

**Cité des métiers
Beroepenpunt**
.brussels 

ANNUAL REPORT
2021.

A project led by:



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

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Follow our project on our social networks!

FOREWORD

2021 will be remembered as a complex, unexpected but also innovative year. Our business has been marked by the pandemic, a period of lockdown and unprecedented social distancing leading us to reconcile face-to-face and online services in order to meet the needs of all our audiences. The year ended with a positive balance sheet, with some 33,060 contacts with our users.

In addition, during 2021, the Cité des métiers (CDM) has continued to develop its partnership dynamics, to expand and solidify new collaborations. In particular, it has strengthened its advisory services, by setting up a new online chat that allows the implementation of an advisory network with other partners and Walloon CDMs. Its website has been redesigned to offer guidance services for chosen professions, training and finding internships. The many actions undertaken contribute to a better visibility of guidance services in Brussels.

The impact of the pandemic has had a profound effect on education, vocational training and the labour market. At the heart of this upheaval are people who are questioning themselves and have worries about their professional future. To support them, the Cité des métiers has stepped up the implementation of concrete guidance actions, anchored in reality and in collaboration with its partners. So, during this year, we mobilised our team to experiment with new ways of working, to design innovative methods and to use new and different tools, while taking advantage of the opportunities offered by digital technology to reinvent ourselves and offer appropriate services.

This year, the leap towards digital technology was greatly amplified, as shown by our organisation of the first virtual Spring School bringing together all the Cités des métiers in the International Network and more than 420 participants in a videoconference to discuss the challenges of lifelong guidance.

Following the last twelve months, I would like to express my sincere gratitude to the entire Cité des métiers team for its unfailing commitment. It is a source of pride that we have transformed so quickly as an organisation and gradually laid the foundations for our long term sustainability. I would also like to thank our sponsors and partners, without whose support and cooperation this would not have been possible.

Our source of motivation is the desire to take up new challenges, fulfil new missions in the years to come and this in the service of our Brussels residents. Let us hope that in 2022 we will consolidate the best of what the pandemic has taught us and enable us to maintain and guarantee social links, to fight against the feeling of isolation felt by some and to develop solidarity, social cohesion and inclusion for all.

Enjoy the report, and, more than ever, look after of yourself and your loved ones!

Catherine Kinet

Director

2021, YEAR OF INNOVATION

The partnership dynamic

Over the past year, the Cité des métiers has continued to build on its multi-partner dynamic with the aim to establish new contacts with various organisations in order to complete its range of services aimed at informing and advising Brussels residents in terms of career guidance.

Some existing collaborations have been solidified or expanded, such as those with the Pôles Formation Emploi (PFE). Because of the combined expertise, this co-construction made it possible to put forward ideas on career guidance, to highlight relevant actions and put forward the expertise of the Brussels Cité des métiers.

Several meetings were held with the Cité des métiers' partners in March, October and December 2021. These were organised remotely for because of the pandemic.

Moreover, by organising the Spring School 2021, the Cité des métiers has become the flagship of the International Network of Cité des métiers. Being able to bring together a wide range of stakeholders specialising in career guidance has led to the sharing of good practices, greater knowledge sharing and the spread of the concept both locally and internationally.

On a day-to-day basis, the way forward is to encourage greater cooperation and pooling of resources between partners in order to put the public, and their needs, at the centre of the lifelong guidance system.



First-circle
partners present
at the individual
council at the Cité
des métiers



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

Lifelong guidance

With regard to lifelong guidance, a new initiative, jointly supported by the Wallonia-Brussels Federation, the Walloon Region, the Brussels-Capital Region and the Cocof, has been launched.

In December 2020, aware of the challenges related to vocational guidance and following a consultation process with many partners, the four cabinets of the Ministers responsible for guidance (secondary education, higher education, employment and vocational training) approved the implementation of the Lifelong Guidance System (OTLAV).

A strategic steering committee for lifelong guidance met in February 2021 to instruct, organise and validate the work on guidance in French-speaking Belgium and thus respond to future guidance issues.

The Brussels Cité des métiers took part in this strategic steering committee and in various working groups organised as part of the creation of this lifelong guidance system.



Our Services

Government recommendations relating to the pandemic forced the Cité des métiers to close its physical offices until 1st of March and then to comply with a series of health and safety measures once it reopened. This has had the effect of changing practices towards users, alternating online and face-to-face services¹.

MULTIMEDIA AREA



number of visitors of the multimedia area:

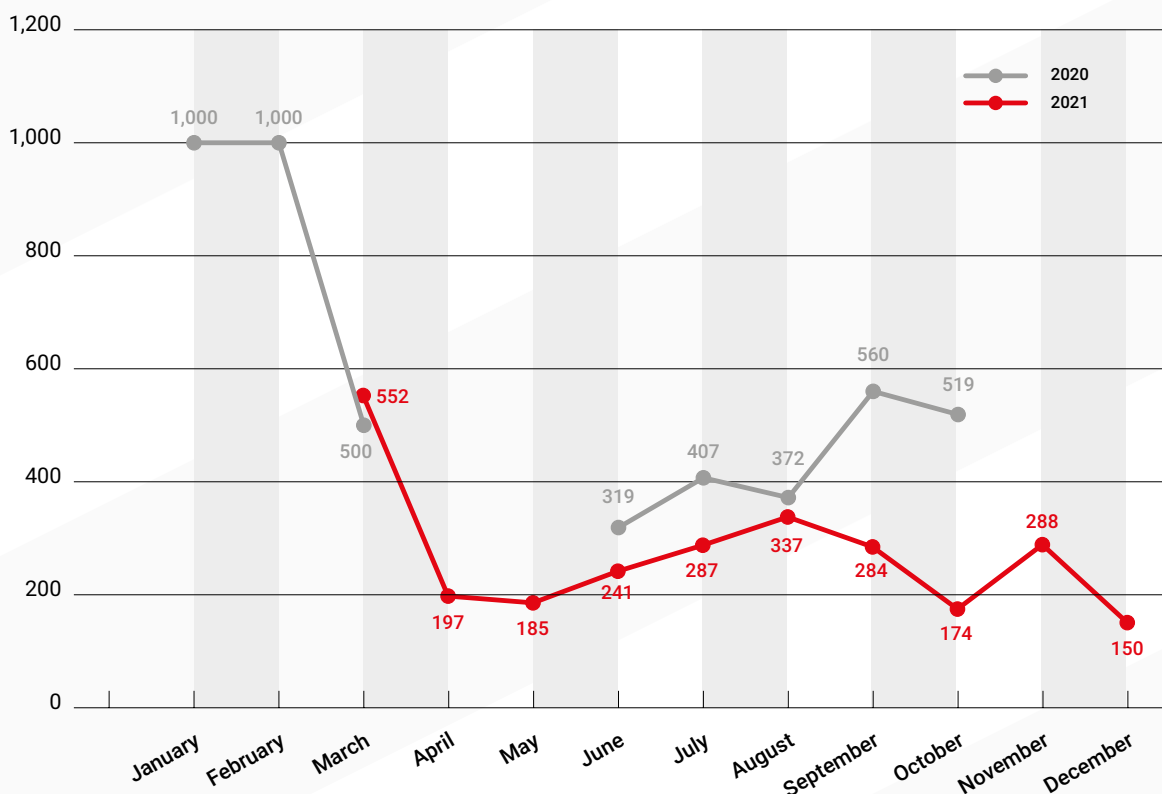
2,695



number of books available:

1,809 (+11% compared to 1,628 works available in 2020)

NUMBER OF CONTACTS OF THE MULTIMEDIA AREA



1. After the lockdown period, the Cité des métiers was accessible by appointment only thanks to an exemption from the principles of the Operating Charter obtained from the Cités des métiers International Network.

As of the 1st March, the Cité des métiers was able to reopen to the public.

The multimedia area provided assistance to people who do not have a computer, an internet connection or sufficient knowledge to use digital tools.

At the Cité des métiers, everyone was able to update their CVs, print them out, search for job offers and apply for them. More than ever, the receptionists and digital stewards of the Cité des métiers are dedicated to informing and initiating people in the use of the Internet and other digital tools.

New services have been brought in to give the public a wider access to the labour market : Brussels residents were supported in taking part in online discussions with experts or in participating in remote activities such as information sessions. The CDM audience was also able to conduct job interviews remotely in quieter and more confidential areas.

In 2021, the Cité des métiers decided to equip itself with a tool for guided tours including an audio guide to be able to show all users, whether or not they are present in the space, an explanation of the mission and all the services offered by the CDM, via their tablets or smartphones.

2021 enabled the creation and publication of this guided tour for our French speaking users. In 2022 we will continue with the Dutch equivalent and 2 other guided tours (also in both languages):

- One for guidance professionals
- The other, much more playful, is aimed at our younger audiences.

The Cité des métiers was also actively involved in the implementation of the digital accessibility action plan launched by Employment Minister Bernard Clerfayt. This plan focuses on the digital skills of Brussels residents and provides solutions for diagnosing or offering training to those with low basic digital skills. Together, Actiris, Bruxelles Formation and the Cité des métiers have started to organise a regular e-autonomy workshop for job seekers who lack the basic experience to search for a job through the usual digital channels.

The Brussels Cité des métiers has also been listed on several important sites such as those of the Social Card of the Brussels Capital Region² and the CABAN network (Collectif des Acteurs Bruxellois de l'Accessibilité Numérique)³. In doing so, it was able to increase its visibility among Brussels residents.

2. <https://social.brussels>

3. <https://www.caban.be>

ONE-TO-ONE COUNSELLING

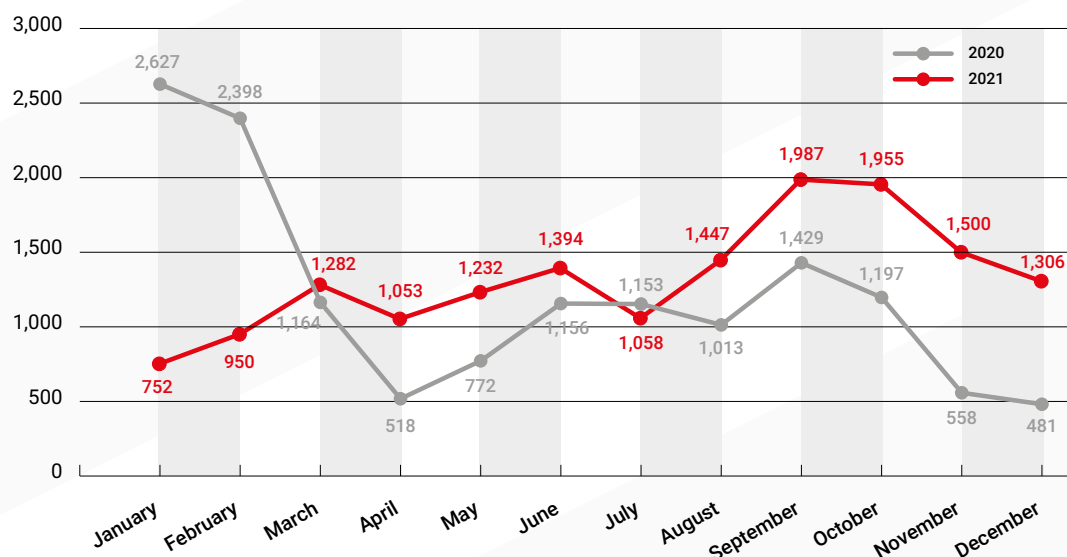


number of counselling contacts
(face-to-face + online):

15,916

- > **8,489** face-to-face
- > **4,626** via email: info@cdm-bp.brussels
- > **1,316** calls via the call centre 0800.55.66
- > **820** via Facebook Messenger chat
- > **500** following group activities
- > **165** specific advice sessions for NEETs

NUMBER OF INDIVIDUAL COUNSELLING CONTACTS



The year 2021 started with the Cité des métiers closed to the public, offering its services online only. Individual counselling was thus continued at a distance via the different systems that had been put in place in 2020:

- via videoconference counselling
- via email: info@cdm-bp.brussels
- via an online chat (organised at the beginning of the year on Facebook and then from November onwards on Miti (see below in the chapter on key events))
- via the Bruxelles Formation Call Centre.

As digital tools are not accessible to everyone, the Cité des métiers has made every effort to reorganise face-to-face advice as quickly as possible and reopened on the 1st of March 2021.

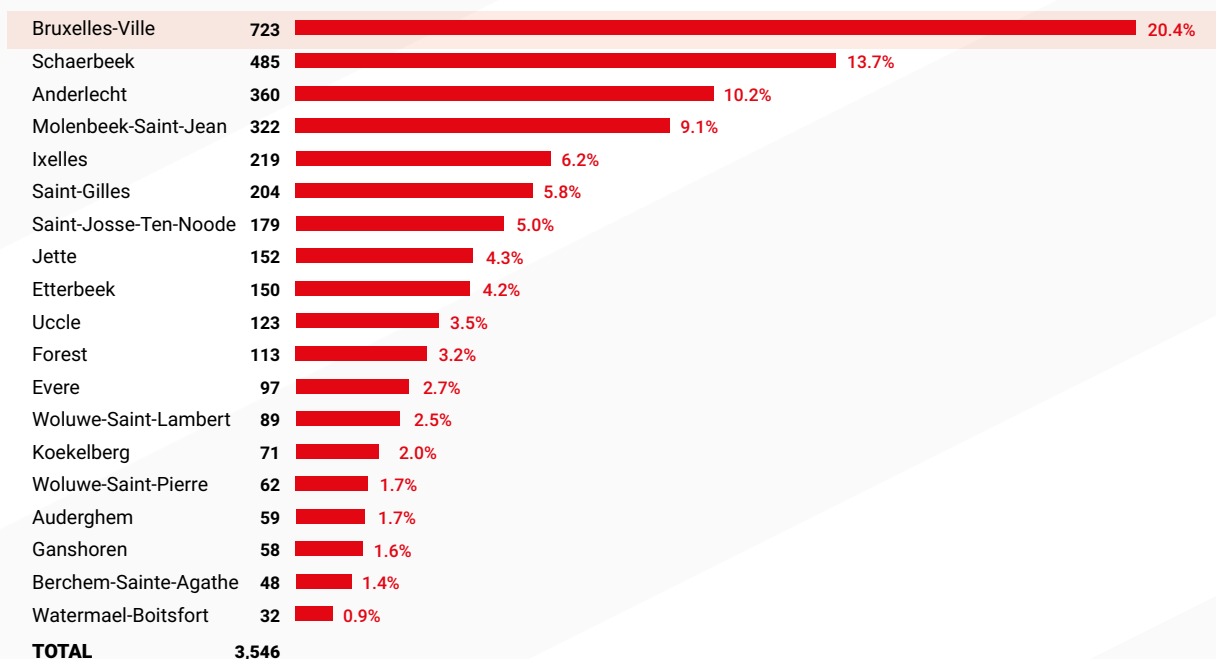
Communication channels have thus been increased in order to maintain guidance activities as much as possible. Given the context, the aim was to respond to users as quickly as possible.

In the context of crisis and uncertainty in 2021, counsellors played a vital role in listening and providing guidance. The advice given and the information provided enabled users to continue building their professional future.

The collection of anonymous statistics after the individual counselling allowed us to profile the visitors to the CDM:

- Women (50.9%) are slightly more numerous than men (49.1%);
- When broken down by five-year age groups, 25-29 year olds are the most numerous (15.8%); when broken down by ten-year age groups, 30-39 year olds are the most numerous (29.9%);
- 92.2% of our visitors live in the Brussels Region;
- 75.6% of visitors are job seekers;
- 50.3% of visitors come to the Cité des métiers on their own initiative;
- 74.4% of visitors made their first visit to the Cité des métiers in 2021.

IN WHICH MUNICIPALITY OF THE BRUSSELS REGION ARE YOU A RESIDENT?



GROUP ACTIVITIES



number of group activities organised (face to face and online):

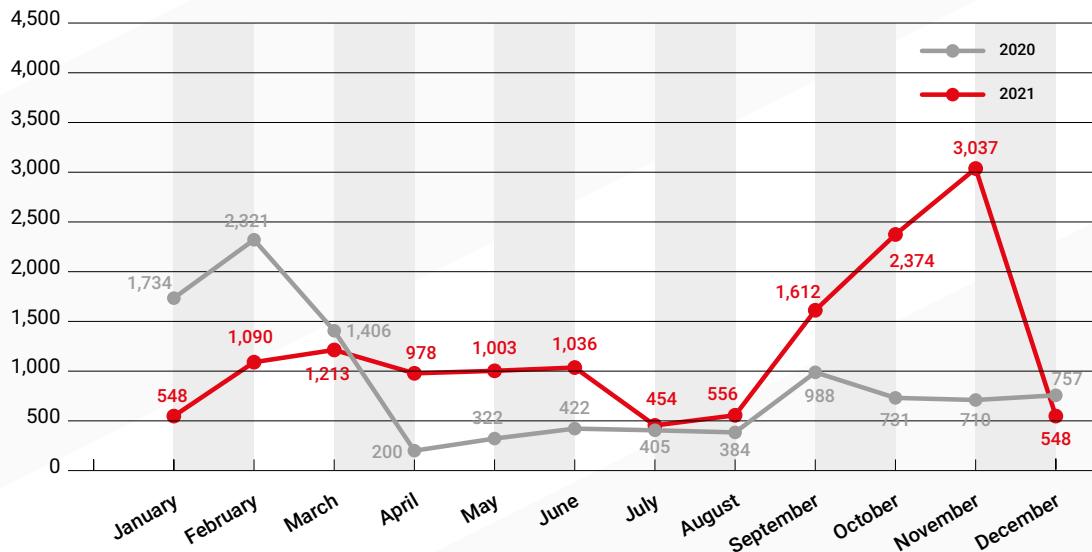
1,246



number of contacts at group activities (face-to-face + online):

14,449

NUMBER OF CONTACTS AT GROUP ACTIVITIES



The analysis of the number of participants in group activities in 2021 revealed two trends. On the one hand, many Brussels residents have fully embraced the digital revolution. Online activities or hybrid events have become common practice. On the other hand, some users needed more personal follow-up and human contact.

Three crucial objectives underpinned the 2021 actions:

1 Sustaining the offer for online group activities

In 2020, the Cité des métiers was quick to adapt and offered numerous online group activities as of the beginning of April. Given the continuing health uncertainty in 2021 and the success of the online group activities, the Brussels Cité des métiers continued to offer them. Thus, in 2021, 61% of the participants in the CDM's group activities followed them by videoconference.

2 Restarting face-to-face activities

As mentioned above, some users preferred human contact to receive information on education, training or employment. A priority was therefore to restart face-to-face group activities. Health restrictions due to Covid have clearly been a limiting factor in the deployment of our activity offer (reduced room capacities). As a result, the pre-Covid figures could not be achieved.

3 Innovating, the focus of attention

As a benchmark for career guidance, innovation has been a key focus for the Cité des métiers. This has influenced the content of the information sessions and workshops, as well as their form.

a. "Hybrid", digital and face-to-face activities

"Interregional Mobility Day" is certainly a good example. This bilingual event was hosted by counsellors from various partners, including Actiris, Vdab, Forem, Aviatio, etc. The particularity of this digital event is that it was possible to hold it in person at the Cité des métiers and at the same time to have participants attend the event by video conference. There were more than 650 participants at this event, including more than 80 who took part by coming to the Cité des métiers.

b. New activities, new topics

Several new activities were launched in 2021. These are Dutch and French-speaking group activities on all themes.

Here are some examples:

➔ Theme: Working

- Information sessions: Cosearching (FR)
- Personal Branding: How to present yourself in your job search (FR)
- Focus on the health sector (FR)
- Workshop "My Actiris" (FR)
- Shortage professions - Counselling of newcomers family in cooperation with Odisee Co-university (NL)
- Working in the Public Sector (NL)

➔ Theme: Learning

- Training while working or looking for a job? Why not Social Promotion Education? (FR)
- Higher education in Belgium: Dutch-speaking or French-speaking curriculum? (NL/FR)
- Choosing higher education: a family affair (FR)
- Graduate training in Brussels (NL)

➔ Theme: Entrepreneurship

- Becoming self-employed, is it something for me (FR)

➔ Theme: Moving

- Information sessions: Doing an international project without breaking the bank thanks to the BIJ (FR)
- Discover Mobility: Increase your skills with Erasmus Pro (FR)
- Euroguidance (Europass CV and European scholarships) (FR)
- Work in the Austrian mountains (FR)

➔ Information sessions for specific target groups

It is important for the Cité des métiers to take into account specific target groups of Brussels residents. Activities have been developed such as:

- Generation W: an acceleration programme for young women (FR)
- Information session for people with difficulties using digital tools (FR)

➤ The specific needs of CDM audiences

CDM ACTIONS IN RESPONSE TO THE LABOUR MARKET CONSEQUENCES OF THE HEALTH CRISIS

In the particular context of the pandemic, the CDM has been reflecting on how to adequately support job seekers who lost their jobs as a result of the crisis, as well as workers who are temporarily unemployed. It also informed the public about the different support measures put in place by governments.

The Cité des métiers, in its role as an information and advice centre, can offer everyone useful guidance and professional reorientation services. At the heart of a multi-partner ecosystem, the CDM facilitates the readability of the services offered by all the Brussels players in employment, training, studies, mobility and entrepreneurship. In addition to this referral function, the Cité des métiers itself offers individual advice and runs group activities that are intended to complement the offer made by its partners.

Using figures and analysis provided by View.brussels⁴, the CDM examined the impacts of the crisis on occupations and sectors and identified the profiles and needs of new job seekers. The CDM then worked with its partners to build responses adapted to these different profiles and needs. An important part of the project consisted in communicating to the different profiles the tools, solutions and personalised advice in this particular context, with a view to the future evolution of the labour market. This project, called *Future.me*, was launched in September. The CDM is proud to have been able to adapt and focus its work on the needs of users and society.

Votre emploi a été impacté par la crise Covid ?

Future.me
vous aide à relancer votre carrière grâce à 3 dispositifs !

<p>#MOVER</p> <p>Votre secteur d'activité a été fortement impacté ? Le dispositif #MOVER vous aide à vérifier si vos compétences et expériences sont transférables vers un autre secteur.</p>	<p>#FINDER</p> <p>Votre entreprise a été touchée, malgré un secteur d'activité moins gravement impacté ? Le dispositif #FINDER vous aide à améliorer votre recherche d'emploi dans le même secteur.</p>	<p>#EXPLORER</p> <p>Vous voulez (re)donner du sens à votre carrière ? Le dispositif #EXPLORER vous aide à vous réorienter en vous posant les bonnes questions.</p>
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RECEVEZ UN CONSEIL INDIVIDUEL ou PARTICIPEZ À UNE SÉANCE D'INFORMATION en consultant notre site internet ou notre page Facebook

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www.citedesmetiers.brussels
Cité des métiers - Beropspunt Brussels

Le Cité des métiers de Bruxelles est membre du Réseau international des Cités des métiers

4. View.brussels is the Brussels Employment and Training Observatory. Its work presents trends in the employment market in the Brussels-Capital Region and proposes possible solutions to meet the various challenges of tomorrow.

YOUNG PEOPLE

Young people have been particularly hit by the pandemic, both economically and socially. The effects of the crisis on their lives and morale are well known: difficulties with hybrid education, dropping out of school, lack of confidence in the future, isolation, increased economic insecurity, mental health problems, etc. In the uncertain context of the pandemic, the guidance mission of the Cité des métiers has proved to be of paramount importance to young people in order to help them with their questions of orientation, future projects or their situation on the labour market.

I. NEETs⁵: Touch'N'Go

2021 was the last year of Actiris/FSE/IEJ2 co-funding of the Cité des métiers' NEET project. This has enabled the strengthening of partnerships, the consolidation of existing activities, the creation of new ones and the digitalisation of some of them.

In this health context, 218 young NEETs were supported (95 in individual counselling and 123 in various group activities). Those who participated in face-to-face group activities were mostly followed up by video-conference.

Make a frame with the title *Pilot Programme*

A new, fun, pilot programme called "Uppercut! Find your voice" was set up to help 11 young people who took part to find their way during two intensive weeks of group activities, followed by individual support.

This programme was made up of a combination of four types of activities:



Writing workshops



Sports coaching through boxing



Self-discovery activities



Citizen expression workshops

A great success: Nine of the eleven young participants found their way back by making their voices heard, whether by enrolling in training courses, returning to school or finding a job.



5. NEET: Young people who are not in education, employment or training.

II. Youth@CDM: CDM Brussels's new youth project:

The Brussels CDM started to roll out the Youth@CDM project with its various partners at the beginning of 2021.

The first step was to propose an integrated approach to existing service offers, ranging from drop-out prevention, through positive guidance, to help in finding a job, for all profiles of young people, whether they are:

- secondary school students,
- higher education students,
- young people looking for training,
- young people looking for work or a placement,
- young NEETs.

As of January 2021, a working group was formed, made up of counsellors from partners who work exclusively or in part with young people (the Wallonia-Brussels Federation, the Brussels Academic Centre, WorldSkills Belgium, Bruxelles Formation, Actiris and the members of the Touch'N'Go team).

Under the impetus of the various counsellors involved in guidance activities with young people, this amplification of links between "young players" present at the CDM aimed at pooling resources, tools and methods has thus given rise to the adaptation and/or creation, implementation and co-facilitation of a series of new group activities in French, in 2021, specifically aimed at a "young" audience:

- Information session "Becoming a nurse: profession, studies and a support measure";
- Information session "Becoming a teacher: roles, studies and a support measure";
- Workshop "Higher education in Belgium: Dutch- or French-speaking curriculum? ":

This activity is aimed at any bilingual person interested in learning more about the French and Dutch speaking higher education systems. ;

- Activity "End of secondary school what after this? ": This activity, which was co-constructed at the CDM by its counsellors from different partners, is aimed at an audience of students in their final year at school and is based on their school project and career path. It is designed to inform students about the different possibilities open to them: higher education, work, vocational training, social education, and support and guidance for adolescents.
- STEM by SKILLS" video clips⁶ and inspiring testimonies of former Startech's Days competitors were used by all CDM counsellors to inform young people about technical, technological and scientific professions as well as about professions there are shortages in.

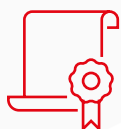
6. These clips are available on Youtube.

- Online workshop, open to all young people under 30 years old interested in an experience in Europe: creation of a European portfolio of competences - Europass, knowledge of the possibilities of European grants and discovery of the EQF (European Qualifications Framework).

In 2022, many more collaborations will start so that the CDM can offer all young people in Brussels a “multi-partner” information and advice centre that directs them to the existing schemes in the Brussels-Capital Region, whatever their situation, their needs and their projects.

OTHER AUDIENCES WITH SPECIAL NEEDS

In 2021, the Cité des métiers met the needs and expectations of some 33,060 visitors⁷. Among the users, some other audiences with special needs have also benefited from its services:



number of users reached in the framework of information actions on the skills recognition system:

304



number of people reached as part of the skills identification system:

329



number of people reached as part of Euroguidance activities:

270



number of users reached as part of prisoner integration:

14



number of users reached as part of activities organised for the benefit of people with disabilities (target audience and sector professionals):

211



number of people reached by counsellors through the Formtruck:

658

7. Contact was made in a variety of ways: either at the Cité des métiers, at the organisations concerned, or remotely.

Key events

During 2021, key moments marked the life of the Cité des métiers; innovative events and projects were developed with the International Network of Cité des métiers as well as with the partners.

2021

JANUARY/FEBRUARY

In line with the government measures issued at the end of 2020, the Cité des métiers was forced to maintain the closure of its physical space and the continuation of its 100% virtual services until the 28th of February.

MARCH

The Cité des métiers celebrated its third anniversary, internally, at a remote lunch with an exchange of greeting cards.

APRIL

As part of the Focus Opportunité Emploi project run by Actiris, the Cité des métiers highlighted a promising or niche profession each week, chosen on the basis of analyses by view.brussels. Publications on social networks and videos broadcast on the screens of the multimedia space were used to inform the public about job offers and training leading to these professions.

MAY

On 27 and 28 May, the Cité des métiers participated in the Digital Training Exchange organised by Tracé Brussel. Aimed at an audience interested in training opportunities, some 50 organisations presented their activities.

The tour of the Bruxelles Formation Formtrucks and counsellors from the Cité des métiers resumed on 21 May. Personal advice was therefore given to the public in the streets.

JUNE

On 2nd, 3rd and 4th of June, the Cité des métiers organised the Spring School 2021 online. During these three afternoons of exchanges, meetings and prospects, 426 participants met virtually to interact on the theme "*Cités des métiers: an innovative solution to meet European challenges in the field of lifelong guidance?*".

JULY/AUGUST

SEPTEMBER

The Cité des métiers launched its *Future.me* programme to help Brussels residents who lost their jobs during the Covid-19 crisis. The objective was to propose a structured approach, built with the partners, in order to offer a maximum of practical tools according to the personal needs of each person and the impact of Covid on the sectors from which the users come. To this end, paper flyers and publications on social networks informed the public about the existing possibilities for finding a job.

OCTOBER

The Cité des métiers took part in the Forum ON fair on 13 October. Organised virtually, this Brussels fair was aimed at (future) higher education graduates (1st, 2nd and 3rd cycles) who were looking for their first job or for advice concerning their professional life.

The Cité des métiers participated in the interregional mobility day, during which Aviato organised an information session.



Olivia P'tito

Présidente du Réseau
International des
Cités des métiers (RICDM)

organisée par le Réseau des Cités des Métiers,
by International Network of Cité des Métiers,



The Cité des métiers joined the e-advice platform, Miti, launched jointly by the Walloon Cités des métiers. In a logic of mutualisation of career guidance, this tool aims to offer users the possibility of chatting live with a counsellor and to find answers to their questions. As part of this collaboration, Cité des métiers counsellors were trained in its use.

NOVEMBER

The Startech Days, organised in person by WorldSkills Belgium, took place on 8 and 9 November at Ciney Expo. The Cité des métiers participated in this flagship event for the promotion of technical and technological occupations to present its services and themes to young people.

The Cité des métiers took part in the So She Festival at Tour & Taxis on 20 November. This annual one-day event focused on the theme of women's entrepreneurship and brought together all the players in the Brussels ecosystem. The objective was to give the "leaders" of tomorrow the tools to launch their professional project.

The Cité des métiers participated in the SIEP fair on 26 and 27 November. The event took place in a hybrid format, alternating between the face-to-face format at Tour & Taxis and a virtual extension. This was an opportunity for young people to ask questions about their professional future, in terms of studies or training.

DECEMBER

As part of the Keep in Pact project*, organised by the International Network of Cité des métiers, the Brussels Cité des métiers joined forces with several partners to produce a 360° virtual and immersive guided tour. This intensification of relations between the Cités des métiers and European partners has made it possible to enhance the value of career guidance activities, both for professionals and institutions and for users.

* The Keep in Pact project (Keep Innovation in Multi Partnership Cooperation in Lifelong Guidance Services) aims to strengthen the skills of professionals in "multi-partner management and cooperation" in lifelong guidance centres. The project also aims to develop an innovative multi-partner ecosystem approach for public and private organisations involved in the field of working life.



Spring School 2021

The Brussels Cité des métiers organised the Spring School of the International Network of Cités des métiers from 2 to 4 June 2021, «Cités des métiers: an innovative solution to meet European challenges in the field of lifelong guidance?». The event, which was organised by videoconference, was attended by more than 420 people, including international experts, politicians and many career counsellors.



The first day was dedicated to a reunion of the professionals of the Cités des métiers.

The following day, two round tables were introduced by Olivia P'tito, President of the International Network of Cités des métiers, who highlighted the anchoring of the CDMs in current affairs, different territories, the future and ongoing European issues.



In 2021, 27 CDMs in six European countries welcomed colleagues from different territories. The CDMs are united by the label developed by Unverscience, the charter and the values based on the founding principles of anonymity, free access and self-service. These principles put the public at the centre by offering appropriate, innovative and solution-oriented services that allow citizens to plan their professional life.



Guidance for EU citizens throughout their lives in the face of labour market and occupational changes"

In the current context of pandemics, automation, ecological and digital transition, labour market adaptation and working conditions, the world has witnessed an acceleration of change on several levels. Guidance and lifelong learning are innovative solutions

that help policies to meet economic, social and both group and individual needs.



“ Multi-partner cooperation as a response to European challenges in the field of lifelong guidance?”

The political will to increase skills is there. It is recommended that the approach should be as integrated as possible and that there should be a player offering holistic responses, with a high level of cooperation and coordination, while taking into account connections with EU policies, the needs of

businesses and the needs of all groups, including the most vulnerable.

“ When it comes to skills, it is essential to have strong and effective partners. I also think that the Cités des métiers are an excellent example of such a multi-partner response in supporting users in developing and achieving their professional goals”

Joost Korte, Director General for Employment, Social Affairs and Inclusion, European Commission

The issue of lifelong guidance is increasingly crucial, where Covid and the economic crisis are disrupting many industrial sectors, risking economic ‘accidents’, putting companies in difficulty, some of which may have to cease operations, with the consequence that workers will have to reorient themselves.

“ And so, the Cité des métiers is the preferred partner to support and guide all audiences in their career choices”

Bernard Clerfayt, Minister of the Brussels-Capital Region Government, responsible for Employment and Vocational Training, Digital Transition, Local Authorities and Animal Welfare

In order to support transitions, global measures are needed, broken down into targeted responses adapted to the territory. Guidance becomes a learning process, which is why it is part of a lifelong process for young and old.

“ Here we see the CDMs well positioned as an innovative solution to address the various European challenges in lifelong guidance”

Catherine Kinet, Director of the Brussels Cité des métiers

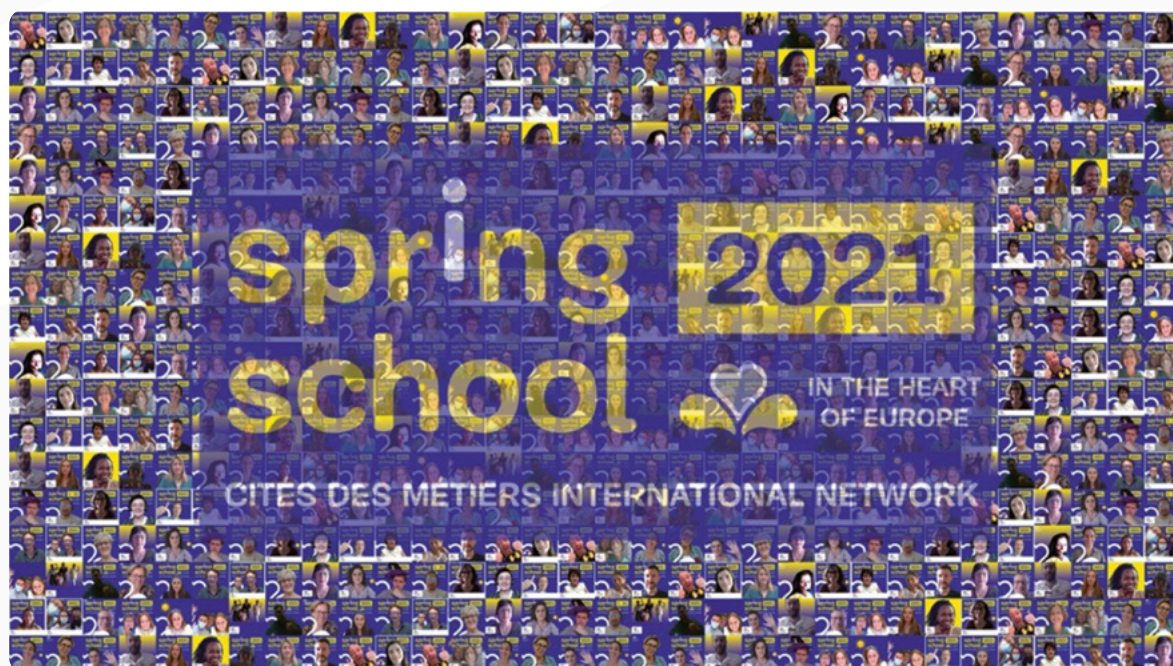
Catherine Kinet, Director of the Brussels CDM, concluded the second day by thanking the experts and the representatives of the European Commission and the public authorities for their valuable contributions.

The third day addressed the question of how the CDMs would respond to the new needs and expectations of citizens. Nineteen workshops were held to exchange good practice between CDMs. Workshops on digital transformation, the effects of remote counselling, website ergonomics for better accessibility to the public, such as the MITI chat platform set up by the Walloon CDMs. The environment was also addressed with a workshop devoted to the energy professions in the territories. Some workshops were dedicated to vulnerable groups, including one for young Neets and another for migrants. Approaches and tools were presented, such as the method of activating vocational and personal development, and “learning by doing” pedagogy. There was also a workshop on guidance skills, another on the “Europass” tool proposed by the European Commission, and finally a workshop that addressed the gender dimension in the CDMs.

As the CDMs are intended to be laboratories, innovative actions were therefore highlighted, such as “outside the walls” actions, and other digital tools used in some CDMs, third-party venues and e-libraries. Finally, other topics were also discussed, such as apprenticeship in companies, professional retraining and European cohesion policy.

The 2021 edition of the Spring School, the first to be organised as a videoconference, once again showed the vitality of the International Network of Cité des métiers, often described as original, friendly and benevolent.

The Spring School ended happily with a promise to meet again the following year to continue co-creating tomorrow’s Cité des métiers.



THE CITÉ DES MÉTIERS ONLINE

It is clear that the different ways of interaction continued to evolve during this year of the ongoing health crisis and social distancing. Thus, the digitalisation of the Cité des métiers had an impact on both internal and external communication. Enabling as many employees and users as possible to stay connected, to exchange information or to take advantage of services, was the priority for the year.

Thus, the Cité des métiers made every effort to maintain contact at a distance, while adding a human dimension.

➤ Internal communication

The Cité des métiers ensured that employees were kept continuously informed through various channels: e-mails, videoconferencing, internal social networks, etc.

In addition to the news review presented during the weekly team meeting organised by videoconference, a lot of information on safety instructions and measures relating to the new working conditions was shared.

The priority was to facilitate remote exchanges. Document sharing and instant discussions could thus take place through dedicated channels.



External communication

Website



number of page views:

382,768



number of unique visitors:

51,844



geographical origin of visitors:

70% Brussels-Capital Region

30% others (Antwerp, Ghent, Liège, Charleroi, Namur, Mons, Paris, etc.)



number of requests via the FAQbot:

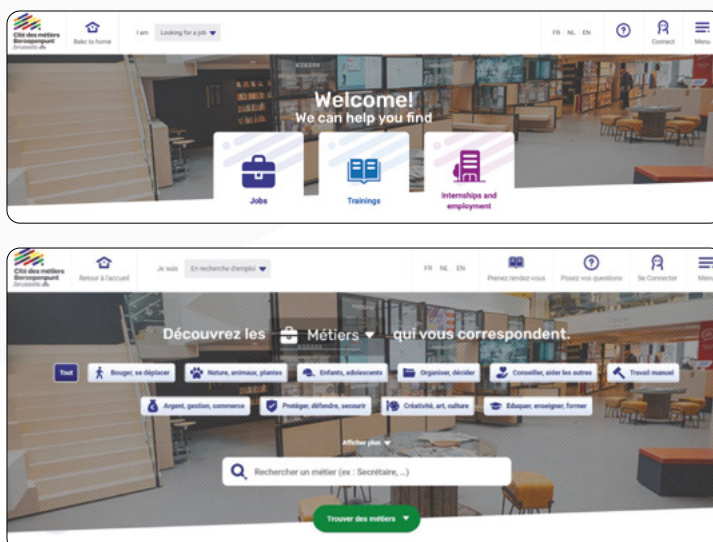
3,564

In order to better communicate with its users, the Cité des métiers has adapted and intensified communication regarding its services on its website and social networks. Other targeted communication campaigns were carried out through the same channels.

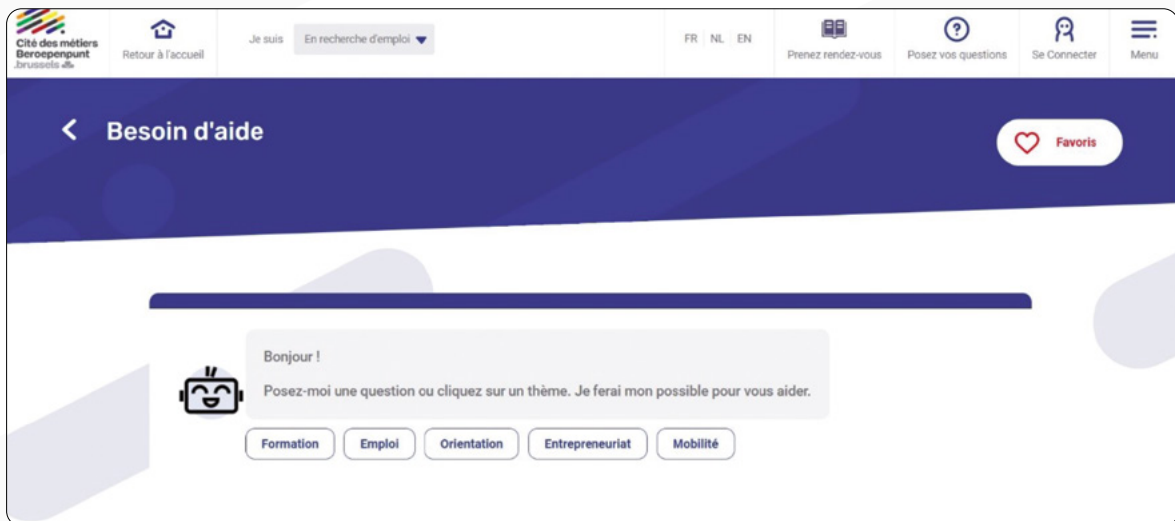
The website pages were mainly used to showcase the activities of the Cité des métiers. There was also a regular update of services and adaptation of timetables, a booking system for the multimedia space and individual counselling, and a registration system for upcoming recurrent events.

In addition, a dedicated page was also put online to provide information on the *Future.me* programme, which aims to help Brussels residents who have lost their jobs due to the health crisis.

A new interface, specially designed for our visitors, has made it possible to better highlight jobs, training courses and internships.



In order to better respond to the needs of users, the FAQbot has also been enriched with content. A first level of information is provided to users on the basis of their questions related to guidance, training, employment, mobility and entrepreneurship, while addressing the most relevant issues in times of crisis.



The Cité des métiers also decided to upgrade its website to better equip all guidance specialists. Over the course of 2021, working groups of counsellors were set up to better understand their daily uses and needs when meeting the public. This will lead to the publication of the new “I am a guidance specialist” interface by 2022.

Social networks

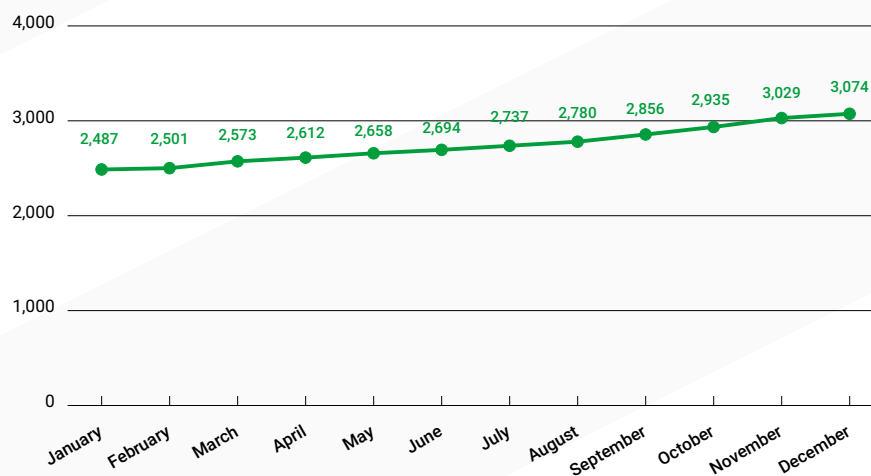
In three years, the Cité des métiers has been able to increase its number of subscribers on social networks by 23.5%. The audience profile of its Facebook page is composed of more women than men, with a significant number of these in the 25–44 age group. The audience profile of the LinkedIn page is mainly composed of senior executives, young graduates and directors and/or managers.

Brussels is the most represented region on the two channels.



number of
Facebook
subscribers:
3,074

NUMBER OF FACEBOOK SUBSCRIBERS



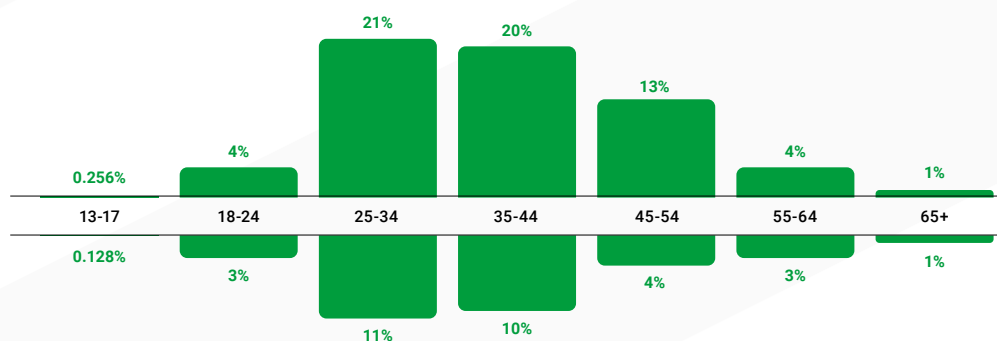
number of
Facebook posts:
823

FACEBOOK SUBSCRIBERS AUDIENCE PROFILE

Women
65%

Your fans

33%
Men



Brussels: **69.45%**
Wallonia: **3.87%**
Flanders: **3.15%**



Other: **23.53%**



number of
LinkedIn
subscribers:
891

Senior executives
(directors,
managers, etc.):
54.26%

Young graduates:
37.12%

Other:
8.62%



Brussels: **74.10%**
Wallonia: **16.22%**
Flanders: **3.05%**



France: **2.80%**
Other: **3.83%**

Like its website, the Cité des métiers has used its social networks to communicate with its users on a number of news items specific to the activities of the Cité des métiers and its partners.

This visibility, mainly focused on Facebook and LinkedIn, allowed us to reach both the general public and professionals. Through these channels, specific publications (service communications, press articles, partner information, #1week1career campaign, Future.me campaign...) and the calendar of group activities were shared.

The success of the #1semaine1métier and *Future.me* campaigns was felt and resulted in a high number of interactions with the public. A lot of multimedia content has been published to explain the existing schemes available.



THE TEAM

A great deal of energy, a few innovations and a constant will to adapt have enabled the team to carry out the Cité des métiers' mission and to remain as close as possible to users despite the crisis.

The Cité des métiers' offer has been deployed in many forms, both physical and digital. The team worked both in the field and online. Once again this year, the employees showed great adaptability in facing all the changes and novelties that were presented to them.

In a period of many comings and goings, team spirit was reflected in the group motivation to provide excellent services to users.

In order to keep abreast of current events and to support employees in their work, the Cité des métiers' documentalist has been holding a weekly session since the Cité des métiers was founded, providing information on current topics related to each of the Cité des métiers' five themes. This search for useful information serves them in the advice they give to users and, at the same time, positions the Cité des métiers as a key player in lifelong guidance.

Finally, some staff members left us and others joined us. This provides a new dynamic and a lot of learning so that guidance is at the heart of the solutions considered to help users.

A team building event was also organised to bring together the co-workers for an urban rally, aiming to explore the city's historic monuments in a fun way.





CONCLUSION

Given the results obtained in the second year of the health crisis, the year 2021 ended on an optimistic note⁸. The Cité des métiers has indeed succeeded in slightly increasing (by 3%) the number of contacts made, all services combined.

Between the need for continuous information for users and the alternation between face-to-face and distance learning, new actions have been developed to provide the best possible response to the public's guidance questions. With the physical space closed at the beginning of the year to comply with the health regulations in force, the Cité des métiers has taken a turn for the better in its working methods, tools and services. In doing so, it has nevertheless been able to retain its essence: the multiplicity of its partnerships, its expertise at the service of users and its openness to different perspectives.

This same innovation, in the projects developed, has made it possible to refine and even enrich our service methods. Today, career guidance is subjecting to many different influences that are disrupting it and forcing it to constantly adapt its practices in order to provide a service that meets the needs of users. At the Cité des métiers, this approach is always guided by the concern to empower the public, where users become the directors of their own professional lives.

The Cité des métiers is well aware that users are looking for guidance services in order to be supported in this new transformation of the labour market. It will do its utmost to ensure that career guidance continues to be seen as essential, and that it is part of the solutions provided to support users throughout their working lives.

8. We have reached 29,523 contacts in 2020 and 33,060 in 2021.

