

The Cités des métiers International Network • n° 66 • May – June 2017

## AGENDA

### 15 June 2017

Permanent Assembly of Managers (APM), Geneva

### 16 June 2017

Ordinary General Assembly (GA), Geneva

### 16 June 2017

Meeting of the Executive Committee, Geneva

### 16 June 2017

Meeting of the Board of Directors of Effervescence, Geneva



Dear members and partners of the Network,

On 15 and 16 June, managers of the Cités des métiers will meet in Geneva to exchange on several topics which should enable them to better develop the activities of their Cité. The General Assembly will also be time for the election of the new executive of the Network who will lead them for the next three years!

It will be the opportunity for me and the other members of the Executive Committee to assess actions conducted since 2014 with:

- the strengthening of our organisation;
- the setting up of the support team composed of an International Coordinator, a Project Assistant and the support services provided by the Cité des métiers de Marseille et PACA;
- the development of partnerships at an European level with CSR Europe and the LLL Platform;
- the exchange of practises and the development of joint projects;
- the launching of an internal up-skilling approach;
- the creation of Effervescence, the International Endowment Fund of the Network.

The development of Effervescence, the reflection on the Cité des métiers of tomorrow launched at the Spring School on 31 March in Porto and the strengthening of the partnership between the Network and Universcience, the Label Authority, are topics that will be at the agenda in the coming months.

By 2020, major efforts are still needed to make the today's ideas into tomorrow's projects shared by the Cités des métiers and enhance the visibility of the Network at an International level.

Finally, I am proud to announce the official opening of the Cités des métiers of Cascais and Brussels, respectively in September and October.

Our Network is growing again! Congratulations to its teams!

Best regards,

**Raquel Castello-Branco**

Présidente du Réseau

You can now automatically receive the newsletter by registering on the website of the Network:

<http://www.reseaucitesdesmetiers.com/44-news.php>

### THE CITÉ DES MÉTIERS DE LA RÉUNION COMMITTED TO FIGHT AGAINST EARLY SCHOOL LEAVING

From January to May 2017, the Cité des métiers de La Réunion participated in the MODAL programme (reception module in high school) of the High school Ambroise Vollard in order to offer a path of actions to 15 students in 1<sup>st</sup> year supporting them in their choice of guidance. Real "test" programme, the multi-partners path called "MODAL Club", was to remotivate these young people, develop their skills, and learn about themselves to get a better career guidance. Through regular workshops, the Club proposed actions to students in order to:

- learn them about themselves ("Life designing", "Self-esteem", "identify its strengths" workshops);
- get more knowledge about professions better and better understand paths of training ("Inforizon", "Discovering of vocational training", "Work-study contract", "The adapted training", "Mobility", "Find an internship", "Professionals talk about their profession" workshops);
- open up new horizons of vocational integration on entrepreneurship and the possibility to create its own job ("Dare to undertake", "Discover what a cooperative is: the model CAE" Workshops).

Over 9 weeks, the Club Modal it is about: 14 partners committed in the Cité des métiers de La Réunion, 14 workshops implemented equivalent to 55 hours of support, an expanded and welcome "professionals-students" dialogue, and students who have made guidance wishes in line with their strengths and their profile.

**Contact:**

**Annie Estelle BORDIER**

[annie.bordier@citedesmetiers.re](mailto:annie.bordier@citedesmetiers.re)

### MEETING OF THE PROFESSIONALS OF THE REGIONAL PUBLIC SERVICE OF ORIENTATION (SPRO) AT THE CITE DES METIERS DE MARSEILLE ET DE PROVENCE-ALPES-COTE D'AZUR

For the first time, professionals gathered at the Cité des métiers de Marseille et de PACA to share practices on 1<sup>st</sup> level information delivered to all audiences.

This event held on 4 May 2017 was animated and coordinated by the Cité des métiers de Marseille et de PACA and co-built with all the partners of the SPRO MEEB (SPRO MEEB: Regional Public Service Public of Orientation – Territory « Marseille-Est Etang de Berre). It was a unique and innovative approach in the PACA Region. It

gathered partners of Reception, Information and Guidance (counsellors, support workers, persons in charge of reception, etc.) and partners of the economic world (Professional Branches and Federations).

Two conferences led by André Chauvet, National expert on Guidance and Career Development, were at the agenda of this event. Those conferences focused respectively on the SPRO issues in the PACA Region, and the challenges of tomorrow for partners of Reception, Information and Guidance and the economic world.

There was then a meeting between all partners. It was an opportunity for them to directly exchange together, express skills and recruitment's needs, get acknowledge of jobs "facing recruitment difficulties" to which the publics should be primarily guided and get a first level of information on the socio-economic data.

The assessment of this day is very positive as evidenced by the representation of 22 Professional branches and Federations and more than 180 participants, and by the satisfaction rate exceeding 80%.

This day was to meet Guidance and Employment issues which have never been so important, with more than 50 professions identified as "facing recruitment difficulties" in the PACA region and a regional unemployment rate of 11,6%.

Given this assessment of the event more than positive, let's ensure that it modestly contributes to reverse the trend.



*From left to right: Sébastien GARRIGUES, André CHAUVET, Stéphanie CHAUVET.*

**Contact:**

**Sébastien GARRIGUES**

[sgarrigues@citedesmetiers.fr](mailto:sgarrigues@citedesmetiers.fr)

### VISITS OF A COMPANY FOR PROFESSIONALS OF THE RÉGION MULHOUSIENNE

The Cité des métiers de la Région mulhousienne usually organises thematic workshops for professionals of member structures only.

The industrial Week and the partnership with the Union of Metal Industries and Professions (UIMM)

was the opportunity to organise the visit of the company ENDRESS & HAUSER in Cernay.

23 professionals (counsellors, directors of structures, etc.) took part in this presentation of the company and its history, and then they participated in the visit of the premises. After this, an exchange with the Human resources department helped them to better understand their jobs, their expectations in terms of recruitment, their investment in internal and external training, and especially, establish close contacts for counsellors who could later send applications of audiences received.



According to the results of the assessment and improvement questionnaire, participants are ready to repeat the experience.

**Contact:**

**Erika TSCHANN**

*e.tschann@mef-mulhouse.fr*

### THE CITÉ DES MÉTIERS DE TURIN WANTS TO DISSEMINATE ITS CARD GAME « CITÉ DES MÉTIERS » IN MIDDLE SCHOOLS

From its opening in November 2015, the Cité des métiers de Turin focused in particular on the discovery of professions among young people through innovative educational materials such as a card game "Cité des métiers"

This game for children in middle schools is an opportunity to discover different professions, trainings, specific and soft skills required for each profession. It is also a way to fight against stereotype.



Today, the Cité des métiers de Turin would like to disseminate this card game to almost all the 550

middle schools in the Piedmont region by printing 400 copies. For this reason, a crowdfunding campaign is launched on the Italian platform [eppela.com](http://eppela.com).

*[www.eppela.com/cittadeimestieri](http://www.eppela.com/cittadeimestieri)*

An edition for elementary schoolchildren is also considered.

This game could also be translated into several languages and disseminated among other Cités des métiers and their partners.

**Contact:**

**Marco Canta**

*canta@cooperativaorso.it*

## NETWORK NEWS

### PARTICIPATION IN THE ANNUAL CONFERENCE OF THE LLL PLATFORM « EDUCATION IN A DIGITAL WORLD »

The European Civil society Platform for Education, LLL Platform gathered nearly 70 people at its Annual Conference on 30 May and 1 June in Tallinn. Our Network, as associate member of the Platform since June 2016, was represented by Ludovic Collin, International Coordinator.

The morning was an opportunity to appreciate the educational and training dimension of digital through the example of online games during a presentation of Steven Stegers, Programme Director at EUROCLIO, European Association for Educators in History.



Then, for nearly two hours, representatives of the different European education, youth or training networks gathered together in an open space at the University of Tallinn to debate in the "FishBall" format about the burning issues raised by the use of digital technologies in education: neutrality, writing skills and keyboarding, influence of GAFAM (Google, Amazon, Facebook, Apple, Microsoft), bring your own device. The Scandinavian and Baltic countries are particularly at the cutting edge in this field.

The provision of tablets for the general public, the organisation of workshops on "how to build up its digital identity", training in digital mediation for reception profession as well as the discovery of

jobs in virtual or augmented reality are already the first answers as an attempt for the Cités des métiers to address issue of a wider dissemination of digital technology among the public and the professionals of counselling in career development. It is also important to make sure that these innovative technologies allow learners to empower themselves; this means to deliver /develop the "right" tool to the "right" person for the "right" subject.

The next 2017 European Lifelong Learning Week "LLLweek", which will take place from 20 to 24 November will also focus on the same topic "digital world". The Platform has decided to promote this time good practices in the evolution of learning practices through the development of technologies. The call for proposals to win the 2017 LLL Awards is open until 1 July 2017.

The European Commission has also selected these dates for the 2nd edition of the "European Vocational Skills Week" with the organisation of an Education-Business Summit seen as the culminated moment of the European initiative "European Pact for Youth". More information on: <http://ec.europa.eu/social/main.jsp?langId=en&catId=1261>

**Contact:**

**Ludovic COLLIN**

[lcollin@reseaucitesdesmetiers.com](mailto:lcollin@reseaucitesdesmetiers.com)

Submission deadline is on 30 June 2017.

More information via the website:

<http://ec.europa.eu/social/main.jsp?catId=629&langId=fr&callId=515&furtherCalls=yes>

## ARRIVALS/DEPARTURES

### **Cité des métiers de Bruxelles**

Didier De Laveleye, Manager of the Cité des métiers de Bruxelles, left his position in May. He has been replaced by Catherine Kinet: [ckinet@actiris.be](mailto:ckinet@actiris.be)

### **Cité des métiers du Grand Genève**

Grégoire Evequoz, General Director of the Office for Guidance, Vocational Training and Continuing Education will leave his position on November 2017.

Nevertheless, he will maintain his commitment within the Cité des métiers du Grand Genève through the association "Cité des métiers et formation" with headquarters in Geneva.

## EU FUNDING

### **EUROPEAN PROGRAMME FOR EMPLOYMENT AND SOCIAL INNOVATION (EaSI)**

The European Commission published a new call for proposals:

« EaSI-PROGRESS - Awareness-raising activities on "Upskilling Pathways: New Opportunities for Adults».

### **CONTACT ADDRESS**

The e-mail address for information regarding the Newsletter, the Winter School and other meetings/events of the Network is : [delegationexecutive@citedesmetiers.fr](mailto:delegationexecutive@citedesmetiers.fr)

Thank you for your cooperation.  
Yours sincerely,

**Raquel Castello-Branco**  
*President of CDM Network*

**Bernadette Thomas**  
*In charge of the CDM Label  
Chief Editor*

**Ludovic Collin**  
*International Coordinator of the  
CDM Network*

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