

Cités des métiers International Network • n° 52 • May 2015

Dear members of the Network,

As you know, meetings of the Labelling Committee and the Permanent Assembly of the CDM Managers (APM) will be held in Paris-la-Villette in May 21, 22 and 23.

During the Labelling Committee, the whole day on Wednesday and on Friday morning, members will analyse in particular new labelling applications, progress of already labelled projects, agreement to operating label for forerunner CDM. This shows once again how dynamic is our Network !

CDM managers of the Network will join the first APM on the whole day on Thursday and on Friday afternoon. This meeting represents a great opportunity to reflect and exchange how to set up together projects and with our partners. This means to promote our experiences and trigger new and innovative ideas. A progress of the project of endowment fund will be presented. Then we will work through workshops in the following thematic subjects: international mobility, diversity women/men, fight against leaving school and intergenerational transfer of competences.

It is also important to better learn and analyse all together the impact of public policies on the operating of CDMs. How to secure funding? This is indeed a major challenge for CDMs in order to continue and ensure quality services for people.

Do not forget to save the dates June 11 and 12 to participate to the Annual General Assembly which will be held in Porto. We will provide, by mid-May, more information about the organisation of these two days.

This month we have updated the newsletter with a few editing modifications. It is essential to rethink about our communication tools. Please do not hesitate to send us your comments and suggestions.

Have a great Europe Day on 9 May!

With my best wishes

Raquel Castello-Branco

President of the Network

AGENDA

20 & 22 May 2015

Labelling Committee meeting at Universcience Paris-La Villette

21 & 22 May 2015

1st meeting of the Permanent Assembly of the CDM managers at Universcience Paris-La Villette

22 May 2015

Meeting of the Executive Committee at Universcience Paris-La Villette

29 May 2015

Annual Seminar of Oppio-Netop « innovate in orientation 2015, at Cnam. Paris Registration : seminaire.oppio@cnam.fr

8 June 2015

National conference « information on vocational training » co-organised by CentreInfo and CARIF OREF network, Paris

Download the programme and the registration form : http://www.centre-info.fr/IMG/pdf/assises_8062015.pdf

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/>

WITHIN THE INAUGURATION OF ITS NEW PREMISES THE CDM GREATER BEAUVAISIS ORGANISES AN EMPLOYMENT FORUM

On Friday, April 17, nearly 100 partners, funders, collaborators, Medias and other visitors attended the inauguration of the new and spacious premises of the CDM Greater Beauvaisis.

Everyone was impressed by the new and more spacious premises. As mentioned « they will offer a space which allows our services meet people's needs even in a more professional manner in terms of orientation, training and job search ».

« We thank all people for attending this day, with a special and friendly attention to Bernadette Thomas and Laurent Mauroy (Manager of the CDM du Saint-Quentinois) as we had the pleasure to welcome their presence.

No time for a break at the CDM since we organised on Wednesday, April 22, « an Employment Day », an annual employment and learning forum at Elispace of Beauvaisis.

As in each year, the forum was a great success : 2 100 visitors had the chance to meet about 40 recruiting companies and receive advice from several professionals in the fields of orientation, training, employment, business creation or even in long life learning.

Two roundtables were also organised : the first one about guidance and professional development and the second about the civic service.

Let get some energy for the new Forum des Métiers in Uniform which will be held on Saturday, May 30 !

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THE CDM DE MARSEILLE ET DE PACA BLEW ITS 10 CANDLES WITH ITS PARTNERS

April 23, the City gathered 300 persons among others, main professions 'partners such as Pole emploi and professional federations involved from the beginning in events for professions deployed in the regional territory. It was the opportunity to inaugurate an exhibition which recalled the history and reminded the impact of this collaboration with the public.

600 000 persons came to apply for documentary resources, expertise of the stakeholders and use the offer of services developed by all the local and regional partners since March 22, 2005.

10 years have spent, and with all the partners involved within the region in employment, training, orientation and business creation, the CDM de Marseille et de PACA (Provence Alpes-Côte d'Azur) has never stopped expanding contents

proposed to the different target audiences, make them evolve, adapt them to the technological and economic changes.

10 years during which la City has also contributed, in partnership with the professional federations, to the promotion of professions and promising sectors in the territories of the region and a broader range of career choices between women and men.

10 years then, while building up a regional network of « associated centres », and covering today 8 sites with more than 25 000 visitors a year.



More information : <http://10ans.citedesmetiers.fr/>

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WE TALK ABOUT SPORT AND LEARNING AT THE CDM GREATER GENEVA

Following the 3rd edition of "the Spring Learning" (see Newsletter April 2015, n°51), the CDM Greater Geneva organised on Monday, April 20, a conference titled « How to conciliate top-level sport and apprenticeship? ». Honours were given to all stakeholders of the vocational training. They presented the required mentoring to the effective conduct of the apprenticeship.

It was the opportunity for the director of the General Direction, M. Serge Baehler, to introduce a new Amendment agreement of apprenticeship and for his coordinator, Madam Ava Monney at the cantonal service for sport, talk about the mechanism Sport-art-studies. DSSA Dumont-Schneider, a Swiss Olympic labelled host company came to give a testimony about the training of a sporting talent. M. Roger Dumont, Administrator of the company, thus explained in details the requirements for the integration of training plans to the current occupational practice of his apprentice. The conference was ended by responsible of Sport studies of the associations Genève Futur Hockey and Servette Football Club.

The City has made a very positive assessment of these presentations. Invitees, host companies and experts in training could become aware that such a mechanism allows a control mentoring.

The interest for sport and vocational training enables represented companies to meet with sporting clubs and confirm future offers of apprenticeship for sporting talents. This conference represents an essential and further step in the development of an offer in vocational training and orientation for future athletes.

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4TH EDITION OF THE TALENT AND PERSONAL MARKETING COMPETITION IN THE CDM DE PORTO

The City has been organising the 4th edition of the MASTER.SPITCH, a talent and personal marketing competition in pitch format with short presentations and impact of 90 seconds to a jury and a public trained by companies. It is opened to anyone who looks for new experiences whatever its qualifications and professional situation. This initiative is mainly to mobilise each one in adopting differentiated strategies in relation to the labour market and promote the development of key professional competences. It ensures at the same time the matching between companies and job applicants.

The competition is organised in five steps :

- a) Application and selection of candidates by April 30.
- b) Master Loading Process :preparation sessions
- c) Casting : the jury, composed of five persons, evaluates the performance of all candidates and selects 20 finalists
- d) Skills Makeover : these finalists participate during one month to an integrated programme for the development of key competences. It consists of 4 modules : definition of the professional objective, entrepreneurship, personal marketing and networking, communication and time management
- e) « Grand final » where the winner chosen by the jury receives the MASTER BOX – a personal and professional development plan

For candidates, this initiative has promoted self-knowledge and awareness of their professional profile. It has offered opportunities of networking with several companies.

For companies, it has offered opportunities of prospecting, recruiting talents and partnerships with other partner structures. It has also promoted a shared though about key competences to be mobilised by job applicants.

Casting and Grand final will be held respectively on 13 May and 17 June in the municipal Theatre Rivoli in Porto. Have a look to the link:
https://youtu.be/dVbArx-_BH0

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2ND EDITION OF THE PROGRAMME MOBILITZA'T MOBILE RUN BY THE CDM DE BARCELONE

The programme launched its second edition in the beginning of April. Young participants have begun to work in the development of mobile applications in the fields of culture, sport, tourism and Youth in Barcelona. These future professionals in programming, design and marketing could put their knowledge into practice while setting up their own mobile application in an actual business environment.

During this period, 20 mentors coming from 16 companies established in Barcelone with a leadership in the IT mobile sector (e.g. Wuaki TV, Antai Ventures, The Social Coin) will support young participants know the day to day work of mobile companies.

This programme is an European initiative set up by the CDM de Barcelone in collaboration with IVALUA, the Public Policy Evaluation Institute of Catalonia, the CDMs de Paris and Genoa.

The objective is to allow young people, aged between 18 and 24 years old, with a basic education level to integrate the labour market or go back into the education system thanks to a professional development in the field of mobile.

More than 30 companies collaborated in different activities (mentoring, workshops and visits to enterprises) in the first edition done from June 2014 and February 2015. More than 20% of young people participants began a training action.

Find a presentation of this programme through this link : <https://www.youtube.com/watch?v=tMCSzUrytbg>

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NETWORK NEWS

DISCUSSIONS ABOUT THE DEVELOPMENT CHALLENGES FOR THE ITALIAN CDM

Reconsider the funding model, develop an adapted offer in connection with the new technologies and strengthen the visibility of the CDM in Italy and in Europe : these are issues identified for the Italian CDM.

Jocelyn Meire, Member of the Executive committee and Ludovic Collin, International Coordinator of the Network, participated in April 14 to a working meeting at the CDM de Genoa with managers of CDMs de Genoa, Rome & Lazio, Turin, Milan & Lombardy.

On this occasion managers warned about the negative effects for the Italian CDMs of the cut in public spending supplemented by the implementation of the territorial reform in Italy. Provinces were until now the main financial

partners for almost all the Italian CDM. However they were deleted the 1st of January 2015. The reshaping of the powers of Regions and metropolitan Cities should be finalised only in 2017. Managers of the Italian CDMs expressed their intention to set up all together a development strategy at a national level. The objective is to avoid any marginalisation while the State wants to better structure activities of structures specialized in orientation, training and vocational integration. This should be done in a manner consistent with Univescience, owner and manager of the International label "Cité des Métiers".

Italian CDMs have been facing a climate of uncertainty and issues. It could also be seen as an opportunity to make offer of services evolve with the development of e-consultancy and better collaborate between the CDM within the network.

The CDM de Turin will open in May an office at the Turin's Informagiovani Center ». The objective would be to organise times for exchanges via chat/skype between young people at the CDM who think of moving to another European countries. A similar initiative of exchanges between users and counsellors is ongoing between 5 CDM (Limoges & Limousin, Porto, Irun, Gênes, Rome & Lazio), with which the CDM de Marseille et de PACA would like to join.

« We have to seize funding opportunities opened for us » according to Sergio Bollani, Manager of the CDM de Milan and Lombardy. He mentioned a multiannual allocation of 6 million euros of the Ministry of Education, University and Research to support the orientation of young people aged between 11 and 18 years old. The pilot project in schools in the region of Lombardy could be extended to other regions in the country. Corporate companies could also be called more often.

The network with its coordinator could facilitate making contacts with the CDMs regarding the exchange for experiences and support EU project development.

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VISIT AT THE CDM DE CHARLEROI

The City looks forward to renewing its label for one year with a permit of prefiguration for an opening in 2017. In this purpose Bernadette Thomas, in charge of the international Label, and Jocelyn Meire, Manager of the CDM de Marseille et de PACA were welcomed by the team of the CDM de Charleroi in the 20th and 21th of April. Based on data collection on the ground, they will submit a mission report at the next Labelling Committee on Friday, May 22.

They visited two sites (Université du Travail Paul Pastur and Collège Technique des Aumôniers du Travail). They attended a presentation of the

Forem's Centre of training and orientation (CEFO), met administrators and partners of the CDM de Charleroi and analysed 2014 and 2015 action plans.



In addition to the establishment of 45.000 m2 of spaces divided into two poles of technical education (Université du Travail Paul Pastur and Collège Technique des Aumôniers du Travail), the CDM de Charleroi is already an instrument of concrete actions to raise awareness. « Each year, we reach a thousand of young people through traineeships through work placements », explained Olivier Marchal, Director of the association.

There is an intensive activity: participation in meetings, participation in career fairs and development of innovative applications such as videobox, a kind of GPS clips for discovering professions.

« There are two other CDM in Wallony : Namur and Liege. A fourth project in Brussels is in a development phase. We should see as well a cross-border platform Lille-Tournai, following the modal of Geneva with the associated centre of Annemasse in Haute-Savoie » mentioned Bernadette Thomas. To achieve this, the CDM de Charleroi could rely on its sponsorship with its old sister the CDM de Marseille et de PACA.

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REPRESENTATION OF THE FRENCH SECTION AT THE NEXT « ANNUAL CONFERENCE OF THE INFORMATION ON TRAINING, JUNE 8

The Network has been invited by the inter CARIF-OREF network to share experiences during workshops. Possible speakers have already been identified ; but if you want to apply for an intervention, please contact : Ludovic Collin.

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EU FUNDING

INTERREG EUROPE PROGRAMME

First calls for project proposals of the European interregional programme, formerly named Interreg IV-C, will be launched by the end of June. Opportunities could be found in particular under the axe 1 « strengthening research, technological development and innovation ».

More information available on the website:
<http://www.interreg4c.eu/programme/2014-2020/>

A next meeting of information will be held in May 12 2015 in Paris in the offices of Ile-de-France regional Council.

ERASMUS + PROGRAMME

The European Network of the Foundations for Social Economy (PEFONDES) has been looking for partners to apply, by October 2015, to a call for project proposal under action 2 «Strategic Partnership in the field of youth ».

Thanks for sending contributions at the latest around May 15.

EMPLOYMENT AND SOCIAL INNOVATION PROGRAMME (EASI)

In its working document of the EaSi programme for 2015, the European Commission forecast to launch new calls for proposals between May and June 2015.

Remind that this programme gathers the three former programmes : Progress, EURES and the microfinance Progress instrument.

The European Commission has been provided more funds for the development of innovations and experiments in the field of social and employment policies since 2014. Types of funded activities are for instance : analysis and data collection, mutual learning, awareness and information.

Funding opportunities may be identified for the CDMs and territorial Institutions partners in the thematic sections « employment » and « working conditions » under Progress axis in the programme.

More information on the website:
<http://ec.europa.eu/social/main.jsp?catId=1081&langId=en>



Please contact the International Coordinator for all initiative : project idea, research of partners and so on.

CONTACT ADDRESS

The e-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,

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<http://www.reseaucitesdesmetiers.com/eng/index.php>