

The Cités des métiers International Network • n° 62 • August-September 2016

Dear members and partners of the Network,

Back to school season, the Network has already a busy agenda! The project development of the up-skilling of professions in reception and counselling professions in Cité des métiers led by Karine Henri, Delegate President for the up-skilling, will thus speed up. We can in particular mention the development of an internal training plan for certificating counsellors' skills as well as the coming implementation of a specialized diploma named « practices in SPRO Counselling » by Université Paris 8 in partnership with the Cité de métiers Paris-la-Villette.

Since the official announcement of its commitment into the « European Pact for Youth » initiative last June 17 in Brussels, the Network has been mobilizing its members and partners. It is for instance to highlight activities in the Cités des métiers for the vocational integration of youth people and prepare the launching of first territorial projects via Effervescence. In the next weeks we will start online donation campaigns and communication actions beside companies at a national and local level for Cités des métiers that would decide to do. Different training workshops in fundraising (Marseille, Milan, Barcelona and Porto) will be organized by the Coordinator of the Network between September and October for teams of the Cités des métiers.

This back season will be also marked by the official opening of the Cité des métiers de Lomé on September 7. The World Association of Public Employment Services (WAPES) has effectively supported this unique project of Cité des métiers in Africa.

Happy return to work!

My best regards.

Raquel Castello-Branco

Président of the Network

AGENDA

6-8 September

2016 Regional workshop of AMPSEP and official launching of the Cité de métiers de Lomé

12 September

Francophone training workshop in fundraising, Cité des métiers de Marseille et Provence-Alpes-Côte d'Azur

14 September

Meeting Network of the European Alliance for Apprenticeship, Brussels Agenda

19 September

Meeting of the up-skilling group, Paris-la-Villette

20 September

Phone call meeting of the Executive Committee

22 & 23 September

European University of the Regions and Territories for lifelong learning, FREREF, Cracow
Here the programme and registration

26 September

Meeting of the Italian Cités des métiers and Italian training workshop in fundraising, Città dei mestieri di Milano e Lombardia

26 October

Meeting of the Executive Committee, Cité des métiers de Porto

28 October

Portuguese training workshop in fundraising, Cité des métiers de Porto

THE CITÉ DES MÉTIERS DE LOMÉ HAS BEEN PREPARING ITS OPENING

After getting the project label in 20 May 2015 during a meeting of the labelling Committee, the Cité des métiers de Lomé has been gradually taking shape.

The building made available by the Council of Lomé will host not only the Cité des métiers itself but a room for conferences and spaces for self-training. The works for refurbishment will officially start on September 8 with the first foundation stone with several Ministers, the Mayor of the city of Lomé, the Ambassador of France and a representative of Universcience.

Several participants have been expected in particular representatives of some twenty African countries, who have been participating into the regional meeting of the WAPES.

The national public employment Agency (ANPE) of Togo has been the first leader of Cité des métiers project and co-organizer of this meeting. These days will be the opportunity to make widely known the concept of Cité des métiers in the African continent. Bernadette Thomas in charge of the Label will participate the day before in the roundtable for local partners.

In addition, in the view of the opening, a thirty of professionals named to join the team of counsellors and the administration staff of the Cité des métiers de Lomé has followed an extensive training from 31 August to 6 September 2016 in its offices.

The training conducted by Paul de Maricourt, Counsellor in Pôle Emploi at the Cité des métiers de Paris and the person in charge of the label is to make participants know about the Charter of the Network and empower regarding the organization, interview organization, facilitation of poles for counselling of the Cité des métiers.

The training is taking place in a friendly atmosphere, participants coming from different institutions (around eight), more staff employed by the Cité des métiers. The team led and coordinated by Mario Edem Atitse, is very engaged. It has learnt each other and worked altogether in order to get up-skilling and start from now to develop its tools and think about the programme of forthcoming activities.

Document presentations can be downloaded online: <http://wapes.org/en/event/interregional-workshop-local-partnerships-serving-job-seekers-and-companies>

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OPEN DAYS AND VISITS WITHIN THE CITE DES METIERS DU GRAND GENEVE

After its refurbishment in the summer, the Cité des métiers du Grand Genève organised on August 30 the second edition of the Open Days. They were implemented in two parts; on the one hand with collaborators and on the other hand with the public. It was the opportunity within the *Office pour l'orientation et la formation professionnelle et continue* (OFPC) and the Cité des métiers to discover new services between partners in inter-services.

Each space was facilitated by several professionals who presented services offered as the whole, the opportunity to introduce the agenda of new information sessions of professions « Zoom Métiers ». It was also to introduce shows of new softwares such as Ador, a support of guidance for adults.



More than 300 persons participated in this event. That day has enabled institutional partners to cover the all scope of actions and intervention. It has also been a special time for businesses to discover and identify the network of vocational training and of its different actors.

Other dates of Open Days have been planned within the Associated Centres of Meyrin (15/09), Onex, Annemasse (13/09) and Bonneville (16/09). Two exhibitions have also been scheduled: that one of the Associated Centre of Bonneville on September 16, the second Associated Centre after Annemasse, and the Focal Point at Versoix on October 11.

In 2016, the Swiss federation for continuing training (FSEA) will award the ninth time the prize for continuing training « Alice Prize ». This year, classes of winning projects are « digital apprenticeship » and « media skills ». Among the whole of the 120 submitted projects, ten by class were nominated including that one of media Space of the Cité des métiers du Grand Genève. The two winning projects will be rewarded on September 14

in Berne, in the framework of the opening ceremony of the 2016 Festival of training.

A ministerial delegation of the vocational training, apprenticeship and handicraft of Senegal will visit the Cité des métiers on Monday 5 September. The visit postponed of Madam Pernod-Beaudon, Vice-president of the Region Auvergne-Rhône-Alpes is planned on September 23.

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THE CITÉ DES MÉTIERS DU GRAND BEAUVAISIS HAS EXTENDED ITS SERVICE OFFERING TO SUPPORT PUBLIC IN THEIR CAREER PROJECTS

The Cité des métiers, led by the MEF du Grand Beauvaisis, has implemented with the support of partners, a large service offering in order to support public in their career projects.

In this 2016 season back, new workshops and monthly appointments are offered in order to better inform the public who are again more and more numerous and looking for information about training, employment, apprenticeship, professions, etc. We can in particular mention:

- « Debate Coffee »: time of exchanges that aims at making people participate, express themselves while being respectful and rewarding various views. Every month, a new topic has been proposed. In September discussion will focus on « sharingcar, what do you think? ». 22/09
- workshop named « Employment after 45+ » : the age is the first discriminatory factor in recruitment, what are the solutions to find quickly a job? This new workshop will support everyone to get advice and usable tools in order to prepare an action plan adjusted to his career situation. 26/09
- Workshop named « Employment and digital sector »: the use of social networks and internet communication (eg. Google) and smartphone in sms language can speed up your career projects or dash them if you do not know how to use them. That is why the Cité de métiers du Grand Beauvaisis has extended its service offering to three new workshops :
 - o « Bescherele your job » (07/09) : awareness in spelling and grammar while finding a job
 - o « job research in the digital age » (13/09) : what are the new methods in job research and how to use them ?
 - o « Facebook, my job and me » (29/09) : know how to set your Facebook in order to safeguard and how to set up a more professional account.

For more information and registration, please join us on the website : http://www.beauvaisis.maison-emploi-formation-oise.fr/l-agenda-de-la-cite_181.html

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THE CITÉ DES MÉTIERS DE MARSEILLE-PACA APPOINTED AS « FACILITATOR OF THE ACTION PLAN OF THE SPRO IN MARSEILLE »

The cite des métiers de Marseille et de Provence-Alpes-Côtes d'Azur has been appointed as facilitator of the action plan of the Regional Public Service for Guidance (SPRO) in Marseille-Est Etang de Berre by all stakeholders of this large economic area that covers a large part of the population in Bouches-du-Rhône.

It is for the team in Marseille to implement actions jointly set up with other organisations in guidance, employment and training as well as joint collection bodies for funding individual training leaving (OPACIF). In fact, the first priority unanimously set up consists in getting to know more about each other's.

Next September 14 will thus take place the first « Sharing of Coffee session »; it will enable, in a user-friendly form, managers of the structures in the territory to come and know again the service offering as well as strategic challenges of each other's.

Moreover in the framework of the « Fortnight for guidance » offered by the Cité in November, a day will be organized as an information forum for counsellors. They could better learn solutions offered by each institution/association.

They will then other actions that must be defined in the coming months in order to go on the process in 2017.

Many fruitful exchanges are expected!

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THE CITE DES METIERS DE CHARLEROI : TODAY AND TOMORROW

Charleroi will soon open its own Cité des métiers, obviously space for guidance as well as for learning, training and development of creativity and awareness to scientific innovation.

In order to lead in a good manner this major project, it has been decided to gradually strengthen the team led by Olivier Marchal; in May with Nicolas Matagne in charge of operational programming and in September with Marie-Eve Wiame in charge of graphic design. Thus the team consists of five members.

By its opening, the Cité des métiers de Charleroi will frequently organise meetings with partners and activities with citizens while gradually increasing its reputation beside the public and stakeholders concerned about guidance. At least 2 550 persons have already joined the CDM Community in the social networks.

In terms of discovering professions, the Cité des métiers has registered 11000 professions viewed on Video box and 1000 application downloads, 350 visitors on construction site and almost 10000 people in profession placement. It is not finished since these activities will go on from this back season. There will be also three exhibitions for employment by the end of 2016 including interactive terminals VIDEObox, of which the success has already been achieved.

For more information, you can have a look on the new website www.cdmcharleroi.be and on Facebook and Twitter @CDMCharleroi

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THE CITÉ DES MÉTIERS DE MARSEILLE-PACA HAS MADE AGAIN INNOVATION IN ITS CONCEPT OF EVENT

For more than 10 years the Cité des métiers de Marseille et de PACA has been known in particular for its sectoral events: « Professions Weeks in PACA » or « sectoral weeks », « a day/a topic » that enhances every time a sector of activity in Marseille or even in the whole PACA region.

In the second semester of 2016, the team of Marseille has proposed to innovate again in its concept of event after having interviewed partners and in particular a forty of federations/professional industries, those which has been working with, in order to better adapt to the seasons period of recruitment and training (particularly basic training) of companies.

« Weeks » are over, welcome « the Fortnights »! During the « Fortnights for recruitment » in October, then the « Fortnights for guidance/training » in November, it will be the opportunity to point out vocational tracks while grouping them in relation to possible professional mobility and placing greater focus on communication/ enhancement.

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European Pact for Youth initiated by CSR Europe last year beside its members and partners last June 17 in Brussels during a seminar organised in the European Committee of the Regions.

The desire to act more strongly for the vocational training of youth people, main users of services in Cité des métiers, is the first reason of this commitment. It is also to enhance and strengthen the expertise of Cités des métiers' teams in the development of multi-stakeholders actions. Then it is the opportunity to build up new partnerships at a national and European level in particular with companies.

Representatives of the Network propose to contribute to the objectives and actions set in this initiative for 100 partnerships Guidance-Training-Businesses of quality enabling to offer 1 000 contracts in internship, apprenticeship or first job to young people in particular with low or now qualification.

To achieve it, our Network will mobilise the Cités des métiers and its partnerships through the implementation by the end of 2017 to actions in information, animation and specific advice beside the young people. Cités des métiers concerned are in France, Belgium, Switzerland, Italy, Spain and Portugal.

It will also be based on the development of territorial projects funded by Effervescence, the International endowment fund of the Cités des métiers or EU funds.

Actions considered are as follows:

- a pilot project to promote and guide professions in the future;
- a discovering Day in excellence sectors of apprenticeship;
- an induction programme of professions in Europe for the young people;
- a real life-size game to discover professions by the practice
- Speedworking – meeting between young people and professionals and representatives of companies
- A first job youth competition

The Network will work in cooperation with the EURES network, FREREF as well as Lifelong Learning Platform.

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COMMUNICATION IN THE MARGIN OF THE EVENT IN BRUSSELS

In the margin of the International seminar for exchanges organized las June 17 at the European Committee of the Regions in Brussels, the WAPES association conducted various interviews with representatives of the Cltés des métiers International Network. You can find videos about:

NETWORK NEWS

COMMITMENT OF THE NETWORK TO THE « EUROPEAN PACT FOR YOUTH » INITIATIVE.

The Cités des métiers International Network officially announced its commitment to the

- The concept of Cité des métiers and its implementation in territories by *Olivier Las Vergnas, Founder Honorary President* <https://youtu.be/B9EzSfhVpKc>
- The service offering delivered in Cité des métiers with *Jocelyn Meire, General Secretary* <https://youtu.be/Feqh20wVtno>
- The role of Universcience, owner of the label « Cité des métiers » and the development of new projects with *Bernadette Thomas, in the charge of the « Cité des métiers » Labelling* <https://youtu.be/KjkwAfXQ7-0>
- Objectives of the Network and of endowment fund Effervescence with *Raquel Castello-Branco, President* <https://youtu.be/9VBQzUKyMdw>

ARRIVALS/DEPARTURES

Cité des métiers de Nord Franche-Comté

The assignment of Julie Degremont as Coordinator of the Cité des métiers was ended on September 2. She left at the same time her position of Administrator of Effervescence.

Now Valérie Brenot, Manager of the MIFE and Maison de l'Emploi has got in charge of the coordination.

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Thank you for your cooperation.
Yours sincerely,

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