entrepreneurial process.

Therefore, along three years, the BAE has had a unifying role in the entire process related to business company, assuring the following of the users of the pole “creating a business”, workshop organisation and partners managing.

In 2012, the BAE role has been acknowledged in the qualifying national phase of the European

Enterprise Promotion Awards, obtaining a second award in the category "Category 3: Improving the Business Environment".

This category recognises innovative policies, at local or regional level, that stimulate the business creation and development.

The result of the activities developed in the BAE is the Handbook to sustain the entrepreneur, which collects the main questions the entrepreneurs have asked along the three years in occasion of the various steps of their professional path.

A clearly written handbook, in paper and video version (with sign language translation), accessible to all, whatever their qualification of professional experience, that aims to become a real guidance tool in every key moment of the creation of an enterprise. The handbook will be presented in December.

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CDM DU GARD: DISCOVERING THE FOOD RELATED JOBS FROM 13 TO 19 OCTOBER 2014

In occasion of the "week of taste", the CDM du Gard organised several meetings with professionals working in the food related sector, to present this sector to job seekers, people aiming at a new professional qualification, or interested in creating a new business.

The CDM du Gard, engaged in several national information weeks, has tested this new concept on three out of its five platforms, Ales, Nimes and Bagnols, in cooperation with several associated points at local level.

This initiative is based on the desire to reduce the number of occupations at risk in various activity sectors.

The food trade sector is far from being spared by the current crisis, in fact several jobs in this sector, not well known and devalued, face always difficulties in attracting job seekers, in spite of the visibility offered by the media to some of them.

Knowing from experience that public prefer overwhelmingly the direct contact with professionals, we have exploited the concept of a meeting between professionals and job seekers, or people wishing to deepen their knowledge in this branch.

For this event were selected only the artisans having obtained the departmental label "Militant du gout" (campaigner of taste), a guarantee of the quality of their competence and their products.

The public has therefore benefited of the presentation of several occupations: cheesemaker, winemaker, market gardener, cook, restaurateur,

waiter, baker, pastry chef, confectioner, roaster, caterer.

These meetings allowed the presentation of each of these occupations in its professional environment as well as to learn about the labour market, employment opportunities, mobility issues, regulation, training, skills, health and safety related issues.

The organisation of eleven meetings along the week allowed around 100 people to benefit from expert advice.

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Network News

INVITATION TO PREPARE THE WINTER SCHOOL 2015

For the last several months the CDMs de Liège and du Saint-Quentinoise have been working with the network's bureau to host our annual meeting in Liège the 4-5-6 February 2015 on the theme "CDMs connect men and territories" (cfr. Newsletter n. 46). The website for the registration to the Winter School will be opened by mid-December and you are all invited to register as soon as possible to facilitate the logistical work of the organizers. All the CDM leaders in the past few weeks have received the provisional program built starting from the workshop themes that emerged from their last meetings in June and July, along with an invitation for their teams to actively contribute to this program.

As in previous editions, this Winter School will be a time for exchange and mutual training.

A plenary session on the first day will address the professionalisation of the counsellors, given its importance for our network.

The Winter School reflects our activities and our diversity, it should also allow to ask ourselves about the relevance of our actions towards the public and the means to implement to improve our practices through the exchange and sharing within the network; this is also an opportunity to open up to cooperation opportunities and alliances within and between CDMs, that could enhance our efficiency and allow us to share our experience.

It is therefore important to make known the workshop themes that the team members wish to offer in addition to those already identified, to publicize the projects in which your CDM is involved or wants to get involved. If you have not already done it via the manager of your CDM for December 4th, or if you have new ideas, thank you to contact us immediately.

Although it is less urgent, thank you also to submit as soon as possible the posters you wish to expose and the good practices you want to share. A Winter School is a privileged moment to strengthen the links between the CDMs and initiate new projects.
Bernadette THOMAS

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AGENDA

1st et 15th December 2015

Professionnalisation of the counsellors

At the CDM de Paris - La Villette (room Blanc Bleu), session reserved to the 9 counsellors involved in the activity.

4-6 février 2015

WinterSchool 2015 in Liège

Inscriptions on the website (starting from mid-december):

<http://www.ws2015cdm.com/>

5-7 February 2015

Scientific symposium

Travailler, s'orienter : quel(s) sens de vie ?

Cnam – INETOP

292 rue Saint-Martin, Paris 3^e.
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The e-mail address for information regarding the Newsletter, the Winter School and the General Assembly is labelCDM@universcience.fr

Thank you for your cooperation.

Yours sincerely,

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<http://www.reseaucitesdesmetiers.com/eng/index.php>