

Cités des métiers International Network • n° 56 • October 2015

Dear members of the Network,

We shall be meeting during the next Permanent Assembly of Managers (APM) in Milan on Friday 16 October. We will be kindly hosted by la Città dei mestieri e delle professione di Milano e Lombardia, which makes us know more about is new project. We could then discuss about the results of the European Agenda for the Learning Adults (EALA) study about « the support towards training and employment of adults who are far from the labour market ». It highlights experiences of CDM de Paris-la-Villette, Rome et Porto.

Our General Secretary, Jocelyn Meire will make a review about organization of the Network, particularly with the launching of Yammer networks on October 7 enabling which enable Cités des métiers to better collaborate.

Later in the morning, we will talk about an important topic at the agenda: the progress statement of the project of endowment fund creation. Experts, Erwan Lamour (Manager Consultant in Deloitte) and Wilfried Meynet (Lawyer in Marseille and Luxembourg) who provide assistance in this project, will attend the meeting. You will have to go on in the design of general interest projects.

It will last enough time after the meeting, for those who wish, to visit Milan Universal Exhibition.

The exhibition of the Città dei mestieri e delle professione di Torino will be held previously on October 15, again in the beautiful territory of Italy, in the Piedmont region. This event will be the opportunity to get acknowledge of specificities of this Città and think together about the development of the CDM concept in the last years.

I look forward to meeting you soon with pleasure and send you my best wishes.

**Raquel Castello-Branco**

Président of the Network

## AGENDA

### 15 October

Meeting of the ComEx  
Città dei mestieri e delle professioni di Torino

### 16 October

Permanent Assembly of Manager (APM), Milano

### 20 October

Meeting of the Belgium CDMs, Namur

### 27 October

Phone meeting of the Endowment Fund  
Project Committee

### 5 November

National conference to launch the French EPALE collaborative platform « ePlatform for Adult Learning in Europe », Paris *Agenda and registration*

### 9 & 10 December

Labelling Committee, Universcience Paris-la-Villette

### 10 & 11 December

Permanent Assembly of Managers (APM), Cité des métiers de Paris-la-Villette

### THE OFFER OF SERVICE WITHIN THE CITE DES MÉTIERS HAS BEEN RECOGNISED FOR ITS QUALITY AND CONTRIBUTION

79% of respondents said they were generally satisfied with the offer of service provided; the rate of satisfaction is even higher (83%) for people who came without any specific question. Among the strengths we can mention the reception and the availability of counsellors: 54% of respondents have come at least twice at the CDM since its opening in March 2014. The CDM is an opened location opened to everyone as can be seen from the variety of people received.

These were the main results of a *satisfaction survey* conducted by students in bachelor level at the University Paris IV – La Sorbonne on a random sample of 278 users interviewed. It took place between January 21 to February 27.

Beyond this satisfaction expressed, people expect after all always more from the Cité. There are already ongoing developments in order to strengthen the offer of service, provide more information and a higher employees 'attendance and promote tools provided.

*Results are published on our website.*

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### TWO DAYS AGAINST THE ILLITERACY AT THE CITÉ DES MÉTIERS DE MAYOTTE

On 7 and 8 September 2015, la Cité des métiers de Mayotte in partnership with the platform for combatting illiteracy organised two special days labelled by ANLCI (National Agency for combatting illiteracy).

The objective of the two days was to set up a place to exchange between field stakeholders through the presentation of initiatives conducted in Mayotte that facilitate for all the access to the reading, the writing and to the basic skills.

Considering the specificities of the territory, there are many and high issues to face in Mayotte:

- 44,3% of young people between the age of 16 and 18 are identified with a problem of illiteracy, that is to say 1404 young people, based on « *Journée Défense et Citoyenneté* » (JDC) data from 2011;
- the position of the French language as the second, even the language at school, coming after two other oral languages : shimaoré and kibushi (only 60% of people of Mayotte have a fluent level of French language) ;
- the situation of the population in Mayotte with an exceptional number of young people : 54%

are less than 20 years with still the highest birth rate in France ;

- regarding education, the mass access of the local population to school has been done only since the last two decades; that is why the levels of qualification and training are low compared to the national average.

It was above all the opportunity to highlight the day-to-day work undertaken with people with illiteracy in their daily life and in their workplace. 120 representatives of the State, the County and public services administration (State, Territorial and Hospital), trade unions of employees and employers, associations of popular education, participated to the animation of the two days.

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### THE CITÉ DES MÉTIERS DE TURIN WILL OPEN ITS DOORS IN OCTOBER !

On 15 October, the Cité des métiers International Network will participate at the opening of the Città dei mestieri e delle professioni di Torino for the exhibition of its activity in Borgo San Paolo, in via Spalato 63 d.

There will be three poles in the CDM: find a job, choose your career guidance, set up your business based on the commitment of professionals from partners: cooperativa Orso (which is the owner of the label), chambers of handicrafts related to the CNA, « Confederazione Nazionale dell'Artigianato e della Piccola e Media Impresa », the borough 3 of the City Council of Turin and the IdeaLavoro Agency. So many planned projects will be initiated: laboratories for children, parents and teachers of the primary school about knowledge of professions; a game about the professions Città dei mestieri for young people of the secondary school 1<sup>st</sup> and 2<sup>nd</sup> level; a seminar of information how to find a job by internet, how to introduce ourselves for a job interview or the first steps if you want to set up your own business

Participants of this exhibition event are : Raquel Castello-Branco, Président of the Network, Jocelyn Meire, General Secretary, Bernadette Thomas in charge of the label and other members of the Executive Committee of the Network. There will be also Gianfranco Bordone, the Regional Director of the social cohesion sector of the Piedmont Region and Roberta Del Bosco in charge of welfare at the Fondazione CRT.

At the end of this event it will be possible to practice services of the Città and play in professions.

More information: [www.cittadeimestieritorino.org](http://www.cittadeimestieritorino.org)

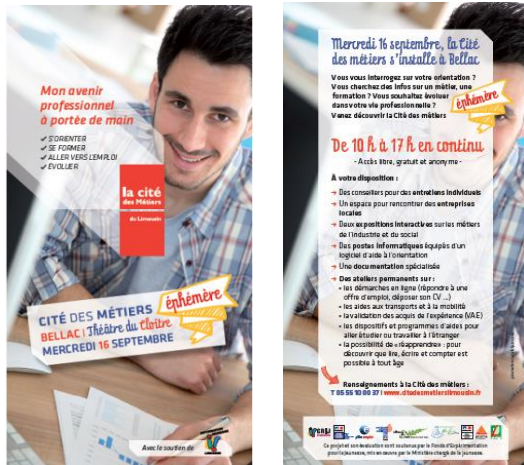
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## LA CITE DES METIERS DE LIMOGES ET DU LIMOUSIN PROVIDES « AN EPHEMERAL CITE » IN BELLAC

Indeed an ephemeral Cité des métiers was implemented in September 16 in Bellac (north of Haute Vienne thanks to a competition with several local partners such as « Information Jeunesse », “Mission locale”, “CIO”, the public employment Agency and associations for integration, etc.



The theatre of the cloitre was made available by the association of municipalities giving a particular dimension to that event.

Each user could be thus granted of individual interviews, meetings with local companies, interactive exhibits for social sectors and industry professions, specialised documentation and multiple permanent workshops (online procedure, EAV, facilities and support programmes for mobility ...).

Gathering up to 2 000 visitors, this second experience (after Ussel in December 2014) was considered a great success and high satisfaction from partners and companies that were represented.

The added value consists in enhancing the offer of local service in the catchment areas where structures have a limited visibility. The opportunity for stakeholders to exchange and sometimes meet up... represents another benefit.

In this context of reforms and budgetary restrictions, ephemeral CDM represent an adapted answer to the SPRO requirements in France and thus enable to make alive and evolve the concept of Cité des métiers.

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## PUBLICATIONS/STUDIES

### EVALUATION REPORTS REGARDING THE IMPLEMENTATION OF THE REGIONAL PUBLIC SERVICE FOR GUIDANCE (SPRO) IN FRANCE

Conclusions and lessons from the evaluation of the « Information Jeunesse -SPRO experimentation programme » were addressed during a conference day organised on September 11 by the French Ministry of City, Youth and Sports.

In the 8 regions which took part in an experimentation phase of SPRO the « Centre Information Jeunesse » (CIJ) network appears to be well established but poorly recognised at the institutional level and by other stakeholders' networks.

The CDMs were often mentioned during the discussions and in particular the CDM de Limoges et du Limousin. When they operate in the same territory, the CDMs work efficiently with the CIJ. The two networks share common interests, both in terms of values (respect for anonymity, concern about the point of view of public visitors) and organisation of the service offer (reception in free access) or issues for the future; we can mention the need to take into consideration the impact of the new map of regions on the activity and the organisation for instance.

The « Centre Regional Information Jeunesse » (CRIJ) is interested in sharing its experience in welcoming young people and its knowledge of its users. CIJ are not players into the SPRO. They do not have the animation capacities. However it would be interesting in pooling with them communication and event tools. Moreover it is mentioned at the end of the report that the State would like to raise a new framework of « Information Jeunesse ».

Other report to mention is the evaluation of SPRO foreshadows conducted the General Inspection Administration of the National Education (IGAS), in which the Cités des métiers Network in France appears as one of the networks that could « facilitate the organisation of convergence ». The implementation of the SPRO and of the new administrative map of regions represents thus an opportunity to develop partnerships and contribute to the development of a quality service. IGAS has also mentioned the challenge of the « professionnalisation » development of players; in this case the Network has already been committed with the ongoing design of an internal certification process for counsellors.

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## NETWORK NEWS

### ASSESSMENT OF THE FREREF - EUROPEAN UNIVERSITY OF REGIONS AND TERRITORIES

On September 23 and 24, the European University of Regions and Territories « lifelong learning » was held in the Bade-Wurtemberg at the University of Konstanz (Germany). The Cités des métiers Network as a member of the FREREF was represented by Grégoire Evequoz de la Cité des métiers du Grand Genève and Bernadette Thomas, in charge of the CDM label and member of the Executive Committee.

This thirteenth university gathered almost 60 persons coming each year from different regions of Europe (Germany, Belgium, Spain, France, Italy, Switzerland and Poland) to talk about « Education-Training-Enterprise, citizenship for Europe ». It included the participation of regional political leaders, two European deputies and the Vice-president of the European Parliament, Sylvie Guillaume. It represents a particular space for exchanging between three different sectors which do not have so many opportunities to cross together points of view. Workshops enable them how to strengthen links between the three components that contribute to make future people citizens and renew collaborative approaches based on three complementary perspectives:

- How to reinvent cooperation between the business community and the education-training community;
- How to promote entrepreneurial spirit, including to young people with a low level of qualifications, and support to entrepreneurship;
- How to build and promote lifelong experience

Sandwich course and mobility are the two main recurrent topics in the discussions while introducing examples and practical case studies.

Talks were focus on the place of Enterprise in the design of vocational paths, particularly those which required in sandwich training devices. These can create link Enterprise and training institution and rewarding both the Institutions concerned and the learner.

Regarding mobility of young people in vocational training, it drew attention, in particular through the analysis of conditions for improving in order to make this mobility more seen as a personal and professional development factor.

Therefore, the notion of « savoir devenir » was mentioned as a result of exchanges about the soft skills useful for the development of employability and so mobility. It makes possible the link between personal and professional concern.

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## EUROPEAN FUNDING

### EU PROGRAMME FOR EMPLOYMENT AND SOCIAL INNOVATION (EASI)

CDMs de Paris-la-Villette et du Gard have mentioned their interest in applying for the call for proposals *VP/2015/011* «for social policy innovations supporting reforms in social services », deadline: 16 November 2015.

A working group has been set up to think about the project proposal and identify main partners.

Please contact the International Coordinator if you want to be part of this project.

### CONTACT ADDRESS

The e-mail address for information regarding the Newsletter, the Winter School and the General Assembly is *delegationexecutive@citedesmetiers.fr*

Thank you for your cooperation.  
Yours sincerely,

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