

**Cité des métiers
Beroepenpunt
.brussels**

**ANNUAL REPORT
2018.**

A project led by:



The Brussels
Cité des métiers
is a member
of the International
Network of
Cités des métiers.

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FOREWORD

“ At the Cité des métiers, we help build the careers of our fellow citizens. An exciting, gratifying and vital task.

On 5 March 2018, the Cité des métiers in Brussels became a reality!

Ten months ago, we provided Brussels residents with the tools they need to build their career, by offering tailored advice, group activities and multimedia resources.

Aware of the challenges of such a large-scale project, we have, with the support of our partners and collaborators, laid the foundations for a continuous process of improving the services we provide. Opening our doors and welcoming everyone who is in search of information and advice on education and training, employment and self-employment is the cornerstone of our business.

This activity report presents the project and stakeholders, recalls major events and provides the figures for the first ten months of activity. This initial assessment testifies to the team's commitment to helping Brussels residents adapt to the changes in the world of work, and find their place in it.

I would like to take this opportunity to thank our sponsors and partners who have rallied around this great initiative and support it. My thanks also go, above all, to all the employees who, from the beginning, have kept the Brussels Cité des métiers alive.

Happy reading!



Catherine Kinet
Director



2018, THE INAUGURAL YEAR



After its opening on 5 March 2018, the Brussels Cité des métiers was inaugurated on 23 April 2018, in the presence of the European Commissioner for Employment, Marianne Thyssen, and the Minister-President of the Brussels Capital Region, Rudi Vervoort, the Brussels Minister of Economy, Employment and Vocational Training, Didier Gosuin, and the Deputy Director General of the Palais de la découverte and the Cité des sciences et de l'industrie – Universcience in Paris, Mélanie Joder (right-hand photo).

For a whole week, group activities were offered to the public. This was an early success for the Cité des métiers, which brought together six hundred and twenty-six participants in one week for the forty-six activities on offer.



CONCEPT

The Cité des métiers is based on a concept born in 1993, in the Cité des Sciences et de l'Industrie in Paris. The Cité des métiers is multi-partner and multifunctional venue, and offers a unique service providing information and advice on lifelong guidance in education and training, employment, mobility and self-employment.



The Cité des métiers is an integral part of an international network, spread over eight countries on three continents. There are 29 of them, each of which is open to the general public (students, job seekers, self-employed, employees, etc.).

Belonging to this network requires, in particular, strict adherence to the charter of the Cité des métiers and its common principles:

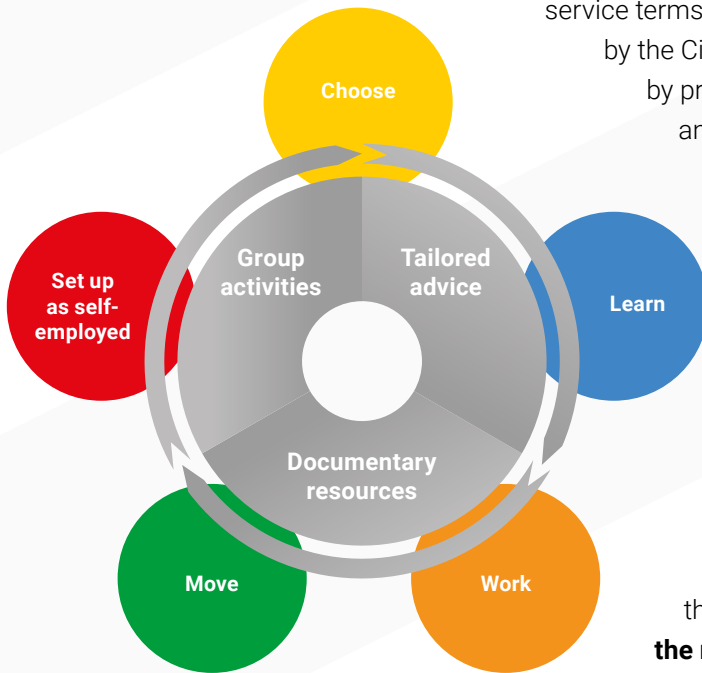
COMPLIANCE WITH THE CHARTER OF THE CITÉ DES MÉTIERS

- ➔ Welcome free of charge, anonymously and without appointment, in the spirit of public service
- ➔ Focus on the individual's need
- ➔ Encourage listening through a welcoming and rewarding space
- ➔ Open to all audiences
- ➔ Adapt to the needs of local residents

The objective of the Cité des métiers is to inform, help make choices and educate about career prospects in the face of market realities. Open the field of possibilities for and with the audiences concerned...

SERVICES

The mission of the Cité des métiers is structured around five themes (**choose** your path, **learn** a profession, **move** outside Brussels, set up as **self-employed, work**), each of which is covered by three service terms (**digital and documentary resources** offered by the Cité des métiers, **tailored advice** provided by professionals from relevant institutions and **activities** organised by the partners or co-created with external partners).



To encourage user independence, the Brussels Cité des métiers offers a unique **1,100 sq. m. space** where digital stewards and advisors supervise them, guide or advise them on the changing world of work.

The year 2018 was marked by the creation of new group activity programmes such as the **focus on the circular economy workshop, the meaning of life and work workshop and the 50+ workshops.**



digital area (multimedia zone)



document area



advice area



area for group activities (events and meetings)

PARTNERS

The Brussels Cité des métiers is supported by a number of partners. Together, we are working to implement a multidisciplinary approach to guidance, training and employment. The first meeting of the first-circle partners was held on 12 November 2018 to present an assessment of the achievements of the Cité des métiers and to discuss the future outlook and developments.

First-circle partners present at the individual council at the Cité des métiers on 31/12/2018



Second-circle partners organising collective activities at the Cité des métiers

YEAR IN REVIEW



Opening of the largest **Cité des métiers** in Europe on March 5th. A unique space for all audiences, offering group activities, personalised advice and digital resources on career guidance.



Launch of the inaugural week from 23 to 27 April.

Launch of **Talent2Connect**, a Belgian platform that brings together different stakeholders from the public, private and social sectors to **facilitate and accelerate the professional integration of vulnerable people into the labour market.**

The **Cité des métiers** participates in the **IRIS** celebration on May 5, celebrating the existence of the Brussels-Capital Region, as well as at the **Salon de la Formation (Training Fair)** on May 15 and 16, bringing together job seekers and training providers.

2018

MAR

APR

MAY

SEPT

OCT



“When I met an advisor from the **Cité des métiers**, it made it clear what I had to do”

The **Cité des métiers** in Brussels has aroused curiosity beyond Europe with a **visit by a class from the Belgian school in Casablanca.**

Actiris International and its partners present their **Discover Mobility** event to the **Cité des métiers**, dedicated to international career opportunities.

Visit of an EU delegation as part of the Working Group on Innovation and Digitalisation: Boosting High Quality Vocational Education and Training (VET).



“ The Cité des métiers gave me access to different training platforms ”



Launch of the Cité des métiers' digital portal with the creation of its website.

Visit of the Japanese Minister of Health, Employment and Social Affairs.

JUNE

JULY / AUG

NOV

DEC

2019

As part of the **EU Skills Week**, a conference-debate dedicated to the theme of Tutoring in all its forms was organised under the stimulus of Brussels Training.

Participation in the SIEP exhibition to inform the public about study, trade and training opportunities.

Broad **out-of-home communications campaign** to increase awareness of the Cité des métiers and encourage the public to visit.

Visit by the Minister of Education, Marie-Martine Schyns, during an Explorama workshop «Discovering professional environments» for a class of year 9 school pupils.

Organisation of the Select activity, in collaboration with Actiris, on the theme of **recruitment**.

FIGURES

(10 months of activities at the Cité des métiers)

The Cité des métiers enjoyed good attendance, both physical and digital, exceeding initial expectations. The public has also diversified, with an increase in the number of young people (school-age or student) and also the number of employees.

OFFLINE



number of users who have had contact with the CDM (advice, visits, activities)

38,167



number of individual consultations:

19,569



number of group activities:

766



number of participants in group activities:

13,316



estimated number of entries in the multimedia space:

±10,000



public profile (gender split):



53.2%



46.8%

ONLINE



number of Facebook followers:

770 subscribers



number of Twitter followers:

69 followers



number of page views on the website:

175,690



2020 questions and answers

via the box info@cdm-bp.brussels

According to satisfaction surveys and feedback received, indirectly or by e-mail, the level of public satisfaction with the services offered is very high.

THE TEAM

At the Cité des métiers, more than **70 employees** (managers, advisors, digital stewards, reception and back office agents) support the continuous development of the services offered on a daily basis **by focusing their work on the needs of users.**



10
BACK-OFFICE

55
ADVISORS

8
AGENTS
RECEPTION +
STEWARDS



A teambuilding session was held outside the offices in order to create a real team cohesion between all the employees from different institutions.

