

# Cité des métiers- an holistic approach to career counselling



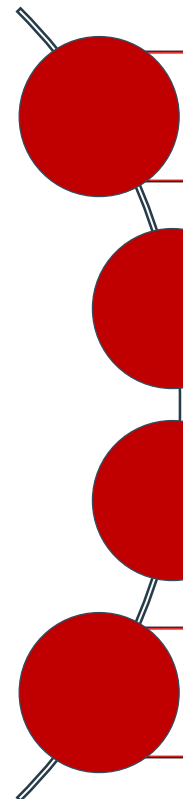
3rd VPLBIENNALE : Berlin, 7<sup>th</sup> of May 2019  
WORKSHOP SLOT I : SUPPORT STRUCTURES

# I. The concept Cité des métiers

**A concept set up in 1993 at the Cité des Sciences  
et de l'Industrie in Paris La Villette**

**A labelling process set up in 1998 (almost for free)  
following the principles of the Charter « Cité des métiers »**

# Cité des métiers – main principles of the Charter

- 
- Host clients without appointment, free of charge and anonymous basis
  - Foster listening by a welcoming and gratifying space
  - Be pro-active and propose actions/answers that can be adapted to needs of inhabitants of the territory
  - Offer a plurality of points of view

# Cité des métiers – a space to deal with professional life

**Interviews with professionals**  
coming from related institutions in  
the fields of career guidance and  
and professional life



Online/onsite **open access  
documentation** about  
employment, professions, trainings

**Information days**, seminars,  
meetings organised by all  
partners or co-organised with  
other stakeholders in the  
territory



# Cité des métiers : A space to find an answer related to career transition



# Cité des métiers – an opened-up partnership environment



- **BETTER WELL KNOWN AND UNDERSTOOD FOR PEOPLE**
- **SHARE AND POOL INFORMATION AND RESOURCES**
- **INCREASE COMPETENCES OF THE TEAMS**
- **DEVELOP/EXPERIMENT NEW SERVICE OFFER**

# Cité des métiers – benefits for benefits practionners in career counselling ?



Learn new approaches with other professionals

Increase their competences

Boost their work

Contribute to the development of a positive tool for the consistency of initiatives among the territory



## II. Governance of Cités des métiers

# A Network to support mutual learning in lifelong career guidance



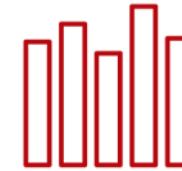
## French association set up in 2001

- ✓ A Board of Directors (8 members)
- ✓ Groups of experts in career counselling, digital mediation and documentation
- ✓ At least 2 meetings a year, 1 major event



## KEY PRIORITIES 2018-2020

- ✓ REINFORCE the recognition and the positioning of the Network to lifelong career guidance
- ✓ SUPPORT members in the skills and practices development of their teams
- ✓ ENCOURAGE among members the research of synergies between Science, Culture and Lifelong career guidance

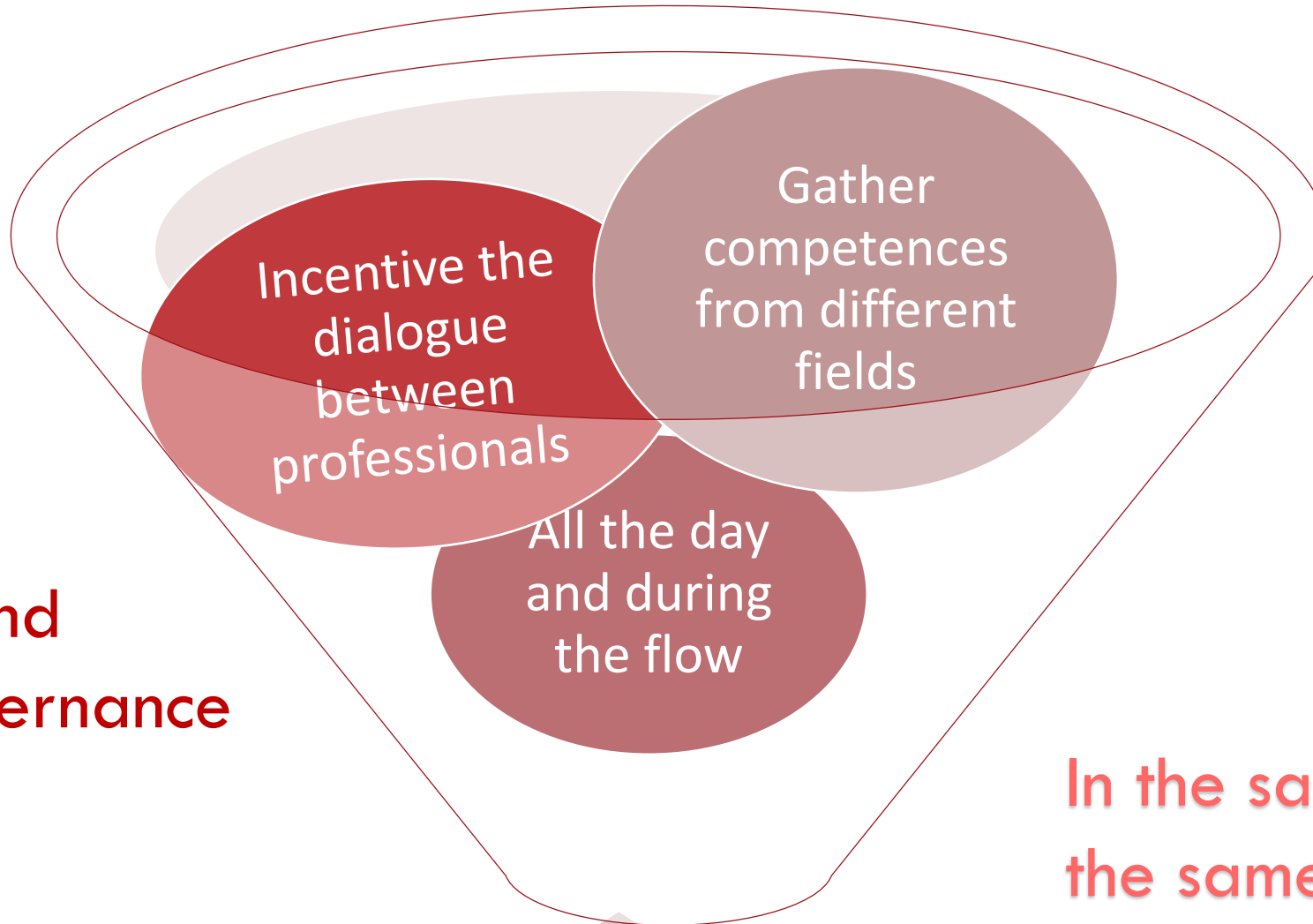


**1 label** owned by  
Universcience

**29 Cités des métiers** in  
project or operating

**Covering 7 countries**  
(of which half in France)

**> 550 000 visitors in  
2018**



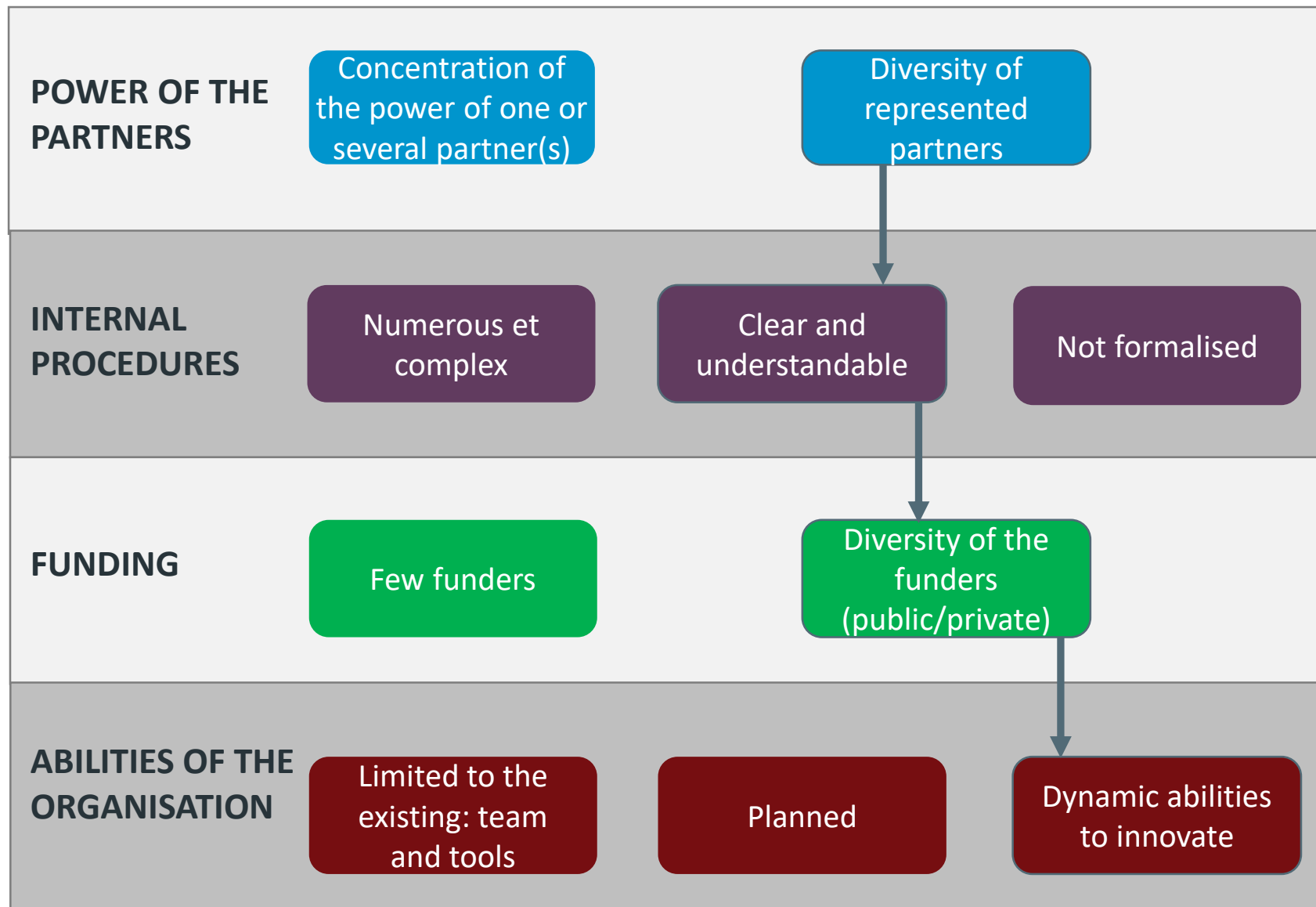
# La Cité des métiers

A shared and  
neutral governance

In the same place at  
the same time

Based on the needs and  
expectations of people

# Drivers of the governance in CDMs



# Structure models of Cités des métiers

## ADVANTAGES

### ASSIMILATED TO A SERVICE OR PUBLIC AGENCY

- Strong financial and political support
- Attractiveness and visibility regarding the actors of the territory

### SERVICE OF A MULTI-SERVICE ORGANISATION

- Optimisation of resources between services
- Political support and / or strong diversity of partners

### PUBLIC UNIQUE STRUCTURE

- Institutional recognition of the role of the CDM on the territory
- Guaranteed operating budget

### PRIVATE UNIQUE STRUCTURE - ASSOCIATION

- Flexibility in decision making and service development
- Accessibility to private funding

### ASSOCIATION AGREEMENT (WITHOUT LEGAL ENTITY)

- Flexibility and speed of adaptation
- Smooth framework for mutual learning

## LIMITS

- Low organizational and communication autonomy
- Framework less favourable to experimentation

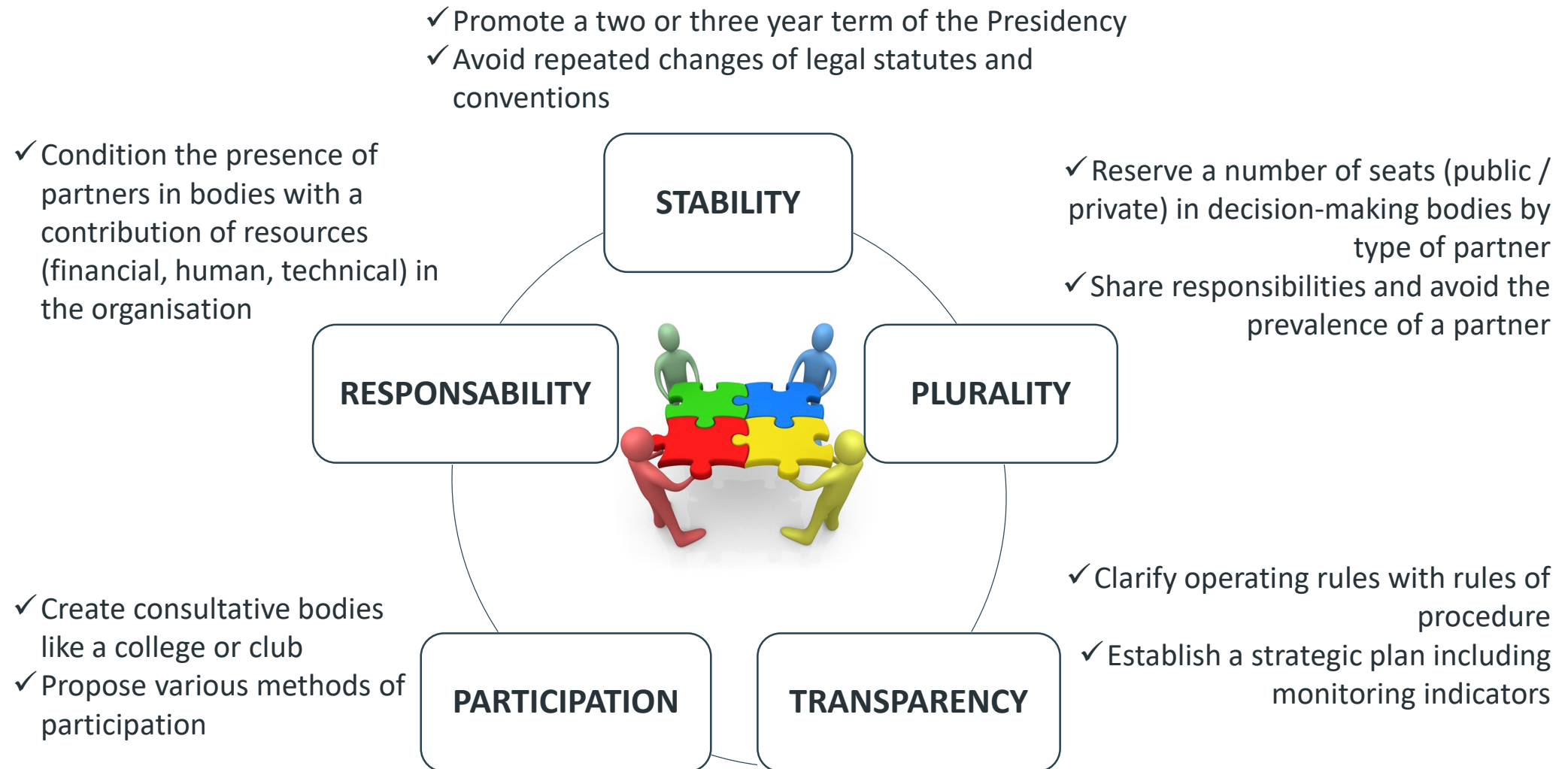
- Lack of external visibility of the CDM
- Loss of marks in the overall governance of the organisation

- Dependence on public funders
- Administrative constraints at the organisational and financial levels

- Financial capabilities often limited
- Sometimes lack of institutional support

- Functional dependence regarding partners and possible blockages
- Absence of financial autonomy of the association

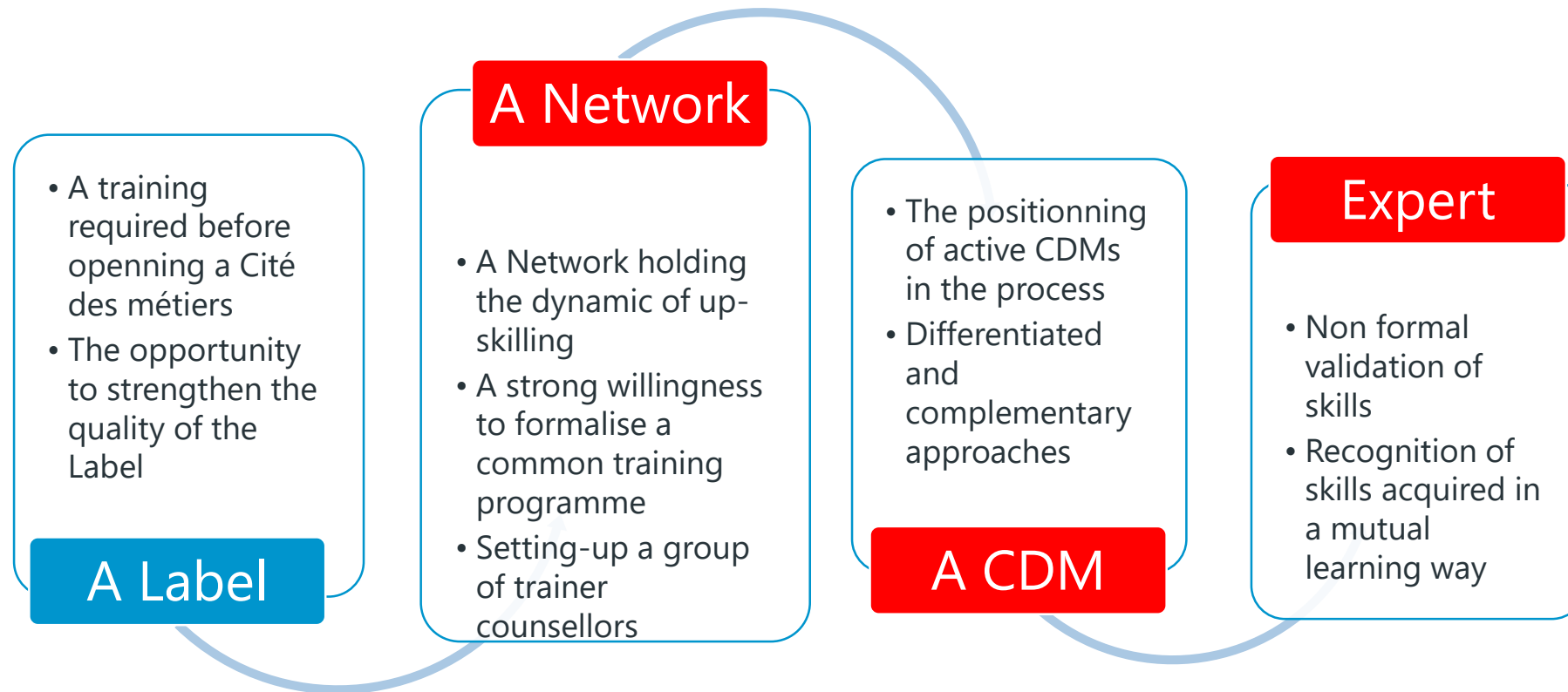
# Key factors of an effective governance in CDMs





### III. Contribution of CDMs in upskilling pathways

# Professionalisation of the profession of career counselling in CDMs



# Presentation of the project COCADE

## ***COCADÉ « DEveloping CAreer COunselling services in integrated spaces »***

Period: September 2017 – February 2019

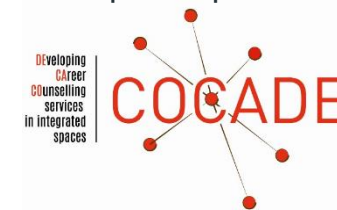
This project is to **develop the offer and quality of counselling services in career guidance in integrated spaces**

### Specific objectives:

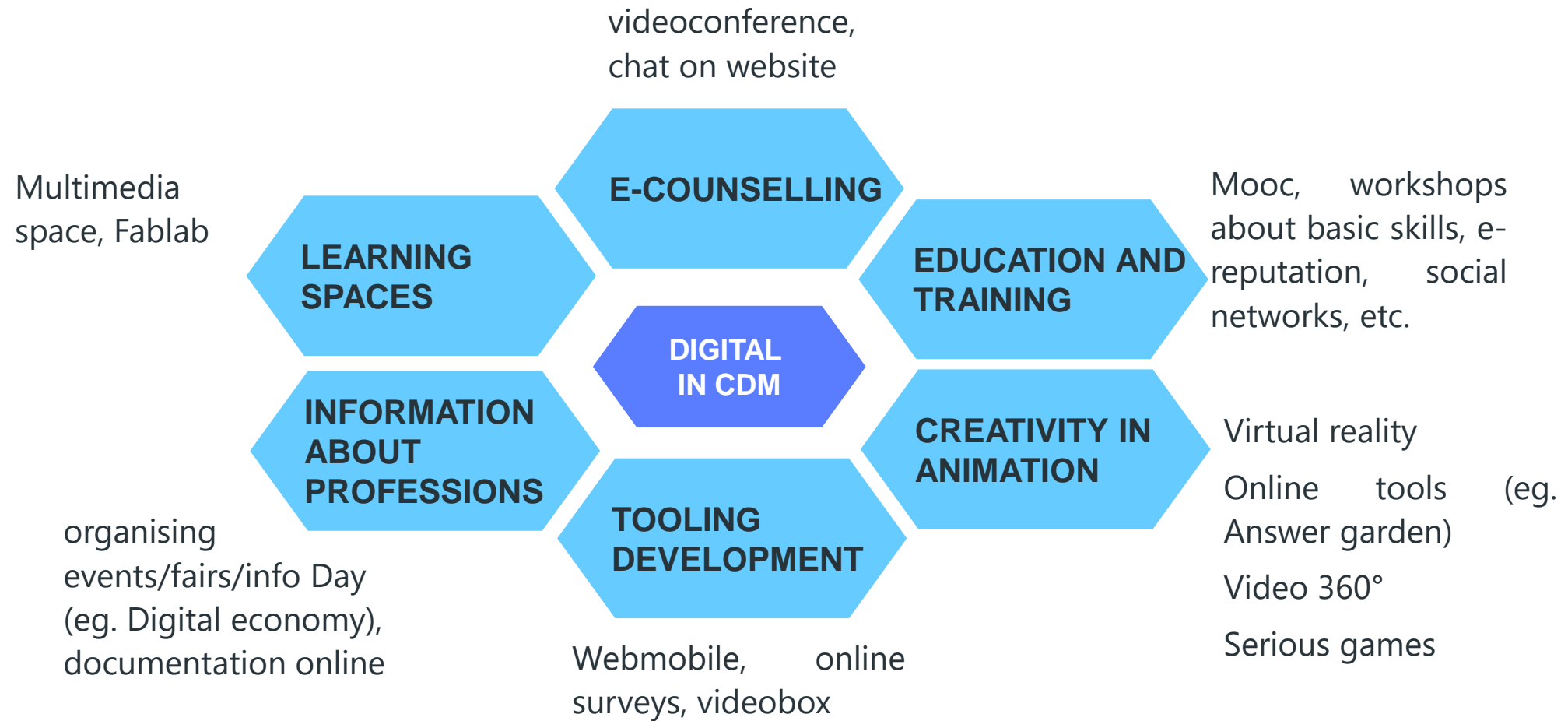
- ❑ Conduct the up-skilling of the profession of career counselling in integrated spaces and support practitioners and counsellors while having an apprenticeship in Cités des métiers and similar spaces ;
- ❑ Strengthen the coordination of opened multi-partnership approach in the implementation of the reception, information and career counselling offer.

### KEY FIGURES

- 9 organisations (FR, IT, PT, BUL, DK)
- 6 transnational meetings
- 2 trainings in career counselling, 1 training in partnership management, 1 training in recognition of skills
- > 85 participants in training sessions



# Digital literacy in CDMs



# EU projects related to the use of digital devices

**DIMESCA (2018-2020)** Digital, Inclusion, Mediation and skills in lifelong Career Guidance/ E-Skills@CareerGuidance

Objective : develop e-skills in lifelong career guidance centres including in third places such as public libraries.

*Coordinator : RICDM*



**NETME'IN (2015-2018)** building digital identity for a rewarding journey to work

Objective: develop and sustain the Digital Professional Identity as a factor in employability of NEETs.

*Partners : RICDM, CDM de Paris*



# Towards the implementation of digital and inclusion support in Cité des métiers

PROJECT IN CITE DES METIERS DE SAINT-QUENTIN EN YVELINES, 2017-2018

## OBJECTIVES

- Strengthen the autonomy of clients in particular those with digital divide.
- Experiment a pilot programme of activities and develop a sustainable service offer
- Support the up-skilling in the profession of digital and inclusion mediation

## ORGANISATIONAL APPROACH

- Involvement of local partners : PES, Public health Insurance Services, companies, etc.
- Capitalisation of good practices within the Network
- Spin-off/dissemination of activities in other territories





# Pilot programme of activities in Saint-Quentin en Yvelines

## MODULE 1 – ACQUIRE BASIC SKILLS

## MODULE 2 – ACCESS TO E- ADMINISTRATION

## MODULE 3 – MANAGE YOUR E- REPUTATION

### ACTIVITES IMPLEMENTED IN 2018

- Up to 250 activities (eg. individual interviews, collective interviews, workshops, individual support, show-room, etc. )
- Several partners involved to provide activities : PES, Public administration (social workers), Local health administration, local Authorities, Orange, Adecco foundation, other public and private organisations, etc.
- Focus on long-term unemployed people with low wages

### RESULTS

- 185 users : 70% are women, majority between 35 and 54 years old, 70% with low qualifications (less than A-level)
- Participants more qualified in module 3 than modules 1 and 2
- Positive impact on the motivation, self-confident and capacities of people
- Consider other related topics such as family, social care, health, etc.

*Impact of digital revolution on the professions and counselling services*

*6/10 jobs in 2030 do not exist yet*

Skills portfolio

Professionnal life = different jobs = different employers

Clients with more specific needs/expectations

**LIFE LONG CAREER GUIDANCE** is about professional life and personal life

Re-organising spaces

Up-skilling professionals and people



E-skills



*Fab lab, hackerspaces...*

# THANK YOU FOR YOUR ATTENTION



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