

Network Cités des métiers • n° 35 • November 2013

## EDITORIAL

Dear colleagues of CDM network,

2013 had a very intensive start in our network, but it is also ending in an intense way, with many events that contribute to strengthen us further. The inauguration of the CDM de La Réunion, but also the labelling of the CDM de Montreal show that the network is well established in different parts of the world, and we must appreciate this.

But let's not forget other European issues, such as our participation in a meeting of the Committee of Regions in Brussels on November 21, which will certainly allow us to better understand our possible role in relation to the new European programme Erasmus +.

Last but not least, I remind you the several meetings, quite decisive for the status of the CDMs, in Italy, with the visit of a delegation of the Province of Milan to the CDM de Paris, and in France, since the place of the CDMs will certainly be focal either within the "days of life and employment alliance", and as part of the "meeting of the public services for professional guidance"

*Grégoire Evéquo, president of the CDM Network*

## CDM NEWS

### "1, 2, 3... PARITÉ!": AWARDS 2013 FOR SCHOOLS COMPETITION IN PACA REGION

Following the demise, after 20 years, of the Scientific and Technical Vocation prize for girls, the Delegation for Women's Rights and Equality of Provence-Alpes-Côte d'Azur (PACA) region and its partners have entrusted the CDM de Marseille et region PACA the establishment of a competition aimed at promoting the activities implemented by the schools to fight against gender stereotypes and promote gender mix in the workplace.

After proposing the outlines of the project in February 2013, and having received a validation in March, the Marseille team launched the contest in April and convened a jury in June.

Objective: to award a Regional Prize, six Departmental Prizes (one in each department PACA), one "Coup de Cœur" price and one "Coup de Pouce" price.

A first ceremony took place on October 10 in the Salons d'Honneur of the Regional Prefecture, during which the 2013 winners were awarded in the presence of all local

partners (Academies of Aix-Marseille and Nice, ONISEP, companies, etc.); then between 15 and 20 October, each winning school received a one-day event in its premises.

The 2014 edition is launched: deadline for receiving nominations April 18, jury deliberation May 5, awarding ceremonies 12 to 23 May.

The Marseille team is available to consider a deployment of this concept to all other CdMs, in or outside France!

More info? [www.1-2-3-parite.fr](http://www.1-2-3-parite.fr)!

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### THE "BUSINESS OF LIVING", A WRITER-IN-RESIDENCE AT CDM PARIS-LA VILLETTE

After the "theatre" workshops to regain self-confidence, at CDM Paris-La Villette it is now the turn of literature to explore the relationship to work, employment and business.

Elisabeth Jacquet, writer-in-residence at the CDM for ten months with the support of the Regional Council of Ile-de-France, from October every Thursday offers creative workshops for the public and the staff of the CDM, that is to say both to those who are looking for a job or who have questions about their career plans, as well as to those whose job it is to offer help and advice.

The goal is to help each participant to reflect on his/her experiences and representations with respect to employment (or lack of employment), occupation, work, and to leave a trace of his/her passage at the CDM.

Each month a different topic is discussed: the genealogy of "work" in the family, the relationship with own job, the body at work and the ills of the business, the memory of work, the language at work, identity through the business and employment places in the real and virtual worlds. To introduce the discussion and exchanges, the workshops will be based on readings of passages from books.

Around different proposals, each participant will be asked to contribute in the form s/he prefers: texts, photographs, audio recordings ... to put in words, pictures or sounds the thoughts, representations and / or sensations. This will allow also to evoke work, employment, job, that is to say what unites public and professionals in a shared place, the CDM. The works

carried out will appear in a collectively created website: "My job in the CDM".

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**THE MINISTER OF LABOUR IN LIMOUSIN**

Michel Sapin, Minister of Labour, opened Friday, September 13 the regional forum "Education towards employment" organized by the Limousin Regional Council in partnership with the state.

In line with the objectives of the second annual "social conference" held in June, the region had agreed to allow job seekers of Limousin, invited by employment centers, to choose training leading to jobs promising for the future: a meaningful initiative, in a phase of implementation of the experimentation of the new Public life-long guidance service (SPO Service Public de l'Orientation).

On this occasion, the CDM moved for 1.5 day into tents, raised for the occasion in Place du Champ de Juillet, to welcome and teach about jobs more than 3,500 people from across the region.

The event has been an opportunity to assess the relevance of our offer of information and advice, in front of the steady stream of questions from the public to the advisors, often overwhelmed. The Minister, who attended the event for two hours, could thus be accompanied at the four poles advice and interact with job seekers, thus verifying personally the very real difficulties faced by each of them.

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**NETWORK NEWS**

**THE CDMs AT THE "URBAN EMPLOYMENT ALLIANCE" DAYS.**

The "Alliance Ville Emploi" (Urban Employment Alliance) association brings together the French territories that have established "Maisons de l'emploi" (employment centres) or "Plans locaux pour l'insertion et l'emploi" (local plans for inclusion and employment). This association holds its annual meeting on November 28 and 29 at La Villette, in partnership with the CDM.

In addition to a visit of the CDM, on November 29 is planned a morning workshop on the complementarity between the CDM and employment centres. Indeed, in France, given the complementarity between our networks and our specifications, many strategies of territorial alliances are being currently deployed on the territories. Crossing labels, for example, is gradually becoming a common practice.

Thus, at the level of employment pools, we see a proliferation of employment centres incorporating a CDM, or connecting to it as an associated centre, while in parallel regional CDMs (as in Limousin, Basse-

Normandie or at La Réunion) appear closely linked with CARIF (Information centre for educative training) and OREF (regional observatory for employment and training), deploying with one or more sites CDM and a network of associated centres.

These multi partnership schemes are motivated by a quadruple requirement, necessary to all the actors: to increase both the clarity and visibility of lifelong orientation, to achieve this while being the most proximal to residents and to be responsive vis-à-vis the socio-economic developments.

Based on the experiences of those attending it, the workshop will allow participants to discuss the following questions: How do these multi partnership schemes have been constituted? What can we derive from them? Can and should we encourage their multiplication? How the future act III of the decentralisation, planned in French law for the beginning of 2014, will impact this landscape?

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**AGENDA "20 YEARS"**

**PRICE FOR THE CREATION OF ART WORKS BY YOUNG PEOPLE DEVELOPING EMPLOYMENT AND BUSINESS IDEAS**

On the occasion of the twentieth anniversary of the CDM model, the CDM de Rome et Lazio will launch by the end of this year an initiative to promote "youth and crafts". A prize will be assigned to a person under the age of 32, who, through artistic works, develops employment and ideas of entrepreneurship. Thus the CDM de Rome et Lazio has chosen to promote and sponsor this year the initiative of a young musician, Domenico Cesarani, to valorise his perseverance in his studies and original artistic idea that, without this support, could not have been achieved. With the help and contribution of the CDM and of Solco Roma, a CD will be produced, entitled "Luca Marenzio (1553-1599) and the music of his time - Madrigali, Villanelle, dances and fancies of the second half the 16th century".

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**"RALLY OF TRADES" AT THE CDM DU SAINT QUENTINOIS, IN THE ASSOCIATED CENTRE DU PAYS DU VERMANDOIS: AN EVENT TO DISCOVER THE LOCAL JOB OFFER**

To promote the work of local companies, allowing them to present their business on formats long between 20 minutes and two hours: this was the purpose of the Rally of trades.

On October 10, 150 students from the 5th classes of the high school Henri Matisse of Bohain-en-Vermandois

attended a rally to discover various businesses and trades present in town.

The objective of the organising team was to show the trades present in the town, their richness in number, but also in interest. Twenty different circuits were held in the city, all with a specific program recorded in a booklet tailored for every visit: this booklet resumed the timetable of the 2 to 4 visits scheduled, the jobs in Picardie in the sectors affected by the visits, testimonies of local professionals, sites or places where to get more information, questionnaires tailored to each visit and the word "find the mystery".

All sectors have been covered for all circuits.

College students, accompanied by their teachers, met with professionals directly in enterprises and public services in the City of 6000 inhabitants.

The operation was organised by the CMD and the high school Henri Matisse in collaboration with the Commercial Union of Bohain and many local businesses.

According to the organisers, the visits enabled the local population, college students, high school students, job seekers and parents to know better occupations and local business, to improve the focus of college students, to enable the parents to become more involved in their children's choice.

Revelations occurred at the optician's, for example, where students learned lens polishing; in agriculture, riding a harvesting machine equipped with a GPS; at the florist, where making bouquets is not the only activity, as one must also clean and care for flowers, get hands dirty and suffer with the thorns of the roses ...

The information collected by the college students will become a homework which will present the jobs and will be presented at an exhibition bringing together the College, the participating companies, the elected officials and the CDM. The partnership is running, other applications are made today by the school principal and the teachers: on learning but also on sustainable development ...

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#### **FEEDBACK ON THREE OTHER EVENTS IN PICARDIE**

In September, the CDMs du Saint-Quentinois and du Grand-Beauvaisis took the initiative to organise three events in Picardie through seminars highlighting the action of the CDMs on their territory, to celebrate 20 years of the network.

The first seminar was held on 18 September in Saint-Quentin, on the innovations introduced in recent years in the CDMs to promote youth employment in a period of concern and complex situations.

Three international roundtables have been organised, with numerous interventions including that of Jean-Robert PITTE, Inter ministerial Delegate at Orientation,

or even Mr. Martin, representative of the Minister of Economy, research in higher education and new technologies of Wallonia.

The first roundtable was to compare the French, Belgian and European arrangements in the orientation service of young people. It was an opportunity for J. R. PITTE to recall that the CDM of Saint-Quentin is labelled as lifelong guidance body, (Service public de l'orientation, SPO) and to appreciate the support given to young people on the spot.

In fact the joint work of players in the orientation and training sector, in close contact with the local economy, helps young people to advance in their future and to find the occupations that will face manpower shortages. Mr. Martin, meanwhile, has also stressed the importance of the project to CDM in Belgium to close the gap between supply and demand for labour, by directing youth to innovative businesses related to economic changes.

The second round table addressed the interest of guiding young people into employment and skills through learning. Excellent practices, particularly in terms of relationships with companies to engage employers on this topic, have been described by Djemâa Chraïti, Manager at CDM du Grand Genève.

With interventions of Laurent MAUROY and Jennifer HARNOUX for the CDM du Saint-Quentinois, Cedric VACHON for the CDM du Limousin and Christine CAMBRESY for the CDM de Liege, demonstrations were made of the added values represented by the CDMs in guiding young people to industries and companies promising new jobs, as in the leading industries related to composite materials or in careers in aviation, and thus promote local economic development.

The second day in Beauvais was about: "Europe and mobility: youth too..."

The first roundtable focused on the added value in a career or training and its implementation.

For this, the representative of SGAR presented the European plan for youth employment, which emphasises the need for young people who wish to find a job to be "Europeans on the move".

Then the delegate of the Rector, Philip Simmonds explained all the actions he develops to promote internships abroad for young students and students, recalling the need to go abroad at an early age to open one's mind and above all to acquire a better knowledge of foreign languages to make mobility a "real accelerator for the professional path".

The theme of the second roundtable was "the means and the possible accompaniment for young people", with very strong testimonies, including the Director General of the "local mission" of Abbeville who pointed out that some young people that he deals with, never went to the sea, yet only 30 km away.

Friday, September 20, the event was concluded at Amiens, offering a meeting-discussion on career guidance.

In the first round table "relationship between school and work: realities, challenges and perspectives" we heard

how, starting at school, relationship to the company can be addressed. Were presented actions that partners have undertaken with organisations dealing with further training or learning.

The second round table was focused on orientation as a major issue of public policy.

Aziz Jellab, Inspector of National Education, who contributed to the evaluation of the Public Service Orientation (SPO) intervened to present the report and develop areas for improvement.

In Picardie this work, initiated in 2010, has allowed the region to have, since 2011, a charter of the orientation which aims to create conditions for the implementation of the future regional public service of orientation that is emerging via the forthcoming act of decentralisation.

The CDMs have been recognised by the Regional Council of Picardy as predominant in their territory for their ability to unite and create synergy between actors.

In the presence of Mr. Cardon Vice-President of the Regional Council for the Training and guidance throughout life, and Mr. BEIGNIER Rector of the Academy of Amiens, Olivier LAS Vergnas concluded the three days focusing on the ability of CDMs to make accessible to all the concepts of training and guidance throughout life through their proximity to citizens.

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### **ZOOM ON THE CITÉ DES MÉTIERS DE SAINT-QUENTIN-EN-YVELINES**

Labeled in 2009, the CDM of Saint-Quentin-en-Yvelines quickly opened in the premises of the "Maison de l'emploi et de la formation - MDE" (House of employment and training) in the area of activities of Bois-de la Coudre.

The CDM received the operation label in October 2012. With a permanent team of three full-time equivalents (FTE) to assist the sole manager for the CDM and the MDE, the CDM relies on the resources of the MDE and a range of partners, whose number is increasing (80 to date) to offer to the public: 4 poles advice (Choose an orientation, Find a job, Organising a training path and change professional life) matched, as in every CDMs, by rich documentary spaces and free media access, together with an impressive program of activities.

Just for the last quarter of 2013, in addition to a full program of activities, the CDM provides one or more sessions of no less than 20 new themes of Zooms-jobs, or InfoMétiers, or Meeting Advice / exchanges with human resource managers on methodologies for job search.

New developments allow to expand the knowledge of possible jobs, to refine job search techniques, to create or maintain its network: for example the CDM offers

information meetings supplemented by suggestions for visits of businesses, such as that on the construction jobs, sales, maintenance of "equipment parks and gardens".

Another innovation is the CDM offer of services to business leaders (information on employment contracts, on social economy, awareness of occupational risks) or a workshop titled "Move to employment" to raise awareness among business leaders of company about transport problems of their employees and future employees, and help them come up with ideas for innovative solutions.

In 2012, the CDM welcomed 8630 people: 23% younger than 25 and 47% of an age comprised between 25 and 45 years.

2312 people (the 27%) had a professional interview in one of the four poles advice.

The remaining people attended the following activities:

- Reception/documentation/multimedia: 37%
- Activities for the public: 26%
- Activities for professionals: 2%
- Reception of groups/organisation of visits for professionals: 5%
- Other activities: 3%

Among this public, 5% are those who come from the other parts of Ile-de-France. With such a programme of activities, most probably the numbers for 2013 will grow, as 5269 people have already gone to the CDM from January to June 2013.

Politically endorsed by the Communauté d'agglomération de Saint-Quentin en Yvelines, the CDM has been authorised to prepare the opening of two associated centres out of its boundaries, in Chanteloup-les-Vignes and in Rambouillet in two Job Centres; however the CDM if facing difficulties to answer to the needs due to lack of permanent staff who could organise a stable attendance of the premises, prepare a programme of activities in the new two centres and train future colleagues.

The CDM de Saint-Quentin-en-Yvelines is an attraction centre in West Paris, and it is open to new and further alliances at local level, through networking and associated centres.

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### **AGENDA**

October 3

#### **CDM de Nanterre**

Inauguration of the new premises

October 31

#### **CDM de La Réunion**

Inauguration of the CDM

November 15 and 16

**CDM de Paris-La Villette**

Visit of professionals of the CDM de Milan

November 18 and 19

**CDM de Rouen**

Meeting of the Francophone reference librarians of the network

November 18 and 19

**CDM de Rouen**

Training of counselors of the CDM de Basse-Normandie

November 18 - 22

**CDM de Paris-La Villette and CDM de Rouen**

Immersion training of the new reference librarians

November 21

**Brussels**

Meeting of the Committee of the Regions, dedicated to the new ESF programming and FREREF (Foundation of European Regions for Research in Education and Training) day dedicated to ERASMUS +

November 18 - 22

**CDM de Saint-Quentin-en-Yvelines**

"Professional development" week

November 25

**CDM de Paris-La Villette**

CDMs meeting on "Public Service of Vocational Guidance"

November 25 and 26

Labeling committee of the CDM de Montréal, Québec

November 26 and 27

**CDM de Paris-La Villette**

Visit of a delegation from the Province of Milan, organised by the CDM de Milan

November 28 and 29

**Centre des Congrès de la Villette UNIVERSCIENCE, PARIS**

National Days of Employment Centres and of Local Plan for Integration and Employment (PLIE)  
<http://tinyurl.com/nfxfdhh>

December 2 - 6

**CDM de Limoges et du Limousin**

Mobility Week organized by the CDM de Limoges et du Limousin in partnership with CDM Italy, Spain, Portugal, Switzerland, in occasion of the 20 years anniversary of the CDM 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**

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**CONTACT ADDRESS**

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Thank you for your cooperation.

Yours sincerely,

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