

Cités des métiers International Network • n° 55 • September 2015

Dear members of the Network,

After summer break, there is work to do and the next months will be crucial to, on the one hand, initiate shared projects, and on the other hand, develop common actions related to the “professionalisation process” within the CDMs’ teams!

In July, the Executive Committee launched a call for applications in order to set up two technical working groups (GT) and four thematic commissions (CP). The commitment and the participation of the CDMs in these areas of collaboration are essential.

The next Permanent Assembly of Managers (APM) will be held on Friday, 16th of October at the pavilion of the Lombardy Region of the Universal Exhibition of Milano. Therefore la Città dei mestieri di Milano e della Lombardia will host us in a meeting, discussion and innovation place, focus on the visitor and set up under an opened and collaborative environment.

We will provide more information about the agenda of this day by mid-September. We expect Managers of the Cités des métiers to confirm their participation. As usual, I wish we were many of us there!

In October 15 there will be the exhibition of the opening of the Città dei mestieri di Torino for institutional partners. You will be welcome and invite you to save the date now if you want to be there!

I wish you a good back to work to all of you !

Raquel Castello-Branco

Président of the Network

AGENDA

3 September 2015

Meeting of the ComEx,
Cité des métiers de Marseille et PACA

8 September 2015

Phone Meeting of the GT professionalisation

22 September 2015

1st meeting of the Project Committee (CoPro)
endowment fund at Paris-la-Villette

23 September 2015

Meeting of the GT SPRO at Paris-la-Villette

23 & 24 September 2015

European University of the Regions and Territories
FREREF focus on: « Education-Training-Enterprise
and European citizenship », in Germany, at the
University of Constance. *Inscription*

13 & 14 October 2015

Erasmus+ International Conference: « recognition of
competences and employability in Europe » in
Brussels, organised by the France Erasmus Agency/
AEF-Europe / Anefore. *Inscription*

15 October 2015

Meeting of the ComEx, Cité des métiers de Turin

16 October 2015

Permanent Assembly of Managers (APM)
Milano EXPO

TO A NEW PROFESSION : EXPERIENCE OF DISSEMINATION OF WORKSHOPS IN 3 CDM IN ILE-DE-FRANCE

In June 2014 the workshop «To a new profession» was experimented at the CDM de Paris-la-Villette. One year later this workshop is organised in three other CDM sites: Paris, Saint-Quentin-en-Yvelines and Emerainville. What made possible this experience of common service offer? How does it intend to follow up?

It started in Paris, by a few informal exchanges between counsellors about the public. These persons received within our CDM, with a loss of energy and confidence (even loss of meaning or social ties), who have vaguely been talked about changing of profession often as the result of hurtful experience, and what can we offer them?

The idea of a workshop based in the Transference software of éditions Jeunesse Avenir Entreprise (JAE) slowly emerged. However it would be to move from the tracking of transferable skills to the expression of professional situations experimented. These situations offer favourable conditions for the expressions of talents (according the principle: competence + appetite = talent), and awareness about what it constitutes the professional identity, enabling each one to question itself the sense of change, and so to highlight the consistence of its choices. After some animations, it was decided to use a second tool: les cartes *Valeurs ajoutées* (éditions Souriez-vous managez). They contribute to reveal values that drive each one by their mirror effect.

The workshop was set up by two counselors Véronique Campello and Paul de Maricourt and driven by Vincent Mousseau, Manager of the CDM de Paris-la-Villette. Three months later we are all overwhelmed by the demand. It clearly becomes that we have designed a collective tool to support our choices, even counselling in professional development (level 2). How could we meet the growing demand? Deploying in a larger scale.

The same need has been identified within the Cités des Métiers de Nanterre and de Seine-et-Marne which are also equipped of Transference.

The three CDMs have decided to implement common actions to lead this project in a good manner:

- partnership involvement of specialised services Agencies focused on providing assistance A2S Pôle emploi;
- training free of charge delivered by the JAE of several new leaders (counsellors and psychologists of Pôle emploi);
- recruitment of Marie-Thérèse Gomis, trainee in occupational psychology in charge of the project ;

- planning comments/workshop facilitation in Paris, in particular by Patricia Petit (Yvelines) and Matthieu Pichon (Seine-et-Marne).

This workshop also represents a prototype how to disseminate common services within the Cité des métiers regional association in Ile-de-France and potentially within the Network in France.

What is the modelling part of this process? Can we select from a data bank of shared initiatives as our needs are closed? In any event, this very exciting pooling process for developers and facilitators of the workshop (such nice encounters!) is also a way of asserting our common know-how.

Documents of animation as well as the thesis of Master of Marie-Thérèse will be soon available on the collaborative platform of the Network.

Contact

Paul de MARICOURT

paul.de-maricourt@pole-emploi.fr

INTERVENTION OF THE CITE DES METIERS DE PORTO IN SCHOOLS FOR THE 2015-2016 SCHOOL YEAR

With the beginning of the 2015-2016 school year, the Cité des métiers de Porto has also gone back to its process of intervention in schools. That intervention is aimed at schools which want 1) to give pupils direct link to the labour market and professions while promoting at the same time the development of soft skills and education as well as opportunities of vocational immersion and 2) give teachers the opportunity to better explore and work topics regarding the knowledge of professions, vocational guidance, employability and entrepreneurship.

Through information and guidance sessions to the teachers and students, the CDM de Porto:

- encourages the understanding of critical variables in the structuring of career project;
- supports teachers into the organisation of scholarship practices that give opportunities to explore professions;
- fosters the development of competences that are useful for the young people's integration to the labour market and transferable in their different real-life contexts;
- studies the meanings assigned at school while talking about the expectations and future prospects of pupils;
- makes the link easier between pupils 'competences and competences considered to be essential to succeed in a specific discipline by promoting self-awareness;
- encourages the discovery of professions while promoting a critical attitude regarding the gender stereotypes conveyed that do not limit their career choices;
- gets students aware of the importance of the life-long learning and the role of work in the interpersonal and social development by

fostering their sense of responsibility and their social integration;

- encourages the reconciliation between various roles of the real-life of pupils.

Contact :

Teresa CHAVES

teresa.chaves@cidadedasprofissoes.pt

THE CITÉ DES MÉTIERS DE MARSEILLE ET DE PACA WILL BE AT THE INTERNATIONAL FAIR OF MARSEILLE IN A DUAL ROLE !

The 2015 edition of the International Fair of Marseille will be held in September 25 to October 5. As each year, this 89th edition should gather more than 300 000 visitors, who could discover almost 1 300 exhibitors allocated over large fields: fashion, beauty, house, gastronomy, outdoor or International. As a great Mediterranean showcase, the Fair of Marseille is the second in France, after the Fair of Paris.

The CDM de Marseille et de PACA will be there in a dual role all along these 10 days, because it will propose animations at the stand of the City council of Marseille as well as the one of the PACA Region.

Indeed, the Region, which has decided this year to focus its stand on the thematic « Professions and Training », has asked the CDM to expose its profession Files.

The public could discover 550 professions, by touchscreens, that are also accessible in paper format, at the CDM and at its 8 associated Centres in the region, as well as in its « interactive terminal » and on www.citedesmetiers.fr.

Le CARIF Espace Compétence will be on the stand to present the offer of training in region. Three workshops (cv, letter of motivation, job interview) will be also animated each day by a counsellor of the CDM, posted by Pôle emploi and the Mission Locale de Marseille, into an area in the stand of the Region.

As regards the stand of the City council of Marseille, it will be focused on the following topic « Smart City ». In this context, the CDM will provide information about professions in the digital field by tactile terminals.

In addition, on Friday 2nd of October the CDM will animate a specific journey « employment ». In the morning, roundtable discussions will be organised, gathering executives of start-up and leaders of companies with needs of recruitment related to the professions, as well employees; in the afternoon, a recruitment process will be proposed to job applicants prepared by teams of Pôle emploi and the Mission Locale of Marseille, in order to apply for job offers by webcam to a dozen of companies.

Contact

Jocelyn MEIRE

jmeire@citedesmetiers.fr

ASSESSMENT OF THE HOLIDAY SPECIAL PROGRAMME OF THE CITÉ DES MÉTIERS DE LA RÉUNION : « A LA CITÉ, C'EST LE PIED ! »

From July 17 to August 6, the Cité des métiers de la Réunion offered its holiday special programme titled *A la Cité, c'est le pied !* An exclusive agenda that local day camps have quickly included in their planning. This is how more than 400 children aged of 4 to 13 years old could participate to entertainments about the discovery of professions: draw me your profession, mime me your profession, film me your profession, the profession Quiz, kid chemists, circus profession and handicrafts of La Réunion. This work has been very successful to children and facilitators. Smiles, curiosity and imagination have been seen!

Contact :

Valérie BURNAY

valerie.burnay@citedesmetiers.re

NETWORK NEWS

NEW STEP TAKEN IN THE DESIGN OF THE REGIONAL PUBLIC SERVICE OF GUIDANCE (SPRO) IN ÎLE-DE-FRANCE

July 10, electives of the regional Council approved the principles of implementation of SPRO in Ile-de-France set up in cooperation with the regional operators, including the Cité des métiers regional association of Ile-de-France.

The implementation of a coordination, for the public and for the whole Ile-de-France territory is ongoing. The design of resources and common tools, or even the creation of an own signage have been thinking. The voted Charter also stipulates the development of at least a reception place for all public in each county even if SPRO's members remain autonomous with their specificities and missions.

In that framework, the Cités des métiers regional association of Ile-de-France appears to be a gateway of the regional public service of guidance.

The association was set up in January 2015. It is operator of the SPRO and member in the plenary committee of CREFOP (Regional Committee of Employment, of the Training and the Career Guidance). It has strengthened the role of the Cités des métiers as regional operator of reception, information and lifelong guidance and as resources area for both public and all lifelong guidance professionals while participating in five commissions and three working groups of CREFOP.

It also makes contribution to the debate about the implementation of the Counselling in career

development (CEP) beside the five selected national operators Pôle Emploi, Missions locales, l'APEC, Cap Emploi-AGEFIPH and OPACIF/OPCA.

More information available via this following web page: [ARCDM IDF](#)

Contact :

Fabien LE MAO

fabien.lemao@citedesmetiers-valdemarne.fr

IMPLEMENTATION OF NEW COLLABORATIVE TOOLS WITHIN THE NETWORK

By the beginning of October, the Network will provide its members with two new online tools in order to facilitate the exchange of information, practices as well as the setting-up of shared projects:

- a network directory with updated data of CDM members and contact persons. This tool was developed by Isabelle Chevalier in charge of IT services at the CDM de Marseille et PACA. It is in test phase since the beginning of July;
- a collaborative platform such the *Yammer* social network. Jean-Loup Paquet, Director of IT systems at the CDM de Liège, was called project Manager last June to set up and implement such a tool. He has been working with Isabelle Chevalier and Ludovic Collin.

Contact

Ludovic COLLIN

lcollin@reseaucitesdesmetiers.com

QUALITY OF SUPPORT ACTIVITIES WITHIN THE CDMs WELL RECOGNISED!

The French coordination of the European Agenda for the Learning Adults (EALA) recently published, under the Erasmus+ Agency, a synthesis report titled « about the support towards training and employment of adults who are far from the labour market ».

There is the Cités des métiers Network among the networks mentioned and studied. The asset of the « Cité des métiers » concept is about the decompartmentalised approach that fosters mutual learning between partner operators and an adapted support to all type of public. This is what results from a benchmark of guidance and support practices run in Italy, Portugal and Ireland. Field missions were conducted within the CDM de Rome & Lazio and de Porto.

During the APM in October 16 we will dedicate time to present the main results of the study and launch a discussion on these topics.

Contact :

Bernadette THOMAS and Ludovic COLLIN

EUROPEAN FUNDING

New funding opportunities for the Network and its members:

ERASMUS+ PROGRAMME

Few calls for proposals are still opened until the 1st of October in the framework of this *programme*:

- mobility of individuals in the field of youth (key action 1);
- strategic partnerships in the field of youth (key action 2);
- meeting between young people and decision-makers in the field of youth (key action 3).

EU PROGRAMME FOR EMPLOYMENT AND SOCIAL INNOVATION (EASI)

The European Commission recently published new calls for proposals regarding the Progress axis :

- call for proposals *VP/2015/009* « mobility experience for professionals », deadline : 15 October 2015 ;
- call for proposals *VP/2015/011* « for social policy innovations supporting reforms in social services », deadline: 16 November 2015.

Please contact the International Coordinator for any project proposal.

PUBLICATIONS/STUDIES

RESOURCES FOR THE INTER-COMPREHENSION

To prepare the next Winter School, it is worth mentioning a useful *publication* for neophytes but also for those who were at the Winter School of Rome and would want to pursue the work engaged thanks to the *PREFIC project* (www.prefic.net)

This publication produced by the general delegation to the French language and languages of France in partnership with the OIF, is a reference document about inter-comprehension.

This multilingual pedagogical approach offers new ways for teaching languages, in particular the French language. The reader could find it descriptions and sites of existing methods and have knowledge of innovative projects in the field of education. The main advantages of the practice of inter-comprehension in the field of the International relations and the working life are also handled.

Contact :

Bernadette THOMAS

bernadette.thomas@universcience.fr

DEPARTURES/ARRIVALS

Cité des Métiers du bassin de la Rochelle

Arlette Maréchal left her position of Director of the Cité des métiers at the end of August.

Cité des Métiers de Marseille et PACA

Olivier Rebeyrotte resigned as deputy Manager at the end of July.

He worked for seven years within the CDM de Marseille et PACA. We wish a full success in his business development.

Cité des Métiers de Basse-Normandie

Vincent Potin has taken the position of Elise Lefebvres as Cité des métiers' Head mission since the 15th of June.

He is also the focal point for the implement of SPRO in the Region.

Elise Lefebvres will continue to work closely with the Cité. She has joined the direction of the Basse-Normandie Region in charge of the prevention and the fight against early school leaving.

CONTACT ADDRESS

The e-mail address for information regarding the Newsletter, the Winter School and the General Assembly is 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>