

Cités des métiers International Network • n° 53 • June 2015

Dear members of the Network,

We are closer to the Annual General Assembly of the CdM Network which will be held in Porto in June 12. This is a so important event in the life of the Network and it will end a fruitful year of meetings and sharing. The day before, we will go on with the activities set up during the first Permanent Assembly of the Managers (APM) organized in May 21 in Paris-la-Villette. It will be the opportunity to think and define all together the strategy and operating we want for the International network. We could also get more acknowledge about the work progress about the *professionalisation* of the counsellors and opportunities to better access to EU funding in order to develop common projects. You will find all information on the online page for registration. Please register now, time is short!

After each Labelling Committee, I am always pleased to see that our Network does not stop expanding and consolidating. I would like to point out the fact that during the last Labelling Committee, which held on May 20 and 22 at Universcience Paris-la-Villette, two new cities joined us. The Committee awarded CdM Label in project for Brussels and Lomé. This first will strengthen the representing of the network in Belgium and the second will get a pioneer role in the continent of Africa. I am convinced that this new territory, with its economic, social and cultural specificities, will significantly contribute to open new lines of approach about the evolution of the CdM concept.

I would like to make a special greeting to the CdM de la Réunion for its first opening year to the public. Congratulations to all the team for this very positive first year!

I look forward to seeing you in Porto!

With my best wishes.

Raquel Castello-Branco

Président of the Network

AGENDA

11 & 12 June 2015

Annual General Assembly of the International Network at the CDM de Porto.

30 June to 3 July 2015

« Biennale Internationale de l'Education, de la Formation et des Pratiques professionnelles ». Topic of this event: cooperate? Organised by Cnam, Paris. Registration via le website : <http://labiennale.cnam.fr/>

12 June 2015

Meeting 10h-12h – Annual statutory General Assembly of the International Network, in Porto

23 & 24 September 2015

European University of the Regions and Territories FREREF focus on : « Education-Training-Enterprise and European citizenship », in Germany, at the University of Constance.

THE CDM DE LA RÉUNION : ONE YEAR AND MORE THAN 8300 VISITORS !

Opened to all public since April 2 in 2014, the CdM de La Réunion blew its first candle this year! It is the opportunity to review the state of progress on results of the year 2014 presented during the General Assembly of the CdM hold in April 30.

In addition to that opening, 2014 was also a year for stabilizing the offer of services and consolidating partnerships. At the end of the year 2014, that is to say 9 months of activities, the City registered 4550 visits, 319 counselling interviews, 108 events in which 2 thematic days, 4 "infos-métiers", 39 "info-collectives" and 63 workshops.

The City has earned the confidence of its public through a service well recognised for its quality. The general public can be defined as "urban citizens" (public who participates to the life of the City and appropriates tools!). With the high rate of satisfaction we are required to redouble our efforts in order to develop our services. According to a survey based on a sample of 149 persons representing the public at the CdM: 53% came more than once, 2/3 of them spent more than two hours on site. 92% declared that their visit on site helped them in their career path and 98% of them could recommend services of the CdM.

Things have been working well for 2015 considering the level of attendance during the period January-May. The CdM de la Réunion thus registered 3777 visits. If we consider persons met in different external forums, a total of 4070 persons benefited from services of the CdM de la Réunion.

Roms for workshops and collective information have been particularly well attended and programme of events has dramatically increased.

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CROSS-BORDER EXCHANGE OF PRACTICES BETWEEN FRENCH AND SWISS COUNSELLORS OF THE CDM GREATER GENEVA

In the framework of the Interreg project French-Switzerland, on-premise counsellors on Swiss and French sites of the CdM Greater Geneva met in May 26 during a first cross-border exchange of practices. Agenda included: a comparative presentation of tools made available for counsellors to inform and orientate the public as well as exchanges about adult training (in which the qualifications on the basis of experience acquired – VAE) and possible funding depending on everyone's situation. Specificities of the cross-border public will be also considered.

Following the morning of exchanges, participants started to design synthetic factsheets which can be used by counsellors while hosting the public.

This Interreg project, outside these meetings, includes other actions such as :

- the opportunity for French and Swiss counsellors to benefit an immersion on sites of the CdM Greater Geneva (main site, associated centre) ;
- a workshop opened to all and scheduled the in May 29 at Annemasse about "VAE in France and Switzerland";
- test terminals equipped with iPad were developed and installed in four focal points of the CdM in each side of the cross-border. They give directly access in different sites and tools online. Two other terminals are scheduled in two other focal points;
- 4 promotional animated movies of the CdM in development; they will be broadcast at the end of June.

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UPCOMING EVENTS AT THE CDM DE GUADELOUPE

In June 2, the City will organise an event focused on Security sector professions. It will bring representatives of stakeholders (national Police, Gendarmerie, firefighters, prisons, learning centres for private security). The objective is to promote and enhance public/private security professions as well as training, and inform about opportunities in the sector.

In a context of regulatory changes that has an impact on these professions, we notice an increasing need of companies and territorial administrations in protection and risk prevention. The private Security sector has diversified its action fields and improve the technical expertise of these professions. The outsourcing of some missions of the national Police to private security companies has also had an impact in that trend.

In June 19, there will be a conference titled « How to use the *Compte personnel de formation* - CPF for its career scheme ? ». This event will be organised at the CdM de Guadeloupe in partnership with associations AGIL, CAEP and OPCA Uniformation, Opcalia and Fongecif. It will be to, on the one hand, talk about the *Conseil en Evolution Professionnelle* (CEP), career paths and; the other hand, discuss on *Compte Personnel de Formation* (CPF) during and outside the working time based on a practical example in order to put on registration online. The general public expected is above all employees, and in particular elected representatives of Works Councils.

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PROGRESS OF THE MASTER.SPITCH COMPETITION AT THE CDM DE PORTO

May 13, the jury MASTER.SPITCH - the Talent and Personal Marketing Competition – chose the 20 finalists who will participate to the Makeover – an integrated programme for the development of key competences, before the Grand Final which will take place in the municipal Theatre Rivoli in June 17.

The Skills Makeover has already begun in May 18 and ends in June 13. It lasts 45 hours and consists in four modules: definition of the professional objective, entrepreneurship, personal marketing and networking, communication and time management. The Skills Makeover programme is managed by the CdM de Porto in partnership with specialised organisations in the development of non-technical skills, considered as essential to get into the labour market and strengthen the participation of candidates in the MASTER.SPITCH competition.

Participants also benefit from a mentoring. The role of the mentors is to motivate, orientate in defining professional objectives, test their awareness of contents of each training module and support them while identifying their professional development needs.

Nowadays, more and more companies have built their selection process in relation to the identification of applicants' soft skills.

We highlight among non-technical competences: the business acumen, image management, the networking, the personal development and the communication. Communication is a key competence in the MASTER.SPITCH. Candidates will have to define the story they want to tell into the work force while analysing their personal experience and their career path. They can use their competences in communication and timing management. This story should be based on their professional objective and characteristics that differentiate them to other job applicants. It is referred to the Personal Branding (Peters, T., 1997) or Personal Marketing.

However communicate is more than just how to deliver a speech; you have to show an image of success in order to use the enterprises' language: consistent, positive and true. The image is a fundamental element of the personal brand. If it is well managed online and on site it can confirm technical competences and promote professional projects to key players of the labour market.

Main qualities expected from an entrepreneur are: flexibility, open to change, creativity and risk management! In the Skills Makeover programme applicants are encouraged to adopt entrepreneurship as their life culture. It means to create opportunities of self-assertion of their professional and personal projects. Applicants are also advised to promote their "brand" within their

networks of contacts. As a cross-disciplinary competence, networking contributes to the integration of experts in companies and incentives mobility between professional projects. It is an essential competence in the labour market in which working relations are more and more flexible.



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4TH EDITION OF « LES ATELIERS CINEMA METIERS » (FORMERLY NAMED « LES CLIPS METIERS DE LA CITE ») DE LA CDM DE LIMOGES ET DU LIMOUSIN

This year again more than 80 young people coming from schools, rural mission locale and a socio-cultural centre, participated to movies production relating professions.

A total of 8 movies was produced. It has shown once again the positive momentum to promote young people initiatives often in difficulties as well as the multiple effects regarding basic learning (read, calculate, write, etc.)

When you produce a movie it is not only to carry a camera but it is to write a script, make editorial choices, range ideas and structure speech etc.

The regional projection of movies made for this 2014-2015 edition took place in May 26 in Saint-Junien at the opening of the Literature and Youth Salon. There were 200 participants. Two movies were rewarded: « to be or not », prize from the public and « Super Mario brosse » for the CdM's favourite prize.

And you, what would have been your chose? See you on our website « *les ateliers cinéma métiers* ».

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WIKO, PARTNERSHIP OF THE 10TH ANNIVERSARY OF THE CDM DE MARSEILLE ET DE PACA

During the 10th anniversary celebrated in April 23, the CdM de Marseille et de PACA set up a partnership with the Wiko company (www.wikomobile.com), n°2 in the French market of

smartphones (outside the bundle), settles in almost 20 countries. The world headquarter is in Marseille.

This began by the provision of Wiko of a smartphone dedicated to the Community Management of the City.

Then between April 23 and May 23, the City could offer 5 new generation of smartphones to :

- a college student who was the « 600 000th » user of services in Marseille ;
- a participant at the monthly workshop « succeed its career change » driven par FONGECIF PACA at the CdM ;
- a counsellor drawn by lot among 30 counsellors PLIE MPM Centre who participates to the pole « how to find a job » at the City;
- a participant at the monthly workshop « find a job after 45 years old » driven by Pôle emploi at the City ;
- a high school student drawn by lot during the prize award ceremony of the regional competition « 1, 2, 3... Diversity! » at the prefecture of the Region (competition opened to all high school and CFA students in academies of Aix-Marseille and Nice, organised by the CdM).

Outside bringing smartphones for « free-on-loan », this partnership has also enabled to promote activities run by the CdM, highlight its public and stakeholders, and more generally the CdM concept. Each award ceremony of smartphone was disseminated through social media of the City (Facebook, Twitter eg.), and shared with those of Wiko.

Is there a compensation for the company? None, except the satisfaction for its executives and collaborators to support activities of a regional organisation with other sisters elsewhere in France and in the World dedicated to safeguard career paths for individuals and the employment in territory. It represents a genuine win-win partnership!

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They welcomed the coordinating initiative launched by the five CdM in the Region Ile-de-France (Nanterre, Paris-La Villette, Saint-Quentin-en-Yvelines, Seine-et-Marne, Val-de-Marne). Since the creation of a *regional association of CdMs Ile-de-France* beginning of 2015, the 5 CdMs can act as network head, as equal as other operators; this enables them to seat at the CREFOP Ile-de-France and be represented within the working groups.

CdMs would like to take part of the decision making process because they were set up to become a SPRO player partner, including the first level of the « *Conseil en Evolution Professionnelle* » (CEP). Discussions should continue by September in order to define a common action at a national level between french CdMs.

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LABELLING COMMITTEE IN MAY 20 AND 22, 2015

With the conjunction of the Permanent Assembly of Managers (APM) held in May 21, there were many members attending the Labelling Committee meeting at Paris-la-Villette to review during these two days the dozen files submitted. Under the Unverscience Presidency and with the insights of figures recognized for their expertise, twelve leaders of the CdMs, including one third from Italy, Switzerland and Portugal, granted two new projects of CdM with the label set up in capital cities. The other files studied were related to the evolution of operating or project CdMs that already been rewarded of the label in last Labelling Committee's meetings.

Following this Committee, the network is now represented in a new country : Togo. La Cité des métiers de Lomé which was awarded the project label, will be the first one to open its doors in Africa by the end of 2015 – beginning of 2016. The project run by ANPE of Togo was set up in the framework of the inter GIP assistance for the government of Togo to improve the operating of the labour market. It consists in building an innovate offer in terms of professional information and orientation.

As regards Belgium, we will register a fourth CdM. After CdM projects of Liege, Charleroi and Namur in the Region of Wallonia these last years, the Region of Brussels-Capital will have its CdM. The project jointly run by Actiris and Bruxelles-Formation was well developed for several years. It was just awarded the project Label with the approval of official opening in the existing premises of partners as it has currently been operating in multi-stakeholders platform. The CdM de Bruxelles will settle in Astro Tower currently under development. The practice of the bilingualism (French and Dutch) will be the main specificity.

The Labelling Committee also approved the extension of the project Label of the three CdMs in

NETWORK NEWS

FIRST MEETING OF THE SPRO GROUP

A group gathering SPRO focal points in the french CdMs has been set up. In the first meeting by conference calls organised 11th of May, participants reviewed altogether progress in the implementation of the Regional Public Service for Orientating (SPRO) within their region. Effective implementation should be done in the beginning of 2016 in merging regions.

Wallonia with an approval of official opening in autumn 2015 for the CdM de Namur in existing premises under development in city center and the follow-up of project prefiguration of Charleroi and Liege in a longer term.

The CdM de Turin was awarded the extension of its project Label and received an approval of prefiguration in order to open in autumn 2015.

One year after its opening, the CdM du Val-de-Marne recently got its confirmation of operating Label in the light of the very promising results. Now it thinks of focusing its efforts on the opening of associated centres in order to make its offer of services closer to those living farthest.

Older CdMs also reported to the Labelling Committee to get confirmation of their Label taking into consideration possible changes that may have an impact on their operating. It was the case for the CdM Greater Beauvaisis as it just moved to more spacious premises. It enables it to develop its offer of services and host a wider and more diversified public.

The CdM de Nord Franche Comté, one of the first members in the network, which had seen different changes since its creation and disseminated in two sites (Belfort and Montbéliard) got a confirmation of its Label. It followed the project of territorial recomposition which led to change the site of Montbéliard as a component of a network of three associated centres with the South Valentigney Area, a North area completed by two focal points in rural zone in order to fit to the technical specifications of SPRO.

New projects have been labelled, other disappeared, CdMs have been changing, innovating and experiencing new forms of service. At this date, the network has 39 platforms including 6 projects which have not been providing services yet neither in prefiguration step. The next Labelling Committee will be held in autumn and should be quite busy. It might bring again new changes in the geographical scope of the network.

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PERMANENT ASSEMBLY OF MANAGERS IN MAY 21, 2015

The APM was held for the first time in this way in May 21 at Universcience. This body newly created is to strengthen the sharing of ideas and experiences between CdMs. The first major line of thought was toward innovation of methods and practices, through the presentation of the « Living Lab » project of the Cité des sciences et de l'industrie.

Then participants worked in workshops about sharing thematic topics: fight against school leaving, International mobility, intergenerational transfer of competences, gender diversity. A few common project ideas were identified such as the design of a catalogue of best practices of CdM's partnerships regarding diversity and the implementation of an inter-CdM mobility network.

To turn ideas into common projects, we will have to strengthen our communication and collaboration tools and grasp new public and private funding opportunities. That is why a study to create an endowment fund has been conducting since November 2014. To lead successfully such a project, it is recommended to set up, during the preparatory phase, a small technical project Committee. Representatives of members and partners will be expected. The network association could also apply for external experts in the coming months such as the *Association Française des Fonds de Fondations* and the *Association Française des Fundraisers*.

The next APM meeting could be organised in November 2015. Until then, CdMs' teams are called to make proposals of common projects more concrete.

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Thank you for your cooperation.
Yours sincerely,

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