



Activity Report

YEAR
2024

Réseau
International

cités
des Métiers

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The current transformations, which are profoundly changing the face of work and training, require a global and collaborative approach. It is essential that public policies, educational institutions and economic stakeholders work together to address these changes. The reshuffle of business sectors, the evolution of skills demand and the emergence of new forms of employment are redefining career paths and calling for continuous adaptation.

In this respect, it is becoming crucial to update the tools and mechanisms for supporting individuals throughout their career pathways and strengthening their ability to adapt in an ever-changing environment. The Cités des métiers, which are dedicated to lifelong career guidance, fully embody this dynamic. They respond to the immediate needs of the labour market while preparing citizens to tackle upcoming challenges. Their ability to combine local, national and European dimensions gives them a central role in the career guidance and vocational training landscape.

2024 was marked by the closing of the European Year of Skills, celebrated at an event co-organised by the Cité des métiers of Paris and Centre Inffo, with the Network's contribution, at the Cité des Sciences et de l'Industrie on 23 and 24 April. The event provided an opportunity to look at the major transitions - ecological, demographic, digital and globalisation - in the light of skills, which are now at the heart of these changes. These discussions feed into the work of the Cités des métiers, which are guided by a desire to innovate.

They are committed to promoting emerging or evolving sectors, particularly in the scientific, technical and industrial fields. Thus, they contribute to skills development and our societies modernisation. At the same time, they engage in analysing the evolution of individual aspirations and people's relationships to their work, in order to adapt career guidance and training systems to contemporary expectations.

Beyond their contribution to society, our organisations are directly affected by the major transitions underway, particularly the digital transition. This raises essential questions about the role of digital technology in guidance platforms and the ability of technology to offer tailored support services. These forward-looking issues are now unavoidable, particularly with the rise of artificial intelligence, which is deeply transforming counselling practices and the way people access information.

To address these changes, the Network has finalised the reorganisation of its coordination team, marked by the arrival of Virginie Lions as Head of Association in January. This new dynamic has strengthened the collective life of the Network. Three Permanent Assemblies of Managers and an Autumn School (the Network's annual seminar) were organised. The last one brought together more than 170 participants over three days. This seminar demonstrated the Network's ability to provide spaces and time for exchange, pooling and cooperation, as required by its members.

This annual seminar was also an opportunity to take stock of the 2024 Strategic roadmap, which is coming to an end, and to start working on an updated version. Our warmest thanks go to the Cité des métiers of Brussels, which successfully rose to the challenge of organising this Autumn School, offering a rich and inspiring program that lived up to the expectations of the professionals present.

The Network would also like to pay tribute to the commitment of its members in leading and structuring local initiatives. We are delighted that the Cité des métiers of Saint-Omer recently joined the Network, and that the Cités des métiers of Liège and Pays d'Artois were inaugurated in the presence of local elected representatives and public services.

Finally, it was with great emotion that we learned of Olivia P'tito's departure from the presidency of the Network. She has carried out the function with conviction and commitment since 2020. We would like to thank her most sincerely for her four years of fruitful collaboration on the Executive Committee.

While 2024 marks the end of a cycle for our association, 2025 promises to be a year of new challenges. At the same time, the European elections and the formation of a new Parliament raise crucial questions about the recognition of and the resources devoted to lifelong career guidance. With more than 20 years of international expertise behind it, the Réseau intends to fully assert its place in this new European context, by upholding its vision of an inclusive, accessible career guidance service that is a genuine lever for individual emancipation.

Rafael RICARDOU
General Secretary

PART 1

The network and its members



Bodies and governance

IN 2024, THE CITÉS DES MÉTIERS INTERNATIONAL NETWORK COUNTS 24 MEMBERS SPREAD OVER 6 EUROPEAN COUNTRIES

The Executive Committee

The Executive Committee administers the association. It guarantees the statutes are respected, the activities properly implemented and consistent with the strategic roadmap voted by the General Assembly, and the budget well executed.

In 2024, the Executive Committee met 9 times. It is composed of the following members :

- **Olivia P'TITO**, President
- **Rafaël RICARDOU**, General Secretary
- **Corinne MARETS**, Treasurer
- **Julia COLLIS**, Vice-president in charge of professionalisation
- **Stéphanie BENARD-CHAUVEY**, Vice-president in charge of partnerships

The Permanent Assembly of Managers

The Permanent Assembly of Managers (APM) is a consultative assembly that brings together Cités des métiers managers. Its role is to facilitate information and experience circulation, to encourage cooperation development and to debate the Executive Committee proposals in terms of strategy and organisation.

The APM met 3 times in 2024.

The General Assembly

The General Assembly meets at least once a year to vote on the annual report, the financial statements, the annual budget and to elect the members of Executive Committee if necessary.

This year, the General Assembly met on **24 June 2024**.

Etat des lieux du réseau



24

Cités des métiers accross the world



6

countries represented throughout the Network : France, Belgium, Portugal, Spain, Switzerland, Italy.



1

new Cité des métiers labelled in 2024

Several significant events for the life and evolution of the Network and its members occurred in 2024:

- The **Cité des métiers of Liège** opened the doors of its new premises to the public on **31 May 2024**.
- The **Cité des métiers of Pays d'Artois**, which opened to the public in 2023, was officially inaugurated on **4 June 2024**. It was also awarded the operating label in November.
- The **Cité des métiers Sambre-Avesnois**, located in Maubeuge, started its activity to the public in April, with the opening of its main site and the beginning of its decentralised actions through the Guidance bus.
- The **Cité des métiers of Saint-Omer** joined the network on the **25 April 2024**.

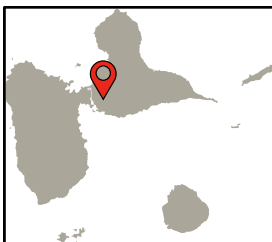


The Cités des métiers across the world

In Europe



Overseas



Guadeloupe



Mayotte



Reunion Island

“Cité des métiers” concept

Cités des métiers are multi-stakeholder platforms that provide access in a one-stop-shop to a wide range of tools (counselling, documentary resources, group activities) to help people make informed, rather than constraint choices on their professional life.

They act as partners aggregators at the disposal of the residents of a territory. By involving an ecosystem of lifelong career guidance stakeholders (Public Employment Services, public education, career development professionals, business development coach, etc.) in the creation and development of their services, they encourage and drive local cooperations.

A Cité des métiers complies with quality standards established by the “Cité des métiers” Label Authority, a registered trademark belonging to Universcience. This label guarantees a quality service to people. It is based on a set of key principles and core elements.

4 key elements



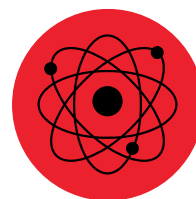
User-centred
approach



Territorial
integration



decomparten-
talisation



Science, technology
and worklife relation

4 principes structurants



Anonymity



Free of
charge

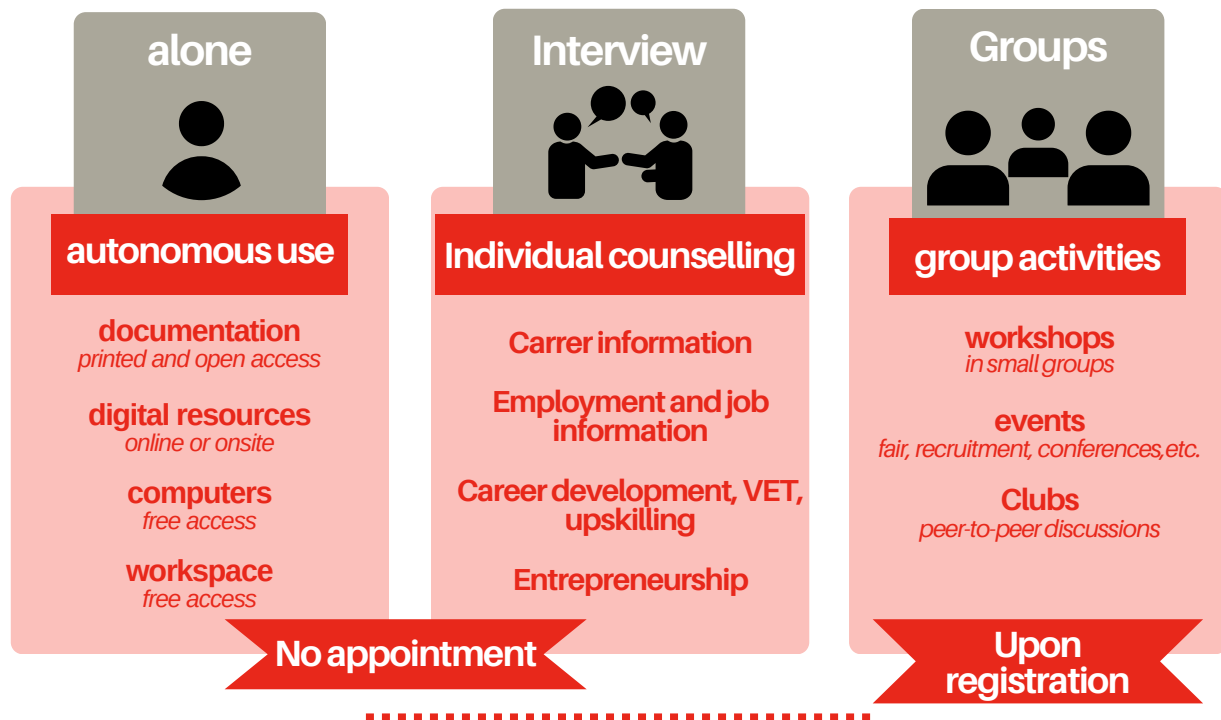


Open to all

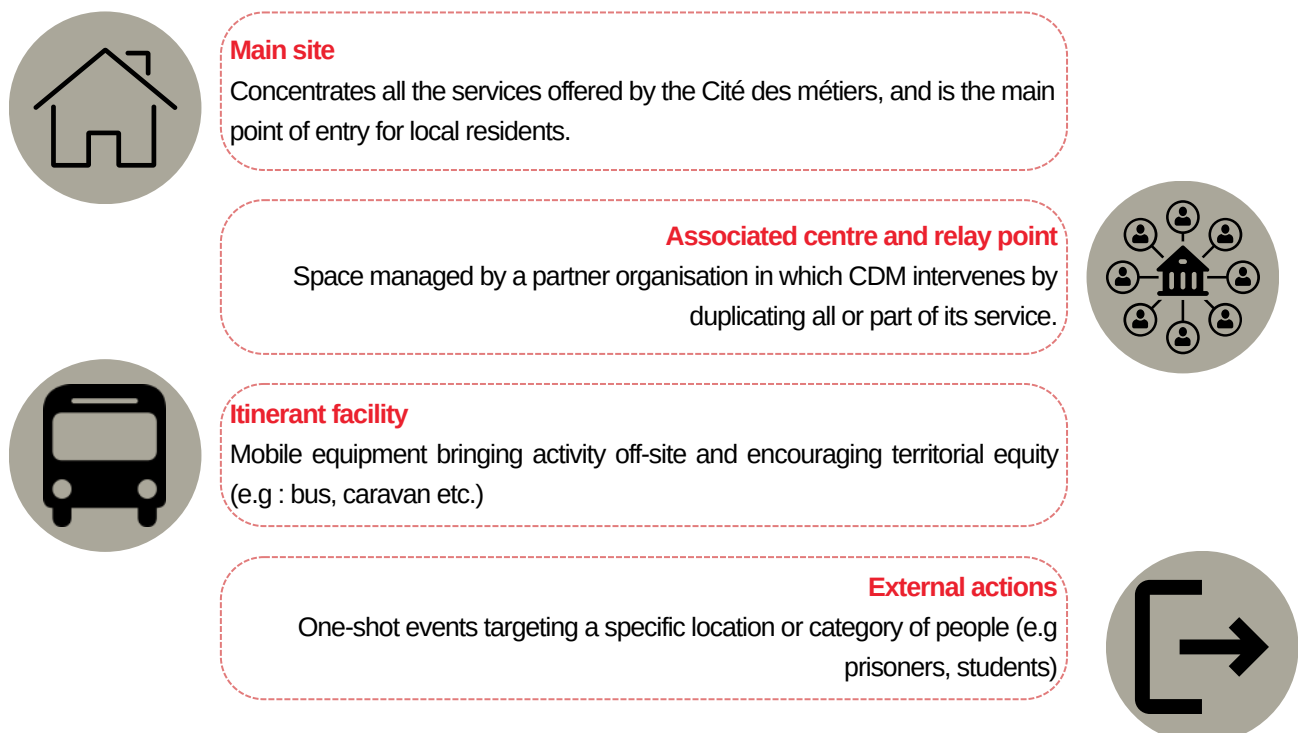


No appointment

The Cités des métiers provide at a local scale a range of services tailored to the needs and specificity of the territory they cover. While the content of the services differs from one to another, the typology of activities offered remains similar:

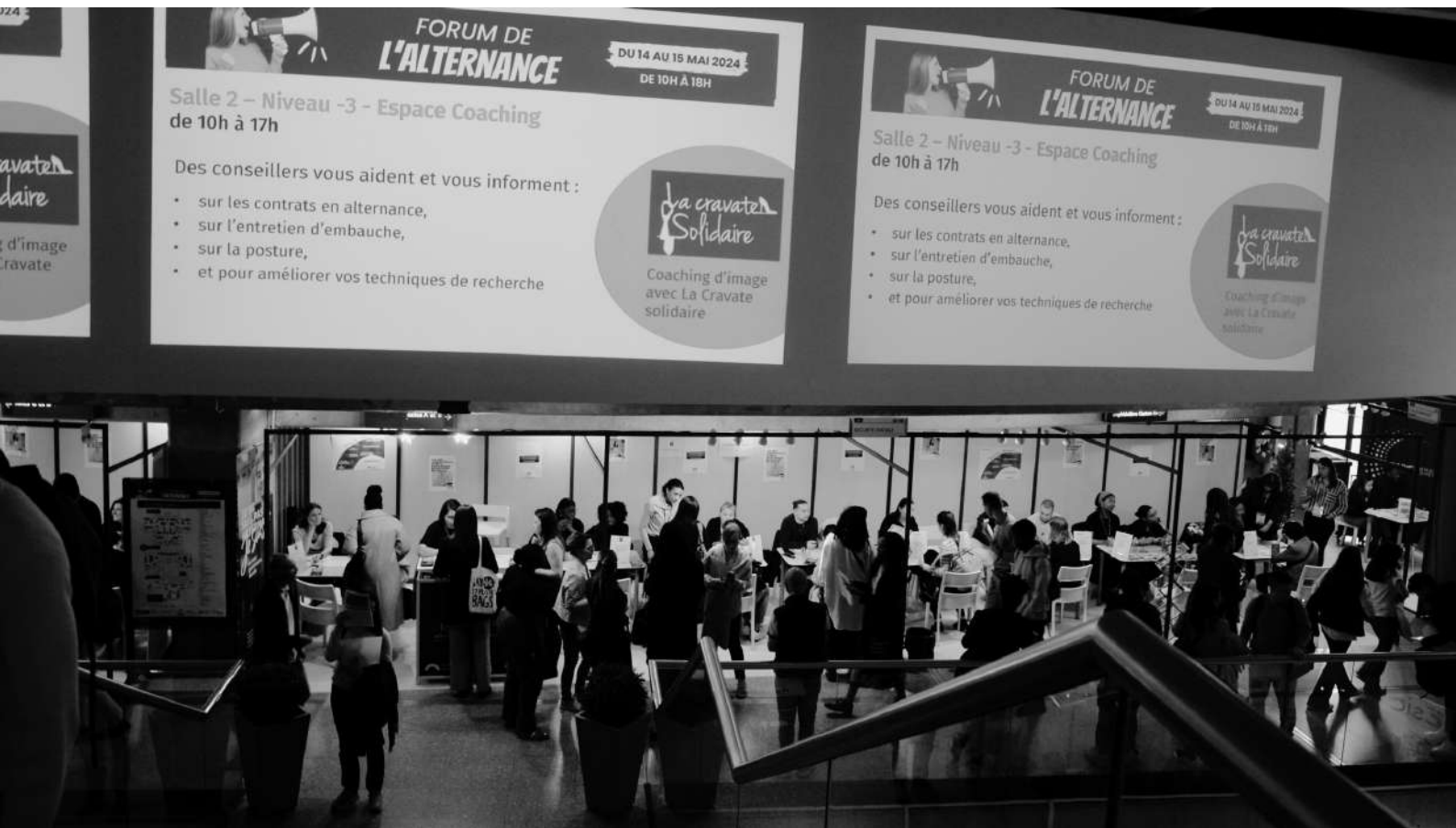


The Cités des métiers proposed their services through a wide range of channels



PART 2

The Cités des métiers activity

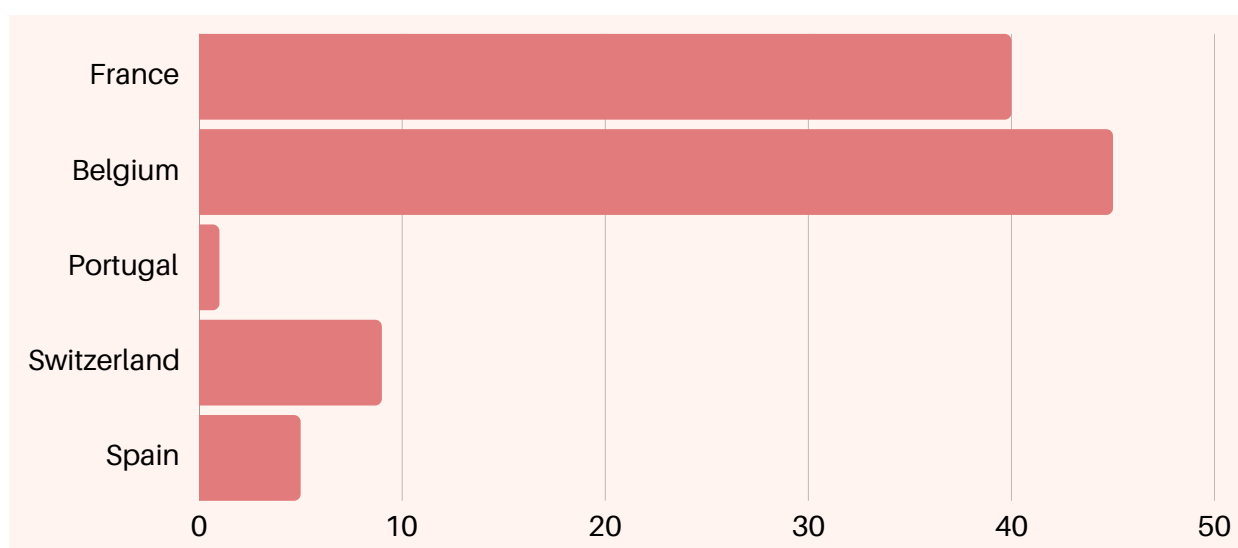


Beneficiaries

Per countries

more than 555 000

visitors received in 2024



Répartition des usagers par pays en %

Per type of activity

individual counselling
(onsite, online, offsite...)



235 000 peoples counselled

events
(conference, round table, stand, fair...)



115 000 visitors

informative resources
(paper or digital resources, online, onsite...)



105 000 users

workshops
(onsite, online, offsite...)

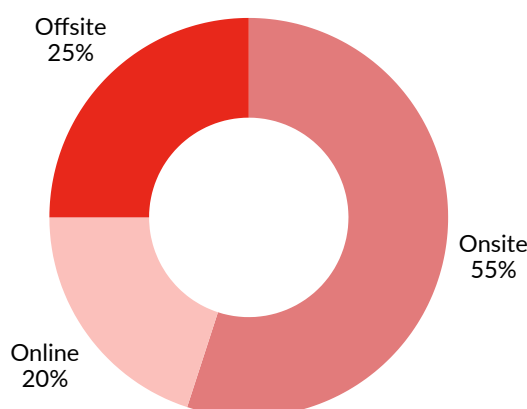


100 000 participants

Services

Individual counselling

Onsite or online, face-to-face, by mail, or by chat, the Cités des métiers propose an extensive and multi-channel range of counselling material covering all aspects of the professional life and targeting all audience, regardless of their age, gender or administrative status.



Events

The Cités des métiers initiate a wide variety of events involving their partners on themes that meet the needs of local residents.

- **Fairs** put the public in touch with employers, business sectors representatives , training offers or socio-professional support services.
- **Conferences and round-tables** enable people to find out more about careers pathways, training opportunities, business sectors and industry, through personal accounts and contributions from qualified personalities.

more than 600 events organised by CDMs in 2024.



Women Employment Fair
Cité des métiers Paris-La Villette



Big Bang Day
Cité des métiers de Charleroi



Science Fair
Cité des métiers des Côtes d'Armor

In the meantime, the Cités des métiers contribute to partnership dynamics leading them to participate in multiple events. This contributes to enforce equity of access to information and career guidance for the whole territory they cover.

In 2024, CDMs contributed to more than 450 events.

Informative resources

The Cités des métiers offer a great diversity of resources, contents and formats, so that every visitor gets access to information. In open access for a large part of it, these resources intend to enhance people's reflection and autonomy at every step of their professional pathway.



Documentation

more than 6000 references available throughout the network
more than 8800 copies in free access



Computers

100% of Cités des métiers are equipped with free access digital space.
more than 550 computers and tablets accessible to visitors



Virtual reality

60% of the Cités des métiers are equipped with **VR headsets**.
125 headsets are used for immersive experiences (job discovery, immersion...)

Workshops

Each year, multiple workshops are organised by the Cité des métiers to cover local residents' specific needs, develop their career management skills, as well as enhance access to information on specific issue.

They cover a large variety of topics and needs : digital assistance, health and worklife, job-seeking preparation, career information and coaching.

Facilitated by partners and produced within the coordination committee of the CDM, this program is a concrete response to the local needs diagnosis constantly updated by the reception of visitors and counselling sessions provided.

more than 6700

workshops organised in 2024

Workshops are tailored to users' needs and embrace different formats.



Info-session

around 460 organised in 2024

information on job, training, coaching opportunities, to a large audience.



Participatory workshops

around 6000 organised in 2024

Interactive discussions facilitated by a host, intending to develop soft skills.



Peer-exchange group

around 230 organised in 2024

Meeting of people sharing a common problematic or interest, and aiming at encouraging exchange between participants.

Partners

Partnership ecosystem is the heart of a Cité des métiers. Its main goal is to pool career guidance stakeholders' resources, tools and expertise in a mutualised space.

688

partners involved
alongside with the Cités des métiers.



Civil society



Enterprises



Public services



Local
authorities

Partners contribute and work on many level :



Human resources

Provision of staff to run the reception or counselling areas, and facilitate the workshops.



Financial resources

Provision of operating costs, direct grant, contribution to grant application.



Expertise

Knowledge and analysis on visitors needs, contribution to project mangement and local diagnosis.



Material resources

Provision of facilities or equipment.

PART 3

The Network activity



Representation

IN RELATION WITH THE LABEL AUTHORITY, THE NETWORK HAS THE MISSION TO PROMOTE THE CONCEPT OF CITÉS DES MÉTIERS, TO REPRESENT ITS MEMBERS AND HIGHLIGHT THEIR ACHIEVEMENTS.

Events

Spring of Skills

To celebrate the end of the European Year of Skills, in France, **Centre Inffo** and the **Cité des métiers of Paris** organized the Spring of Skills and future jobs that took place at the Cité des Sciences et de l'Industrie on **23 and 24 April 2024**.

At this occasion, the Cité des métiers International network and its members came together to represent our concept and demonstrate how relevant it is in line with the various ongoing and upcoming transitions.

Stand

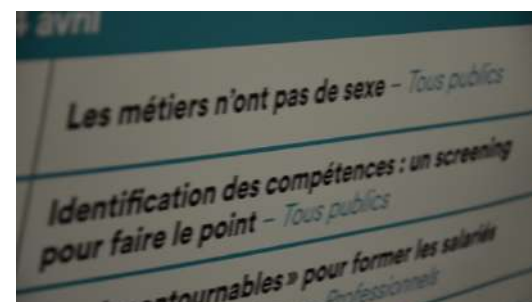
On the innovation village, 11 Cités des métiers were there to present the concept on the Network's stand.

Workshops

The Cités des métiers contributed to the program and proposed 3 workshops to enrich the Spring of Skills.

Round table

The Network hosted a round table on the career guidance counsellors professionalisation dynamics.



LifeLong Learning Platform's events

LLLP is an organization bringing together more than 40 European networks. They voice citizen's concerns on lifelong learning through advocacy activities at the European level. They also intend to develop relationships between all stakeholders of lifelong learning.

In 2024, our Network attended several LLLP's flagship events :

- **LLLP Days - 17 and 18 june 2024** : annual meeting of the lifelong learning stakeholders
- **LLLWeek - 18 november** : annual conference aims to raise awareness on lifelong learning's capacity to answer many challenges of modern societies. This year was dedicated to ongoing challenges faced by the educator professions.

Delegation reception

from 30 january to 1 february 2024 - Erasmus + project - STRONGER - international delegation: France, Spain, Ireland, Italy.

As an associated partner, the CDM networks contributed to the first training session of the project. This session aims to present the methodology and tools to develop a multi stakeholder platform dedicated to lifelong career guidance.

5 June 2024 – Delegation of the Andalusian Employment Services, Spain

11 September 2024 - Online presentation to the Delegation from the Municipality of Naples and the Città della Scienza

12 September 2024 – Delegation from Vaud Canton General Direction of non-mandatory learning, Suisse.

17 october 2024 - Delegation from the Regional Employment Agency of the Pomerany region, Poland.

Interventions

10 September 2024 : online intervention as part of the PARI project, led by The European Vocational Education and Training Association on the topic *"Career guidance and gender equality – challenges and innovations"*

26 september 2024 : Contribution to the workshop *"Future of work"* organised by l'Union for the Mediterranean and the European Training Foundation, in Sarajevo, Bosnia.

Desk Reset project

STARTED ON NOVEMBER 2021, THIS ERASMUS + PROJECT LED BY THE INTERNATIONAL NETWORK OF CDM WAS SUCCESSFULLY CLOSED IN NOVEMBER, RESULTING IN QUALITATIVE DELIVERABLES.

Project presentation

Desk Reset seeks to drive evolution and adaptation of front desk reception in lifelong career guidance centres. Due to an exponential and constant development of digitalisation in user-services as well as of reception tools, practices related to front-desk reception ask for new skill development processes. Those missions are not highlighted and integrated enough in the strategic thinking of career guidance stakeholders.

Desk Reset project brings together six European partners (from Belgium, Greece, Italy and France) and aims at:

- **Strengthen the quality of front desk reception services** in Lifelong career guidance centres.
- **Upskill the function of reception officer** in lifelong career guidance centres.



More specifically, Desk Reset intends to:

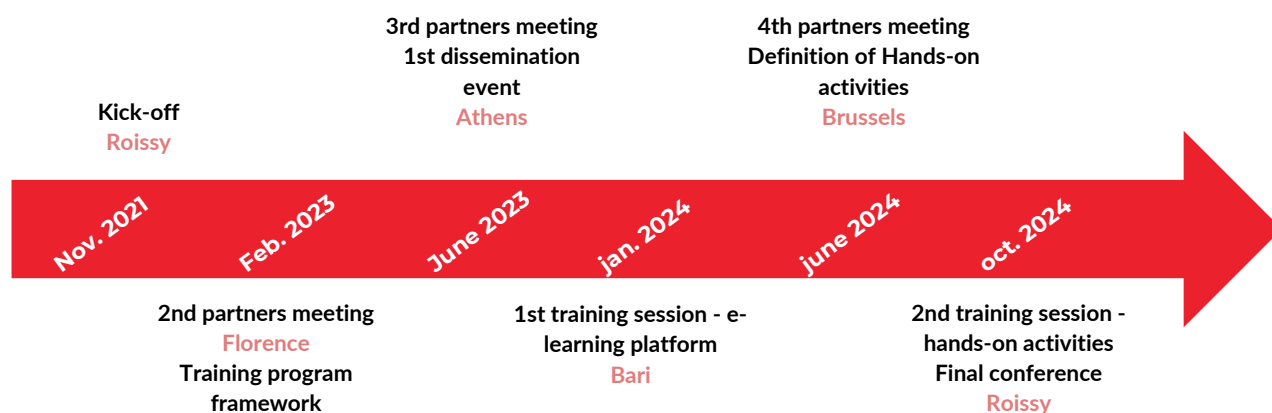
- **Support the development of new reception practices**, better adapted to the users' needs, in the field of career guidance
- **Train career guidance professionals** in delivering reception and information services in a Covid and post Covid world.
- **Increase knowledge and awareness** among European stakeholders regarding the major role of reception officers in LLCG centres.



Financé par
l'Union européenne



Project milestones



Deliverables



Portfolio

of successful practices in career guidance centres



Guidebook

methodology of local consultations



Repository

of skills and validation framework



Training programme

blended method for front desk officers.

Autumn School

FROM 4TH TO 6TH OF DECEMBER 2024, THE CDM INTERNATIONAL NETWORK HELD ITS ANNUAL AUTUMN SCHOOL, HOSTED AND CO-ORGANISED BY THE CITÉS DES MÉTIERS OF BRUSSELS.

Programme

The Autumn School is a milestone in the network's life. It gives the opportunity to the Cités des métiers to meet again and exchange on their daily practices as well as on cross-cutting issues that shape and impact their development and the users needs.

This seminary is divided between informal discussion, encouraging networking, and more formal co-creation and cooperative workshops and round tables.

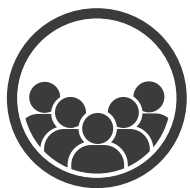
This year ambition was to evaluate and update our 2-years strategic framework, and to establish and launch new cooperation patterns in order to remind the pivotal character of the collaboration in our network.

We are thankful for the insightful interventions of the following contributors :

- **Universcience**, holder of the trademark « Cité des métiers », through the presence of **François Quéré** reminded how essential it is in a Cité des métiers to promote the link between professional life, science and technology.
- **Estelle Ceulemans**, Belgian Member of the European Parliament, provided a valuable overview of the place of career guidance in the European policy.



Figures



170

persons attended the three days of workshops.



24

workshops organised on exchange of practices, expertise sharing, strategic analysis and cooperation.



23

innovations, tools, best practices exposed and capitalised in the 2024 best practices Guidebook.



19

Cités des métiers attended with 5 countries represented (France, Belgium, Spain, Portugal, Switzerland).



Professionalisation

AMONGST ITS MISSIONS, THE NETWORK WORKS TO PROMOTE A SHARED FRAMEWORK OF INTERVENTION TO ALL THE STAKEHOLDERS INVOLVED IN THE CITÉS DES MÉTIERS ACTIVITY.

The Cités des métiers are unique because they bring together a wide range of career guidance stakeholders in their governance and the implementation of their services. They deal on a daily basis with partners from a variety of professional background. With this in mind, the International Network is helping to build a shared framework of intervention in line with the principles set out in the Charter.

To do so, the Network runs the **Trainers-Counsellors Group**. This group is made up of experienced counsellors who are able to propose awareness raising contents promoting counselling methods and best practices amongst Cités des métiers.

Composition

Of the **7 trainers counsellors** in this group, 2 come from the Cité des métiers in Brussels, 2 from Paris, 1 from Bellinzona, 1 from Barcelona and 1 from Geneva. It is led by the Network coordination team and the Vice-President responsible for professionalisation. It met **4 times in 2024**.

We would like to extend our warmest thanks to all the people and the Cités des métiers who contribute to the life of this Working Group.

Activities

In 2024, the Trainers Counsellors Group :

- Provided training for counsellors from the **Cité des métiers de Paris-La Villette**.
- Welcomed two new members from the **Brussels and Paris la Villette Cités des métiers**.

At the Autumn School, the title of **Master Trainer** was awarded to **Corinne La Montagne**, counselor at the Cité des métiers de Bruxelles, and the title of **Trainer-Counsellor** to **Jean-Christophe Robin**, counsellor at the Cité des métiers de Paris-La Villette.

Join the Trainer-Counsellor Group

To join the Group, counsellors must

- Have **more than 3 years' experience as a counsellor** (guidance, training, employment or entrepreneurship);
- Have worked as a **counsellor for at least 1 year** in a labelled Cité des Métiers
- Have **proven experience as a trainer** with groups of adults (e.g. group activities).

Calls for applications are issued regularly on the initiative of the Vice-President in charge of professionalisation.

Applicants must submit their CV and a cover letter, after which they will be interviewed by the Technical Professionalisation Committee made up of :

- the **Vice-President in charge of professionalisation**,
- a representative of the **Label Authority**,
- the **Network Coordinator**.

Finally, the applications are validated by the Executive Committee.



Réseau
International

cités
des Métiers

2024 Activity Report

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