

## AGENDA

### *Internal meetings*

#### **31 May 2018**

General Assembly of the Network, Rouen

#### **1 June 2018**

Board of Directors of Effervescence, Rouen

#### **13 June 2018**

Meeting of the CDM21 Project Committee, Paris La Villette

#### **14 June 2018**

Board of Directors of Effervescence, skype

#### **3 July 2018**

Meeting of the Executive Committee, skype

### *External meetings*

#### **12 June 2018**

Final conference of the Erasmus+ project Netme-In project, Paris-la-Villette

#### **25-27 June 2018**

Training for the European recognition of career counselling skills in integrated spaces, COCADE project, Sofia

#### **5-6 July 2018**

Study visit of the European Network of Public employment services at the Cité des métiers de Bruxelles

#### **5-6 July 2018**

Annual conference of the LLL Platform, Vienna

Dear members and partners of the Network,

Around 60 people among the teams of Cités des métiers attended the CDM21 SUMMIT held in Rouen on May 30, 31 and 1 June.

First of all, I would like to thank the team of the Cité des métiers de Normandie for its welcome! The SUMMIT was the culmination point in the CDM21 process. Cités des métiers got acknowledge of the results of the first step regarding the review of the existing activities and even more while dreaming up the development of the concept Cité des métiers.

In the event Mélanie Joder, General Director of Universcience spoke to remind the commitment of Universcience-Cité des Sciences et l'Industrie into the Label "Cité des métiers". She also welcomed the work already carried out in the CDM21 process.

Alongside the SUMMIT, the General Assembly of the Network took place on May 31. All different reports were adopted.

By the end of the year, the Network will call upon to renew its strategy for 2018-2020 period. The reflecting will be set up in cooperation with Cités des métiers and linked with experimenting projects that could be implemented from 2019 in the CDM21 process.

Effervescence, the International endowment fund of Cités des métiers dedicated to the safeguard of career paths could also represent a mean for Cités des métiers to develop relationship with companies and corporate foundations as it was mentioned as crucial during exchanges in the SUMMIT.

Best regards,

**Raquel Castello-Branco**

President of the Network

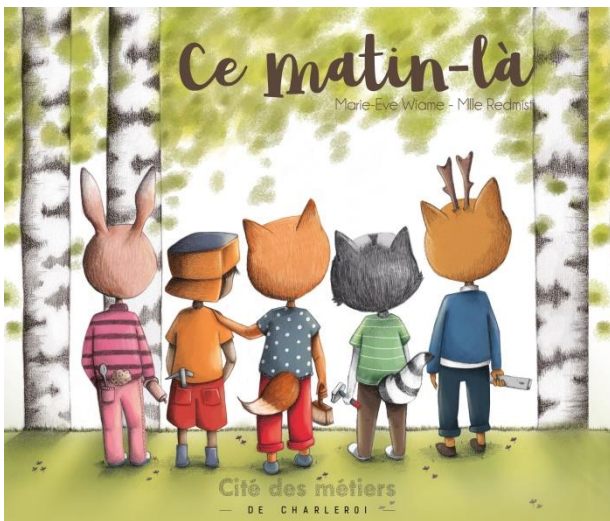
You can now automatically receive the newsletter by registering on the website of the Network:

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

### CREATION OF A YOUTH ALBUM IN THE CITÉ DES MÉTIERS DE CHARLEROI

"That morning", a youth album about prejudices and manual works to discover from 5 years old.

The Cité des métiers de Charleroi, willing to raise awareness of all generations, including the youngest, is pleased to announce the release of its first youth album. Through this story which focuses on the prejudices regarding manual works, promoting jobs, transmission parents / children and team spirit, discover a colourful world in the woods.



*That morning, in the forest of Joli Bouleau, the annual competition on professions is announced and the inhabitants rush to register ... almost all them!*

*Some parents who never won, do not wish to participate. Gustave and his friends then decided to represent these professions and thus try to (re)promote them.*

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### PROMOTING PROFESSIONS IN SUSTAINABLE DEVELOPMENT AND THE GREEN GROWTH PROFESSIONS: ACTIONS OF THE CITÉ DES MÉTIERS DE LA RÉUNION

Skills in economic development, vocational training and management of middle schools position the regions at the heart of the mobilisation plan for sectors and territories for the development of jobs in the green economy.

In frame of the implementation, the Region of La Réunion has been identified as an experimental region to measure the development of green economy activities and jobs, articulate the national and the local approach and to make green growth,

a priority sector, an opportunity for access to employment for clients.

In this context the Cité des métiers de La Réunion, a field actor, has proposed since its opening specific actions to promote the professions of sustainable development and green growth among the clients:

- A thematic day "professions in sustainable development and green growth" under a speed-meeting between professionals and job seekers, set up with the Directorate for Environment, Planning and Housing;
- A workshop "Focus on renewable energy professions", in partnership with the SPL Energies Réunion, one of those missions is to increase public visibility to stakeholders and citizens through information and awareness on the topic of energies ;
- Cine-debate sessions on the films "Tomorrow" and "The Flood" for schools mobilised by the Academy of La Réunion and the School of Second Chance;
- The video portrait of four professions of the sector: team leader of a waste sorting platform, technical director of a recycling construction platform, maintenance technician for water, environmental lawyer. (Available on the *Youtube Channel* of the Cité des métiers) ;
- A partnership with the TV show Locaterre, broadcast on Reunion 1<sup>st</sup> to highlight few professions such as ecologist, advisor energy, etc. <https://vimeo.com/258241883>

Finally, in the 2018 European Sustainable Development Week, la Cité des métiers de La Réunion has proposed to highlight key resources around sustainable development professions and a photo novel entitled "the waste-men in la Cité des métiers" designed this year by children during a workshop on the discovery of the profession of photographer. Access the photo novel:

<https://www.calameo.com/read/0040164891573024bea4f>

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### DIGITAL MEETINGS AT THE CITE DES METIERS DE SEINE-ET-MARNE

Tomorrow we will all be concerned by digital technology while taking the turning point of digital technology, new jobs, new skills, learning and training differently!

In order to raise public awareness of these cultural, social and economic issues, the Cité des métiers de Seine-et-Marne organised on Monday 4 and Wednesday 6 June, two half-days of conferences on the following topics:

- artificial intelligence with the school Microsoft-Simplon IA;

- virtual reality with Noovae Studio;
- cybersecurity with an expert of the field;
- digital professions with digital Syntec;
- the 5G: all connected with Orange;
- 3D printing with the Fablab Descartes;
- home robotics with OHM-I;
- train differently with Fun MOOC;
- Google: "digital workshops".

150 people (middle school students, high school students, Missions Locales, Schools of Second Chance, EPIDE and general public) took part in these conferences.

A great success for this first edition! See you in 2019 for new Digital meetings!

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**AFTERWORK « PARENTS' WORDS » IN THE CITE DES METIERS DE MARSEILLE ET PACA**

The Cité des métiers de Marseille et de Provence-Alpes-Côte d'Azur launched on Thursday 24 May its first afterwork for parents wondering about the vocational guidance of their children.

This new event format was a great success with more than 30 participants. There were friendly exchanges with professionals in the agenda of early evening! Four short interventions were successively organised: sophrology, public speaking, mixed vocational guidance and apprenticeship.

Three upcoming parent meetings will take place in October in schools. They will be organised with the school directors for parents of students.

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**DEVELOPMENT OF EMPLOYABILITY TOOLS IN THE CITÉ DES METIERS DE CASCAIS**

Cascais City Council – Employability Unit, the promoter of the future Cité des Métiers in Cascais – Portugal, coordinated the project Employability Tools. This transnational project focused on creating friendly and useful tools for young adults to develop their skills in terms of employability. It was supported by Erasmus+ programme under Strategic Partnerships for Youth (Key-Action 2 Cooperation for innovation and the exchange of good practices).

A group of trainers, youth workers, community workers, career counsellors and project managers from six (6) different organisations in Portugal, Belgium and Italy shared ideas during 2016 / 2018 to build:

- the EEMPLAY App
- the EEMPLAY Board Game
- the EEMPLAY Planner

- the EEMPLAY Handbook for Employability Workers

These (4) four tools aim at different targets: Some are made for tech-lovers, others for the ones who love the smell of paper. Some are meant to be used in a group, others are for individual use. Most can be used by anyone (students, workers, job-seekers) but also as intervention tools for employability workers, youth workers, teachers, etc.

All tools aim to support reflection, awareness development and self-improvement for various dimensions of employability, such as communication, job search, networking, self-awareness, entrepreneurial attitude, and others.

You can find these tools for free (in English, Italian, Dutch and Portuguese) at [www.emplay.eu](http://www.emplay.eu)

Contact us or give your feedback [info@emplay.eu](mailto:info@emplay.eu)

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**NETWORK NEWS**

**CDM21 SUMMIT IN ROUEN**

Around 60 people among 21 Cités des métiers gathered during (3) three days at the Cité des métiers de Normandie in Rouen for the CDM21 SUMMIT. This event has represented the culmination point of the process set out since October 2017 named "CDM21" that aims of building-up the Cité des métiers of tomorrow.



The first day was focused on the presentation of the assessment of the service offering and the operating of Cités des métiers. The multi-partnership, the concept, the multi-skilling of human resources and the service offering are the main strengths shared among Cités des métiers.

In the afternoon, discussions that took place in the afternoon under world café were the opportunity to go deeper in the analysis by group. The issue about the strengthening of partnership was raised and shared solutions such as the up-skilling of partners, the visibility, the support in project



engineering and the development of monitoring tools for the identification of needs were mentioned.

A roundtable about Cité des métiers: "a tool for the territorial development of lifelong career guidance" was organised by the end of the day with the participation of David MARGUERITTE, Vice-Président in charge of training and apprenticeship in the Region of Normandy, Olivier LAS VERGNAS, Honorary President Founder of the Network and Francis DANVERS, emeritus professor in psychology of education at the University of Lille.

In the second day an open discussion took place with all participants. Indeed different presentations from Marie-Laure CUVELIER, co-Executive Chairman of the Cooperative Tiers-Lieux Nouvelle Aquitaine and then Grégoire EVEQUOZ, Delegate Presidente in charge of International Cooperation in the Network, focused on the impact of the digital revolution on professions and the service offering. They gave the opportunity to raise first challenges about the possible adaptation of the concept of third place or the implementation of interactive and innovative spaces such as FabLab in Cités des métiers.

It seems that the concept of "profession" is not any more relevant for young people. Today the notion of job or competences is more important.

During a debate in « fishbowl » format, participants also confirmed their interest to see companies play a more important role in lifelong career guidance and within the Cités des métiers.

Based on the work carried out by teams the day before, participants let their imagination take over to design the Cité des métiers of tomorrow. It might be the opportunity to consolidate the existing service offering with a more playful approach, the experimenting of new places and the use of virtual reality. Different project were thus presented the last day.

In the SUMMIT, Olivier LAS VERGNAS informed about his interest about project ideas and thanked about the work carried. According to him, "we have to see the Cités des métiers as a loaf of an entire piece, as an aggregator, and at the same time think about for what and what we include".

By the end of the year 2018, we will go on with the projection of service offering and formulate first possible ways to develop the Cité des métiers of tomorrow.

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## ERASMUS+ PROJECT NETME-IN : FINALE CONFERENCE

The European project Netme-In «Building digital identity for a rewarding journey to work » launched in 2015 is ending. In this context, a conference was organised on 12 June at the Digital Crossroads of the Cité des Sciences et de l'Industrie à Paris-la-Villette.

These objectives of this conference were to :

- confront NetMe-In outcomes with other works and ideas;
- set up a debate among actors;
- formulate common recommendations to further develop concrete actions;
- influence new policy development at Regional and European level regarding the "Journey to work" for Young people at risk;
- evidence new beacons to enlighten the "Journey to Work" and help all actors to better navigate it.

The event gathered 54 guests attending, including 15 French and 12 foreign organisations.



The participants could attend conferences and participate in workshops on the topics of personal digital identity: « How valorise people on social media? », « Build its own brand», and « What kind of social networks do we need to include people with low qualification? ».

The last part of the afternoon allowed to discuss the possible follow-up to the project.

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## ERASMUS+ PROJECT COCADE: TRAINING FOR THE EUROPEAN RECOGNITION OF CAREER COUNSELLING SKILLS IN INTEGRATED SPACES

From 25 to 27 June, a training and learning training (internal) on the skills recognition systems of the profession of career counselling was organised in Sofia (Bulgaria).

A total of 21 participants, mostly career counsellors and other counselling practitioners, attended the 3 days.

The training made it possible to reflect on the development of key competences, including soft competences with regard to the skills repository developed by the group of trainers counsellors of the Cités des métiers. Jaana Kettunen, a researcher at the Finnish Institute for Educational Research, was invited as an expert. She shared her expertise on the development of the use in new technologies in lifelong guidance and their application in services and related practices. One of the central questions was how to assess these skills: how to evaluate counsellors and trainers in integrated places ?



Finally, the last day focused on the issues of recognition (formal and non-formal) of the skills of the counsellor in career guidance in Europe. There was an important focus having a common language.

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### « GETTING YOUR JOB IN EUROPE »

On Wednesday 23 May, the Cités des métiers International Network was represented in an event organised by the Cité des métiers de Marseille et de Provence-Alpes-Côte d'Azur dedicated to information and counselling to young people about mobility in Europe.

This initiative was organised in the frame of the "JOLI MOIS DE L'EUROPE".

More than 20 young people had the opportunity to discover the Employment Store Platform, the Mouv'PACA website and be informed and use videos professions, visual tools produced by the Cités des métiers while implementing the European programme SEF in the region « **OPERA 2M** : 2016/2018 – regional programme for career guidance for clients to employment in the PACA Region, including animation of stakeholders specialized in professions and diversity ».

More information here:

*<http://www.citedesmetiers.fr/nos-videos-103.html>*

In the morning, The Young Economic Chamber of Marseille with the support of the Cité des métiers presented the guide « en poche ton job » or « getting your job in Europe ».

This guide was designed in pocket format to future graduates all along their studies including advises, tricks, good addresses and links before entering in the labour market.



you can find it on : *<http://www.jcemarseille.org>*

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## ARRIVALS/ DEPARTURES

### Cité des métiers de la région mulhousienne

Christel Lafitte-Mayer left her position of Director of Sémaphore, support organisation of the Cité des métiers de la région mulhousienne.

She has been replaced by Emmanuelle Luttenauer.

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## CONTACT ADDRESS

The e-mail address for information regarding the Newsletter, the Winter 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*

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

**Ludovic Collin**, *International Coordinator*

**Maud Bois-Gallou**, *Project officer*

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

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