

Network Cités des métiers • n° 41 • May 2014

EDITORIAL

Dear colleagues of the CDM network,

The network continues to expand its activities related to employment, guidance and vocational training with the permanent concern of meeting better the needs of the public.

Thus, in parallel to the Executive Board meeting held in Geneva on 23 and 24 April 2014, a working session explored how the concept of CDM can be used to reform the various services of the administration, as was the case in the canton of Geneva.

These reflections will be taken to the next Winterschool but they will also be addressed during the meeting organised on June 11 in Brussels on the occasion of our General Assembly: we shall particularly work on the effectiveness of "bottom-up" approaches when they are combined with more institutional arrangements and with the added value of decompartmentalised approaches.

Decompartamentalisation is indeed one of the essential characteristics of our CDM, whether it takes the form of multi-status approaches, of improvement of working spaces or territorial actions closer to the needs of the people, such as those illustrated in this newsletter concerning realities at the borders between Switzerland and France, France and Germany as well as between Belgium and Germany.

You can learn more about the program of the day by registering on the dedicated website page: <http://ag2014.reseaucitesdesmetiers.com>

As usual, warmest greetings,

Grégoire Evéquo, president of the CDM Network

CDM NEWS

EMPLOYMENT WEEK AT THE CDM DE MAYOTTE, IN PARTNERSHIP WITH POLE EMPLOI

During the week dedicated to "Employment appointments", two half-days of thematic information were scheduled at the CDM de Mayotte on 23 and 24 April 2014.

The first workshop, on women employment issues, was co-hosted by the Delegate of women's rights, a member of the association "Entreprendre au féminin" and a counsellor of the "Pole emploi".

This has enabled women attending the workshop to detail their business plan creation and to receive practical advice in return, to help them to boost their efforts. It is important to remember that the 2012 Mayotte women employment rate (20.6%) is lower than that of men (38.6 %). That is why they are moving more and more towards entrepreneurship.

Two entrepreneurs (the director of the local leader of mobile telephony and the person elected "manager of the year") led together the second workshop focused on the various ICT related occupations.

Promising sectors for potential entrepreneurs have also been discussed. The audience showed great interest in these two workshops and appreciated the quality and relevance of the recommendations.

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SALON "EMPLOYMENT AND TRAINING" IN GERMANY: WARUM NICHT?

The first salon "employment and training in Germany: warum nicht" (why not?) was held Wednesday, April 2, 2014 from 9:30 to 17h at the Orientoscope Mulhouse, one of the associated centres that make up the CDM de la région mulhousienne.

This event is one of the actions implemented by the House of Employment and Training of the Pays of the Mulhouse region and its partners (m2A, Agentur für Arbeit de Freiburg, Région Alsace, Pôle emploi, the structures of the CDM de la région mulhousienne etc.) to facilitate access to employment and training in Germany.

The aim was to bring together stakeholders of training and employment sectors on both sides of the Rhine to inform young (students or post-baccalaureate) and adult publics on all opportunities of work, training and learning which exist in Germany, and to publicize the work of local actors concerning cross-border aid and advice.

About 700 people came to meet the various players in counselling spaces organized around the 4 counselling poles of the CDM:

1. How to find a job in Germany?
2. How to learn or improve my German?
3. Which training to be oriented towards Germany?
4. You are young, what opportunities for an experience in Germany?

Several interactive workshops were offered by our French and German partners:

- Dare to cross borders: what intercultural skills to succeed?
- Find a job in Germany
- Vocational training in Germany: alternate training and advanced studies
- The characteristics of the labour market in Baden.

In parallel, the CDM proposed a thematic workshop "working and training in Germany" to professionals of members structures.

Throughout the day, professionals were on hand for advice on resumes and cover letters in German, and to assess the level of German.

The Youth Express Network presented a photos exhibition taken by young people during their projects in Germany.

The website monmetierdedemain.com produced displays with "across the border occupations" of the future...

A "passport" was released to the public at the entrance of the event. Its goal was to enable interested persons, during their visits to the spaces dedicated to advice or to the workshops, to review their competences in relation to employment or training in Germany and to note the possible areas of improvement.

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CDM DE GUADELOUPE: INFORM AND RAISE AWARENESS TO THE "MÉTIERS D'ART" AND TO DESIGN

On 4 and 7 April, the CDM of Guadeloupe and "Direction of Cultural Affairs" organized in the framework of the European Week of crafts on "the time of creation", three half-days of information and awareness about the art and design professions.

The first day for students and professionals in the guidance sector was attended by over 70 students from colleges and 8 stakeholders.

The morning was marked by exhibitions of objects (leather goods, furniture, games, jewellery, model frames, musical instruments ...), testimonials, and videos on several jobs.

Passion and know-how have characterized the exchanges with the young participants.

In the afternoon, representatives of VIA (Valorisation of Innovation in Furnishing), APCI (French Association for the Promotion of Industrial Creation), the School of Art of Martinique and representatives of the Direction of Cultural Affairs, have animated a debate.

The topic of the discussion was "design" and its relation to crafts, in the presence of the educational teams and of craftsmen, as well as training organizations.

The round table of April 7 on "design for innovation and industrial development in Guadeloupe", which was hosted by VIA and APCI has also launched the beginning of the week of the industry.

The presence of the Secretary General of the Association of Small and Medium Enterprises and the head of department innovation and business competitiveness in the DIECCTE (Regional Directorate for Enterprise, Competition, Consumer, Labour and Employment), demonstrates their interest in this issue to sensitize companies on the role of design in the innovation process.

These meetings helped everyone to get to know each other, to build relationships, even to consider future partnerships.

The CDM thus asserts itself once more as a place of convergence of actors.

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ACTION TECHNOGIRLS AT THE CDM DE LIÈGE

CDM de Liège: industry needs girls!

Too few girls choose technological, scientific or technical education. For example, the proportion of women in engineering courses is currently less than 15%.

As for the presence of girls in qualifying technology education courses, it is almost non-existent: in 2013, there were 97% of boys in the "industry" sector of technical education. This imbalance is found obviously also in Belgian technology companies.

Yet, compared with what is happening in other countries, the Belgian situation is not inevitable.

In fact, other European countries such as Poland, Spain and Portugal show much more balanced proportions of men and women active in technical and technology businesses.

There are many jobs for which there is a significant shortage of workforce.

Studies leading to these professions should be favoured by both girls and boys. But the figures show that this is not the case. Depending on

whether one is a girl or a boy, we are moving towards different types of studies and professions. To overcome preconceptions and expand career choices, several organizations have committed: Agoria - sector technology industry- and the Ministry of compulsory education of Federation Wallonia Brussels, Minister for Education Training and Employment of the German Community, Studienkreis Schule und Wirtschaft, Directorate Equal Opportunities of the Federation Wallonia Brussels, Planet Métiersasbl / CDM Liege, Le CHOQ.

Together, they set up an operation aimed at:

- Improve the image that some girls have of technical trades, science and technology
- Invite the girls to project themselves into career plans as well as boys

- Raise awareness, among parents, teachers, educational and training institutions and companies, of the need to break stereotypes regarding educational and vocational guidance.

Specifically, for two days, eight technology companies spread in Wallonia, Brussels and the German-speaking community, welcomed the pupils of primary education.

Through their testimony, women leading these companies have allowed young people - girls and boys - to discover that the technological training is multifaceted, that jobs can be very diversified and that technique and technology are absolutely not just a story of boys!

A great initiative, based on a dynamic teaching approach and illustrating multi-partnership, innovation, creativity ... To be repeated!

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THE SPRING LEARNING DAY AT THE CDM DU GRAND GENÈVE

The second edition of the "Spring Learning day" was a great success.

The event, on March 12, has opened its doors to fourteen professional associations and forty companies offering more than 320 apprenticeships, including for the first time, a training for "bilingual commerce employee".

And young people have responded: more than 800 came to the premises of the OFPC and CDM du Grand Geneva to meet the employers or try the many activities offered (free language tests, simulations, interviews, advice on image, etc..). Also a space dedicated to the parents, musical interludes and snacks contributed to this "invasion".

More information: <https://www.ge-fao.ch/Article-142045>

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EQUAL PAY DAY, 7 APRIL

On the occasion of the International Day for Equal Pay Woman-Man, RWC Marseille and Provence-Alpes-Côte d'Azur launched - as part of Osez le Mix program she coordinates in the PACA region to promote professional diversity - a vast awareness campaign.

The public was invited to react to the fact that a woman has to work 79 days more to earn as much as a man with equal skills and missions.

A "buzz" was set up on Twitter and Facebook via a dedicated Osez le Mix webpage: in less than a month, more than 1,300 fans were recruited and sensitized to the gender mix: news, quizzes, etc..

More than 56 000 people were also recipients of a specific emailing on Equal Pay Day, inviting them to post their reactions on Facebook or Twitter by sending photos, slogans and videos.

22,000 flyers were distributed in Paca, through our partner networks (professional associations, businesses, schools ...) and a vast operation of Street Marketing was conducted on April 7 - the day of the Equal Pay Day - in partnership with Kedge Business School.

Among the cities involved: Marseille, Nice, Toulon, Avignon, Aix, Briançon, La Ciotat. Finally, in Marseilles, an operation in the premises of the CDM was organized on April 7 on the occasion of the opening of the "Semaine des Industries" (Week of Industries), with the public and partners present, which could send selfies on the theme of wage inequality.

The best productions of the public affected by the country Equal Pay Day (photos, slogans, videos, etc.) on April 15 have made the headlines on the regional portal for the promotion of professional mix launched on March 4: www.osezlemix.fr.

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CDM DE LIMOGES ET DU LIMOUSIN: THE VIDEO CLIPS ON JOBS

For the third consecutive year, the CDM de Limoges et du Limousin, in partnership with the Regional Centre of Education in the visual image offered to schools and to structures for

professional insertion to participate in the "video clips on jobs of the Cité " project.

The project consists in making video clips on jobs. This year, nine promoters and not less than 80 young people participated in the adventure!

Tuesday, May 13, 2014 the regional event of closure of the operation will take place at the Cinema Rex in Brive, offering the opportunity to discover the 9 video clips and to interact with project leaders, stakeholders and participants!

To view the video clips, you can go to the following web page:

<http://www.citedesmetierslimousin.fr/sorienter/clips-metiers-cite>

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NETWORK NEWS

SEMINAR ON SOCIAL NETWORKS

On April 18, the International Network of CDM organized its first seminar on Social Networks in the recently opened Cité de Choisy-le-Roi.

This event brought together a dozen CDM , and was co-hosted by Fabien Le Mao, Director of Cdm Val-de- Marne and Jocelyn Meire, Director of Cdm de Marseille et de PACA.

The seminar allowed the sharing of experiences and a first collective reflection to lay the foundations for a common strategy regarding the positioning of the CDM Network on Social Networks.

The meeting was divided into two stages:

- The morning was devoted to the presentation by each Cité of its activities on the main networks (Facebook, Twitter, LinkedIn) followed by the intervention of a specialist in Social Networks who came to present the different existing tools and their benefits;

- The afternoon led to the first joint decisions: the creation and animation of a Facebook page of the Network by the CDM de Marseille & de PACA including, starting from May, the upload of the newsletter, through individual news uploaded periodically along the month.

This seminar marks the beginning of a common reflection on the image and communication via social networks of the Network, expected to continue during the next meetings among the Cités.

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Label News

SWITZERLAND: INAUGURATION OF THE ASSOCIATED CENTRES OF MEYRIN AND ONEX

The CDM du Grand Genève is expanding its network by creating two new associated centres in Meyrin and Onex. These spaces for advice and information are the result of an active collaboration between the Office for guidance, vocational education and training (OFPC) and its municipal partners at the service of local and regional population.

The CDM du Grand Genève officially opened, on Tuesday April 1 2014, its first partner centre located on the territory of the commune of Meyrin and on Tuesday, April 8, the one in Onex.

It was an opportunity to present the activities of the two centres and to highlight the active collaboration with partners at communal and associative level.

These two centres now offer many services on the model of the main Cité based in Geneva: general information on careers and training, advice on educational and vocational guidance, paper and audio-visual materials, etc.

Thanks to the collaboration with the municipal authorities and partners on the territory, the associated centres in Onex and Meyrin offer also a calendar of events and workshops becoming richer and richer: direct recruitment, CV and cover letter, presentation of the Geneva training system, etc.

The services offered are also available to the Meyrin and Onex neighbouring municipalities.

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VISIT BY A HAITIAN DELEGATION TO THE CDM DE GUADELOUPE

The CDM de Guadeloupe hosted the 24 March 2014 a delegation from the Haitian Ministry of National Education and Vocational Training on a "study tour" in our region.

This delegation made of inspectors, principals and a representative of the INFP (National Institute of Vocational Training in Haiti) was led by the project manager in international relations and to the cooperation with the rectory.

This visit allowed us to discover the Haitian education and training system but was mainly an opportunity to publicize the concept of CDM.

The delegation visited our spaces and showed a keen interest in the concept, in the tools for discovering jobs as well as the validation of prior experience (VAE). Three of the visitors attended our VAE workshop scheduled the next day.

The representative of INFP assured that this visit will be mentioned in its report as well as proposals of partnership with our CDM.

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Departures ↔ Arrivals

CDM de la Région Mulhousienne

Erika TSCHANN has joined the CDM de la Région Mulhousienne, after the departure of Noëlle BAELE and Daysi LOCATELLI

CDM de La Réunion

The new director of the CDM de La Réunion, Christophe JACQUES-ANTOINE, will join the CDM in May.

AGENDA

11 June 2014

**Meeting organised on the occasion of the General Assembly of the RCDM
Brussels, Committee of the Regions 5CoR)
Bâtiment Jacques Delors/Jacques Delors
Salle JDE 51**

The nearest underground station to the CoR is Maalbeek on lines 1 and 5 (see stib.be).

The nearest bus stop is Parc Léopold on routes 21, 27, 59, 64 (see stib.be).

The nearest train stations are Brussels Luxembourg and Brussels Schuman.

12 June 2014

**Technical meeting of Network Managers
Brussels
Basque Delegation Office in Brussels.
Rue des Deux Églises / Tweekerkenstraat, 27
Metro: Arts Loi**

CONTACT ADDRESS

The-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,

Grégoire Evéquoz

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