

universcience

Label Cité des métiers

Methodological guide for the application
of the main structuring principles

Why this guide?

This guide responds to the expectations expressed in particular in the context of the Cité des métiers 21 initiative and the Springs Schools 2019 and 2021.

This guide is a tool for the actors of the Cités des métiers, providing answers to the questions they have in the application of the fundamental principles, in particular relating to the reception of people in the Cités des métiers.

These moments of exchange around “the Cité des métiers of tomorrow”, within the Cités des métiers International Network, were particularly important in the context of the health crisis. These discussions allowed us to confirm and recall the structuring principles of the Cités des métiers and permit us to update their implementation in the field.

By administering the Cité des métiers label as a free franchise, a protected trademark owned by Universcience-Cité des sciences et de l’industrie; Universcience, offers several solutions, including this guide, to support the Cités des métiers in their adaptations.

Beyond the collection of answers to the questions asked, it also allows us to **reappropriate the foundations** of these principles, in order to find a coherent response, thus allowing for the evolution of certain modalities **without altering the service provided.**

This guide, built in cooperation with the Cités des métiers International Network, with the following several workshops, gives us **guidelines** and helps us make choices based on our intentions and the promise made to the user in a given situation.

It proposes a method of reflection to solve the questions that may be raised today or tomorrow. Each Cité des métiers, surrounded by its peers, will thus be able to provide the appropriate responses while **pursuing the quality requirement** at the heart of its commitment.

The Cité des métiers

concept in a few key dates

1993

The first Cité des métiers was founded in France, in Paris, in 1993 within the Cité des sciences et de l'industrie.

1999

In response to requests from several territories wishing to reproduce the concept, the Cité des sciences et de l'industrie registered the "Cité des métiers" brand and created the Label service. The first three centres to receive the label were in France (Belfort, Nîmes, Côtes d'Armor) and the fourth was in Italy, in Milan.

2001

The Association of the Cités des métiers International Network was created in order to lead and coordinate a growing network of Cités des métiers.

Currently, the regional association of the Cités des métiers d'Ile de France, founded in 2015, brings together the 4 Cités des métiers in Ile de France.

2022

The Cités des métiers network is present in 6 countries and there are 26 Cités des métiers in the world, including 15 in France to date.



Cité des métiers, la Réunion (Saint-Pierre, La Réunion)

Preamble

Voluntary principles based on a commitment of trust.

The awarding of the Cité des métiers label requires compliance with commonly agreed and desired principles, in that they guarantee of the quality of the services offered. By applying for the label, the project holder endorses these principles and recognises their underlying values. That being said, adjustments to the application of the principles have been necessary from the outset, as this is a constantly evolving eco-system in an ever-changing environment. It is a matter of collectively bringing these principles to life in the concrete reality where they apply.

It is important at this stage to bear in mind that the application of the principles set out remains the rule and adjustments the exception. Adjustments are therefore made on the margin, and justified by a particular situation. Each label holder must therefore be able to account for them in accordance with the commitments linked to the label.

Principles that have withstood the changes of the last thirty years.

In the context of the 1990s, the Cité des métiers was a major innovation in terms of reception, information and counselling in the field of career guidance, further education, vocational training and employment. While the service offer can appear to be segmented and rigid, even austere, the Cité des métiers is in fact innovative in its openness ; breaking down barriers, which aim to reverse the relationship with the user by making him the main actor in his professional project. The relationship with the counsellor has also been profoundly revised, insofar as, in our user-centred approach, the counsellor does not convey his institutional identity but rather focuses on in his operational function. During the 2019 and 2021 Springs Schools, the work initiated as part of the Cité des métiers 21, Cité des métiers of Tomorrow, has allowed us to reiterate the importance of the four basic elements of the concept. These basic elements relate to the fundamental principles and the structure the label, with the following goals: autonomy, free choice, and the foundations of a learning society.

Principles based on four core elements:

1 — The user at the centre

This is a strong requirement because it implies that every action and every service offered by a Cité des métiers must be filtered through the user's interest.

2 — Anchoring in a territory

A Cité des métiers is designed in a specific territorial environment, taking into account the pre-existing ecosystem. It is therefore a territorial project, by the actors of the territory and for its inhabitants seeking career counselling and information in order to build their professional future.

3 — Decompartmentalisation

This term refers to the fact that a Cité des métiers brings together the skills of partners, pooling resources to create a service offer where the user has access to the necessary resources. This is its raison to exist. Without this decompartmentalisation desired by a group of actors, a Cité des métiers cannot exist. In a twofold movement, it also embodies the diversity of the people welcomed without distinction of status, origin or profession. It is also the decompartmentalisation of time, the Cité des métiers offers people service offers corresponding to their

needs in the short term (urgent help required), the medium term and the long term, allowing them to project themselves into the future. In this respect, the Cité des métiers is an open system.

4 — The science and technology link

Because of the specificity of the holder of the Universcience label, the DNA of the Cités des métiers carries this opening towards a better knowledge of the scientific and technical world whose evolutions impact the future and the professions of tomorrow. At the origin of the concept, there was the desire for a learning society, through a tool, the Cité des métiers, that would provide a scientific approach to each and every person in order to make informed choices about their professional future. These four basic principles can be broken down into four structuring principles: anonymity, free access without an appointment, for everyone.

This guide intends to answer the questions raised by the implementation of these four principles.

How to implement the structural principles:

anonymous, free,
no appointment,
all users welcome

1. Anonymity.

In a world that is becoming increasingly digital and where the user may increasingly perceive the lifelong guidance actors as threats to his or her freedom of choice, the fact that the delivery of the service is not conditional on the lifting of anonymity guarantees the user to express himself or herself freely and to encourage him or her to engage in a counselling process. It is a matter of respecting the user's wish to remain anonymous and not an obligation. Thus, for all verified situations where this is not possible, anonymity can be lifted.

However, explicit consent should be obtained by explaining the situation to him or her, and by presenting the precise use that will be made of it in a transparent manner.

Nota bene:

this topic is framed by the application, at a minimum, of the European law on the GDPR <https://www.cnil.fr/en/gdpr-toolkit> and the laws related to anti-terrorism. Finally, if specific provisions affecting anonymity were made during the pandemic, they should be reassessed when the situation returns to normal.



La Cité des Métiers, Marseille and Provence-Alpes-Côte d'Azur
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Main issues:

“How to respect anonymity with the new methods of contact via social networks, apps, chat...?”

In this case, it may be suggested to the user that he/she identify him/herself under a pseudonym, which allows a method of contact with the Cité des métiers. If an e-mail address is used, it may contain personal identification data and may not be stored or used for any other purpose.

“How can we keep track of the actions carried out with a user in order to be more effective in the follow-up?”

- First of all, **it should be remembered that the Cité des métiers does not provide accompaniment for a person throughout their career.** That said, it may be worthwhile to structure tools to monitor the process (e.g. e-port folio).

- In this situation, **the use of a pseudonym** is possible and guarantees the user’s anonymity. If, despite everything, personal data appears, it must be ensured that only the user has the possibility of giving information to a third party. Furthermore, any storage of data by the Cité des métiers must, as always, comply with the legislation in force.

“The justifications for funding (European, etc...) do not allow for anonymity. How can this be done?”

Evaluations of actions supported by European funds often involve providing nominative files of beneficiaries. In this case, it is important to engage in a discussion with the Managing Authority department to identify the margins of negotiation that allow a compromise to be found between the expectations of the funders and the protection of the user.

For example, a distinction can be made between different possible statuses for a user who is registered in an ESF (European Social Funds) action, which allow to make the rules more flexible according to the level of participation

If personal data are ultimately transmitted, full transparency must be guaranteed to the user. “Transparency” means clearly explaining to the users that this is a specific service offered as an option in addition to the usual Cité des métiers offer, where information about them is requested in order to benefit from it. The person should be told that they are free not to make this choice. If they do refuse, they may be referred to other Cité des métiers offers that correspond to them. The Cité des métiers should ensure that alternative offers are made available. This allows the person to make an informed choice.

“With us, anonymity is not part of our culture and can create a distance.”

The cultural dimension is important and must be appreciated in the methods of contact with the user. However, it is important to explicitly allow users to remain anonymous in order to not divert people from the service offered by the Cité des métiers, regardless of cultural specificities.

“How to work on a CV with a person while respecting anonymity?”

In the classic case where the person accepts very consciously to reveal his or her identity without this causing any problems, vigilance will have to be brought to the possible storage of this data by the Cité des métiers according to the legislation in force (GPRD in Europe).

“How can we respond to requests for proof of attendance at the Cité des métiers from users who need to justify their actions?”

It is not the role of the Cité des métiers to provide this type of document at the request of third parties. However, to meet this expectation, it is recommended that a tool (e.g. time stamp, selfie space, etc.) be made available so that users can produce proof of their presence at the Cité des métiers independently. As to avoid creating difficulties for users, it is recommended that the structures requesting the certificate be reminded of the Cité des métiers' particularity and the interest for the user in using the services of the Cité des métiers. Proof produced independently should be accepted.

Anonymity seen from the career counsellor's side:

While this rule can pose some problems in its application and may degrade the user/counsellor relationship, it is possible to derogate from it by strictly respecting the discretion of the institution to which the counsellor belongs. Similarly, a user's identification of the counsellor and his or her desire to continue working with the same counsellor is understandable and does not necessarily conflict with the Cité des métiers principles. In this case, the counsellor can inform the person of the days and times when he or she is counselling and invite him or her to return at that time. The limit that should not be crossed is to create a privileged situation with regard to other users (a faster passage, for example) and/or to start a personalised support process in the medium term. If this were the case, the person should be referred to an ad hoc partner.

2. Free of charge.

In an increasingly commercial world, this principle affirms the inclusion of the Cités des métiers in the sphere of public services in order to guarantee equal access for everyone, regardless of their resources. It should be pointed out that this is obviously free of charge in the sense of a direct cost that would be borne by the user according to the services provided, since the user, as a tax-paying citizen, finances the service provided to a certain extent.

By free of charge, we mean that Cité des métiers services may not be sold directly to users.

In the case of private partners and/or service providers, working at the Cité des métiers as part of a public service offer, an ambiguity may arise if a user is led, to subscribe to a paying service delivered on the partner's premises following contact with the Cité des métiers. The partnership agreement should specify the terms of intervention and the ethical rules that apply.

Otherwise, the respect for the neutrality of counselling is at stake, and this is a central notion in the Cité des métiers model. Vigilance is therefore required when introducing a partner into the Cité des métiers ecosystem.

The Cité des métiers must protect the public from commercial approaches.



Cité des métiers, Val-de-Marne (Choisy-le-Roi)
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Main issues:

“What is free, is not respected and this leads to problems in the collective service offer of the Cités des métiers.”

In the case of a significant gap between registrations and actual attendance, during events such as workshops, it is necessary to consider the multiple causes, and the impact of registration process (commitment in front of a counsellor, send a reminder two days before, etc.). The fact that it is free cannot be cited as a key factor in explaining a loss of audience between the time of registration and the date of the event.

3. Access without appointment.

This principle is a break from the other systems in force, where the service offered often requires an appointment. This principle translates the idea of opening up the reception of the user in the widest possible way, avoiding any obstacles to his or her approach, thereby facilitating access to the service offer for as many people as possible. However, some situations and modalities of service provision have always required appointments (e.g. collective offers).

In recent years, the number of situations where it is relevant to make an appointment has increased, particularly with the dematerialised counselling offer that has developed exponentially in the context of the pandemic. In this case, the response must respect the time zone of the user and not that of the institution. This means that access to an appointment must be as flexible as possible. Furthermore, the appointment system must not be implemented to the detriment of the service without appointment, which remains a marker of the Cités des métiers openness to all users. People who go to self-service centres must not be penalised. It is therefore recommended that a reception protocol be drawn up and displayed, specifying the procedures offered to users and detailing the system put in place by the Cité des métiers.

By extension, this reception protocol could define the physical and virtual reception methods (phone, chat, videoconferences, etc.). Although the Cité des métiers places physical reception at the heart of its project, it is clear that there is a growing emergence of dematerialised forms of reception, which enrich the service provided by the Cité des métiers to users. Thus, with this overall system, a coherent range of services should be offered, mixing face-to-face/distance/ with or without appointment/ impromptu reception.

4. The reception of all audiences.

As a multi-stakeholder structure, the Cité des métiers offers something that is accessible to everyone, regardless of the status, age, gender, level of qualification or place of residence. Here again, it is a break with a model where segmentation is generally strong and an opening to the widest possible without any initial barrier. It is a means of communication that allows a wider range of access to the Cités des métiers, for all categories of people who have no reference points. It also allows some users to avoid feeling categorised.

This does not imply, however, that the entire service offer must always be at the same level of specialisation for all audiences. All people must be welcomed, but it is understood that the level of response given will depend on the request and the expertise available. A relay to an external partner is always possible in more specific situations (people in migration situations, illiteracy, etc...) where the need for technicality and specialisation is essential.

Finally, the reception on the flow is unconditional but the collective offer of workshops can be centred around a specific category for educational and/or financial reasons. In this case, depending on the relevance, it may be possible to open up to users who were not the target group. The objective to be reached in terms of collective offers is to multiply the proposals for audiences with varied needs (and not already dealt with by other actors in the territory) and not to focus only on a single target audience (at the risk of "specialising").



La Cité des métiers, Italian Switzerland (Bellinzona)



La Cité des Métiers, Paris
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Cité des métiers

Cité des sciences et de l'industrie
30 avenue Corentin-Cariou
75019 Paris

citedesmetiers.com
reseaucitedesmetiers.org/le-label

Cité des métiers' international label manager

Sylvie Sesma

+33 (0)1 40 05 72 05 | +33 (0)6 32 34 60 10
sylvie.sesma@universcience.fr