

Network Cités des métiers • n° 37 • January 2014

## EDITORIAL

Dear colleagues of the CDM network,

At the beginning of 2014, I wish you all the best. May all your personal and professional projects be realized! I also hope that our network can be further strengthened in the new year and I'm sure new regions and cities will join us in the great adventure of developing a CDM.

The themes discussed in this newsletter illustrate at which level our concerns are representative of the era we live: attention to avoid gender discrimination in the guidance process, the use of new technologies in our practices, and the fight against discrimination in recruitment. Not to mention the theme of our upcoming Winter School, to be held in La Rochelle 22, 23 and 24 January 2014, focused on lifelong guidance.

The CDMs are always active to meet the needs of youth and adults in achieving their training and employment paths.

I look forward to seeing you all at La Rochelle for three days, which will be very dense in content and interaction.

With my heartfelt messages,

*Grégoire Evéquo, president of the CDM Network*

## CDM NEWS

### Encourage professionals to recruit without discriminating

In 2013, the fight against discrimination in employment was included in the monthly program of the site of the CDM de Nord-Franche-Comté at Montbéliard. Three free sessions for professionals, lasting one day each, were organized in partnership with the Academic Centre for Continuing Education (CAFOC). These professionals are those in charge of recruitment, or of the management of human resources and/or they are employment intermediaries: trainers, employment counsellors, social workers.

Recruit a new person in the team, welcome trainees or select candidates for training, these are traditional activities in an organization, which seem self-evident, for which approaches are well established... Yet the hiring arrangements have recently undergone many transformations, following the recent legal and societal

changes.

These days, which were led by the entrepreneurial firm Oxalis, allowed participants to reflect on their practices while adopting the legal framework for recruitment, to ensure equal treatment of applicants, to ensure a selection process focused on the research of skills, and to equip and inform the construction or updating of recruitment tools.

The training sensibly articulates theory and practice: legal inputs, presentation of experiences (testing, anonymous CV ...), identification of the obligations when recruiting. It also offers the possibility to practice through the analysis of recruitment experiences, the analysis and the training in drafting employment offers, and roles-playing.

The thematic is engaging, as evidenced by the number of participants, about thirty along the year.

The presence of different types of economic actors allowed everyone also to become better known and thus to establish closer partnership ties.

This training is funded by the ACSE (National Agency for Social Cohesion and Equal Opportunities) and the ESF (European Social Fund). Given its success, the event will be repeated in 2014.

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### The CDM de Nord-Franche Comté: the first step of the "creation week" in Montbéliard

To help people who want to create or acquire a business, the partners and experts in business creation organized in Montbéliard, the "week of business creation", with the financial support of the urban community Pays de Montbéliard Agglomération.

Monday 18 to Friday 22 November 2013, conferences and meetings between project promoters and partners/experts in business creation occurred in two locations dedicated to this topic: Consular Chamber, business incubator.

Each day was dedicated to a step of the construction or acquisition of a business: working at the idea, at the market research, at the analysis of the financial/legal aspects, and the tools to manage a business.

The CDM, driven by the Maison de l'Emploi du Pays de Montbéliard, hosted and organized the first day of this week, entitled "Being in front of own project, the steps of creation".

The conference was organized thanks to the partnership between two structures involved in supporting promoters (COOPILOTE and the Chambre de Métiers et de l'Artisanat du Doubs) and a counselor of the CDM specialised in the creation/acquisition of business. The conference consisted thus in three speeches, lasting 1h30 each, which presented the construction stages of a project aimed at creating a business and particularly the "work" of the idea: learn to identify personal skills and weaknesses, identify personal and financial constraints, reflect in a constructive way about the personal motivation to create an enterprise....

The "Chambre de Métiers et de l'Artisanat" completed the intervention giving information on the regulations of the activities, including the requirement to have a professional qualification to perform some of them.

Following this presentation, the 34 project leaders participating to the event had the opportunity to meet around ten partners in the creation/acquisition of companies and experts.

Distributed throughout the CDM, the participants were able to discover our specific service offer and our documentary collection, while having an individual response to their questions.

A total of 163 people participated in the various themes of this week. The format that was developed enabled project promoters to discover or deepen their knowledge on building a creative project / or on acquiring a business and to give visibility to the actors in the Pays de Montbéliard.

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**DARE THE MIX**

For 3 years, the CDM de Marseille & de PACA animated the "Cité d'Elles" program: this multi-stakeholder action, carried out with the support of the European Social Fund, helped to break the brakes and the representations of women in their professional choices in guidance, training, employment and business creation. The program consists of business conferences, events to promote initiatives in partnership with women's organizations, and also awareness campaigns, such as workshops, and in sensitizing professionals and companies: all these initiatives allowed the participants to change their perceptions and open the range of possibilities throughout their careers.

Continuing its commitment to promoting gender equality and vocational mix, the CDM de Marseille & de PACA today extends its activities to the entire region through a new program: Dare The Mix! (Osez le mix!)

This program was launched in partnership with the regional Delegation of women's rights and equality and with the support of the ESF, and it is aimed at companies, professionals working in vocational guidance and the general public. A portal site, [www.osezlemix.fr](http://www.osezlemix.fr), will include all regional initiatives: a

directory and a mapping of actors; toolkits identifying companies' best practices and / or organizations active in the fields of employment, training and orientation as well as all the events related to professional gender diversity.

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**To celebrate its 10 years, the CDM de Guadeloupe promotes the ODL**

Monday, November 18, 2013, the CDM de Guadeloupe invited its partners and financiers to celebrate its tenth anniversary. On this occasion the CDM organized a round table on the theme: "Guidance, training and digital, the new norme" ... This choice was based on the observation of the growing impact of the digital in the behaviours of the CDM's users and also on the willingness of the CDM de Guadeloupe to accompany actors' orientation and training to more innovation. Guadeloupe has every reason, given its archipelagic configuration to develop the ODL (Open and Distance Learning). Distance is a given that digital can help transform, under certain conditions, in proximity!

Some landmarks were placed on observed trends, such as passing, when engaging in training, from an exclusive logic of "Place" towards a dynamic logic of "Space-Time" to learn; trend catalysed by the diverse uses of digital tools and resources.

Then, some actors of initial (Rector and ONISEP) and continuous (CAFOC, CNAM, CNED and Form'Action) training illustrated the current practices of (more or less) Distant and (more or less) Open Training, in contexts implemented on the Guadeloupean archipelago. All testimonials converged to mark the value of such strategies and at the same time, to emphasize the persistent difficulty of justifying, among prescribers and financiers, the multiple realities of a learning path based on ODL.

The conference of the specialist Jean Vanderspelden, who came from France for the occasion, was a huge success. The quality of the interventions of the different local stakeholders gathered in the roundtable that followed the advice given by the specialist, and the feedback on real experiences undoubtedly were useful to the 104 people who attended the event.

Also in the afternoon the CDM has been particularly busy since 73 people participated in different workshops for specific audiences:

"Professional Life"

"Creating an activity"

"Vocational Training"

"Job Search"

The workshops were animated by 3 to 4 partners of the CDM.

Thanks to the digital, also the Network of CDMs was

able to be present to celebrate the ten year anniversary of the first overseas CDM, through the voice, and image, of its General Secretary, who was able to speak to the team and the partners of the CDM de Guadeloupe, presenting in a video message the vows of the Network.

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## **New Relay Point de la CDM du Grand Genève**

Recently, representatives and partners of the CDM du Grand Genève took stock of the new Associated Centre Annemasse, opened in February 2013.

The balance is positive: over nine months, more than 1,500 people walked through the doors of the CDM, including 407 people for a personal interview, 360 in the documentary space, 400 attending workshops, and 350 involved in actions outside the premises.

Among those attending some activity, 45% are job seekers, many are currently in training and two thirds live in the urban district, so "it is a real proximity service that has been set up", as explained Elodie Ronjon, coordinator of the associated centre of the CDM.

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## **NETWORK NEWS**

### **CDMS AND NEW PUBLIC GUIDANCE SERVICES**

The leaders of a dozen of French CDMs met on November 25th at the CDM de la Villette for an update on the legislative developments expected in France as regards the organization of the "public guidance service". The purpose of the meeting was twofold: firstly to see at which point are the CDM in the labelling process "orientation for all", which is progressively implemented in France since 2011 under the control of the national level (regional prefects and ministries of labour and education) and secondly to discuss the planned changes to this service soon to be managed by each Region and not anymore by the state.

Participants could verify, by their debate, that the current labelling system is stalled and that for the new system, even if 8 regions engaged themselves in becoming "experimental zone" for the regionalization of their guidance service, so far no significant progress results, especially as neither the Ministry of Education or employment centre services (services de pôle emploi) seem very proactive in this area.

However, the meeting was very beneficial in terms of exchange and comparison of strategies for the territorial deployment (multiple sites, associated centres) in each CDM. The CDMs d'Ile de France in particular have

announced that they had set up regular meetings among them to better coordinate their activities; they will meet on January 7, 2014, the Vice-President of the Region, E. Maurel, to see how to act together to contribute to the creation of a concerted regional scheme in the guidance sector in Ile de France.

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## **Labelling Committee's Meeting**

With the arrival of the fortieth platform, the network of CDMs reaches the tenth country: the project of the CDM du Québec was labelled at the committee meeting held on 25 and 26 November in Paris.

The new CDM, headquartered in Montreal on the site of the great library, will open its doors in 2017 and it is expected to radiate across the province.

In addition, the labelling committee granted an extension of their label to several projects that have fallen behind the schedule originally planned. Thus the CDM de Montpellier will open in 2014 in the premises of the old town hall, and the CDM Val-de-Marne will be situated in the premises of the former multimedia library of Choisy-le-roi. The extension of the project label was also given to the CDM de Basse-Normandie to stabilize its scheme of territorial coverage and the organization of platforms located in the Mife de Caen and in the Mef de Cherbourg. Finally, the Committee authorised the CDM de Nanterre to return to project mode following its relocation, and officialised the change of name of CDM des pays gardois, which became CDM du Gard.

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## **STRENGTHENING TIES WITH POLAND AFTER A CEDEFOP "STUDY VISIT"**

Thanks to the CEDEFOP programme, Bernadette Thomas went in October to Sosnowiec in the Silesia region, to participate in a study visit on the theme of the transition from education to the world of work organized by the centre for vocational and continuing training.

The group consisted of seven other participants working in the field of initial and continuing training in Belgium, Spain, Portugal, Italy and Romania. The three-day program has allowed to visit various structures (vocational training institutions, companies that welcome young alternating study and training, and counselling service orientation, municipal authorities); to meet many officials in their work environment, and to share the best practices implemented to try to improve the employability of young people and adults in this region strongly affected by industrial restructuring.

These practices consist of:

- Reform of vocational training (decentralization) leading locally to a merging in the same institution of the centres for initial and continuing training in technical and vocational education;
- Adaptation of educational provision to the qualification needs of local businesses, reconciliation of education and business;
- Development of apprenticeship;
- Use of international mobility to develop skills and expand career choices;
- Cooperation with the labour office for the integration of graduates, and training and rehabilitation of adults in the labour market.

This visit has allowed a deeper understanding of the Polish system of education throughout life, and of the local guidance practices in a country where the CDMs are not yet implemented, as well as to discuss them with other European countries. The visit helped also to familiarize the participants of the host country and other European participants to the concept of CDM and to disseminate the results of European projects done in the past in the network, such as QuADEC (<http://quadec.citedesmetiers.org/>), Job Seekers - young people on the move ([http://www.cittadeimestieri.it/export/sites/default/download/progetti-cdm/job-seekers/JS\\_FinalReport.pdf](http://www.cittadeimestieri.it/export/sites/default/download/progetti-cdm/job-seekers/JS_FinalReport.pdf)), or else PREFIC (<http://prefic.net>).

The evaluation reports in French are available for members of CDM network on the intranet and on request for other people. Following the formal presentation of the concept and the network of CDMs that took place in the city council of Sosnowiec, and having been translated into Polish the guide of the CDM project developer, a delegation of five Polish officials came in December to the CDM de Paris-La Villette to deepen its knowledge and discuss the suitability of creating such a structure of territorial coordination.

This initiative reinforces the interest for the label in Poland since the presentation made in June of B. Thomas in Bialystok (town on the border with Belarus) and the concomitant release of a co-authored article with O. Las Vergnas in Jacek Hordejuk and Michal Skarzynski "Innowacyjne metody promocji zatrudnienia wzawodach ginacych, niszowych i malo popularnych", 2013 pp. 590-601.

It is also in this spirit of mutual understanding and interest in bring closer the best practices that the contacts with the Malopolska region continue through the FREREF (Federation of European Regions for education and training) of which the CDM network is member.

Similarly, at the invitation of the network, Czeslaw Noworol, president of the National Forum for Lifelong guidance, will contribute to the exchange of views on the prospects of professional guidance in the opening round-table of the Winter School at La Rochelle.

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## Departures ⇄ Arrivals

### CDM de Basse Normandie, Centre Orne

Valérie BONNET-VINCK took office in the CDM de Basse Normandie, centre of Orne, after the departure of Nolwenn PRADO

### CDM du Val-de-Marne

Régine ROUSSEL deputy director, will start her cooperation on February 1st.

## CALL FOR PROJECTS

### ERASMUS+

The call for proposals Erasmus+ 2014 has been published.

You may consult the call at the following web address:

[http://new.eur-lex.europa.eu/legal-content/EN/TXT/PDF/?uri=OJ:JOC\\_2013\\_362\\_R\\_NS0004&from=EN](http://new.eur-lex.europa.eu/legal-content/EN/TXT/PDF/?uri=OJ:JOC_2013_362_R_NS0004&from=EN)

The first deadlines for submission of applications are in March.

The detailed conditions of the call, including the priorities, can be found in the guide Erasmus+ available at the following web address à l'adresse:

<http://ec.europa.eu/erasmus-plus>

## AGENDA

January 7, 2014

### 5 CDMs d'Ile-de-France

Meeting with Emmanuel Maurel, Vice President of the Ile-de-France Region.

January 15, 2014

Hearing of the network by the Assembly of French Regions

February 13, 2014

### CDM du Val-de-Marne

Inauguration of the CDM, 11h00 – Choisy-le-roi

### 22-24 January 2014: Winter School in La Rochelle

<http://ws2014.citedesmetiers.fr>



## CONTACT ADDRESS

The-mail address for information regarding the Newsletter, the Winter School and the General Assembly is [labelCDM@universcience.fr](mailto:labelCDM@universcience.fr)

Thank you for your cooperation.

Yours sincerely,

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