

Network Cités des métiers • n° 38 • February 2014

EDITORIAL

Dear colleagues of the CDM network,

It is difficult in these days, at the beginning of February, not to look back briefly at the Winter School of La Rochelle, which held all its promises both in the quality of plenary speakers and of the workshops and in the hospitality and dynamic approach of the La Rochelle team who received us.

It is no longer necessary to prove that the Winter School is a pivotal moment in the life of the network and every year it represents the opportunity for a new beginning: to Erasmus+ and to European projects, which can provide opportunities for CDMs to establish new partnerships, to new institutional anchors.

This is also an opportunity to remind that our newsletter can only live thanks to you, to the information that you can provide us, to the themes that you have the opportunity to develop.

I would like, once will not hurt, to acknowledge the work of Rita Bencivenga, who throughout the year ensures that this communication channel is well alive.

Warmest greetings,

Grégoire Evéquoz, president of the CDM Network

NETWORK NEWS

WINTER SCHOOL 2014

All participants welcomed the quality of the reception and organization and now thank the team at La Rochelle and its partners. Quality of contents and exchanges was also appreciated.

The thanks go to all the Cités who contributed, whatever the nature of the contribution, performer, leader, rapporteur, and mediator of Inter Comprehension or single workshop participant.

You will find below the quantitative and qualitative assessment the CDM de La Rochelle made of this WS.

You will soon find on the network site (<http://www.reseaucitesdesmetiers.com>), in the events section of this WS, the photos and videos archives.

As of now you can find on the intranet <http://www.intranetcdm.org/> the detailed workshops' program with a summary of the interventions (key concepts) and the slideshows that were screened in one

or two languages according to the nationality of the workshop participants.

You will find soon also the reports written by the rapporteurs, which complete the videos describing the workshops' contents.

The CDMs that have not yet their intranet code or encounter difficulties of access are invited to let me know.

The posters of the "Forum of Innovations" will be sent, upon request, to the leaders of CDM as "lending exposure" or in pdf format to be printed on site. Several leaders have already expressed their interest to organise an exhibition in their premises to share information with colleagues and partners who have not had the chance to be present at the Rochelle.

A Winter School just ended, and, beyond the capitalization of the results, we must already think about the next one and, making profit of the momentum gained, establish a work program to continue sharing our experiences and to pool even better.

That is why, before all, an appeal is made to the rapporteurs who have not yet done so to send us their report as soon as possible so that transnational working groups involving the whole network may be set up.

Further on in this issue Claudio Oliva launches an appeal to stimulating our reflection, acting as a devil's advocate to remind us of our fundamentals.

We shall speak in a forthcoming newsletter about the working groups, which will continue or will be implemented in 2014.

Contact:

Bernadette THOMAS

Bernadette.THOMAS@universcience.fr

LOOKING BACK AT THE WINTER SCHOOL 2014

The Winter School 2014 is over, after three days rich of meetings, surprises and beautiful discoveries. Once again, we have demonstrated the ability of engineering and innovation of our CDMs, but also the strength of our network.

Largely inspired by his illustrious predecessors, the La Rochelle Team was mobilized with conviction and has been strengthened by the bonds forged during this event.

It was a particularly popular edition, judge for yourself:

* 181 persons attending the numerous sessions, including 112 women and 69 men

* 27 CDMs, and two invited territories, as strongly interested in our label

* 7 nationalities (Portugal, Spain, Italy, Belgium, Switzerland, Poland, France)

* 56 performers in the workshops, for a total of 46 Cities interveners

* 11 expert speakers.

The discussions were sometimes intense, the controversy always constructive. They lead us to re-examine the way we work, and the relationships with our partners. They invite us to examine the uniqueness of our territories, to meet as closely as possible their needs. They also invite us to strengthen our visibility to increase our credibility in the landscape of guidance throughout life.

It is now our responsibility to fulfil the areas for improvement outlined in the workshops. We in particular identified the following topics: the necessary counsellors' training, measuring the efficiency of our processes, complementarity of our service offerings in relation to our local partners, the business relationship, the adaptation of our tools to the new practices of information retrieval....

To do this, we will define, within the network, working groups in which each may contribute to the extent of its competence.

The team of La Rochelle remembers dearly the warm atmosphere of these meetings, and thanks each of you for contributing to the success of this eighth edition. A warm "thank you!" to the team of Marseille for the very friendly and at the same time effective collaboration on the website, to Bernadette and Rita for their investment, and to our revered network chairman Grégoire Evequoz and his staff for the trust they have shown us.

Contacts:

Arlette MARECHAL

a.marechal@mde-larochelle.fr

Juliette LEROY

j.leroy@mde-larochelle.fr

WINTER SCHOOL 2014: SOME FOOD FOR THOUGHT

The tribe of the CDMs is loving and full of care, how she showed beautifully in La Rochelle, where everything, starting with our hosts, was warm and positive.

The flow model of the Winter School itself, which has been reproduced for this eighth edition, is a good model. We speak of a scarce resource, a unique opportunity, especially for professionals to meet and grow together.

That is why I think it would be positive but think together to make our Winter School in 2015 even more useful and meaningful. To be more explicit, here are, roughly, my thoughts and suggestions:

a) The Winter School was created to provide an opportunity for exchange and speech between operators. We must emphasize this exchange function, because the Winter School is not a decision-making place, but it is a place for training. The best result of the Winter School is a process of "cultivation" of ideas,

which constructs a generating flow, which helps to get closer a little more, and to better remember each other, sometimes after a (or because of) a lively and beautiful discussion.

b) We had workshops where there were four presentations. Too much. Each of them was worth pursuing further the debate. If we do not want to produce a window effect, the number of presentations should be reduced to one or two maximum, chosen critically, or stimulated by the organizers on the basis of their usefulness and ability to trigger a discussion.

c) It would be interesting to work not only on good practices, but as well on the bad ones, on our weaknesses and failures. And on diversity: of course, we all obey our CDM charter, but we are more different than what we appear to be. Why not use more such diversity as material for exchange and mutual growth?

d) Often we speak of "new engineering", of projects at the "boundaries" of the CDMs. This is good, because the relationship with the outside world is better found in the shadow lines. This relationship has many subjectivities, and confrontations to the real problems. However, there may also be other issues that should be addressed: the daily operation of our platforms, our discomfort as operators facing the discomfort of others, the theme of identity, the operational dimension of the partnerships; in short and in other words, what makes our daily lives.

Waiting to meet again at the Winter School 2015!

Contact:

Claudio OLIVA

coliva@comune.genova.it

TERRITORIAL STRATEGIES OF THE CDMs

At the Winter School 2014, the B5 workshop focused on the territorial strategies of the CDMs.

It was attended by all CDM managers present at La Rochelle and by some guests from the Poitou-Charentes Region.

The workshop allowed the recognition of the state of the art, confirming, globally, that two types of territorial coverage are currently developing:

- 1) Regional networks (a number of sites with associated centres of expertise or business centres) often linked to a CARIF (information centre for educative training) and/or to an OREF (regional observatory for employment and training). These regional networks constitute a network of operators aimed at supporting the professionals working in the field of professionals' training, integration, guidance and employment; funded by the State and/or the regions through project contracts, they are related with the social partners and stakeholders in vocational training.

2) CDMs that could be described as "employment area CDM " often associated with a Job Centre. Everywhere objectives are still at the same time very simple and ambitious: legibility, visibility, proximity, and responsiveness. The specificity of the CDMs was reaffirmed: to help individuals at the same time in the short and long terms.

The workshop was also an opportunity to revisit the fundamentals of the CDMs' offer, and in particular the fact that they must develop around the joint space between three axes: an area of advice conforming to the label, a function related to events organised in and outside the premises, and a function linked to expositions, such as «discovering jobs».

All in a spirit of promoting people's self-training and empowerment.

Contact:

Olivier LAS VERGNAS

Olivier.LASVERGNAS@universcience.fr

CDMs Websites

Some Websites are evolving:

- For their next opening, the CDM de Montpellier has created its website:

www.citedesmetiersmontpellier.fr

and that of Val-de-Marne called for patronage:

<http://www.cg94.fr/files/1309/>

[cite_des_metiers_dossier_de_mecenat.pdf](#);

- The Cité des métiers de Marseille and PACA and that of Côtes d'Armor recently renewed their website.

THE WEBSITE OF THE CDM DE MARSEILLE ET DE PACA GETS A MAKEOVER!

After about 9 years of loyal service the website of the CDM de Marseille & de PACA (www.citedesmetiers.fr) takes new colours to better inform the public and our partners on our services and events in our region.

More ergonomic and user-friendly, including a search engine allowing the user to filter their searches by subject (training, employment, event, place, job), this web portal presents the offer "Consultancy and Services" around the 4 desks: Guidance, Training, Employment and Job creation, as well as all of the online documentation about jobs.

The homepage links to all the events, via an agenda, a slider and a focus on the highlights to come.

Each event can be shared on Facebook and Twitter, or be sent by e-mail.

To better communicate with our partners this Web site, which is aimed at the public, leads nevertheless also to an institutional website via the "Who are we?" link on the home page.

The institutional website introduces the concept of CDM Network, our partners, our activity reports, and our services...

With a focus, from the home page, on the number of

visitors, in Marseille and in our associated centres. Happy surfing to everybody!

Contact :

Isabelle CHEVALIER

ichevalier@citedesmetiers.fr

NEW COLOURS ON THE WEBSITE OF THE CITÉ DES MÉTIERS DES CÔTES D'ARMOR !

We made a small "grooming" to overcome the effects of fatigue related to our "old website " ... without having to invest financially!

Professionals in the CDM that were going regularly on the website began to feel a "loss of momentum"!

Fortunately, the visitors often discover the website for the first time and do not have this feeling of weariness.

Although we know that this impression of our experienced professionals is a highly subjective criterion, we had to react. We know how important it is to keep the site updated not only on the contents but also on the layout.

In addition, we had new things to say because our events have slightly changed.

Since 1 January 2014, here are some new features that we have added:

- A registration form for each event
- More accurate and better organized details for each event
- An agenda organized by department area
- A colour matching of the website with the new departmental agenda
- A dedicated colour for each event type
- A new «event history» page

Every month we send to 7500 online subscribers a newsletter that recalls the events of the month.

And of course we regularly use our Facebook page: [Facebook/citedesmetiers22](https://www.facebook.com/citedesmetiers22). This helps disseminate information and news regularly. There is a true interactivity for the public: possibility to leave comments and / or share information (we have 2,500 friends).

Discover our website at: www.citedesmetiers22.fr

Contact:

Annabelle LEBAS

a.lebas@citedesmetiers22.fr

EU call for proposals

ERASMUS+ CALL FOR PROPOSALS

Erasmus+ is the new EU programme for Education, Training, Youth and Sport for 2014-2020, starting in January 2014.

The following actions of the Erasmus program + in particular can offer interesting opportunities, at various level of involvement, for CDMs:

- Mobility projects for adult education staff: projects under this Action promote transnational mobility activities targeting learners (students, trainees,

apprentices, young people and volunteers), and staff (professors, teachers, trainers, youth workers, and people working in organisations active in the education, training and youth fields) The application must be sent to the National Agency of the country in which the applicant organisation is established (deadline 17-03-2014).

- Strategic Partnerships aim to support the development, transfer and/or implementation of innovative practices at organisational, local, regional, national or European levels. Strategic Partnerships are collaborative projects allowing organisations to improve provision, tackle common issues and share innovative practice. Under Erasmus+ one organisation will lead the project and manage the activities and funding on behalf of the partnership. Different sizes of partnership are possible so that smaller organisations can get involved.

The application must be sent to the National Agency of the country in which the applicant organisation is established. Applicants have to submit their grant application by 30 April at 12pm (midday Brussels time) for projects starting as of 1 September of the same year.

- Knowledge Alliances are transnational, structured and result-driven projects, notably between higher education and business. Knowledge Alliances are open to any discipline, sector and to cross-sectorial cooperation. The partners share common goals and work together towards mutually beneficial results and outcomes.

Knowledge Alliances are meant to have a short and long-term impact on the wide range of stakeholders involved, at individual, organisational and systemic level. Knowledge Alliances are transnational and involve minimum six independent organisations from at least three Programme Countries, out of which at least two higher education institutions and at least two enterprises.

If associate partners are to be involved, they have to provide an evident added value and their role should be clearly described.

Applicants have to submit their grant application at the latest by 3 April at 12pm (midday Brussels time) for projects starting not earlier than 1 November of the same year.

- Sector Skills Alliances shall aim at tackling skills gaps, enhancing the responsiveness of initial and continuing VET systems to sector-specific labour market needs and demand for new skills with regard to one or more occupational profiles.

Sector Skills Alliances are transnational projects drawing on evidence of trends in a specific economic sector and skills needed in order to perform in one or more professional fields. Sector Skills Alliances will work to design and deliver joint vocational training programmes and teaching and training methodologies. A particular focus is to be put on work-based learning, providing learners with the skills required by the labour market. Sector Skills Alliances also put the EU wide recognition tools into practice.

The sectors that will be eligible under this Action are those which have constituted a European Sector Skills Council, namely: Textile/Clothing/Leather and

Commerce, or those with skills imbalances to which current Commission policies respond, namely: Advanced Manufacturing; Information and Communication Technologies; Environmental technologies (Eco-Innovation); Cultural and Creative sectors".

Sector Skills Alliances involve minimum nine participating organisations from at least three Programme Countries, including two Member States. An organisation can only be involved in one Sector Skills Alliance application at the same time.

Furthermore, Sector Skills Alliances must include at least one organisation from each of the following three categories in each of the countries involved in the Alliance:

1. Public or private entities that provide VET
2. Public or private entities that have sector specific expertise and are representative for/in a given sector (at regional, national or European level)
3. Public or private entities that have a regulatory function for education and training systems (at local, regional or national level)

Applicants have to submit their grant application by 3 April at 12pm (midday Brussels time) for projects starting as of 1 November of the same year.

The complete Guide can be downloaded at : http://ec.europa.eu/programmes/erasmus-plus/documents/erasmus_plus_programme_guide_en.pdf

Informations générales sur ERASMUS+ : http://ec.europa.eu/programmes/erasmus-plus/index_en.htm

Contact:

Rita BENCIVENGA

rita.bencivenga@universcience.fr

AGENDA

8 February 2014

CDM de Rome et du Lazio

18h-20h Ceremony of the «Formica d'oro» (Golden Ant) award given to Mario Monge, president of the CDM, at the closing of the Third Sector Forum

12 February 2014

CDM de La Villette

Meeting of the Network Board members

13 February 2014

CDM du Val-de-Marne

Morning Inauguration of the CDM at 11h00 in Choisy-le-Roi

Afternoon Managers' meeting 13h30-16h30

26 February 2014

CDM de Liège

Morning Press conference attended by the Ministry of the Walloon Region for Economy and Higher Education.

Afternoon Meeting about multipartnership

27 February 2014

CDM de Montpellier

Morning Training of the CDM staff (personnel and counsellors)

Afternoon Official opening of the exposition «*La Cité des Métiers, Mode d'emploi(s)*», and signature of the conventions with the partners.

CDM du Val-de-Marne

3,4 and 6 March 2014

Training of the CDM staff (personnel and counsellors)

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
President of CDM Network

Bernadette Thomas
*In charge of the CDM Label
Chief Editor*

Rita Bencivenga
*Project manager at the CDM
Network Executive Delegation*

www.reseaucitesdesmetiers.com