

Cités des métiers International Network • n° 61 • June-July 2016

Dear members and partners of the Network,

While the European Union has been promoting experimentation in social policies and the use of digital technology in lifelong learning, it is up to us to make better well know the concept of Cités des métiers, show solutions designed by professionals who host every year up to 650 000 persons in our locations and build up all together new projects for citizens.

That is why we wanted to organise several meetings in Brussels last June, of which most of the Cités des métiers participated as well as several partners such as the FACE foundation in France, WorldSkills Belgium and the Pôle Académique de Namur in Belgium or FREREF, AMSEP and the European Platform on LifeLong Learning.

The Seminar for exchanges organised at the Committee of the Regions on 17 June has represented a cumulating event.

Members of the Executive Committee of our association and myself have seen a great opportunity to better explain distinguishing characteristics of a Cité des métiers, in particular towards the European Institutions as well as new prospects of cooperation with businesses.

The day before, our Strategic Committee had met at the office of the Ministry Jean-Claude Marcourt in Brussels with Yves Attou, President of the World Committee for Lifelong Learning, Denis Stokkink, Founder Président of the think tank Pour la Solidarité and David Lopez, President of the LLL European Plateform. It was conducted by our General Secretary. This meeting was a good opportunity to exchange about the role of Cités des métiers at a local, national and European level as well as new projets of Cités des métiers in France, Italy and Africa.

We can expect other appointments by the end of the year to build up together territory projects!

My best regards.

Raquel Castello-Branco
Président of the Network

AGENDA

21 July

Phone call meeting of the Executive Committee

7 September

Exhibition of the official opening of the Cité des métiers de Lomé

19 September

Meeting of the up-skilling working group, Cité des Sciences et de l'Industrie, Paris-la-Villette

22 & 23 September

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

THE PROJECT « PARCOURS DE FEMMES » AT THE CITE DES METIERS DE GUADELOUPE

In the framework of a partnership with the Municipality of Saint-Rose, the Cité des métiers has co-produced the project « parcours de femmes » with the service Employment and Training of the Municipality and the Pôle Emploi.

Given that women are over represented in the longest duration of registration in Pôle Emploi, the objective of this project is to enable women looking for a job and opening up their mind to so-called male occupations in order to increase their chance for vocational integration.

« Parcours de femmes » has taken place in several phases.

First of all, it consisted in informing about these professions and supporting the 15 more motivated women in their career project in relation to these professions. The selection was made by the service of Employment and Training of the Municipality.

We had to organise two morning sessions of information to raise them awareness of the project. During these meetings, the Cité des métiers introduced its organisation, its offer of service and an overview of the so-called male sectors and professions.

A forum of professions took place then in Sainte-Rose, with professionals of the construction, transport, environment and automotive sectors as well as the regional university of craft professions (URMA). Women of dockers were at the stand of the Cité des métiers and played the game of questions/answers: a good approach to fight against stereotype in this job.

Among the 150 women who attended the forum, 15 decided to follow-up the project. We received them to further knowledge about professions concerned. A second session was set up to respond to their request.

Two other workshops were held at the Cité des métiers: how to write a CV and « Relooking » facilitated respectively by our Pôle Emploi counsellor and an image expert. In addition, the association Vocalis Consulting, partner of the Cité des métiers, led a workshop for technical oral expression.

13 women will follow a training to get the licence category D for bus driver, a training fully funded by the Pôle Emploi in order to meet recruitment offers of a company in transport.

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THE OFFICIAL OPENING OF THE CITE DES METIERS IN NAMUR

On Friday 17 June 2016, the Cité des métiers de Namur officially inaugurated the opening of its offices located in 9 rue Godefroid, around 100 metres to the train station of Namur.



Tanguy Auspert, President of the Cité des métiers de Namur and first Deputy Mayor of the Municipality of Namur hosted members and partners of the Cité. Representatives of other Belgium Cités des métiers in project as well as the President of our Network and the person in charge of the label for Universcience also attended.

As in any Cité des métiers, a user has the opportunity to get the assistance of a counsellor in the process of career choice or job research, vocational retraining and business creation.

Sensitive positions (professions with a lack of labour force) are also classified: from the baker to the installer of air conditioning systems, by a cook, a nurse and a designer in the construction sector. 12 positions have been identified by the Forem in Namur, the regional public employment agency.

All partners concerned by the training and the vocational integration could work within the network, exchange their information, collaborate with businesses and join their efforts. It is also seen as a useful tool for cooperation for those who are engaged in initial education or continuing education.

At the time of the digital revolution and the evolution of professions, this information and assistance to the different specific education should attract more people. As far as it is still difficult to access to the labour market for several citizens. The Cité des métiers gets the financial support of the Walloon government.

From this year, the Cité des métiers has been working exceptionally hard with an agenda for the 2nd semester including actions such as:

- Welcome new partners in order to meet in a better way needs of users : Mission Régionale pour l'Emploi, service d'Aide au Milieu Ouvert, Détachés de l'enseignement obligatoire, digital promotion structure, consortium for validating skills, etc.);

- The participation into thematic forums (Evolu'TIC);
- The resumption of visit project of companies for the young people aged 12-15 years old by the start of the school year;
- The workshops about digital tools (Lego programming in partnership with the Pôle Académique de Namur) raising awareness about IT tool, etc.);
- Major days/thematic weeks about sectors of catering, administration, construction and health care professions.

The Cité des métiers will move, in a middle term, in a next facility which will include in particular services focused on languages and professions in the digital technology.

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TRAINING AT THE CITE DES METIERS DE PARIS-LA VILLETTE FOR COUNSELLING AND GUIDANCE INTERVIEW

Zineb Koukerroui undertook an internship during six months in the framework of its training of Counsellor in vocational integration (CIP) at the Cité des métiers Paris-la-Villette.

Without claiming to be exhaustive, her report written after nine weeks of observation has pointed out through practical cases the approach of professions in reception and counselling at the Cité des métiers. In the presentation of *the counselling and guidance interview*, she has stressed out how empathy and active listening are two essential qualities in a Cité des métiers.

In partnership with Paris 8 Vincennes-Saint-Denis University, the Cité des métiers de Paris-la-Villette intends to host a university diploma « SPRO Counsellor ». Learners will provide the same kind of report. It will constitute a document library for learning the profession of counsellor in Cité des métiers.

3 or 4 seats free of charge by session will be offered to other counsellors in Cité des métiers.

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THE CITE DES METIERS DE LA REUNION HAS COMMITTED INTO A PARTNERSHIP ACTION « DE LA DECOUVERTE DU METIER A L'EMPLOI »

This partnership action is coordinated by Pôle emploi Réunion with the participation of the Mission Locale and the Cité des métiers de La Réunion. The objective is, on the one hand, to assist companies facing issues to recruit, on the other hand, inform and provide guidance to the job

seekers towards promising economic sectors and sectors with a lack of labour force;

The first edition focused on professions in the metal sector, is organized in four steps.

The first step consisted in five sessions of information about professions at the Cité des métiers. A total of 150 job seekers had the opportunity to discover the profession of installer of metal structure while meeting professionals.

After these information meetings, people who were interested and with no experience could participate to the simulation recruitment method (MRS). This method enabled to recognize their skills and consider the practice of this profession. 44 job seekers among the 56 participants complied with the criteria of selection.

The third step was the preparation for recruitment. The 44 job seekers participated into the workshops organised by the Pôle emploi. Eight workshops «how to design my CV and letter of motivation», «5 minutes to convince», were organised for job seekers in order to assist them for the fourth step of the competition: the jobdating with companies.

They really enjoyed being in front of candidates with a good background in their profession and a quick employability.

Considering such a success, this action « de la découverte du métier à l'emploi » will be renewed in other professions with the lack of labour force in La Reunion.

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CONSIDERATION OF THE CITE DES METIERS DU VAL-DE-MARNE ABOUT THE IMPACT OF THE PEOPLE'S UNEMPLOYMENT THEIR ENVIRONMENT

Last February 17, the Cité des métiers du Val-de-Marne hosted a delegation of the Environmental, Social and Economic Committee (CESE), third Assembly of the French Republic.

As part of its works regarding the impact of unemployment on people and their environment, the day study gathered the social services of the County, Pôle employ, services of the State in the territory as well as stakeholders in employment and inclusion, in particular the inclusion structure through economic activity) and 5 job seekers members of the citizen groups of Val-de-Marne who participated in the creation of the Cité des métiers in 2014.

These testimonies were to contribute to get awareness of the concrete situations of the unemployment and its consequences. It was also the opportunity to show how dynamic is the partnership in the territory and point out the Cités des métiers International Network, explicitly mentioned in the final report then voted.

On May 10, this *Opinion* was indeed adopted in the plenary Assembly of the CESE, by unanimity vote of the members (198 in favor); which represents an important event for this Assembly.

By taking into consideration more people than figures, the study enables to raise another approach to unemployment. Speeches of job seekers and professionals have highlighted through a video at the beginning of this report. The report is mainly focused on the impact on unemployment, family, mental, physical social life and effects on human being; what is voluntary different from other traditional economic analyses.

Indeed 10 000 to 14 000 deaths a year are due to the unemployment and the increase of certain pathologies such as vascular disease, cancer, etc. (SUIVIMAX survey, Inserm). It multiplies the risk of depression, 24% for men and 26 for women were concerned (Dares 2015). An increase of 10% of the rate of unemployment represents an increase of 1,5% of the rate of suicide (Bull épidémiologique 2015).

This Opinion consists in three areas of intervention and recommendations. Among the more important proposals, there is one to create the 21th criteria of discrimination related to social precariousness.

Following this publication, the Commission of the Law in the National Assembly adopted the proposal of law on 1 June 2016 including the creation of the new criteria for discrimination.

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Exchange of good practices, project development, communication & lobbying are the benefits of this cooperation at the EU level.

While presenting the development activities of the Network, Ludovic Collin, Coordinator of the Network, in fact pointed out the development of partnerships in particular with the commitment of the our Network into the European Pact for Youth initiated from November 2015 by CSR Europe, an European network of large businesses for Corporate Social Responsibility. Concrete proposals for apprenticeship within the Cités des métiers and projects via the Cités des métiers International endowment fund, Effervescence, will be designed in the next months.

Therefore, Karine Henri, Manager of the Cité des métiers de Haute-Normandie shared with members of the Network and with the agreement of the up-skilling working group, proposals including an internal and collective approach within the Network. This could fit with a next call for proposals under the Erasmus+ programme, action «strategic partnerships» or, if appropriate, with the European Social Fund. The up-skilling working group will meet in September to start designing a training plan and identify modalities/criteria's for certifying skills of counsellors.



In afternoon, discussions took place about project development in working groups.

NETWORK NEWS

SUMMARY OF THE MEETINGS HELD ON JUNE 16 IN BRUSSELS

We were around thirty, members of the Network, meeting at Carrefour Formation in Brussels on Thursday 16 June.

First of all, **the Permanent Assembly of Managers** was the opportunity to assess the 2016 Spring School of Ploufragan and think about the 2017 edition more opened to partners and stakeholders in Europe. You can find all document presentations of workshops and conclusions on the website:

<http://www.citedesmetiers22.fr/sps2016/ateliers.hm>

Our Network, officially associate member since May 2016 of the European Civil Society Platform on Lifelong Learning, invited its Director Audrey Frith to talk during this Assembly.

By the end of the day, members approved in **ordinary General Assembly** an increase of annual membership fees for 2017:

- 1500€ to 1750€ per Cité des métiers member covering a territory with < 1 million inhabitants;
- 3000€ to 3500€ per Cité des métiers member covering a territory with > 1 million inhabitants.

The amount of membership fees as associate member is maintained to 1000€.

The objective for the Network is to improve the operating budget and then provide with the means of achieving strategic objectives presented at the Extraordinary General Assembly in Ploufragan last 30 March, in particular regarding the development of skills of the Cités des métiers' teams.

It is also important to mention the election of two new members within the Executive Committee, the governing board of our Network.

- A position of **Treasurer** : Marie-Christine Cotin, Vice-president of the County of Côtes d'Armor in charge of employment and inclusion, President of the Cité des métiers des Côtes d'Armor. Paolo del Nero has been Treasurer in interim since June 2015;
- A position of **Delegate President for up-skilling**: Karine Henri, Manager of the Cité des métiers de Haute-Normandie. This is a new position.

The Executive Committee is now composed of five members as well as a representative of Universcience and Olivier Las Vergnas, Founder – President of Honor.

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A SUCCESSFUL SEMINAR FOR EXCHANGES ORGANISED AT THE COMMITTEE OF THE REGIONS ON 17 JUNE !

The Seminar for exchanges about « innovation in the safeguarding of professional career paths » gathered almost 90 persons: representatives of the Network and Cités des métiers, partners, and representatives of the European Institutions, local Authorities and companies.

Early in the morning Raquel Castello-Branco and Bernadette Thomas reminded the key steps of development of the concept « Cité des métiers »: from 1993 with the first Cité at Paris-la-Villette to the implementation of ongoing projects, in particular in Belgium with the opening the same day in Namur of the first Belgium Cité des métiers.



Then discussions focused on the challenges of the coordination of the public services for guidance in Europe and on the quality of public private partnerships for apprenticeship.

During the first round table, Joe Noesen, policy Officer in the Luxembourgish Ministry of National Education, Childhood and Youth reminded that the cooperation at the EU level developed in particular since a resolution of the EU Council on 28 May 2004. Thereafter, it implied the setting up of the *ELGPN* network gathering member States and

different approaches in public policies for lifelong guidance. He also noticed that the « old models do not work anymore. Guidance for the future will have to go further and put the citizen at the heart of preoccupations ».

A cross-cutting approach in programmes and policies allows developing effective services for career guidance in order to meet citizens' needs. This is exactly what is deduced by Susanne Kraatz, expert at the European Parliament in a *briefing note* published in 2015. She considered as first solutions the qualitative evaluation of professionals, the development of new learning tools in particular in the digital technology and mechanisms that can better identify young people in the situation of early leaving school.

The European Union has been contributing in the development of a friendly environment for cooperation in the field of guidance through initiatives such as the Youth Guarantee, Euroguidance, Europass Cv and sector groups of experts. William Okeeffe working at the DG Employment, Social Affairs and Inclusion also stated that the « *new and comprehensive Skills Agenda for Europe* » adopted last June 10 by the European Commission aims at strengthening existing tools with an emphasize on digital skills and going further with for instance a Skills Guarantee for low-qualified adults.

« The European Union can in fact facilitate interfaces. However it is above all at the local level with the local elected officials that adapted solutions to people' needs can be found. Cités des métiers are the good examples! », stated Olivier Las Vergnas.

« The guidance can help people to get basic skills but it cannot everything ». He shares the same point of view of Susanne Kraatz about the need for more empowerment; that is to say assist someone to develop skills enabling him how to manage himself his career path and build up his identity ».

Then the second round table enabled to define key factors for an effective public private partnership: trust, dialogue, common vocabulary and procedure.

By nature a partnership is supposed to be win to win for all stakeholders. Unfortunately in practice is far from being the case. Jacques Spelkens, Head of CSR ENGIE Benelux, prefers to talk about « co-elaboration », it is about making sure that people have capabilities to create something together.

Mobility and apprenticeship are for sure fields in which interests of public and private actors can converge.

Convinced that mobility is an asset in the safeguarding of an individual's professional career path, Claude Rolin, Belgium MEP, defends the project of Erasmus for apprentices adopted in September 2015 by the European Parliament. This project driven by the French MEP, Jean Arthuis, aims at offering to apprentices the opportunity to

get training in two European countries and learn two languages. The allocated budget for 2016 is € 2,3 million. Fund will be found for the coming years. The idea is to set up a European framework for mobility of apprentices. « Europe sometimes seems powerless to tackle problems of vocational integration that people are facing. It is necessary to invest more in what works and bring together stakeholders including companies ».



Jacques Spelkens, as member of the Board of Directors of CSR Europe also came back to the *European Pact for Youth*. Around one hundred companies and other partner organisations want to support, through the creation of 10 000 quality business-education partnerships, employability and inclusion of youth people. « Now businesses are responsible to help young people to acquire competences required including soft skills for the professions in the future ».

The European Civil Society Platform on Lifelong Learning which has been supporting these two initiatives, calls, by its president, David Lopez, to review priorities in the EU budget and the organisation of services of the European Commission covering the field of education.

Therefore, according to Marie-Christine Cotin, Vice-President of the County of Côtes d'Armor, it is urgent to act. « we cannot lose any more time and do things separately ». It is important to better communicate and share with companies in order to effectively identify needs within territories in terms of skills and think ahead about professions with issues of occupation.

During this seminar, Jocelyn Meire pointed out the important role played by the Cités des métiers in the public services like in France with the Regional Public Service for Guidance (SPRO) (*See the briefing note published in February 2016*). The Cités des métiers have already been working with business federations at a local/regional level. They want to go one step further in that cooperation.

Effervescence, the Cités des métiers International endowment fund will be helpful to fund projects in four priority areas: fight against early leaving school, International mobility professional diversity, and intergenerational exchange of skills.

In the afternoon, workshops were organised to share good practices in the field of professional diversity and people empowerment between Cités des métiers and their partners.

The approach of up-skilling for Cités des métiers' counsellors was also presented in more details. It is based on exchanging practices between professionals from different cultures. This is essential for continuous improvement of the quality of the service provided.

Presentation documents are available on the website: <http://registration.reseaucitesdesmetiers.com/>

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ARRIVALS/DEPARTURES

Cité des métiers de la Réunion

Welcome to Valérie Landry, the new manager of the Cité des métiers de la Réunion from the 1st July 2016.

Cité des métiers de Guadeloupe

Madam Firmine Guayroso is the new President of the Cité des métiers de Guadeloupe. Jean Yves L'Etang left the position in June.

Gilda Ceprika, Deputy Manager moved back to the services of Pôle Emploi.

CONTACT ADDRESS

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Thank you for your cooperation.

Yours sincerely,

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