

Network Cités des métiers • n° 36 • December 2013

EDITORIAL

Dear colleagues of CDM network,

A special year comes to an end for our network, since this year we celebrated the twentieth anniversary of the CDM concept.

For a year now, in various CDMs, wherever they are in the world, special events took place, not to mention two "twentieth anniversary special days" on 17 and 18 June 2013.

The network emerges stronger from this year, more united around the need to provide information spaces to the population and high quality professional advice through experts in employment, in professional guidance and in training.

The network is therefore in a good position to face the future, which will allow us to get even closer to other European networks, namely I think at "Regions and Territories in action for Lifelong Learning – FREREF" but also at the "Assembly of European Regions – AER" and the Committee of regions, as organisations that have expressed their interest in the CDM concept and have common concerns with ours.

We all have a stake in our CDM to be able to count on these partnerships, which should further intensify with the new Erasmus for All program!

Grégoire Evéquoz, president of the CDM Network

CDM NEWS

CHARLEROI: LAND OF TECHNICAL IMMERSION

For almost 5 years, Charleroi is home to a unique and inter-operators project of awareness rising on jobs and studies in the technical field. This action well represents the dynamic nature of the CDM's project in Charleroi, which is highly focused on Employment, Training, Education, and especially on local Partnerships. The action is carried out jointly by the IPIEQ (Instance de Pilotage Interréseaux de l'Enseignement Qualifiant de Charleroi) and CSEF (Comité Subrégional de l'Emploi et de la Formation de Charleroi).

The project is called "Practical discovery of jobs during the first secondary school level," and it starts from the premise that students rarely orient themselves towards learning in the sectors of Construction, Industry but also Food Service and Hospitality and Agronomy.

This theoretical finding is confirmed daily by the existence of overcrowded less promising sectors and promising sectors deserted by students.

This lack of attractiveness results obviously from a lack of adequate knowledge of some jobs and of the sectors leading to them, but also and above all from obsolete and unrealistic representations related to these jobs.

The project objective is to demystify the technical studies, which are unfairly associated to "second choice sectors" and the institutions providing such training, wrongly associated with "ghetto schools".

A unique local action, aimed at restoring the success of promising sectors in the areas of agriculture, industry, construction and hotels and restaurants exists on the teaching area of Hainaut Charleroi-Sud.

This project aims to enhance the curiosity of students for technology related jobs, to help them discover their personal talents and to promote, in their minds, the choice of a positive trajectory.

Students aged 13-14 years follow part (9 hours divided in two workshops) of the "course of Education through Technology" (introduced in Belgium in 1995, the "courses of Education through Technology" aim to develop an approach to problem solving, ie the acquisition by students of mental and behavioral approaches, through technology, that is relying on an object or a technical concept) in a qualifying school better equipped to allow the practice and closer to the world of work.

The idea is that currently the "course of Education through Technology" is the only window available to the student to get an idea of what the studies and careers related to technical knowledge are. It is therefore appropriate that this education enables young people to make informed choices, having previously tested themselves during an exploration phase.

The enthusiasm raised by this educational project, which offers guidance to students aged 13-14, and the impressive participation of schools (29 schools and 1500 students mobilized annually), for four years, exceed all of our expectations.

Satisfaction surveys conducted after the workshops reveal a real passion on the part of students, teachers and parents.

Moreover, based on a cohort study, it seems now established that the project has a real impact on the students' professional guidance.

Indeed, after analysis, the year 2011-2012 revealed that 98 students were referred directly to a qualifying sector.

These results are even more significant when we take into account all the students who spent three years in the degree, since in this case, and based on our findings, it seems appropriate to multiply this result by three.

The proof of the confidence of local stakeholders towards the project is that in the past two years they have been funding themselves this action.

Indeed, the shared resources of the education networks, training funds of the construction and industry sectors, forces of the Sub-Region, the Offices of the Minister Marie-Dominique Simonet and Minister Jean-Marc Nolle, allow this project to continue.

For more information about this project, please visit the WebSite CSEF of Charleroi (www.csefcharleroi.be) or contact IPIEQ zone 10 at +32 /071/23.06.68.

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EMPLOYMENT OF PEOPLE WITH DISABILITIES

The CDM Mayotte held Wednesday, November 20, 2013 an open day on the employment of disabled people.

The aim was to inform the public (youth, adults, employment seekers, employees, employers, people with disabilities ...) on the conditions for take over of disability related issues, in order to facilitate the employment of people with disabilities.

On this occasion, a sign language translation was provided.

Professionals answered to all questions related to the labour code, training, and recognition of disability rights and obligations of employees with disabilities, as well as to the rights and obligations of employers.

It is important to note that the labour code applicable to Mayotte requires employers who employ more than 50 people, to have in their staff 2% of people with disabilities.

This open day is part of an annual national event, the week of the employment of disabled people, from 18 to 22 November 2013.

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AN INTERESTING INITIATIVE IN LIMOUSIN

The CDM team of Limoges, mobilized in 2013 the initiative "Spotlight on business transport and logistics" designed by Aquitaine Cap Métiers. The aim was to provide intermediation tools facilitating exchanges between the public and professionals demonstrating their jobs.

The initiative has been adapted to the context of Limousin. The transport and logistics sector in this region experiences recruitment difficulties, mainly related to massive retirements and a poor image of its profession.

The tool consists of six practical workshops:

- A truck driving simulator.
- An interactive presentation of the supply chain, from order to delivery.
- A forklift driving simulator.
- A virtual loading of a container.
- A workshop on the decoding of barcodes.
- An information terminal to explore the business sector and know all the associated training in Limousin.

This fun and interactive tool, which raises awareness of the professional gestures, was implemented each month in a different location in the Limousin, thereby enhancing the network of centres associated with the CDM, as well as its network of partners. The tool has been proposed with the support of the European Social Fund, in partnership with professional associations of transport and logistics in Limousin, as well as with key players in the vocational guidance sector.

Participation in these workshops is always accompanied by an encounter with a transport and logistics professional, who describes his/her daily job. Information is also given on the sector of activity, on training and on job opportunities via a card, given to all visitors.

The CDM intends to mobilize other "Spotlights" next year, given the success of attendance - as hundreds of people attended the workshops in the entire region -, the satisfaction shown by the public and the professionals involved, and the enthusiasm of the partners for this initiative.

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THE CDM DE PORTO ORGANISED THE SIXTH EDITION OF "SPEED RECRUITMENT"

On November 20th, 70 job seekers had the opportunity to show their value to 10 Portuguese companies from various economic sectors, including the glass industry, apparel sector, services supply to companies and the automotive sector.

The "Speed Recruitment" - a meeting between companies and candidates consisting in small talks lasting 5 minutes - is an initiative that takes place every year in November at the CDM de Porto.

The main objective of this initiative is to give recruiters the opportunity to evaluate a large group of people in a short period of time. Five minutes is enough to create a first impression of the candidate and decide whether there are good reasons to schedule a second interview, longer and more formal.

For applicants, the benefit to participate in Speed Recruitment is the opportunity to make themselves known, in one day, to various employers, thus strengthening their network of contacts. Making 10 interviews of 5 minutes each, they will also develop their communication skills, looking for work or internship opportunities.

Ten companies are arranged in a closed circuit. Ten candidates distribute themselves in front of the

companies' stands. At the sound of a beep, ten interviews begin simultaneously. Five minutes later, another beep marks the passage of each candidate to the next company. Ten interviews and 50 minutes later, all the candidates have gone through 10 different companies and their circuit is completed. Ten other candidates are waiting for their turn to get into action! In fact, during a day of Speed Recruitment, 70 candidates are heard by companies and 700 interviews are conducted.

Those who have not secured their place in the circuit of interviews may, however, benefit from interviews with representatives of services in support of employability and business creation. The CDM de Porto mobilizes its Partners, who are available throughout the day to answer the users' questions.

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STUDY VISIT AT THE CDM DE LA VILLETTE

The CDM de Milan held, on November 26, with some of its founding partners, a visit to the CDM La Villette, Paris. Representatives of Assolombarda (Laura Mengoni), of the Province of Milan (Maria Cristina Pinoschi and the councillor Paolo Del Nero) and of the Lombardy Region, represented by Valentina Aprea, Regional Councillor for Education, Training and Labour, as well as the General Director Giovanni Bocchieri, attended the meeting

The visit was aimed at deepening the knowledge of the CDM model, and has triggered a debate with Olivier Las Vergnas who, twenty years ago, created the first CDM and now holds the position of Director of the CDM de Paris and Secretary General of the RCDM.

The visit attracted considerable interest on the part of all partners; in particular, the Regional Councillor Mrs. Aprea expressed the satisfaction of the Lombardy Region for the activity of the CDM de Milan in particular and of the RCDM in general; she also proposed more ambitious objectives for the CDM de Milan, suggesting interesting potential collaborations with the networks of schools within the "FIXO" project.

We thank Olivier Las Vergnas and Bernadette Thomas, who welcomed us in the best way and have fostered the success of this meeting through which the CDM de Milan has strengthened its relations with its most important partners.

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NETWORK NEWS

INTERCOMPREHENSION: TRAINING COURSE FOR TRAINERS

French and English are the languages of the network's website: they were the official languages of the Winter

School but, in the last two years, InterComprehension (IC) has been favoured as a means of communication. This will be the case also in La Rochelle for the 2014 Winter School.

In fact, it is now a tradition of the Winter School that the participants speak in their own language and that each participant makes the effort to understand the others.

IC is facilitated by the fact that the vast majority of the participants speak a Romance language: French, Italian, Spanish or Portuguese. From experience, the process works at the cost of some personal efforts in paying attention to the audience, and of mutual kindness, with the help of IC facilitators.

The facilitators are employees of a CDM who have agreed to follow a specific training guided by the multilingual small group who participated in the Educational Partnership entitled PREFIC (www.prefic.net). Their role in the Winter School is to facilitate understanding and dialogue among all whenever in a workshop the presentation language is not spoken by all participants, the rule being that in the workshops the text of the slides are in a language other than that of the person speaking.

IC facilitators are getting ready to participate in video conferences and chats in view of the next Winter School. In addition, a training workshop for facilitators will take place on January 21, and an introductory workshop to IC can be arranged during the Winter School on request by volunteers working at any of the CDMs.

To progress in the organization of the system and facilitate the implementation of the IC during the Winter School 2014 three facilitators, Bernadette Thomas, Sylvie Sesma and Rita Bencivenga, participated in a training of trainers/facilitators in IC. The course lasted two weekends between November and December 2013, and it was organised in Paris by APIC, the association for the promotion of IC: <http://apic-langues.eu>.

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CDMS DOCUMENTALISTS: MEETING IN ROUEN

On 18 and 19 November, the Cité des métiers de Haute-Normandie hosted a meeting of the Network's documentalists: an opportunity to discover its premises, within the "Pôle régional des Savoirs", and to resume the bases of the Network's work, especially for the new documentalists.

Reflections about the future have also been drafted, in particular on the role and use of digital technology in the documentation in the CDMs. A survey on the subject will soon be distributed to managers.

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REGISTRATION TO THE WINTERSCHOOL

The Winter School will be held in La Rochelle from 22 to 24 January 2014. Its main theme will be "Lifelong Guidance: CDMs in action". Participation is open to all members of the CDMs Network. Holders of a CDM project not yet labelled may also participate, under certain conditions. For more information,

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PROFESSIONALISATION OF COUNSELLORS IN COLLABORATION WITH INETOP

CNAM Paris and CDM are linked by a cooperation agreement. CNAM-Inetop is the bearer of "OPPIO" an observatory of policies and practices for innovation in professional guidance, since March 2010.

OPPIO's mission is to support the professionalisation of all those involved in lifelong professional guidance. It organises numerous activities: applied and theoretical research, pilot consultations, census and conservation of tools and methods. In its activities, OPPIO develops a network of partners, which are at the same time collaborators and beneficiaries of its products.

The Oppio also performs an important documentary activity, whose products are available in the sections "Resource Centre" and "News" of its website: <http://oppio.cnam.fr/>. In the first of these sections, the user will find public reports and legal texts; reference texts, essential for the professionals wishing to develop strong benchmarks and a directory of websites for professional guidance. The "News" section provides access to recent and upcoming events in the field of guidance: legal developments, conferences, publications.

To supply this section of the observatory, Oppio is looking for professionals (documentalists or counselors) interested in becoming local correspondents who report about events in their region and make a watch on initiatives reflecting original activities on "policy advice" (workshops, original or experimental...). The Observatory, as well as its website, are in fact tools for professional guidance, advice and insertion.

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ZOOM ON THE FUTURE CITÉ DES MÉTIERS DE TURIN ET PIÉMONT

FIRST STEPS TOWARDS THE CITÉ DES MÉTIERS DE TURIN ET PIÉMONT

In the last few months, in the territory of Piedmont Region, activities have been promoted in order to spread the CDM model, with the aim of raising interest of public

and private organisations, and of developing the partnership.

The premises of the future CDM have been identified, and the team is working to create the necessary network.

At this regard, the Partnership decided to organise a study visit to the CDM de Mulhouse, aimed at knowing the experience of a CDM which has invested energies in the proximity network and the associated centres, and which could offer useful information for the conception of the CDM de Turin.

Also in December, the partnership will participate to the initiative organised by the CDM de Milan to celebrate the 20th anniversary of the Network concept; in March 2014 they will participate to the "Olympic games of jobs" at the Fair "I work" organised by Region Piedmont and the Agency "Piemonte Lavoro".

The official opening of the CDM de Turin et du Piémont is planned in June 2014.

The next months will be dedicated to look for more financiers and to stabilise the existing resources.

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CALL FOR PROJECTS

The CDM of Turin is looking for two partners interested in presenting a project aimed at youngsters interested in working abroad and at companies interested in employing foreigners.

The deadline to send the application to the EU is the 10/12/2013. For information on the Programme Youth on the move:

<http://ec.europa.eu/social/main.jsp?catId=950&langId=en&callId=391&furtherCalls=yes>

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Departures ⇄ Arrivals

CDM du Val-de-Marne

Fabien Le Mao, future Manager of the Cité des métiers du Val de Marne, joins the Network.

CDM de Haute-Normandie

Denis Hebert, Manager, retires on December 13.

AGENDA

December 2 - 6

CDM de Limoges et du Limousin

Mobility Week organized by the CDM de Limoges et du Limousin in partnership with CDMs in Italy, Spain, Portugal and Switzerland, in occasion of the 20th anniversary of the CDMs Network.

December 11

CDM de Milan

Second edition of the job fair "Job Matchpoint": round table to celebrate the 20th anniversary of the CDM network. Title: "The CDM face the crisis: after 20 years, the CDM model is it still relevant?"

February 13, 2014

CDM du Val-de-Marne

Inauguration of the CDM

Please note in your agenda:

22-24 January 2014: Winter School in La Rochelle

<http://ws2014.citedesmetiers.fr>

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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