

The Cités des métiers International Network • n° 65 • March – April 2017

AGENDA

26 April 2017

Meeting of the Executive Committee, videoconference

19 May 2017

Meeting of the Executive Committee, Marseille

30 - 31 May 2017

Event of the European Alliance for Apprenticeships « *Celebrating success and looking ahead* », Malta

31 May – 1 June 2017

LLL Platform *Annual conference* on « education in a digital world: reduce Inequalities through lifelong learning », Tallinn (Estonia)

15 June 2017

Permanent Assembly of Managers (APM), Geneva

16 June 2017

Ordinary General Assembly (AG), Geneva



Dear members and partners of the Network,

The 11th edition of the Spring School recently ended. This year again, we spent three intensive days of exchange, mutual learning but also friendly time for enrichment and deepening relationship.

From 29 to 31 March, we had the opportunity to think about issues related to education, work and skills development as well as challenges regarding the Cités des métiers of tomorrow.

A conference opened the debate in the presence of public and private European actors. These high-level speakers provide perspectives on innovation in the field of vocational guidance in particular concerning jobs of tomorrow and new learning approaches to adapt to technological, social, environmental and organisational changes.

It is now appropriate to adopt a lifelong guidance-investigation approach rather than guidance-information and assist public in adopting this approach.

On the one hand, this Spring School has given us new ways to improve our services, our interventions and consequently to better adapt and meet the needs of public, accordingly to our mission.

The valuable and quality of the exchanges have opened interesting ways in particular while launching of a reflection on the Cité des métiers of tomorrow and the future of the Label; reflections that will be carried out in the coming months.

On the other hand, the Spring School was the opportunity for the Network to present the development of partnerships and projects with the FACE Foundation in France and LLL Platform. An Erasmus + project based on the exchange of practices led by the Network was also submitted at the end of March. The aim is to experiment the initial training of the group of trainers-counsellors of the Network and strengthen partnership management concerning vocational guidance counselling. An answer is expected in June.

Finally, we welcome the Cidade das Profissões de Cascais after been awarded by the label "in project" during the meeting of the Labelling Committee which took place on 28 March, in the margins of the Spring School. The Network has now 34 members.

Best regards

Raquel Castello-Branco

Présidente du Réseau

THE CITE DES METIERS DE MARSEILLE ET DE PROVENCE-ALPES-COTE D'AZUR, DOUBLY LABELLING AFNOR « PROFESSIONAL EQUALITY AND « DIVERSITY »

The Cité des métiers de Marseille et de PACA officially received a double labelling Professional Equality and Diversity by the French national Association for Standardisation (AFNOR), on 3 March 2017.

It thus becomes the 1st association at a national level and in the PACA region in 2017 to receive such a title.

This double labelling thus recognises and rewards the services and actions implemented by the Cité des métiers de Marseille et de PACA. It also a clear prove of commitment from the association, which intends to innovate and spread good practices in this field, both internally in Human Resources management and externally, in the frame, for example, of public events.

Moreover, with this double official recognition, the Cité plans to contribute more to better equality for all by combining three main principles: professional diversity, equal opportunities and sustainable development.

Through this recent labelling, the Cité des métiers de Marseille et de PACA wishes to appear as a model for its regional network through its Cité des métiers associated Centres as well as for its partners and the publics received. It remains available to exchange advice or feedback with other Cités des métiers International Network that would like to implement such labelling process.

This double labelling was formalised on 27 March 2017, when the certification statement of labelling was directly delivered by the Minister of Labor Myriam EL KHOMRI, to the Cité des métiers de Marseille et PACA, during an official ceremony at the Ministry of Labour.



Left to right: Carine Chevrier - Generale Delegate for Employment and vocational training, Stéphanie Chauvet – Manager of CDM Marseille et PACA, Sébastien Garrigues – in charge of operations

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THE CITÉ DES MÉTIERS DE LA RÉUNION CONTINUES ITS PROGRAMME FORMUL'MIX FOCUSED ON PROFESSIONAL EQUALITY AND DIVERSITY

For 3 years now, the Cité des métiers de La Réunion has set up its programme "Formul'mix" in order to promote professional equality and diversity among all audiences.

This year, the programme was expanded with new partnerships and actions that were put forward during the Formul'mix week, from 6 to 11 March 2017.



To the programme :

- testimonies of women entrepreneurs with the Association of Women Entrepreneurs of La Reunion (AFER);
- promotion of diversity in the digital sectors organised with AFDAR and Girls in Tech;
- a round table proposed by the MEDEF ;
- a meeting about diversity in businesses as a source of competitiveness ;
- an exchange of practice and presentation of tools to raise awareness of the diversity led by local associations Chancegal;
- a practical workshop to college students about jobs and diversity proposed by the team of the Cité des métiers via tools and learning worksheets made available in the frame of the future path of the student.

The week ended with an animation presented by the association Costumes Trois Pièces which puts forward the ambition and the self-confidence that women must access by themselves for their professional development.

Overall, there were nearly 130 participants with different profiles: college and high school students, career and guidance counsellors, project leaders participated. Through this dynamic week, the Cité des métiers de La Réunion has clearly positioned itself with the local press and other actors of diversity as a key player on diversity in vocational guidance and more generally in the career path.

Throughout the year, other actions are organised by the Cité des métiers and its partners: a workshop dedicated to women to discover web-development led by the association WebCup, regular cine-debates for schoolchildren, the provision of the "Formul'mix" briefcase which gathers key resources around gender equality and professional diversity.

More information on workshops of our week and the full programme:

<http://www.calameo.com/read/004016489a9de0bf4ef27>

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PARTICIPATION OF THE CITÉ DES MÉTIERS DE LA RÉGION MULHOUSIENNE TO THE CAREER AND TRAINING DAY

The Career and Training Day in January was an opportunity for almost 14,000 people to come to the Parc des Expositions in Mulhouse. There were 407 persons received at the stand of the Cité des métiers de la région mulhousienne.



Concerns of young people focused on the difficulty in choosing career guidance after post-baccalaureate and enter in a very changing professional world, and the desire to reorient themselves just after the end of their studies.

The "adults" employed or unemployed, destabilised by the acceleration of changes in the world of work, wondered about career change and vocational retraining. The Cité des métiers de la région mulhousienne was able to inform them about lifelong learning and refer them to career counsellors.

The new topics for this 2017 edition were as follows:

- a cross-border area: due to its geographical location, Mulhouse has developed close links with Germany and Switzerland, where there are many career opportunities. On the stand of the Cité des métiers de la région mulhousienne, 32 young people came to learn about this subject: Germany, its language, its job opportunities, its apprenticeships, the possible studies in the region, etc. ;
- the industry of the future: presentation of jobs and trainings in the most innovative fields of industry (virtual reality, digital

engineering, design, piloting, manufacturing or sustainable development).

This event gathered nearly a hundred training institutions, including lifelong learning, and professionals from various backgrounds.

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EXPANSION OF THE CITÉ DES MÉTIERS DU GRAND GENÈVE IN 2017

A new Focal Point in Saint-Pierre en Faucigny, linked to the new Cité des métiers associated Centre in Bonneville, has just been inaugurated. It is located on the premises of Innovales

On the Swiss side, two new Focal Points also opened: one in Meyrin at the Antenne emploi and in Geneva, and the other at the Espace solidaire des Pâquis.

A third associated Centre was inaugurated in Bellegarde en Valserine in the presence of the Mayor of Bellegarde, Mr Régis Petit, Mrs Stéphanie Pernod-Beaudon, Delegate for vocational training and apprenticeship, and Mr Grégoire Evéquo, Director of the Office for Guidance and Professional and lifelong learning in Geneva.

In 2017, the Cité des métiers is thus composed of five associated Centres, including three in France and two in Swiss, and nine Focal Points. In 2016, the Cité des métiers du Grand Genève with its associated Centres received approximately 30,000 people and organised more than 400 events.

Events have already begun for this new year, including the Spring of Apprenticeship which took place on 15 March. For its 5th edition, this major event organised by the Cité des métiers du Grand Genève was a great success with a record attendance: 60 businesses offered 300 apprenticeships in 47 different jobs, nearly 1,000 interviews and 135 simulated job interview to prepare candidates.



The Radio talks about it: <https://www.rts.ch/play/radio/la-thematique/audio/la-thematique-des-speed-meetings-de-l'apprentissage?id=8386669>

You can find the programme via this link:

<http://www.citedesmetiers.ch/geneve/Cite-des-metiers-du-Grand-Geneve/Agenda/Printemps-de-l-apprentissage-15.03.2017>

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NETWORK NEWS

FIRST ASSESSMENT OF THE 2017 SPRING SCHOOL

From 29 to 31 March, the team of the Cité des métiers de Porto in collaboration with the one of the Cité des métiers de Limoges et du Limousin welcome with willingness all Cités des métiers for the 11th edition of the Network University organised this year in Porto.

Overall, nearly 130 people representing Cités des métiers from 7 countries (Portugal, France, Spain, Italy, Switzerland, Belgium and Togo), and local and national partners could share their expertise and experience around issues related to quality of lifelong guidance.



This experience has enabled all teams of Cités des métiers to experiment altogether a significant and friendly time through the Network.

During the Spring School, many valuable exchanges took place about the Cité des métiers of tomorrow, in particular the innovation in the field of vocational guidance to enable better access to the jobs of tomorrow. The Cités des métiers have to remain a place for innovation by adapting to economic, technological, environmental and societal changes.

The programme has included times of reflection, work and entertainment:

- 9 workshops on the exchange of practices regarding the consideration of specific public and digital technology in professional practices, the development of territorial partnerships;
- 5 internal training workshops about intercomprehension, creation of a livinglab,

- fundraising, ESF projects, tools of the Network;
- 1 European conference with high-level speakers, to provide prospects on innovation in vocational guidance to be prepared to jobs of tomorrow and new learning approaches;
- 1 speed project meeting to develop new European and fundraising projects via the endowment fund Effervescence in the priority areas which are fight against early school leaving, professional diversity, international mobility and the intergenerational exchange of skills;
- 1 workshop on the profession of counsellor and the up-skilling of teams working in Cités des métiers;
- 2 workshops for managers to talk about the development of activities and partnerships as well as the human resources and financial management;
- 1 seminar for exchanges how to see the Cité des métiers of tomorrow, identifying expectations and thinking about the impact on the labelling process led by the Cité des sciences et de l'industrie, the authority of the label since 1993;
- 1 gala evening in a magical and unique place at the Cruzeiros do Porto de Leixoes Terminal.

The Spring School has also been the opportunity for trainers-counsellors to present the work realised in the frame of the up-skilling process of teams in Cités des métiers and especially the proposal of initial training plan.

Discussions have also enabled teams of Cités des métiers to identify new ways to improve their services, so they can better meet public' needs.

Key development prospects on what should be the role of the counsellors, partnership managers, documentalists; managers of Cités des Métiers have been laid out.



Thanks a lot to all participants for their enthusiasm and dynamism in these three days. We would like especially to thank the City hall of Porto and the support of Mr Manuel Pizarro, Deputy Mayor, while organising this event and the active involvement of

Raquel Castelo-Branco, President of the Network and the Cidade das Profissões.

You can find the whole programme and pictures on the *website* and the video of the Spring School on *Youtube*.

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A NEW CITÉ DES MÉTIERS LABELLED IN PORTUGAL

On 28 March, the Cité des métiers de Porto hosted the Labelling Committee in its premises, which took place outside Universcience building. This exception was motivated by a combination of circumstances in particular the opening of the Spring School on the next day.

A second Portuguese Cité des métiers will open soon with the Cité des métiers de Cascais whose application examined during this session, was awarded by the Label "in project".

This new Cité des métiers, located in a coastal city close to Lisbon and supported by the Municipality should open in June. It has the particular feature of not only federating from the beginning a very large number of businesses and actors of the territory but also of being located in the "house of citizens" where many services to the population are already grouped.

Other points were discussed in this Labelling Committee:

- the fall-back to the label "in operating" for the Cité des métiers de Namur one year after its opening in June;
- the future opening of the associated Centre of the Cité des métiers du Grand Beauvaisis in Grandvilliers with an area of 600m²;
- the modification of Cité des métiers de Rome et du Lazio part located in Ostia into Città dei mestieri di Ostia –Municipio Roma X in accordance with the territorial area covered by the label following the closure of the regional site in 2016;
- the prospect of a network of four sites of Cités des métiers in Algeria in the framework of an EU support programme for youth and employment.

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EU FUNDING

ERASMUS + PROGRAMME

The European Commission recently published a call for proposals "*Social inclusion through education, training and youth*" in key action 3 - Support for policy reform.

Submission deadline is on 22 May 2017.

PROGRAMME FOR THE COMPETITIVENESS OF ENTERPRISES AND SMEs (COSME) – OBJECTIVE FOR ENTREPRENEURSHIP

The European Commission published a call for proposals "*Erasmus for Young Entrepreneurs*".

The aim of this call is to expand and strengthen the existing network of Intermediary Organisations (IOs) which act as local contact points for newly established entrepreneurs as well as experienced entrepreneurs in the participating countries.

Submission deadline is on 7 June 2017.

More details on the website:

<https://ec.europa.eu/easme/en/cos-eye-2017-4-01-erasmus-young-entrepreneurs>

EUROPEAN PROGRAMME FOR EMPLOYMENT AND SOCIAL INNOVATION (EASI)

The European Commission published two new calls for proposals:

- "*EaSI - EURES – Cross-border partnerships and support to cooperation on intra-EU mobility for EEA countries and social partners*".

Note that the participants must be EURES members or partners

Submission deadline is on 16 June 2017

- "*Preparatory action: Reactivate - Intra-EU job mobility scheme for unemployed over 35*".

Note that the project leader must be a public or private employment service or an organisation specialised in work-based placements

Submission deadline is on 23 June 2017

STUDIES

EUROPEAN STUDY ON VOCATIONAL EDUCATION TRAINING (VET)-BUSINESS COOPERATION

Research institutes Panteia, Oxford Research and LSE Enterprise are currently carrying out a study on VET-business cooperation, on behalf of the European Commission, DG EMPL.

The questionnaire focusses on:

- the type and level of VET business cooperation ;
- the impact of VET business cooperation on the quality and attractiveness of VET;
- barriers and success factors for VET business cooperation;
- good practices.

The views and experiences of VET provider are crucial for the study.

Please follow the link if you want to fulfill the *questionnaire*.

ARRIVALS/DEPARTURES

Cité des métiers de Cascais

The new Cité des métiers de Cascais will open in June.

The focal points are: Francisco Carreiro, Head of Employment Promotion Division at the municipality of Cascais: francisco.carreiro@cm-cascais.pt and Sonia Garcia, counsellor: sonia.m.garcia@cm-cascais.pt

CONTACT ADDRESS

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Thank you for your cooperation.

Yours sincerely,

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