

Network Cités des métiers • n° 44 • September 2014

EDITORIAL

Dear colleagues of the CDM network,

After a few weeks of vacation, the time to return to work has arrived. We all are back and it is time to make the final efforts to achieve our targets for 2014 and to plan our activities for 2015.

I am delighted to tell you that our network continues to grow. The Labelling Committee, which took place on July 22 at the CDM de Paris - La Villette, awarded the label "Cité des métiers en projet" to the CDM de Namur. We welcome the liveliness of the Walloon region, with its third CDM, and in particular, the strong will of Namur to carry out properly their project.

On 17 and 18 September our Strategic Seminar will be held in Paris, two days of discussion and shared reflections about the future of our network. I hope many of us will be involved, to clarify all together our identity and vision. I invite you to reserve the dates!

I wish a good comeback to you all!

Warmest greetings,

Raquel Castello-Branco, president of the CDM Network

CDM NEWS

GENDER EQUALITY AND DISCRIMINATION IN EMPLOYMENT IN THE SAINT-QUENTINOIS

Jobs in industry are often troubled in Picardie and in particular in the territory of Saint-Quentinois. This remark is made by the various regional observatories, including one managed by the centre for employment and training (Maison de l'Emploi et de la formation) while preparing the workshops "Assets and Resources of the Territory" and "High-growth careers in the St. Quintinois".

On the other hand the MEF, and its CDM, have set the goal to work on gender equality in employment and on discrimination.

The multi-annual local plans on employment (PLIE- Plans Locaux pluriannuels pour l'insertion et l'Emploi) of the agglomerations of St. Quintinois and Vermandois accompany many women and find both a lack of knowledge of jobs in the

industry sector and the fear of moving toward this sector, traditionally very masculine.

Therefore, the CDM and its partners worked on a project to promote some jobs facing special troubles in recruitment, sensitising a female audience, often underrepresented in a sector that is opening its doors to women. This project was realized with major industrial partners on the St. Quintinois: UIMM, PROMEO, the Campus of Metallurgy and Plastics industries (Campus des Métiers de la Métallurgie et de la Plasturgie) and its consortium of local public educational institutions (GRoupements d'ETAbliissements publics - GRETA).

The project has several phases:

- Awareness of female volunteers and / or wpmen referred by the counsellors of the various socio-professional integration organizations, to inform them about the project, its purpose, its content, its interest, in preparation of the celebrations for the Women's Day on March 8;
- Exchange groups presenting success stories of women converted to the industry sector;
- Visit to training centres;
- Visits to businesses of all sizes and sectors, such as agrifood and metallurgy, during the week of Industry and participate at the same time to the event "Printemps de l'Industrie de la Région Picardie"
- A debriefing with the participants to share their feelings, their perception of the industry, their project, and to establish a path for them to retrain
- The realisation of a report by a local TV channel (Ma Télé).

117 women participated in this project and 50 have been monitored to date. 15 women have currently a project related to the jobs presented in the program and 8 women are waiting for specific training.

A project for women who continue in this path is currently under preparation: to implement specific training, to enhance their skills, to stimulate their interest and lead to their qualifications or employment in the industry sector.

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ASSESSMENT OF THE IMPLEMENTATION OF THE PILOT GAME KIT « CRESCE E APARECE » (GROWS AND APPEARS) AT THE CDM DE PORTO

"Grows and Appears" was born in 2009 aimed at teachers/preschool teachers and children of preschool education in order to promote, through fun and educational activities, a first approach to the job and business worlds.

Integrated into the programme « Port d'Avenir » (Port of the Future) of the City of Porto and implemented in kindergartens' classrooms by the CDM until the 2012/2013 school year, the project has reached more than 1.400 children.

In 2013, the CDM has adapted the project methodology and its tools to a kit game format, where the teachers become responsible for its implementation in the classroom, adapting it to their teaching practice and to the school's educational project. The game is made of a brochure for the teacher and a CD-ROM with seven multimedia games and five activity sheets. The kit provides an educational experience that contributes in an early, active and playful way, to help the children gain a good understanding of the different jobs and valorises work as an instrument of personal achievement and exercise of citizenship, deconstructing stereotypes (in particular the gender stereotype), awakening the children's desire to learn and promoting their sense of responsibility and social integration.

The investment in the kit development is a goal of the CDM, so that its assessment is essential for its improvement and to the achievement of its aims. In November 2013 the kit was delivered in all public primary schools in the city, and during the 2013/2014 school year, 36 teachers used the kit and 744 children (373 girls and 371 boys) participated in the activities. To assess the teachers' perception and satisfaction of the kit, the CDM has created a questionnaire (sent and received by email). At the end of the analysis, we conclude that the teachers consider the kit very relevant and appropriate to its objectives and to the preschool learning program. They are very satisfied with the amusing and educational experience offered by the kit, considering that this is an experience that stimulates learning, exposure to new technologies and skills acquisition, and they recommend it to other teachers.

In September, a meeting with all teachers working in public kindergartens will be held in the CDM to better prepare for the implementation of the kit for the next school year

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CDM VAL-DE-MARNE: A FIRST REPORT ON THE PUBLIC ATTENDANCE

After four months of activity, the CDM de Val-de-Marne continues to grow: between March 10 and July 11, 3.625 people in total were received (1.342 of them in the first month after the opening).

Open access is the most popular service (1.946 people, 54% of all visits) particularly the desks: Guidance, Training, Employment and Job creation, and, to a lesser extent, the desk Create / resume an activity.

A total of 293 people attended 44 workshops.

The programme of activities built around events, business presentations, group tours and workshops attracts about 1/4 of the visits. Finally, another important source of visits is the partners' service for making contacts, presentations and contracts.

Our audiences are for 2/3 of job seekers, but also active workers and students. Half of the visitors are under 35 years old.

In terms of governance, in these first four months a number of events have been held, including:

- The first Strategic Committee, bringing together thirty partners, on March 6, 2014;
- Two meetings of the group of CDM advisors (early March and late June).

A first major event was held at the CDM: the insertion Forum, on April 10 (352 participants).

Also to be noted is the fact that the CDM hosted the first seminar of the CDM international network dedicated to social networks, on April 18.

These positive and promising beginnings highlight also the way forward for developing a CDM still in its infancy: amplify the accessibility, strengthen the service offering that is being gradually developed, increase its visibility but also the readability of its actions...

The analysis of the needs and expectations of the public shows that 85% of visitors were satisfied with their visit.

A survey was conducted on occasion of the official opening of the CDM, between March 10 and April 18, to adapt the service offering to the users' expectations and needs. The survey gives us a first benchmark on the profile of the audience, its practices and its (dis)satisfaction. It also corroborates or completes certain elements of analysis and evaluation.

This study confirms the real usefulness to the visitors of a CDM in the territory; they expressed their overwhelming satisfaction (85% of visitors, arrived with or without a specific request left the CDM with a positive gain), thus confirming the choice of the partners to launch such a project.

Finally, we plan to repeat this survey process in April 2015, once the CDM will have acquired a more advanced stage of maturation. In addition,

two surveys will be conducted over the same period, with our partners and with the economic sectors of the territory.

Full results (in French) are available on our website:

<http://www.citedesmetiers-valdemarne.fr/enquete-satisfaction-utilisateurs-cite-metiers/>

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DIGITAL WEEK AT THE CDM DE PORTO

Every month, the CDM develops workshops designed to inform and educate on the importance of digital literacy as a core competency in the integration, adaptation and evolution in the current market labour, either by promoting the acquisition of computer skills or promoting the proper management of online presence. In September, the focus on digital competence will be even bigger, with the second edition of the event: "Digital Weeks":

9/9: How to manage online reputation

11/9: Online Job Interview

15/9: How to create a free website for your business

17/9: How to implement a strategy for online advertising

24/9: Internet: a tool for job search - Level I

26/9: Internet: a tool for job search - Level II

30/9: 10 stimuli of social networks to create a brand.

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A "JOB SEEKERS 45+" CLUB AT THE CDM DU GARD

This club is made up of job seekers and people over 45 years.

It is a place for exchanging resources and listening about job search techniques, about the job offers hidden market, and on how to prepare for career and employment forums.

Why a Senior club? Currently the unemployment rate of people 45+ is growing rapidly and this age group has a feeling of rejection and abandonment by society.

It is necessary to stimulate a desire to change the sometimes negative image of seniors, thus promoting their return to work.

To convince an employer one must be convinced that s/he has the skills to fill the proposed position and to be an added value to the company.

What are the actions specifically implemented? Starting from a two-months workshop programme, and from business and employment forums, our goal is to boost the return to employment or the implementation of the individual projects (start-up creation).

It is important to give again these target group confidence and to avoid isolation.

Through workshops, and in particular the one titled "12 tips to convince in 5 minutes" we work on adapting the candidature for a job, on the needs of the enterprise, and on skills development by distinguishing knowledge and skills.

The 45+ Club is also a way to expand the professional network through a group dynamic. Information sharing among participants allows everyone to find a path among various local actions aimed at favouring the employment.

Several workshops are held throughout the year to achieve the following objectives:

- Learn talking about yourself
 - Know yours strengths and weaknesses
 - Enhance your knowledge
 - Aids and employment measures for seniors
 - Presentation of different professions/jobs
 - The local job offer
 - Recruiting companies
 - How does it work an employers' groups for work integration and training (GEIQ Groupement d'Employeurs pour l'Insertion et la Qualification)?
- Each of these meetings is hosted by the Site de Bagnols sur Ceze of the CDM du Gard. Several partners are involved in these meetings to help the public in finding a career path, including: Pôle emploi, Randstad, GEIQ Industrie et AREVA.

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NETWORK NEWS

LABELLING COMMITTEE

A meeting of the Labelling Committee "Cité des métiers" was held on July 22 at Universcience in Paris to discuss the project application of the CDM de Namur, carried by the city, that required a rapid analysis due to the local administrative deadlines.

The Labelling Committee - after hearing the project presentation and discussing with the Project team - decided to award the label of "Cité des métiers en projet". The chairperson insisted on the importance of highlighting the assistance to job guidance and inclusion that the CDM will offer to the citizens.

Part of the meeting was dedicated to an update on the status of the CDM de Basse-Normandie project, already certified.

The Committee analysed the complexity of the situation in Normandy: on one hand, an acceleration of the timetable for merging Upper and Lower Normandy, regions in which coexist CDM having different strategies of geographical coverage, and on the other hand the specificity of the regional pattern of Lower Normandy, with the establishment of centres of "job expertise" in addition to the sites and associated centres.

Indeed, as several CDM « patterns » could be figured for the future Normandy region, submitting an operational project would be now premature. The Committee decided that the most appropriate strategy would be to create with the region and the CDM de Basse-Normandie an experimental agreement that could be accompanied by an extension of the project label.

In the French context, in view of the setting up of a future "regional public service for guidance", this could also become a relevant case study for other CDM. This agreement for an experimentation could start in September.

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CONFERENCES

SCIENTIFIC SYMPOSIUM: "TRAVAILLER, S'ORIENTER : QUEL(S) SENS DE VIE ?"

The Cnam (Conservatoire national des arts et métiers) and the CDM de Paris are linked by a cooperation agreement. Since March 2014 Cnam-Inetop organises Oppio (Observatory of policies and practices for innovation in guidance) depuis mars 2010. The Observatory's mission is to support the professionalism of the lifelong guidance actors. In March 2014 we announced the establishment of a group of regional observatory on innovation in guidance, coordinated by Frédérique Pelayo, librarian at Oppio Inetop-CNAM. Librarians or counsellors of the CDMs are invited to become local correspondents for this group, to report the events of the region and make a watch on initiatives reflecting an original activity for orientation committee (workshops, innovative or experimental systems ...).

In February 2015 the INETOP will organize a scientific symposium, which will try to better understand what is the meaning of life and the meaning of work, their relationships, and their links with career choices and the experience of work/life transitions. Among the issues that will be addressed:

- How the question of "meaning" is addressed at different stages of life, including what is the role of age and experience? How do periods of activity, breaking and transition in professional lives contribute to make sense?
- How is the need to reconcile the different areas of life linked to the relationship between the life and work meanings?
- How do values contribute to clarify the meaning that individuals give to their existence?

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Departures ↔ Arrivals

CDM de Paris-La Villette

New contact person: Sylvie Sesma, partnerships coordinator of the CDM de Paris - La Villette, starting from September 1st.

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CDM de Namur (project)

Arrival of Maxime Berghmans, manager of the CDM de Namur.

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AGENDA

17-18 September 2014

CDM de Paris-La Villette

Strategic seminar about the futur of the CDM Network.

9 to 30 September 2014

CDM de Porto

Digital Week

9/9: How to manage online reputation

11/9: Online Job Interview

15/9: How to create a free website for your business

17/9: How to implement a strategy for online advertising

24/9: Internet: a tool for job search - Level I

26/9: Internet: a tool for job search - Level II

30/9: 10 stimuli of social networks to create a brand


CONTACT ADDRESS

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>