

The Cités des métiers International Network • n° 75 • January - February 2019

AGENDA

Internal meetings

15 February

Executive Committee meeting, videoconference

1 March

Executive Committee meeting, videoconference

4 April

Labelling committee, Paris la Villette

4 April

Executive Committee meeting, Paris la Villette

5 April

Permanent Assembly of Managers, Paris la Villette

Other meetings

25-27 March

Mutual learning workshop "professionalization paths", Cité des métiers of Brussels

9-10 April

DIMESCA Project meeting, (for partners only), Limoges

19-21 June

Spring School, Paris



Dear members and partners of the Network and Cités des métiers,

The beginning of the year has seen the achievement and development of key actions for our Network.

In a meeting of CDMs' managers held on January 24 in the Cité des métiers of Brussels, the 2018-2020 strategic Plan for the development of the Network was finalized. It will be published soon. The general objective is to anticipate social, economic and technical changes that can impact the operating of Cités des métiers as spaces dedicated to lifelong career guidance.

One of the strategic areas is about developing skills and practices among professionals. It includes for instance the organization, every year, of two training sessions of three days, for the profession of career counselling (June, December) for new coming practitioners in Cités des métiers and similar spaces.

Upskilling tools developed in the framework of the COCADE project will be used by the Network. Moreover, the final meeting of the project, organized the same day at the Cité des métiers de Bruxelles, was a great success thanks to the participation of around 60 experts coming from 12 European countries!

A project is ending but more are about to come. Thus, the Network will answer, by the end of March, to the next calls for proposals within the framework of the Erasmus+ programme. Answering better to the publics' needs; and strengthening the service offer quality while putting forward new innovative approaches, are at stake.

Best regards

Raquel Castello-Branco
President of the Network

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<http://www.reseaucitesdesmetiers.com/44-news.php>

NEWS FROM THE CDM

« CITÉ MOBILE » DAYS IN GUADELOUPE :
OCTOBER AND NOVEMBER 2018

La Cité Mobile

La Cité des Métiers près de chez vous

First edition of the “Cité mobile” was held in 3 rural areas : on October 11 on the leeward coast in the municipality of Bouillante, in the framework of the 4th guidance forum of trainings and professions ; on November 15 and 29 on the Marie-Galante island in Grand-Bourg, and then on the municipality of Morne-à-l'eau in the North of Grande-Terre.

Guadeloupe Formation as holder of the label Cité des métiers, wants to bring relevant information, tools and counseling, as close as possible to people, so they can improve their professional scheme. It is also about how to improve the image of the service offered by partners and promote a first level of information with high level of quality to inhabitants while taking into account the needs of the territory.

Thanks to the commitment of around 15 public and private partners such as : Pôle Emploi, the Mission locale, the CIBC, Unifirmation, the Fongecif, the BGE, the ADIE, the CRIJ ; services delivered by the Cité des métiers were set up in the sport Hall and then under large tents. It included 5 counseling areas : chose your orientation, find a training, find a job, change of professional life and set up your activity.

The service offered was organized around counseling interviews on information stands about training and professions, workshops regarding the opening of Personal rights for training, Validation of Acquired Experience (VAE) and the creation of activity.

Young people at school were also well represented. Focuses on professions with testimonies of professionals, depending on territory and their development projects, were addressed:

- professions in the health and social field;
- professions in the sea sector as a reminder about the 40th anniversary of the “Route du Rhum”;
- professions related to digital while using a “drone” in Marie-Galante

In addition, thanks to the regional Cyberbus with computers and support from counsellors, some of them could discover the tool “Parcouréo” and think about what they want to do in life.

Cité mobile at Marie-Galante was a great success from all thanks to the commitment of the Community Area of Marie-Galante and the Public



Employment Agency. Pre-registrations for workshops have worked very well as opposed to other municipalities because of a lack of proactive communication.

Based on first evaluations, it should be considered in the future to distinguish between time for young people aged less than 12 years old and for other clients. It should also improve actions for 2019.

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2018: ASSESSMENT OF ACTIVITIES AT THE REUNION ISLAND CITÉ DES MÉTIERS

In the 2018 activity programme, animation and consolidation of the partnership was set up as key objectives by the Cité des métiers de La Réunion, to be able to propose to clients a diversity of actions around different topics in a professional scheme.



The activity assessment in 2018 has shown a very active year with 13630 users of services. The offer of events has remained the most dynamic service with 564 events organized onsite. It includes permanent and multi-partnership commitment actions to different type of clients: “Forum Sup’ des formations” related to tertiary trainings, Formul’mix week (professional diversity and equality lab), forum for accommodation, forum on entrepreneurship, etc.

At the moment there are no associated centers of the Cité des métiers de La Réunion. So the idea was to provide a mobile Cité des métiers (the Cité

is going to settle down in your house!) with the tempting delocalization of some services. It has enabled us to touch more people geographically far away and answer to the requests of our partners. Then the Cité des métiers has been recognized as a key actor to trigger an added-value through the actions delivered.

Compared to the previous years, we also have seen a higher level activity in the counseling area and the Multimedia resources space, as additional services to the offer of events. This is due in particular to an intensive internal work carried out in career guidance to clients at the front office with the view to setting-up more links between a variety of services delivered.

The Cité des métiers de La Réunion set up an objective of user rate of 28 000 clients under the European Social Fund, main funding source of the Cité. With 27 186 beneficiaries in 2017 and 2018, the Cité des métiers de La Réunion has complied with 99,2% of the objective despite key events cancelled in November due to demonstrations of the yellow jackets. The Cité can be seen as the right and useful organization in the local environment.

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EMPLOYEES IN THE TERRITORY HAVE BEEN SUPPORTED BY THE CITÉ DES MÉTIERS OF GRAND-BEAUVAISIS

In the framework of the closing doors of the FRONERI Company's onsite, the Cité des métiers has gathered resources and its service offer to employees and temporary workers as an additional initiative to the BPI Outplacement Cabinet. 17 employees could benefit from information and counseling to get support while developing their professional project; either during individual interview and/or workshops.

The main topics requested focused on the modalities of access to training, the basis of the experience acquired, methods on how to look for a job, digital use in the job research, self-confidence and personal development.

Two further actions were organized:

- a session of recruitment for temporary workers between ADECCO agencies (an overall of 9) in 12 November 2018 in the premises of the Cité des métiers. 70 former employees of FRONERI could access to several assignments while staying with ADECCO;
- a forum for employees organized in the FRONERI onsite by the Outplacement Cabinet and 2 counsellors of the Cité des métiers with companies of the territory that have been looking for skills. 43 persons

were received at the stand of the Cité and got access to individual counseling in order to build-up a new professional project. They could benefit from counseling in professional transition, access to training and type of financing, the VAE, the job searching techniques, professions, skills assessment and business creation.

On February and March 2019, 4 other workshops have been planned on the topic of the personal development and know-how-to-be as well as a workshop in guidance "towards which professions are you going?" among employees of the FRONERI companies in professional transition. Another "forum of recruitment" day will be held in April.

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45TH NATIONAL FINALS OF THE « OLYMPIADES DES MÉTIERS » (WORLDSKILLS COMPETITION) IN NORMANDY : A REGIONAL EVENT SUPPORTING CAREER GUIDANCE

The 45th national finals of the worldskills competition were held between 29 November and 1 December 2018 in Normandy. This exceptional competition has enabled young people coming from all regions and backgrounds (apprentices, high school pupils, students, employees, etc.) to measure their know-how in around 60 very different professions, such as graphic arts, web design, boiler making, horticulture, aeronautical maintenance, pastry making and confectionery, automotive painting, stone cutting... Each application complied in front of everyone and in a limited time, a series of technical examinations in relation to its profession.

Beyond the competition, the worldskills competition is a key vector for the information and the communication on professions and trainings. This is the main reason why the Cité des métiers has been co-organizing, with the Regional Authority of Normandy, spaces for promoting professions in such an event while gathering all partners involved in training, guidance and employment in the territory!

Spaces for discovering professions were made up as an answer to the global concept of "visitor experience":

- Observe excellence practice via evidences of the competition #immersion;
- Exercise the profession thanks to immersive animations #action;
- Be informed on training pathways of the professions #ambition;
- Go beyond professions in competition thanks to the sectorial areas of excellence in Normandy, specialized in the fields of life

science, energy/marine, transport/logistics; and the guidance office that proposes guidance digital tools, and meeting with specialized counsellors.

In the meantime, the Cité des métiers de Normandy has been thinking about this significant regional event as an innovative mean to make professions better known. As a result, 10 professions-discovery virtual experiences were set up. This unique and innovative concept in the Region could be developed in particular thanks to the European Social Funds.



The topics choice related to these tools was made while taking into account the following criteria:

- compliance between professional use and the opportunity to duplicate online;
- the lack of a similar tool;
- the needs in terms of recruitment on the territory.

The creation of this series of tools in 2018 has also been completed thanks to the ongoing development of the partnership initiated in the coordination of this event : stakeholders of the economic world regarding job expertise, education professionals regarding the learning aspects, and experts in career guidance for the implementing (user feed-back and territory deployment).

This “living lab”-like shared-conception testifies once again the Cité des métiers capacity to innovate, by creating links between professionals to better answer to users’ needs in terms of guidance accompaniment.

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NEWS FROM THE NETWORK

COCADE ERASMUS+ PROJECT FINAL MEETING

The COCADE project will come to an end on the 28th of February. The project and its outcomes were presented in the Cité des métiers of Brussels on the 24th of January. This meeting gathered about 60 professionals in the fields of the

employment, guidance, training and education and coming from 12 different countries (France, Belgium, Denmark, Portugal, Italy, Switzerland, Bulgaria, Croatia, Estonia, Germany, Luxembourg and Austria).

This has been an opportunity to:

- discover the outcomes and deliverables of the project ;
- learn about the Cité des métiers concept through the visit of the Cité des métiers of Brussels ;
- discuss about the evolutions of the career guidance counsel profession during a Fishbowl ;
- share practices and experiences related to lifelong guidance.

More specifically, the deliverables developed during this project were displayed to the participants, namely:

- the training plan for career guidance counsellors joining integrated spaces ;
- the online training introduction module ;
- the competences toolkit for the career guidance profession in integrated spaces ;
- the Vademecum of good practices in integrated spaces dedicated to career



guidance.

The event feedbacks were very positive. The project outcomes will be soon published on the European Commission EPAL platform. You can already find an article dedicated to the project here: <https://ec.europa.eu/epale/fr/node/88731>.

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DIMESCA ERASMUS+ PROJECT : TRAINING ON THE IMPACTS OF THE DIGITAL ON GUIDANCE PROFESSIONALS

From the 28th to the 30th of January, the DIMESCA project first training was held on “how to determine and anticipate the impact of the digital on lifelong guidance professionals’ practices”.

The training gathered about 25 professionals in guidance, training, education, employment, inclusion and digital mediation.



The objectives were about:

- Identifying the digital impact on reception, information and counsel practices ;
- Immersing in the digital culture ;
- Learning to update digital knowledge and competences ;
- Formalize a digital watch process of digital tools and methods for the lifelong guidance services practitioners.

Find more about our project on our *website*.

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CONTACT ADDRESS

The e-mail address for information regarding the Newsletter, the Summer School and other meetings/events of the Network is: *delegationexecutive@citedesmetiers.fr*

Thank you for your cooperation.

Yours sincerely,

Editorial team

Raquel Castello-Branco, *President of the Network*

Ludovic Collin, *International Coordinator*

Maud Bois-Gallou, *Project officer*

Sylvie Sesma, *in charge of the label Cité des métiers*

http://www.reseaucitesdesmetiers.com

EU FUNDINGS

ERASMUS+ KA2 STRATEGIC PARTNERSHIP IN THE FIELD OF EDUCATION, TRAINING AND YOUTH, SUPPORTING INNOVATION: deadline 21 mars 2019. *Link*

The Network is looking for partners to take part in a project aiming at the professionalization of the « partnership management » position in lifelong guidance services.

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ARRIVALS/DEPARTURES

NETWORK TEAM

After around 2,5 years working for the Network as project officer, Maud BOIS-GALLOU ended her contract on February 15.

Jade Luquet joined the Network as a Project assistant trainee on the 14th of January for a 6-months period.

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