

Cités des métiers International Network • n° 57 • November 2015

Dear members of the Network,

The Permanent Assembly of CDM Managers (APM) took place in Milan on 16 October. Managers attending could think about general interest project proposals as well as the social objective of the endowment fund. This work is ongoing, but there are still a lot to do and decide. The next APM will be held on Thursday 10 (afternoon) and Friday 11 December 2015 at Universcience, Paris-la-Villette. The agenda will concern, amongst other things, the project creation of the endowment fund, the process of professionalisation of counsellors and the proposals of the Executive Committee about the organisation and the strategy of the Network.

I invite you to save the dates from now! As mentioned to you by the Executive Delegation I remind you that your participation is essential in order to strengthen our Network all together.

For the first time in the last 10 years, the important event of our Network will be organised in spring! The Executive Committee approved the proposals of the Cité des métiers des Côtes d'Armor to host the first SpringSchool between Wednesday 30 March to Friday 1 April 2016 in Brittany. This choice reflects quite well the period and revival spirit in which we are at the moment. All propositions about the agenda of this event are welcome.

By reading the articles of this newsletter, I would like to underline the need of the organisation of joint initiatives. The collaboration is the basis of our concept and it is essential to invest more and more and more in the co-organisation of events, even with partners, and information sharing face to face or online thanks to the development of digital tools. So we could meet needs in a more efficient way.

I look forward to meeting you soon with pleasure and send you my best wishes.

**Raquel Castello-Branco**

Président of the Network

## AGENDA

### **23 November**

Meeting of the endowment fund project Committee  
Cité des métiers de Marseille et PACA

### **9 December**

Field visit at the Cités des métiers du Val-de-Marne (Choisy-le-Roi) et de Paris-la-Villette, by the team of counsellors and other professionals of the project CDM de Bruxelles in the framework of the professionalisation

### **9-10 December**

Meeting of the Labelling Committee  
Universcience, Paris-la-Villette

### **10 December**

Meeting of the Executive Committee  
Universcience, Paris-la-Villette

### **10 and 11 December**

Permanent Assembly of Managers (APM)  
Universcience, Paris-la-Villette

### THE CITÉ DES MÉTIERS DE LIEGE AND THE DEVELOPMENT OF DIGITAL TOOLS

Since the beginning of the year, the Cité des métiers has been currently working on the development of digital tools in order to strengthen the quality of services on offer. After the implementation of the Cité's application « *AppPicker* » for the public, the Cité has decided to focus on the profession data sharing from the Open Data.

Thanks to this collaborative approach, the Cité can now offer 535 profession information sheets to anyone who wants to be informed about them. These sheets and their many applications are from the ROME French data base « *Répertoire Opérationnel des Métiers et des Emplois* » that becomes a tool of reference at the European level widely used, including in Flanders.

Other operators in Wallonia have already opted for ROME; which will allow the Cité des métiers de Liège to get to professions jointly and focus on users' information needs.

With the Open Data the Cité des Métiers de Liège began working to raise in perspective these sheets with companies in which these professions are carried out. These data are shared with all operators that may mention their interest to use them. It represents a first step fully in line with the 4.0 Marshall Plan of the Walloon government and the conclusions of the *ICT Day 2015* recently organised in Liège.

Christine Cambresy, Manager of the CDM de Liège, reminds her interest to share collaborative tools within the Cités des métiers Network. Indeed, that is why she mentioned in June 2015, during the General Assembly in Porto, the use of the social network Yammer by the CDM de Liège. The concrete collaboration between the CDM de Marseille & PACA (Isabelle Chevalier), the one de Liège (Jean-Loup Paquet) and the International Coordinator of the Network (Ludovic Collin) made the Yammer network available for all CDMs. Today the four Belgium CDMs (Brussels, Charleroi, Liège, Namur) have also their own Yammer network !

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### THE CITÉ DES MÉTIERS DE MARSEILLE & DE PACA AT THE HEART OF THE CITY OF MARSEILLE !

With the support of the Council of Marseille, in partnership with *Pôle emploi*, the *la Mission Locale de Marseille* and the *PLIE Marseille Provence Métropole Centre*, the CDM organised the 1st open-air Forum of recruitment on the emblematic old harbour of Marseille on October 7 and 8.

October 7 was a specific day for Transport and Logistics in the framework of the regional week « professions in PACA » co-organised each year by the CDM with its traditional partners and the French Association of Transport (AFT).

More than 300 job positions available were offered by around 20 companies during that journey devoted to the recruitment in this sector. 450 job applicants, pre-selected by partners, were received by recruiters, with an average of two interviews by person.

The day after, organised by *Pôle Emploi*, was part of the « 48 hours for the employment ».

About 15 companies attended on the Village of the recruiters, to offer 600 job positions immediately available to job applicants : in particular Manpower, CRIT, Adecco, Expectra, le Groupe Athmos, le Groupe Actual (Objectif Intérim), Simply Market, Lidl, l'Union Financière de France, le Groupe Onet, Axxis Ressources, Job Link, Groupe networks (Xerox).

The initiative was very successful and certain companies attending could fill the same day all the job positions offered. Thus, Lidl, which received more than 100 persons and selected 60 CV, considered by the end of the day the recruitment of 12 persons was underway (2 managers and 10 employees).

Representatives of the temping and placement job agency, CRIT, saved 150 CV, and directly employed around 20 persons (mostly in the service sector: Accounting Secretary and professions in banking).

Thanks to this innovative initiative, the Cité des métiers has got more visibility, at the earth of the City of Marseille, in this emblematic location built as a natural agora for 2600 years!

Enjoying a significant success and level of satisfaction from the public, companies and partners could consider another edition in 2016.

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### ACTIONS OF THE CITE DES METIERS DE PORTO TO VOCATIONAL INTEGRATION

The Cité des Métiers de Porto will attend the FINDE.UP first edition, International Fair for employment of the University of Porto. It will be organised by the University of Porto in November 3 and 4 in the Exponor congress centre.

FINDE.UP is for both, students coming from different fields of study and companies which look for opportunities to recruit qualified professionals.

This represents a unique opportunity to be closed to students and inform them about services and initiatives of the Cité des Métiers de Porto. It also may be possible to strengthen collaboration with all attending organisations.

On November 25 there will be the 8<sup>th</sup> edition of the «Speed Recruitment» at the Cité des Métiers de Porto

The Cité des Métiers organises each year a « Speed Recruitment », a meeting between companies and job applicants, through job interviews of five minutes. This has become as a reference for the stimulation of the local and regional labour market.

Although it provides the opportunity for job applicants to introduce themselves to several employers during a one only day, this initiative encourages them to raise awareness about their professional profile and the development of soft skills, very important for their employability. More and more companies participate to this event and consider as an efficient and dynamic recruitment solution and an opportunity to networking with other organisations.

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## THE CITÉ DES MÉTIERS IS GETTING INVOLVED TO FIGHT AGAINST ILLITERACY

Within the scope of illiteracy, a sub-thematic topic of the career project, the Cité des métiers de La Réunion is engaged and would like to support initiatives by:

- making them resources available, so they can conduct in a good manner their actions
- highlighting existing solutions in La Réunion
- contributing to raise awareness among many more people.

That is why it organised the event « *Le Verbe et la Plume* », a thematic week in the first edition as part of the National Actions Days against Illiteracy coordinated by the National Agency against Illiteracy held in September 7-11. The Cité des métiers de La Réunion and its partners were committed in offering different workshops for professionals in integration and coaching as well as the general public. This objective was to get people of La Réunion awareness about the issue of illiteracy: workshops, discovering tools, debates, slam-testimonies ... A little more than 80 persons attended this event.

The Cité des métiers will provide free of charge an itinerant Expo-Quizz to its partners « *Illettrisme, parlons-en !* » edited by the Moutard : an original tool for animation which allows stakeholders in the education sector and territorial development to set up, in a simple manner and with autonomy, exchange debate and reflecting between young people and adults about this subject.

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## THE CITE DES METIERS DE TURIN IS ALREADY OPERATING

On Thursday 15 October in Turin, the opening in prefiguration of the Cité des métiers was inaugurated with the presence of members of the Network's Executive Committee, institutional partners and several operators and local entrepreneurs, Marco Canta, Manager of the Città dei mestieri e delle professioni di Torino went back to certain key areas of actions of the Cité in the next months: the discovery of professions for young people from innovative educational materials and coaching to public in international mobility.

More information on the website:  
[www.cittadeimestieritorino.org](http://www.cittadeimestieritorino.org)



At the moment, offices are opened two days a week: Monday 10h-12h and Thursday 16h-18h. « We have made the choice to open despite restricted working hours. However we are very optimistic and think that ongoing initiatives and several events will foster and allow to strengthen, in the coming months, the commitment of partners in the development of the services offered in the Cité ».

It includes in particular the card game on professions of the Città dei mestieri" which will be presented during the next Fair for guidance in Turin on November 19 and 21. As a matter of fact, this game could be adapted and used in the framework of an action in favour of gender equity and then shared with other CDMs.

Following its partnership with the *Centro InformaGiovani di Torino* (ref. July-August 2015 Newsletter), the Città dei mestieri e delle professioni di Torino also thinks of launching an initiative on the International mobility for the young people and adults in Italy with no activity and employment.

The Cité would like to know the interest and availability of member CDMs of the Network to participate, and how it would be possible to help welcome these persons and identify companies for a period of profession immersion of 4 to 5 weeks for instance. In order to prepare in a good manner this project, it also could be possible to set up a group of 6 CDMs/operators and organise field visits

to share knowledge and experience in International mobility.

This could be conducted in the framework of a call for project of the Piedmont Region. The deadline for submission is November 12.

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## NETWORK NEWS

### PREPARATION OF THE 2016 SPRINGSCHOOL

In 2016, the traditional « Winter School » of our Network will move to a « Spring School »!

Since the WS2007 in Milan, which had opened the door to these essential meetings for each member, following consecutively by Barcelona, Porto, Irun, Geneva, Rome, Marseille, La Rochelle then Liege, we got used to gathering all together by the end of January/beginning of February. We will try a new formula for 2016.

We will be hosted by the Cité des Métiers des Côtes d'Armor at the earth of the beautiful region of Brittany.

The executive Committee indeed approved in October 15 the proposal made by its Manager, Annabelle Rousseau: the SpringSchool will thus be held on Wednesday 30 March to Friday 1 April 2016 in Ploufragan, closed to Saint-Brieuc.

The period is different, but main content is the same. This first SpringSchool will be the opportunity once again to share practices and experiences between CDMs' teams. It should focus on the territorial anchorage of the CDMs, the strengthening of competences and the partnership dimension through cross-border and transnational projects.

This will also be the opportunity to make a progress report with the French section of the Network, three months after the regional elections.

Do not hesitate to send by email [delegationexecutive@citedesmetiers.fr](mailto:delegationexecutive@citedesmetiers.fr) or even via the Yammer Network « Réseau CDM – Instances » all proposition and/or comment regarding the organisation of this event and the programme: as every year, all of our CDMs will decide all together about topics to talk to!

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### ASSESSMENT OF THE APM MEETING IN 16 OCTOBER 2015

On October 16, we were almost twenty of us at the Permanent Assembly of Managers (APM)

organised in Milan by the Città dei mestieri e delle professioni di Milano e Lombardia. It was the second meeting this year.

In early morning, Francesco De Sanctis, Manager of the Città dei mestieri e delle professioni di Milano e Lombardia presented the ongoing activities of the Città, in particular the « green jobs project ».

This project launched in 2014 in Milan, consists in a physical and online single HelpDesk providing information on sectors of the green economy including the publication of job offers by the companies of these sectors. Services offered also include mentoring sessions for public (plenary, group and face-to face meetings). The website was designed by Matteo Plevano, psychological counsellor in guidance. The project has been recently spread out to other cities with the implementation of other helpdesks in Ivrea and Trento. Website: [greenjobs.it](http://greenjobs.it)

Then, Patrick Granier about of the European study « support towards training and employment of adults who are far from the labour » (ref. Newsletter n°55 sept 2015) and co-author, mentioned during his speech, the Cités des métiers, as good practices to bring services all together in a same place. He pointed out in particular difficulties to measure the empowerment of people.

The APM meeting mainly focused on the project creation of endowment fund. The support team composed of Erwan Lamour (Deloitte Manager Consultant) and Wilfried Meynet (Lawyer to the Marseille and Luxembourg bars), presented the legal and tax aspects of the sponsorship in France as well as a few examples of social objective of endowment funds. Participants discussed on the possible definition of this social objective and project proposals regarding early leaving school and gender equality. These proposals, from members of the endowment fund project Committee, are a first work basis for exchanges.

It will be important to go on with defined joint projects in the next months. Members of the Network can modify or complete these proposals or even formulate new project proposals via the Yammer network.

The third APM meeting will be held on December 10 and 11 at Universcience, Paris-la-Villette. It will mainly focus again on the endowment fund project. It also will be the last meeting of preparation before the official setting up of the endowment fund planned in February/March 2016.

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## EU FUNDING

### PUBLICATION OF THE ERASMUS+ 2016 CALLS FOR PROJECTS

The European Commission published in October 20 the last *Erasmus guide* including all the calls for projects and funding for 2016.

There are few changes to mention compared to the 2015 year: specific attention to pay to projects focused on the support for social integration of migrants and refugees and the prevention of the radicalisation, a distinction is made regarding strategic partnerships between projects for innovative actions and good practices exchanges.

The deadline of the first calls for projects is the 2<sup>nd</sup> of February 2016: action 1 – Mobility of individuals in the field of youth, Mobility of individuals in the field of education and training, action 2 – Strategic partnerships in the field of education, training and youth, Capacity building in the field of youth.

Do not hesitate to share project proposals.

## CONDOLENCES

Sandra Sornin died at night in October 15. She suffered a massive malaria attack during a field visit in Chad.

Her disappearance represents a significant loss for the Network and in particular the Cité des métiers de Paris-la-Villette where she worked from 1997 to 2002 as responsible for partnership development in the poles « Set up a business » and « Find a job ».

She worked closely with Olivier Las Vergnas the first years of the Cité des métiers. She made her mark by her dynamism and professionalism, in particular during the launch of the Cités des métiers Network and for the setting-up of EU projects.

Sandra has previously a long experience in the field of training. She was seconded from 2003 to 2007 to the European Commission in Brussels as Counsellor in training and human resources. She chose to pursue her career as expert of the technical cooperation to work with different International institutions where she was well known for her expertise.

Members of the Executive Committee, at the name of the Network, express their most sincere condolences to her family and close relatives.

### CONTACT ADDRESS

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

Thank you for your cooperation.  
Yours sincerely,

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*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>