



**Cité des métiers
Beroepenpunt
.brussels** 

ANNUAL REPORT
2020.

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's next steps on social media!

FOREWORD

“ Between successive periods of lockdown and the easing of lockdowns, our mission to provide lifelong career guidance for the general public has never been more crucial.

While we were looking forward to 2020 with great enthusiasm, the Covid-19 pandemic rapidly upset our daily lives and the business world. We have all had to adapt to living in lockdown and working from home, and this has resulted in adapted services for our audiences.

In summarising a year that was like no other, this adaptation to change enabled us to find innovative responses to unforeseen circumstances. Indeed, since mid-March, we have put in place new remote contact methods in order to maintain the service offered to users. A challenge that would have been impossible without the group intelligence that has been developed internally and with the collaboration of our partners. During this exceptional year, some 29,523 contacts with our users were established.

Between successive periods of lockdown and the easing of lockdowns, our mission to provide lifelong career guidance for the general public has never been more crucial. Not only have many people lost their jobs, but major upheavals have also occurred in the labour market: adaptation of skills and professions, dramatic increase in working from home, widespread use of digital technology, etc.

Throughout this report, you will read about what we have achieved and understand the challenges we face now and in the future. The objective is to become aware of this reality in order to drive change for the benefit of all residents of Brussels.

At the end of this year we are very proud of what we have achieved. I would therefore like to congratulate and thank each and every one of the Cité des métiers employees for the resilience and agility they have shown in such a challenging situation.

Enjoy the report, and, more than ever, take care of yourself and your loved ones!

Catherine Kinet

Director

2020, THE YEAR OF ADAPTATION AND CHALLENGES

The partnership dynamic

Despite the pandemic, the Cité des métiers has continued to build partnerships. In the course of remotely held committees, the Cité des métiers and its partners discussed and reflected on the challenges of career guidance. These discussions have made it possible to set up practical initiatives to offer the residents of Brussels solutions adapted to their new needs.

Huis voor Gezondheid, Focus Carrière, Intec Brussel, Womenpreneur Initiative and Brik have joined the circle of partners, either to be permanently present for individual advice or to lead group activities. This expansion has led to greater sharing of knowledge and best practice. On a day-to-day basis, the aim is to achieve greater cooperation between partners in order to put the public at the heart of the Cité des métiers' efforts.

Thanks to the synergies developed between various careers guidance professionals, the Cité des métiers is able to inform and raise awareness of potential career paths.



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

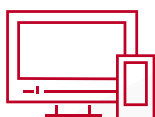


Second-circle partners
organising collective
activities at the Cité des métiers

Types of service

Government recommendations forced the Cité des métiers to close the premises, intermittently, while respecting health guidance. This reality has led to a change in its practices towards users, with the majority opting for online or face-to-face services¹.

Multimedia area



number of contacts to the multimedia area:

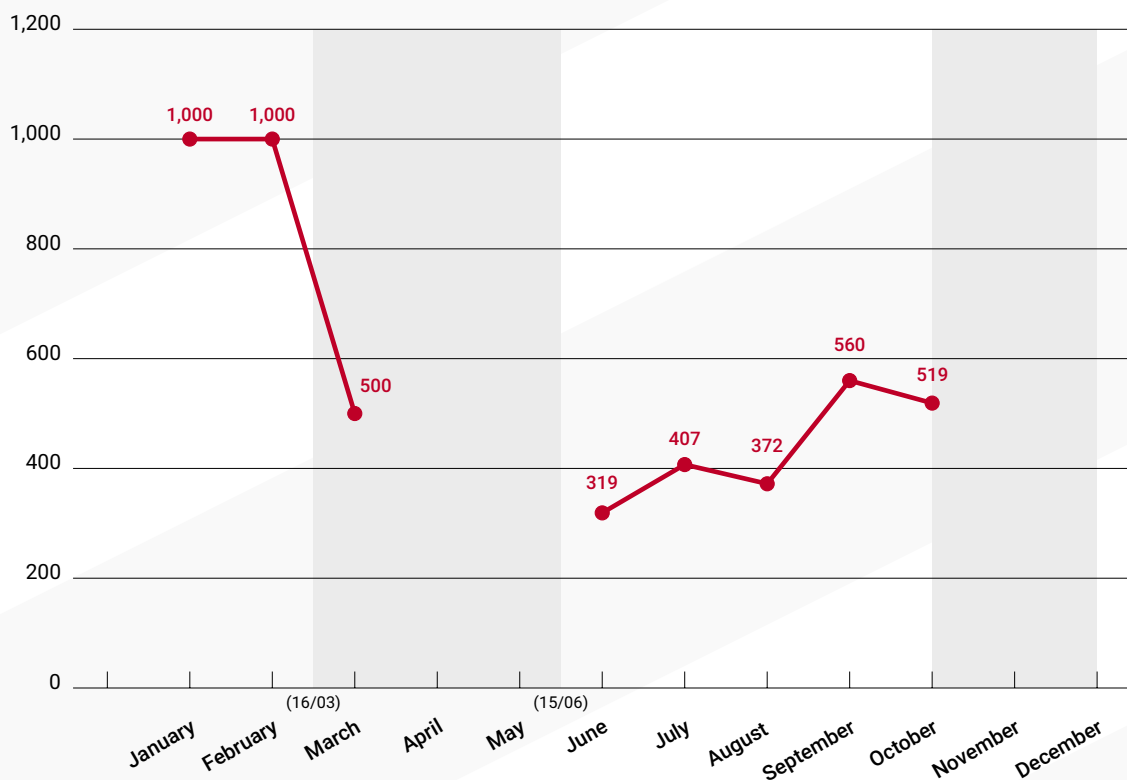
4,677



number of books available to consult:

1,628

NUMBER OF CONTACTS TO THE MULTIMEDIA AREA:



The areas in gray background corresponding to the closed periods of the multimedia space, due to government measures.

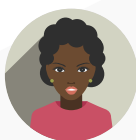
1. The Cité des métiers was accessible by appointment only thanks to an exemption from the principles of the Operating Charter obtained from the Cités des métiers International Network.

While it was open, the multimedia area helped people who did not have digital devices or who lacked the knowledge to use them. Receptionists and digital stewards are more than ever dedicated to providing information and guidance, and to introducing the general public to the use of the Internet and software. Thanks to their adaptability and versatility, they were able to move to an even more sophisticated level of intervention by familiarising the public with the use of our adapted service process.

The Cité des métiers is now listed on the website of the CABAN network (Collectif des Acteurs Bruxellois de l'Accessibilité Numérique)² as a digital public space that offers citizens free access to a computer and an Internet connection for their procedures relating to career guidance issues. This visibility has made it possible for people to gain awareness of us and attract a new audience.

In parallel with the development of a guided tour on the Guidelia mobile app, which aims to help visitors discover the services on offer through a series of questions and answers, the Cité des métiers is also working to create an online documents area. In 2022, it will thus be possible to view our services using multimedia resources and to consult a database of the works available on site.

A project to make e-books available is also underway. Users will be able to view a collection of recent books specialising in the themes of guidance, employment, training, mobility and self-employment from a central location.



“ With the help of the customer service staff and digital stewards, I was able to update my jobseeker profile, download documents and consult the training catalogue.

2. The CABAN network brings together associations and other organisations tackling the «digital divide» in Brussels.

One-to-one counselling

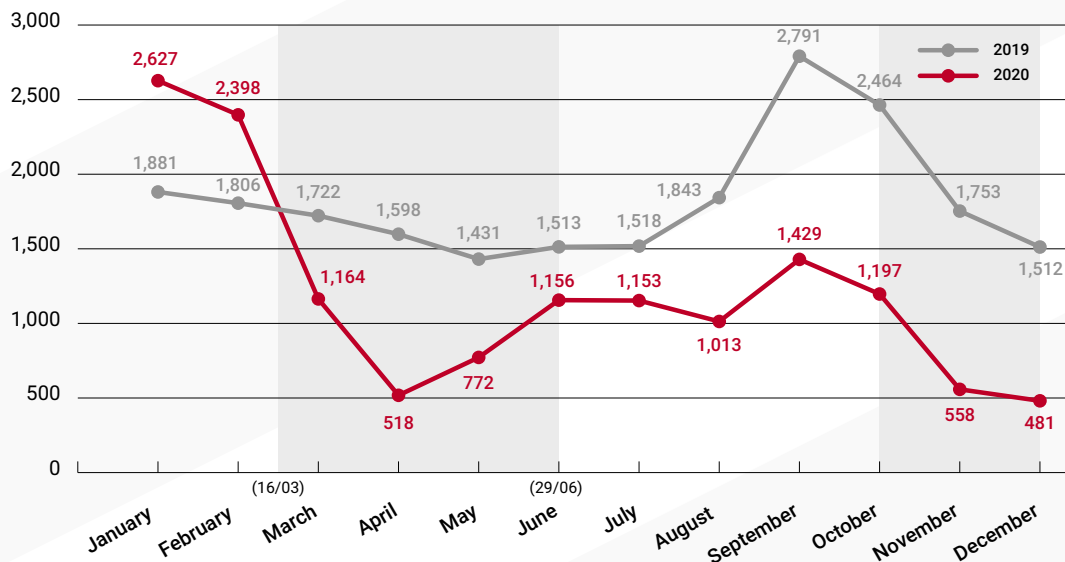


number of contacts
receiving counselling:

14,466

- > **7,684** face-to-face
- > **2,459** via email info@cdm-bp.brussels
- > **2,828** calls via the call centre 0800.55.66
- > **937** via Facebook Messenger chat
- > **419** following group activities
- > **139** following contacts NEETs project

NUMBER OF CONTACTS OF INDIVIDUAL ADVICE



The zones in gray background correspond to the periods of closure, of the face-to-face counseling, due to government measures.

Between the various health measures, the Cité des métiers very quickly combined face-to-face individual advice with online individual advice. Remote communication channels have also been increased in order to continue guidance activities as much as possible. The challenge was to react within a very short timeframe, given the situation and the personal circumstances of the users.

As not everyone has access to digital tools, the Cité des métiers took steps to reorganise face-to-face appointments as quickly as possible. A reopening was therefore organized from June 29 to October 30.

In a period of crisis and uncertainty, counsellors played a vital role in listening and providing guidance. They allowed users to explore new possibilities by offering them different options in their search for careers information.

Group activities



number of group activities organised:

831

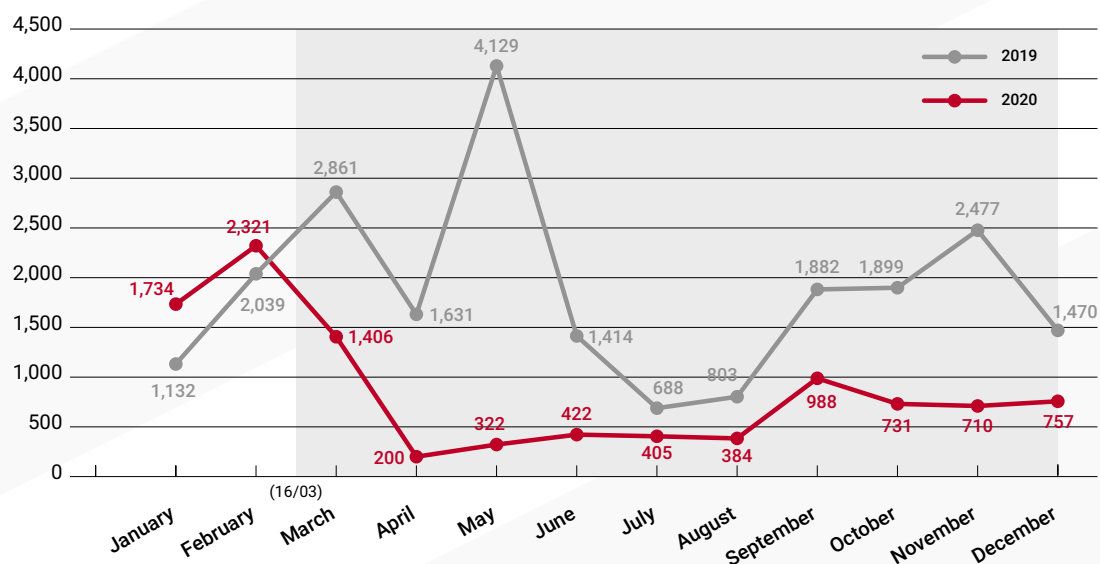
including **263** face-to-face and **568** online



number of contacts in the group activities (face to face and online):

10,380

TOTAL GROUP ACTIVITIES USERS



The zones in gray background correspond to the periods of closure, of the face-to-face counseling, due to government measures.

At the beginning of the year, new workshops and (half-)days were organised in person, such as "Applying for jobs by video", "Self-employment for people of African origin", "Hackat/Hackathons", "Police pre-training" or "Working at the airport". Stands and workshops were set up, which gave the Cité des métiers the opportunity to collaborate with new partners.

This diversification, which aimed to raise awareness, was a great success. The high attendance at the last three workshops referred to above peaked at over 50% of contacts in January 2021. The goal will be to repeat this achievement once the situation returns to normal.

Shortly after the start of the pandemic³, the weekly schedule of group activities, co-produced with or without partners, was disrupted and took place online.

However, this situation has also created new opportunities. Counsellors were trained in videoconferencing practices and platforms⁴, and new bilingual group activities were developed, adapted and published on the Cité des métiers' website and social networks. These include "Discovering work-linked training: a course, an internship, a job", "Becoming a teacher: duties, studies and support", "Becoming a nurse: job, studies and support", "Career focus: How do I rethink my network?"...

In order to guide or refer users whose status and career plans have been affected by the pandemic, the Cité des métiers has deliberately broadened its offering with activities relating to growth occupations or those in short supply.



3. Three weeks after the closure, the first online group activity, which took place on 7 April 2020, was "How to use your CV".

4. Depending on the main (co-)organising body, the video conferencing platform chosen was either Whereby or GoogleMeet.

➤ The general public

In 2020, the Cité des métiers met the needs and expectations of some 29,523 contacts⁵. Among them, some specific target audiences have also benefited from its services:



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

233



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

94



number of people reached as part of Euroguidance activities:

46



number of people reached as part of prisoner reintegration:

24



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

244



number of people reached by advisers on the Formtruck:

239

The permanent employment of young people in Brussels is a major challenge. In its work, the Cité des métiers supports initiatives to inform young people about school and higher education, and to facilitate their transition to working life. Whether it is to define a career plan, develop skills, undertake a project or stimulate young people who are excluded from the labour market, measures are put in place to achieve the objectives of each individual.

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

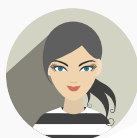
The unique circumstances of this year have seen some young students struggling more with their choices. These people quickly found themselves isolated, due to a lack of tools or information.

To remedy this situation, and in response to the needs expressed by the main establishments, the Cité des métiers and the Wallonia-Brussels Federation have developed new ways of working to help young people to explore their academic and career options. In addition to the usual visits to our space, the counsellors also visited schools and organised individual counselling and online group activities.





As far as these student-oriented group activities are concerned, the guidance pathway (PTO) is the scheme that has reached the most first-degree (2nd year) students (age 13-14) in a very short period of time. On the other hand, workshops such as "Explorama", for learning more about professional environments and reflect on a career path by choosing work environments, "Inforizon", for discovering, exploring and evaluating professional interests, and "Pass'Avenir", for answering questions based on themes enabling the user to identify their personal interests, have been very successful with partner schools.



**“ Thank you very much
for all the tools and
guidance you provided.**

The Cité des métiers and the Pôle Académique organised a series of meetings and group activities every Wednesday to guide young students towards studies at high school or university. In addition, the Cité des métiers and the Leerwinkel also organised the group activity “Verder studeren in Brussel” to help young Dutch speakers who want to study at a university or college in Brussels.

In the future, the Cité des métiers hopes to expand to meet more schools, classes and parents. This is intended, with the support of more partners, to serve the needs of young people via a more integrated and multidimensional scheme.



NEET'S



number of
individual advices

139



number of group
activities organised:

17



number of NEET's contacts
who participated in the NEET's
group activities:

110

A particular focus has also been to offer solutions to young NEETs⁶ who have drifted away from educational institutions. This makes sense at a time when there has been a risk of dropping out of school, after a long period of school closures and upheaval. This is even more the case in the context of a crisis such as the one the world has experienced.

The Cité des métiers' NEET project has remained very active for young people by adapting the work of its Touch'N'Go programme. By digitizing both "awareness", that is to say identification and awareness-raising, but also support and group activities, the Cité des métiers has been able to continue to provide remote information to young people, partners and local missions...

To achieve this, Touch'N'Go has pursued 3 objectives:

1. the development of specific partnerships with local players, at a local level, aimed at young people and the creation of links between local players and the Cité des métiers
2. adapting the methods of advice, support and collective activities to the requirements digitization
3. informing both partners in the field and young people on guidance issues, learning, employment, mobility and entrepreneurship through the creation and dissemination of content on Touch'N'Go social media.

In order to reach this audience remotely, the NEET project has strengthened its online presence, through Touch'N'Go's social networking pages. A Facebook page and an Instagram page, aimed at young people and partners (AMO youth centres⁷, neighbourhood centres, etc.), have been created to share information with them (good tips, online training, etc.), give them personalised advice and broadcast weekly video challenges.

6. NEET is an acronym for "Not in Education, Employment or Training". It refers to young people (18–24-year-olds) who are not in education, employment or training. This is a project co-financed by the European Social Fund and the Youth Employment Initiative, in which the Cité des Métiers is involved.

7. An AMO (Service d'action aux jeunes en milieu ouvert) is a place where young people are welcomed, listened to, informed, guided, supported and assisted. They seek to address the problems that affect young people in their daily lives.

Key events

In 2020, the key events at the Cité des métiers were punctuated by the health context, economic issues, the need to guide and refer users, and the new way of working for team members. Projects have been developed with the Cités des métiers International Network and with partners. Even working remotely, the team was able to experience some highlights.

The Cité des métiers has begun its initial research (locations, visits, speakers, etc.) with a view to organising the Spring School 2020 in Brussels. The central theme was the positioning of the Cités des métiers as a support to European and Brussels policies on lifelong career guidance. This annual event, which is part of the Cités des métiers International Network, had to be cancelled prematurely due to the Covid-19 pandemic.

2020

JAN

FEB

The Cité des métiers took part in the "Salon des possibles", where the presence of some forty associations working in the field of after-school transition enabled nearly 600 young people to be informed about the possibilities for socio-professional integration (employment, training, voluntary work, support services, etc.). This event was mainly aimed at students from special education schools, but many teachers, parents and helpers also participated.



The director of the Cité des métiers took part in the Arabica programme on AraBel FM to present the concept to listeners.

With its partners, the Cité des Métiers took part in the Défi des Talents. This is an interactive and innovative project dedicated to youth guidance. The event was organised by EFP and offers friendly competitions to Brussels students. They face 16 challenges to find their career path. On this occasion, 19 jobs linked to vocational training were presented to them and nine pre-selection tests for the Worldskills Belgium professional championship were conducted.

The Cité des métiers celebrated its second anniversary in the presence of the Brussels Minister of Employment and Vocational Training, Bernard Clerfayt, the Minister of Higher Education and Social Promotion of the Wallonia-Brussels Federation, Valérie Glatigny, and the Directors of Actiris, Bruxelles Formation and the VDAB Brussel, Grégor Chapelle, Olivia P'Tito and Geert Pauwels. A press conference was held to share the results of the satisfaction survey conducted among 500 visitors to the Cité des métiers. In total, 95% said they were satisfied, four out of ten people visited the Cité des métiers several times a month, 91% of people recommended the Cité des métiers to their friends or acquaintances, and 9 out of 10 people found what they were looking for.

The Cité des métiers suspended its group activities organised in the CDM premises on 13 March.

The Cité des métiers closed its premises on 16 March and set up one-to-one remote counselling via its Facebook Messenger page and its e-mail address info@cdm-bp.brussels. It also took the opportunity to launch a new Facebook page dedicated to the NEET audience.

On 23 March, the Cité des métiers introduced an additional method of contact for one-to-one online advice via Bruxelles Formation's call centre (freephone 0800 555 66), with a maximum response time of 48 hours by e-mail, telephone or video call.

On 26 March, the Cité des métiers held its first team meeting via video call. A total of 55 employees were online that day.

The Cité des métiers set up an internal communication tool on the Slack platform and trained the entire team on how to use it.



On 3 May, the Cité des métiers organised the first group online activities for NEETs (escape game on multiple intelligences, career game, etc.).

MARCH

APR

MAY

The Cité des Métiers hosted the International Network to present the final report of the study drawn up by Erasmus+ and COCADE on lifelong vocational guidance and training.

In the context of the forthcoming opening of various Cités des métiers, the International Network, together with candidates from the Sambre-Avesnois region, got to know the Brussels Cité des métiers concept.

Following the lockdown, the Cité des métiers decided to launch a #1jour1métier campaign on the Facebook social network. The aim was to promote and honour the so-called "essential" front-line jobs that are exposed to health risks.

On 7 April, the Cité des métiers set up the first online group activity via video call. This first experience was quickly followed by numerous workshops.

The Cité des métiers launched an Instagram page for NEETs on 14 April.





The Bruxelles Formation Formtruck and the Cité des métiers advisers are back on the job, for the whole month, before being called to another sudden stop due to a new wave of Covid cases in Brussels.

In order to position the concept of a single guidance space as a key player in the French-speaking world, the Cité des métiers participated in the implementation of the "Lifelong guidance – educational, economic and societal issues" scheme. This four-party initiative involved the Wallonia-Brussels Federation, the Walloon Region, the Brussels-Capital Region and the French Community Commission.

JUNE

JULY/AUG

SEPT

The Cité des métiers reopened its premises in two stages, by appointment only:

- 15 June – opening of the multimedia area, with access to computers, except for hard copy resources.
- 29 June – opening of the one-to-one counselling area in compliance with social distancing measures and health standards.





“ I am working again and I would like to sincerely thank you for your help which has allowed me to flourish, despite this being a very difficult time for everyone.

The Cité des métiers decided to relaunch the weekly Thursday evening late-night sessions. The public was therefore able to benefit from the services again until 7pm.

The Cité des métiers took part in its first virtual trade fair, Forum ON. Aimed at (future) higher education graduates (undergraduates and postgraduates), who are looking for a job or for careers advice. The aim of this Brussels job fair is to help them find their first job.

Relations ramped up between the Belgian Cités des métiers, notably in the context of the presentation of the online advice platform Miti, already used by the Walloon Cités des métiers.

OCT

NOV

DEC

Following the government's decision to proceed with a second lockdown, the Cité des métiers is obliged to close access to its premises again, as of 1 November, and to switch its services to 100% online.

THE BRUSSELS CITÉ DES MÉTIERS ONLINE

Internal and external communication has been an essential link to ensure, and even strengthen, contact with stakeholders: employees, users and partners. Unsurprisingly, it is thanks to digital tools that the Cité des métiers has been able to keep in touch.

Internal communication

The Cité des métiers has ensured that employees are kept continuously informed through various channels: e-mails, video calls, internal social networks, etc.

Information on safety instructions, measures relating to new working conditions or messages of support for staff were added to the traditional news of the weekly team meetings by video call. E-mailing was the preferred channel for informing the entire team as quickly and reliably as possible.

In addition to the above-mentioned information, each employee was also given the opportunity to stay informed and interact on the Slack collaborative platform. Through dedicated channels, document sharing and instant messaging, it was easier for them to exchange information remotely.

The tool has helped to unite the staff and to link the different areas of expertise by sharing knowledge and news. In addition, they were able to work in teams on joint projects.



External communication

Website



number of page views:

305,322



number of unique visitors:

213,134



geographical origin of visitors:

70% Brussels-Capital Region

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



number of requests
via the FAQbot:

5,341

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

The website's pages have mainly served as a showcase for the Cité des métiers' activities and as a point of contact with it. In particular, there is a regular update of adapted services, both face-to-face and remote, as well as a daily post on recurrent upcoming events.

The screenshot shows the website's interface with a navigation bar at the top (FR, NL, EN, icons for home, FAQ, and user profile). The main content is divided into two columns: 'Cette semaine' (This week) and 'La semaine prochaine' (Next week). Each column lists upcoming events with dates and descriptions.

Cette semaine		La semaine prochaine	
27/07	Clés pour décoder l'enseignement supérieur (séance en présentiel)	02/08	Comment orienter mes usagers vers la formation ? (professionnels de l'orientation)
27/07	Les clés de l'orientation (atelier en ligne)	02/08	Atelier Euroguidance : CV Europass et bourses européennes (séance en ligne)
27/07	Se former tout en étant en incapacité de travail (séance en ligne)	03/08	CV, mode d'emploi (atelier en ligne)
27/07	Optimisez vos chances de décrocher un emploi ! (atelier en ligne)	04/08	Transférance : vos compétences au cœur de votre réorientation professionnelle (atelier en ligne)
28/07	Transférance : vos compétences au cœur de votre réorientation professionnelle (atelier en ligne)	04/08	Des formations pour travailler dans un bureau d'études
28/07	Duo for a Job : un coaching pour l'emploi (séance en ligne)	05/08	Boostez votre recherche d'emploi avec Team4Job ! (séance en ligne)
28/07	Obtenir le CESS après 18 ans : pourquoi et comment ? (séance en ligne)	05/08	Duo for a Job : un coaching pour l'emploi (séance en ligne)
29/07	Initiation à LinkedIn (atelier en ligne)	05/08	Pass Avenir : un premier Pass vers votre avenir professionnel (atelier en ligne)
Afficher plus		Afficher plus	

In order to keep up with new technologies, and to better respond to the pressing needs of users, a FAQbot has also been developed to act as a first filter in the search for information and/or advice. The initial work consisted of generic coverage of guidance, training and employment issues, as well as the most relevant issues in light of the pandemic. This first experience has made it possible to set up the technical infrastructure that can be used in the future to develop the other themes.

The Cité des métiers has also decided to upgrade its website to put the user at the centre of the consultation experience. At the end of January 2020, usability tests were launched, in collaboration with an external company, with users in order to better understand their user journey and the difficulties they face. The test findings will enable the wording and layout of the information to be adapted, thanks to a new interface, by 2021.

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

This visibility, mainly focused on Facebook and LinkedIn, allowed us to reach both the general public and professionals. Through these channels, specific publications (service communication, press articles, partner information, #1jour1métier campaign, etc.) as well as the calendar of group activities were further highlighted.

The success of the #1jour1métier campaign, promoting frontline jobs (care assistants, storekeepers, etc.), was evident in the high number of interactions with the public. Numerous videos explaining internships, training courses and jobs were published during three months.

Social networks

While the Cité des métiers had communicated little, during the pre-Covid period, on the networks social networks, it made it its second showcase throughout the year. His number of subscribers has moreover doubled to reach respectively 2,487 subscribers, on Facebook, and 387 subscribers, on LinkedIn. The audience profile of our 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 our LinkedIn page is mainly composed of senior executives, young graduates and directors and/or managers.

Brussels is the most represented region on our two channels.



number of
Facebook
subscribers:

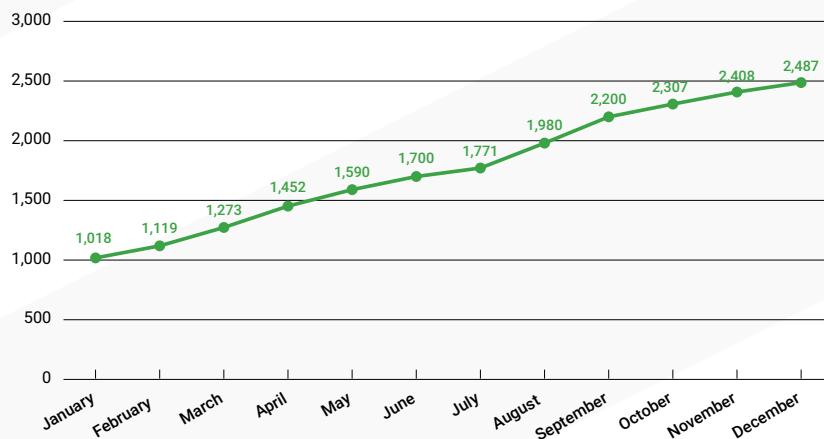
2,487



number of
Facebook
posts:

683

NUMBER OF FACEBOOK SUBSCRIBERS



FACEBOOK SUBSCRIBERS AUDIENCE PROFILE

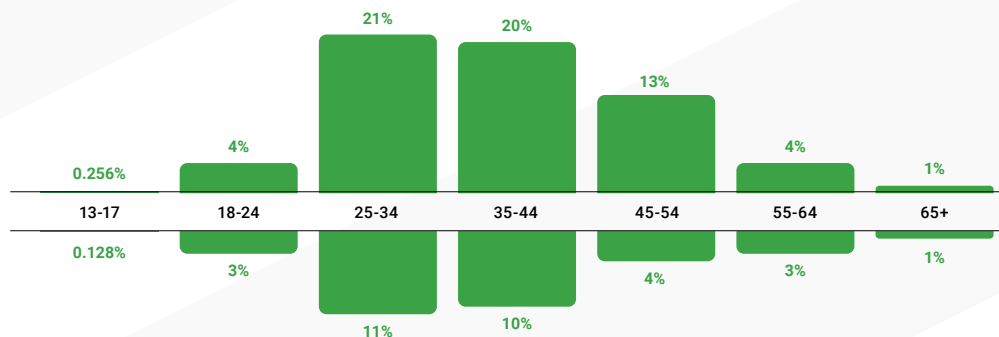
Women

65%

Your fans

33%

Men



Brussels: **68.35%**

Wallonia: **4.38%**

Flanders: **3.05%**



Other: **24.22%**



number of
LinkedIn
subscribers:
387

Senior executives
(directors,
managers, etc.):
52.71%

Young graduates:
36.43%

Other:
10.86%



Brussels: **72.85%**
Wallonia: **15.84%**
Flanders: **4.30%**



France: **2.26%**
Other: **4.75%**



**“ Thanks to your expertise and advice,
I found a training course and gained
certification allowing me to practise a trade.**



THE TEAM

The resilience, energy and inventiveness of each member of the team enabled the Cité des métiers to carry out its mission and remain close to its users despite the pandemic.

The staff demonstrated their ability to adapt to a number of changes that they were suddenly confronted with during this pandemic. Despite the closure of the premises, significant IT support (integration of tools) and follow-up (training) were put in place to ensure continuity of service.

Everyone showed their willingness to get up to speed at the height of the crisis. They become familiar with digital tools, thanks to specific training. As a result, the Cité des métiers staff had to demonstrate both responsiveness and creativity in order to manage the flow of user requests.

And this was sometimes in the face of difficulties being experienced by users, regardless of the contact channel used. Fortunately, the Cité des métiers has also been able to recruit new staff, such as specialised advisers, to strengthen the existing team.

It should be noted that in 2020, with the support of an external company, the Cité des métiers defined its identity and the key elements on which to build its strategy and action plan. Determining its Purpose, Mission and Vision is key to the success and growth of a Cité des métiers where the institutional origin of each employee must coexist with this multi-partner project. Through a survey and workshops in sub-groups, this step back was useful for brainstorming, getting out of the box, allowing each employee to express him or herself, but also targeting shared and unifying values.



Now that these values have been defined, they will have to be associated with certain behaviours from next year onwards in order to ensure that they are practised daily for the benefit of all parties, especially users.



In december, a team building exercise took place via video call to bring together all the team members around a cooperative puzzle-solving game. A festive lunch was also held remotely to celebrate the end of the year.

CONCLUSION

In 2020, the Cité des Métiers draws an assessment in two phases.

While the first two months of the year saw an increase in the number of users, by 36% in individual counselling and 28% in group activities, compared to the previous year, this trend was abruptly halted by the pandemic.

The remaining ten months, having inevitably shown a drop in face-to-face visits, forced the Cité des métiers to adapt its service processes and develop new ways of working in a very short time.

Between the need to keep users continually informed and the need to adapt to offering digital services, things are looking good: new complementary tools have been developed which will continue to guide our audiences. As our premises were closed, in order to comply with the health regulations in force, a large number of online tools (call centre, chat, video calls, FAQbot, etc.) were put in place. Users seem to have adapted to it overall, even if the digital divide is real for some. Guidance and referrals were the most successful topics.

Overall, 2020 saw a 47% decrease⁸ in contacts made compared to 2019.

Despite this, communication has proven to be the launch pad for the digital switchover. In the face of this crisis, it has been critical to the success of remote working, including the continuation of adapted services.

On the one hand, communication with users, mainly through our social networks and our website, has ensured the provision of services. On the other hand, communication with the team was essential for convincing and getting employees on board with this new way of working, but also for maintaining the work dynamic and keeping energy levels up over time.

The efforts made should hopefully allow us to envisage a mixed start to the 2021 academic year (a mix of remote and classroom learning). A return to face-to-face activities and the social aspect that goes with this remains fundamental to the career plans of Cité des métiers users.

8. In 2020, a total of 29,523 contacts were made, compared to 55,757 in 2019.

