

The Cités des métiers International Network • n° 67 • July – August 2017

## AGENDA

### Internal meetings

#### 31 August 2017

Meeting of the group of trainers - counsellors, Paris-la-Villette

#### 6 September 2017

Meeting of the Board of directors of Effervescence, Paris-la-Villette

#### 26 September 2017

Meeting of the managers of the french Cités des métiers, Choisy-le-roi

#### 29 September 2017

Meeting of the Executive Committee of the Network, videoconference

### External meetings

#### 14-15 September 2017

Meeting of the European Alliance for Apprenticeships in San Sébastian



Dear members and partners of the Network,

During its General Assembly organised in Geneva on 16 June, the Network elected a new team of the Executive Committee for the next three years.

The members gave me again their confidence for a second term as President of the Network and I thank them. We also welcome the new members elected among the Executive Committee. You will find the full list of the Executive Committee on the *website*.

I would also like to thank especially Jocelyn Meire for his strong investment and commitment to the Network in recent years and Paolo del Nero.

By the end of the year, the Executive Committee will present the 2018-2020 strategy of the Network, in consultation with the Managers of the Cités des métiers. The Network and the Cités des métiers can and have to contribute more at local, national and international levels to the strengthening of competences for both public and professionals of guidance, training and employment. The issue is more about the ability to adapt and acquire knowledge and new skills than the mastery of a profession as everyone will change profession more often during his/her professional career. This has been made in evidence in a *recent study by Dell and the "Institute for the Future"*. It has also reported the ongoing change in the notion of work, the rise of digital and deep changes of jobs by 2030.

Effervescence, International Endowment Fund of the Cités des métiers dedicated to the safeguarding of professional career paths, enables Cités des métiers and their partners to act more strongly. The President is now Christine Cambresy, Manager of the Cité des métiers de Liège, following the decision of the Board of Directors of Effervescence on 16 June.

Finally, the end of the summer will also be marked by the official retirement of Bernadette Thomas, in charge of the Label Cité des métiers. She played a fundamental role in the life of the Cités des métiers throughout the 17 years within Univercience. Many thanks to her!

Best regards,

**Raquel Castello-Branco**

President of the Network

### 6TH EDITION OF THE MASTER SPITCH IN THE CITÉ DES MÉTIERS DE PORTO

The 6th edition of the Master Spitch, a skills competition for personal marketing organised by the Cité des métiers de Porto took place in June. This competition is opened to anyone looking for new experiences, whatever its qualifications or professional situation.

The identification of candidates' soft skills has currently been used as a criteria in the selection processes of more and more business.

Thus, for candidates, this initiative promotes self-knowledge and awareness of their professional profile. It offers networking opportunities with several businesses. For companies, it offers opportunities for prospecting, recruiting talents and partnerships with other structures. It also promotes a shared reflection on the key skills to be mobilised by job applicants.

51 selected and prepared candidates presented their professional project in pitch format of 90 seconds, on a theatre stage, in front of a jury of 5 businesses and a public including businesses, investors and coaches, entities of teaching and formation, and former participants. This year, the event gathered more than 47 businesses represented by more than 70 persons.

The ten winners were awarded by a Grand Price, a Master box: a personal and professional development plan. The boxes include individual or collective specialised trainings (coaching, mentoring, entrepreneurship, networking, personal and business marketing, etc.). These trainings equivalent to 10 000 euros, are offered by more than 15 partners.

The results are very positive. More than 30% of the participants manage to get job interviews with attended businesses in the audience, the month after their participation in the event. 72% of the participants consider this initiative very important for their professional reintegration and 75% have a better knowledge of their professional competences. Even it's difficult to measure the long-term impact on professional development, the sharing of experience with the former participants has confirmed the positive evolution.

The Master Spitch is today one of the key events of the Cité de Porto. It enables the Cité to considerably increase its visibility.

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### DISSEMINATION OF THE APPLICATION VIDÉOBOX OF THE CITÉ DES MÉTIERS DE CHARLEROI

The application Videobox, created by the team of the Cité des métiers de Charleroi in 2016, keeps disseminating! This free application is a way to discover jobs as well as skills required for these jobs, through several hundred videos.

Meanwhile it has been expecting a computer version for schools and training centres, 8 interactive terminals has been located at strategic places on the territory of the Cité des métiers de Charleroi.



The future Associated Centres of the Cité des métiers de Charleroi, that is to say the Carrefour Emploi Formation Orientation (CEFO) in Tournai, Mouscron, La Louvière, and Mons, are now equipped. 700 videos of the application and multiple advices (on creating a business, tips and tricks to find a job, and developing soft skills) have been given for use, free of charge, to up to 100,000 users per year.

And there is more! Two Videobox interactive terminals will be set up at the beginning of next school year in two public libraries in the frame of the pilot creation of "jobs focal points" in public spaces of the town of Charleroi.

More information via this link:

<http://www.cdmcharleroi.be/orienter/#video-box>

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### NEW DIGITAL TOOLS : THE CITÉ DES MÉTIERS DU GRAND GENÈVE TESTS THE LIVE

The development of its services through live are based on new digital tools.

The sharing of events in live on social networks has been increasingly widespread practice for individuals and even for businesses which integrate it into their communication strategy.

On June 28, the Cité des métiers du Grand Genève used the live on Facebook in order to disseminate its conference "Dare the boldness: dare to become

*what we are*". Overall, 341 persons followed live conference on Facebook disseminated by iPhone from the Cité des métiers. This new service was disseminated through social networks. This conference can even be seen in replay.

Furthermore, the Cité des métiers du Grand Genève has just implemented iTALC, a free software allowing a real-time monitoring of the use of the computer by the user and also give the opportunity to act remotely. It ensures that the digital mediation space of the Cité is reserved exclusively for job searches or training, the preparation of resumes and cover letters, etc.

This software helps the digital mediator to monitor at the same time the use of the 17 computers and ensure that their use is not personal. With iTALC, the mediator can remotely take possession of the computer to help the user, lock, turn on, turn off, restart and in case of misuse he can send a message to recall the charter.

Innovation consists in adopting unknown technology in public spaces that combines technical support and monitoring.

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## **CONCLUSIONS OF THE GENERAL ASSEMBLY OF THE CITÉ DES MÉTIERS DE LA RÉUNION**

The Ordinary General Assembly of the Cité des métiers de La Réunion took place on 20 June in the presence of the representatives and partners. This was the opportunity to review the global activity of the Cité for the year 2016 and to announce the future projects.

With an increase in its attendance of 20.7% compared to 2015, the Cité des métiers de La Réunion emerged as a key stakeholder in the field of vocational guidance. In 2016, 14 052 people benefited from the services of the Cité.

The event centre is an attractive element among the services provided in the Cité des métiers as it can be seen with the level of frequency 80.2% at workshops, job-zoom, conferences or collective information. Overall, 741 events were organised at the Cité, an increase of 97% compared to 2015.

Moreover, this attendance also benefits to the other two centres of the Cité. Indeed counselling services increased by 65% compared to 2015 (761 interviews) and loans from the Multimedia Resource Centre increased. 78% of visitors who come in an individual approach use the multimedia resource centre to build their professional project.

Based on this positive report, both at quantitative and qualitative levels, the governance of the Cité des métiers would like to open in 2018 the "Cité des métiers du Grand Nord", which could benefit people of the North and East of La Réunion. At this time, the Cité des métiers has been increasing

actions in the field through its programme "The Cité settles down into your home!" (Principle of temporary Cité), and made an ongoing communication effort to encourage the public to come to the Cité and build up their professional project.

The General Assembly ended with thanks to the 76 partners from different horizons (guidance, business world, integration ...). They are the ones who make the Cité des métiers work through an innovative synergy and an innovative way to work vocational guidance on the territory.

Find the full 2016 activity report:

<http://www.calameo.com/read/004016489caa5a9df5a1a>

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## **THE CITE DES METIERS DE MARSEILLE ET DE PROVENCE-ALPES-COTE D'AZUR LAUNCHES THE MEETINGS OF DIVERSITY**

Thanks to its AFNOR certification for Professional Equality and Diversity received at the beginning of the year, the Cité des métiers de Marseille et de PACA intends to better contribute to equality for all. To this end, the Cité has been developing new actions, including a day to promote diversity in vocational integration and employment.

This first edition co-organised with the territorial partners took place on 20 June at the Village Club du Soleil in Marseille.

The aim was to give information in a participatory approach in order to get awareness of the existing discriminations.

73 persons participated in workshops of 30 minutes each one. Topics addressed were in particular age, gender, sexual orientation, disability and religion.

At the end of the workshops, there was time for restitution to get an exchange about their contents. Then, a networking between partners of the territory working on this topic and the public was organised in through stands. Questions were raised through the workshops and restitutions. Stands provided to the public audience an opportunity for getting information about offered services of partners, their existing devices and on-going actions.

To conclude the afternoon focused on Diversity, AGEFOS PME PACA awarded its professional equality Trophy to the Apprentis d'Auteuil Foundation about the setting up of a device which supported 8 girls to the creation of a business relating to fast food.

All partners and participants were very satisfied with this event and hope and expect another edition next year!

So, a second edition will be coming soon!

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## **THE SUMMER AT THE CITE DES METIERS DU VAL-DE-MARNE**

For 3 years, the Cité des métiers du Val-de-Marne has received 46 000 persons. More than figures, it is a symbol of its usefulness on the territory and the expectations which it raises both for the public and the partners. It has been shown in the 2016 activity report: the audience has been there with 15 328 visitors all services included. Overall, more than 2 000 guidance, employment and creation of activity counselling interviews were conducted.

While taking advantage of this activity report, the Cité des métiers has been preparing this summer several new features including a programme with key events especially the forum for digital jobs on 17 October and the forum for Express "Grand Paris" jobs from 20 to 24 November.

Futhermore, the association Cité des métiers du Val-de-Marne has become a Public Interest Group (GIP). This allows to stabilise the governance, include important partners such as the National Education and the Chamber of Commerce and Industry as well as consolidate the structure through the participation of local Authorities, communities, institutional and economic partners.

In this context, 4 governance committees have been created: businesses, territories, institutional partners, public. These participatory bodies are implemented in order to ensure that the Cité des métiers du Val-de-Marne is as close as possible to the needs of its audiences and partners. So it has been decided to associate them actively and continuously into the decision making process.

An experimentation was conducted on the design of a participatory animation to prefigure the college "general public". The Committee's proposals will be precisely examined in order to be integrated in the activity of the Cité des métiers. Two members appointed from the Committee will be associated to the Board of Directors.

The development of the Cité des métiers services at a departmental level becomes clearer with the upcoming opening of the Chennevières focal point on 11 October. It represents a first step for the development of Associated Centres, tools of real proximity for the resident of Val-de-Marne.

Finally, at the beginning of September, after 2 months of refurbishment works, the Cité restored will be re-opened on 4 September. These works will take over 3 summers for a Cité des métiers more accessible, more attractive and better suited to the needs of the territory.

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## **NETWORK NEWS**

### **MEETINGS OF THE NETWORK ON 15 AND 16 JUNE IN GENEVE**

#### **PERMANENT ASSEMBLY OF MANAGERS (APM)**

Nearly 20 Cités des métiers were represented at the APM of the Network on Thursday 15 June.

After the welcome and the visit of the premises of the Cité des métiers du Grand Genève by Grégoire Evequoz, President of the Cité des métiers and General Director of the Office for Guidance, Vocational Training and Continuing Education, the managers went to Annemasse for the official inauguration of the new premises of the Associated Centre in Annemasse. It was an opportunity to remind the high value of cross-border cooperation.

Then, discussions continued in the afternoon on the up-skilling process within the Network and the conditions to access to European and private funding. An assessment of the 2017 Spring School in Porto was also presented by representatives of the co-organisers Cités des métiers, Raquel Castello Branco and Alain Jouneau. The future edition should include more time for co-construction and exchanges.

To conclude that day, there was a presentation of the partnership developed by the Cité des Métiers du Grand Genève.

#### **GENERAL ASSEMBLY**

On the morning of 16 June, members gathered for General Assembly of the Network.

In particular, they elected the members of the Executive Committee of the Network operating as a Board of Directors.

Raquel Castello-Branco, President of the Cité des Métiers de Porto, was reappointed for a second mandate of three years.

Alain Jouneau, Manager of the Cité des métiers de Limoges et du Limousin was elected General Secretary of the Network.

Welcome as well two new members:

- For the position of President Delegate for International Cooperation: Grégoire Evequoz, Director General of the Office for Guidance, Vocational Training and Lifelong Education, President of the Cité des métiers du Grand Genève, Honorary President of the Cités des métiers International Network
- For the position of President Delegate for Quality: Marco Canta, Director of the Cité des métiers de Turin

The Executive Committee is now composed of six members as well as a representative of Universcience, Claude Farge and Olivier Las Vergnas, Founder- Honorary President.

Find the full list of members on the *website of the Network*

**Contact:****Ludovic COLLIN***lcollin@reseaucitesdesmetiers.com***MEETING OF THE BOARD OF DIRECTORS OF EFFERVESCENCE**

The Board of Directors took place on 16 June in Geneva to approve the accounts and proceed to the election of the new President following the resignation of Raquel Castello-Branco.

Christine Cambresy (CDM de Liège) will chair the Endowment Fund for the next three years.

Jocelyn Meire (Qualified personality of the CDM de Marseille et PACA) and Marie-Christine Cotin (CDM des Côtes d'Armor) renewed their commitment respectively as Secretary and Treasurer.

The other administrators are Marco Canta (CDM de Turin) and Valérie Muller (CDM Seine-et-Marne) appointed in the General Assembly of the Network, the day before to replace Julie Degremont (CDM de Nord Franche Comté).

**Contact:****Maud Bois-Gallou***mboisgallou@reseaucitesdesmetiers.com***A NEW CITE DES MÉTIERS SOON IN SWITZERLAND IN THE TICINO**

Cité des métiers: a solution for the Ticino?

Mr. Grégoire Evéquoq presented the concept Cité des métiers, on 6 April, at the technical professional Centre in Trevano. The presentation was made during the General Assembly of the Ticino section of the Swiss Association for Graduates of the Swiss Universities. This project, which was also presented by the media, was well-received.

On 27 June, the Council of State gave the green light for the creation of a « Cité des métiers », project presented by the Ministry of Education, Culture and Sport (DECS). The project is one of the priorities for "education, work and economic development" for 2016 - 2019.

The project will build on the experience of the Cité des métiers du Grand Genève. The on-going priority axes will focus on adapting the Cité des métiers model to the characteristics of the Ticino territory, preparing the premises, organising the structure and planning the events with future partners. The future Cité will be located in the centre and easily accessible.

The Vocational Training Division will be responsible for the project. The launch of the Cité des métiers is expected in 2018.

**Contact:****Grégoire EVEQUOZ***gregoire.evequoz@etat.ge.ch***COORDINATION MEETING FOR THE ACTION PLAN FOR THE EUROPEAN PACT FOR YOUTH IN FRANCE**

The FACE Foundation, as national leader of the Pact4Youth in France, gathered on 11 July about forty representatives of businesses, associations and organisations dedicated to education and employment. This working meeting was a first step towards for designing a National Action Plan including the priorities of the French stakeholders: guidance, training and integration of young people.

On this occasion, Ludovic Collin, Coordinator of the Network, reminded participants about the Network's commitment to this initiative since June 2016 through, for example, the forthcoming launch of a project for international mobility of low-skilled young people. Patricia Dorigo, Manager of the Cité des métiers de Seine-et-Marne also participated in this workshop. She stressed out the experience of the Cité des métiers de Seine-et-Marne supported by the Chamber of Commerce and Industry as local stakeholder of Regional Public Service for Guidance and the actions for young people through information on work-study programme and apprenticeship, networking with businesses and organisation of events as the Night of Guidance.

A website was created in France to share and promote the good practices: <http://pact4youth.fondationface.org/>

The progress of the initiative will be assessed in Brussels on 23 November during the first European Enterprise-Education summit. Meanwhile, most of the European countries will have adopted their National Action Plan.

**Contact:****Ludovic COLLIN***lcollin@reseaucitesdesmetiers.com***CALL FOR CONTRIBUTION FOR THE SECOND EUROPEAN VOCATIONAL SKILLS WEEK**

The Network has been called Cités des métiers and their local partners to promote and develop actions for the development of skills of the public in the context of the second European Vocational Skills Week.

It will take place from 20 to 24 November 2017 on the same topic as in 2016: "Discover your talent!".

More information on the website:

<https://ec.europa.eu/eusurvey/runner/register-your-VocationalSkillsWeek17>

## EU FUNDING

### 2017 ERASMUS + : KEY ACTION 2: STRATEGIC PARTNERSHIPS

The project "DEveloping CAreer COunselling services in integrated spaces" (COCADE) submitted by the Cités des métiers International Network for the call for proposals "Strategic partnerships in the field of vocational education and training" has been selected by the Erasmus+ Agency.

It aims to develop career counsellors' skills and strengthen the partnership management in Cités des métiers and other similar sites.

The project duration is 18 months, including mutual learning and training actions between professionals in vocational guidance counseling.

The Network applied in consortium with 8 partners: the CDM de Paris La Villette, the CDM de Haute-Normandie, the CDM de Porto, the CDM de la Réunion, the CDM de Turin, the University College Capital (Denmark), Espaço t (Portugal) and the Business Foundation for Education (Bulgaria).

A first meeting will take place on 9 August with the partners, for a launch scheduled for September.

### 2018 ERASMUS+ PROGRAMME

The 2018 Erasmus+ programme is currently being prepared. Funding will be more important in 2018 than in 2017 as it will increase by 5,8% to reach a total amount of 2,7 billions €.

In the field of education and training, the specific objectives are:

- to improve the level of key competences and skills through the strengthening of learning mobility and the cooperation between the world of education and training, the civil society and the world of work ;
- to enhance transnational cooperation to foster innovation ;
- to promote the emergence et raise awareness of a European lifelong learning area ;
- to enhance the international dimension of higher education through the promotion of student and staff mobility.

## ARRIVALS/ DEPARTURES

### Universcience

After more than 17 years at Universcience, Bernadette Thomas will leave officially her position as manager of the Label "Cité des métiers" on 31 August 2017, due to her retirement. The recruitment process is in progress.

### Cité des métiers de l'Orne

The Cité des métiers de l'Orne changes to become the Cité des métiers Normande.

Valérie Bonnet Vinck left her position of director. Since 1 July, the premises in Orne are closed.

### Cité des métiers des Côtes d'Armor

Annabelle Rousseau, Manager of the Cité des métiers des Côtes d'Armor left last June her position.

Until the designation of the new manager, the contact mail is: [direction@citedesmetiers22.fr](mailto:direction@citedesmetiers22.fr)

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