

Network Cités des métiers • n° 43 • July-August 2014

## EDITORIAL

Dear colleagues of the CDM network,

It is with great pleasure that I write this first editorial as President of the Cité des Métiers Network. Thank you for the trust you have put in my capability to drive safely our network over the next three years. I will do my best to carry out this task and I count on your commitment and collaboration.

It is essential to continue to disseminate the Cités des métiers concept, and to show the good work that the network did so far. The habit of sharing good practices, of which this newsletter is an excellent example, is the way to enhance our answers.

We must continue to work and learn together, try new methodologies and, being true to our principles, be able to rethink our goals, to deal with the complexity of the challenges and needs brought by our public and our organizations.

As it is currently happening in several institutions, our network now is living a very important moment of reflection on its organization and its future. As my predecessor wrote in the last editorial, in our network there is room for discussion, reflection and openness, and the last meeting in Brussels was a good example of this spirit. We had the opportunity to reflect on our strategy and I think we are on the right road. So I am sure that together we will be able to define the future of our network.

Warmest greetings,

*Raquel Castello-Branco, president of the CDM Network*

## CDM NEWS

### SECOND EDITION OF 1,2,3 ... EQUALITY! AWARDS CEREMONY

From 26 May to 6 June the awards ceremonies of the contest 1,2,3 ... Equality! were held in each regional winner school.

The contest was launched since 2013 to promote professional equality in the career choices in high schools in the PACA region.

It is co-organized by the Regional Delegation for Women's Rights and Equality, the PACA Regional Council and the Department of Enterprise, Competition, Consumer, Labour and Employment (DIRRECTE).

The Cité des métiers de Marseille & PACA supports its deployment in PACA (animation, communication, logistics ...).

Seven schools were awarded in 2014 with departmental award, regional awards and, for the first time, a European award.

Nearly twenty institutions have participated with a variety of projects: the creation of posters and slogans; awareness raising in schools involving companies and associations committed to promote the gender mix; valorisation of sectors opening to the girls, such as naval construction; the search and share of online texts, materials, pictures, videos on the professional gender mix, etc.

These ceremonies have officially dedicated time to gather the teaching staff and the students involved in the winning projects, the contest partners and the companies or local associations.

These ceremonies have also allowed setting up in schools half-day activities of animation and advocacy to the gender mix: Mix'Pics, a photo animation around gendered occupations; distribution of badges and tattoos "I love mixité"; Gender mix quiz via a specially created iPad application; a fresco made by the students on the topic of equality in collaboration with professional graffiti artists, and other similar activities.

A regional ceremony bringing together the winners and the partners will be held on 15 October at the Regional Prefecture.

On this occasion the third edition of the contest will be launched; it will open in 2015 at the apprentice training centre Centre de Formation des Apprentis (CFA) and at the colleges in the PACA region.

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## **MIX'PICS CASTING FOR THE PROMOTION AT REGIONAL LEVEL OF GENDER MIX IN BUSINESS**

As part of the Osez les Mix! program, the Cité des métiers de Marseille et Provence-Alpes-Cote d'Azur hosted on 16, 17 and 18 June in its Marseille premises the Mix'Pics Casting, a professional photo shoot.

The objective was to valorise the unexpected paths made by women doing so-called "masculine" works, or vice versa.

Co-organized with the Regional Delegation for Women's Rights and Equality, the PACA Regional Council and the State, the photo shoot has gathered for three days fifty employees, involved with the support of professional and businesses federations of the Region. The employees have become, in gender mixed couples exerting the same job, the new faces of the professional mix, illustrating nearly 25 businesses in different sectors, such as: Banking, Trades, Food professionals, Building and Public Works (BTP), environment, IT, Metallurgy, Cleaning related jobs. Their common message? Any job can be exerted by either a woman or a man!

Photographs taken during the photo shoot will constitute a vast bank of images used to illustrate the osezlemix.fr regional portal, and, more generally, events on the professional gender mix in the region.

The photos will also be used in an exhibition, to be inaugurated in the autumn at the Prefecture of the Region, in the presence of all the project partners (professional associations, businesses, participants in the casting ...).

Meanwhile, a large casting is organized with the general public: 20,000 flyers were distributed Monday, June 16, in several cities in the region (Aix-en-Provence, Avignon, Marseille, Nice, Toulon...). Whoever exerts an "unexpected job" is invited to react by posting his/her photo on the Facebook page Osez le Mix.

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## **TECH POINT AT THE CITÉ DES MÉTIERS DU GRAND GENÈVE**

Tech Point is a service that aims to reduce the digital divide, mainly through new technologies related to learning.

On request or at the demonstrations organised during the "Direct Recruitment", young people will be shown, through a variety of tools, how to effectively look for an apprenticeship.

Digital mediators responsible for these demonstrations, show young people how to use

Explor, an online software useful to find their most suitable training sector. Digital mediators present the website [www.orientation.ch](http://www.orientation.ch) and its mobile version to search for apprenticeships and guide the participants to install their email alert, directly accessible via a QR Code. They also show how to use social networks (Facebook, Twitter) in order to obtain information on the events of the Cité des métiers.

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## **THE «ESPACE ENTREPRISES» AT THE CITÉ DES MÉTIERS DU GRAND GENÈVE**

The display "Espace Entreprises" was recently installed in the Cité des métiers. It has been developed in collaboration with "Interface entreprises", interdepartmental structure attached to the OFPC, the office for guidance, vocational and lifelong training, in charge of exploration, promotion and support to businesses. It is dedicated primarily to employers of apprentices, as well as to companies wishing to train and employ apprentices and whose human resource managers are eager to advise their employees on the various existing schemes proposed by the State of Geneva. All documentation, including examples or apprenticeship contracts, is made available to all.

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## **A BUSINESS INCUBATOR AT THE CITÉ DES MÉTIERS DE MAYOTTE**

The Business Incubator of Mayotte allows project managers and job seekers to test their activity for 12 months.

Often being far from the entrepreneurial culture, these "entrepreneurs", still in the test phase, benefit from concrete operational support enabling them to learn the job of a business owner prior to the official registration of their activity.

With more than 180 young people sensitised since 2010, 65 have joined the system with 94% success rate! To enhance the leadership of these young people, the Business incubator at Mayotte promoted the local contest Dom Creation "Launch your business" contest. The contest aim is to valorise the potential and involvement of each

young entrepreneur during the test phase of his/her activity.

The contest is primarily a teaching tool where the contractor is facing actors of the local economy.

The competition takes place in two stages. The first, held in the territories of Mayotte, Guadeloupe, Guyana, Martinique, New-Caledonia and Reunion, showcases young entrepreneurs and their projects that can be creative, related to the development around a measure of their course in the Incubator, of economic viability or of contribution to the territory. The winner of each region will be invited at a later stage to compete in Paris at the Ministry of Overseas for the final contest Dom Creating and benefit from a visibility at national level in September 2014.

In Mayotte, it is the Director of the Cité des métiers who chaired the regional jury of the 2nd edition of the contest, held on Tuesday, June 24, 2014 at the Chamber of Commerce and Industry (CCI).

The other jury members were representatives of the Boutique de gestion pour entreprendre (BGE), the Business Center, the training company Daesa and GEMTIC, the group of ICT companies of Mahoran.

For more information: <http://tinyurl.com/nrduxba>

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**NETWORK NEWS**

**MINUTES OF THE MEETINGS HELD ON THE 11TH AND 12TH JUNE**

The managers of the Cités des métiers met in Brussels on 11 and 12 June for three important meetings, namely the working "open day" on the theme of decompartmentalisation, co-produced with the Foundation of European Regions for Research, Education and Training (FREREF), the annual statutory Network General Assembly and a meeting of the Managers. We also recall that on June 10, the Network's Board attended the Council of Regions of the FREREF (we are now officially members since their last General Assembly), which was also held in Brussels. Main items on the agenda were the projects of inter-regional cooperation, such as the L-factor project (see the June issue of the Network Newsletter) and the preparation of the FREREF European University to be held this year in Turkey, at the beginning of November.

The meeting on the 11th, dedicated to the decompartmentalisation, brought together a hundred people, representing not only twenty-five

Cités des métiers, but more than thirty other organizations working in the field of lifelong guidance, inclusion training, totalling almost fifteen countries. In the symbolic and prestigious context of the Committee of Regions of the European Union, our host for the occasion, it has been confirmed to what extent this decompartmentalisation advocated by the Cités des métiers is relevant in the current economic situation. Reengineering devices, usually designed for categories of public, in order to rather highlight them as opportunities for problem solving, has been at the heart of the debate. This reengineering has been confirmed as being particularly relevant to people increasingly tossed between different statuses, due to the economic challenges they face.

The following day the meeting of the managers of the Cités des métiers allowed an overview of the European projects submitted by the network (see the June issue of the Network Newsletter) as well as topics debated by the managers in relation to the network and label development in the coming years. On this issue, an internal two-day seminar will be implemented in the autumn. It will focus on scenarios about the network and label deployment in the next five years; this event will be prepared at a meeting of a Steering Committee to be held on July 22 at La Villette.

Finally, the General Assembly, held late in the afternoon of the 11th, proceeded with the unanimous election of our new president Raquel Castello-Branco (President of the Cité des métiers de Porto) who takes over from Grégoire Évéquoz (see the editorial of this Newsletter).

The agreed conclusions of the General Assembly will soon be uploaded on the Network website, as usual, but we anticipate that several strategic discussions took place, in particular on the need to strengthen the financial resources of the network; a significant rise (50%) of the contribution rates for the year 2015 was approved.

A Strategic Council will also be created to strengthen our interactions with elected representatives and politicians.

During the General Assembly, I also announced that I will most likely leave at the beginning of September my position as Manager of the Cité des métiers de la Villette, to join full-time a team of professors-researchers in a French university. However, I am of course available to continue my commitment in the network on a private basis.

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## Departures ↔ Arrivals

### **CDM de La Villette, Paris**

Departure of Olivier Las Vergnas, Director, at the end of august

## AGENDA

22 July 2014

### **CDM de La Villette, Paris**

Meeting of a Steering Committee to prepare an internal two-day seminar to be organised in the autumn

## CONTACT ADDRESS

The e-mail address for information regarding the Newsletter, the Winter School and the General Assembly is [labelCDM@universcience.fr](mailto:labelCDM@universcience.fr)

Thank you for your cooperation.

Yours sincerely,

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