

CITÉ DES MÉTIERS – BEROEOPENPUNT BRUSSELS

- **Type of project** : Onsite career counselling space
- **Duration** : all year
- **Beneficiaries** : All



DESCRIPTION



The Cité des Métiers - Beroepenpunt is a career counselling service to provide free career guidance to all citizens in one central location in the Brussels-Capital Region. The practice is implemented since March 2018. CDM-BP Brussels is a member of the “Réseau des Cités des métiers”, and respects the common principles and charters from the network:

- Open to all: open to all, without distinction of age, status, level of education or socio-professional category.
- Free of charge: a free access, in a spirit of public service.
- A welcoming space: a welcoming space based on the quality of listening and advice.
- Anonymity: services focused on each person’s needs.
- Neutrality: clear, factual and neutral information.
- Empowerment: helping users make their own choices.

It offers :

- career-guidance to all citizen throughout their professional life
- career-guidance to young people, jobseekers and workers and directing users to the available sources;
- Guidance towards secondary and higher education and/or vocational training;
- Promotion of the “new professions” (i.e. growth sectors and new, emerging professions) and the professions that are expected to grow in the future with career counselling;
- Stimulating entrepreneurship;
- Facilitating national and international labour mobility.

The fields of expertise covered are:

- guidance on which professions to choose; information on how to access training;
- counselling on how to enhance skills and change jobs;
- help with job searches and information on how to set up a business, help to move for a job in another region or country.

Citizens have open access to paper-based documentation on employment, careers and vocational training.

They also have access to digitalised information on **50 computers** and **16 tablets** located in a dedicated modern and welcoming open-space at the CDM-BP, which serves to emphasize accessibility.

At these digital stations, digital stewards can help clients with issues related to the use of the computers etc. At the reception desk located at the entrance to the CDM-BP, clients can get information on where different services can be accessed in the CDM-BP.

CONTACT

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MULTIPARTNERSHIP ORGANISATION



Thanks to its multi-partnership approach, the CDM contributes to the simplification of these services:

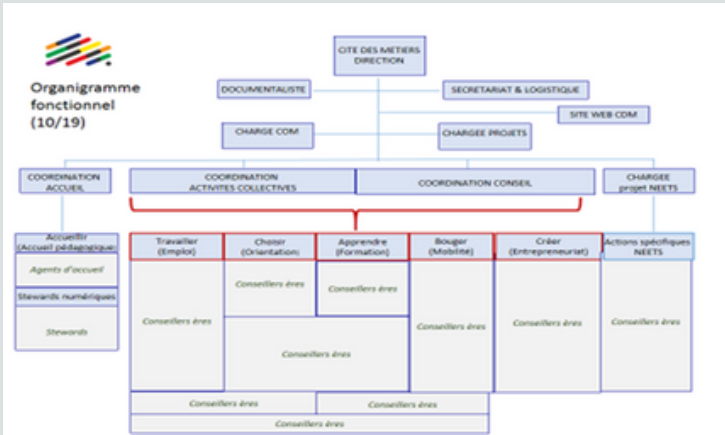
- **Actiris** (Brussels-Capital Region PES)
- **Bruxelles Formation** (Agency in charge of professional vocational training for French speaking jobseekers in the Brussels-Capital Region)
- **VDAB Brussel** (subsidiary in the Flanders Region of the Brussels-Capital Region PES, in charge of career services and professional training for Dutch speaking citizens in the Brussels-Capital Region).

These three main organizations work alongside a large number of partners including entrepreneurship organizations, training organizations, and further education and career counselling organizations. Each partner brings in its own skills and knowledge.

The CDM-BP team is mobilized by the Promoters and other partners of the 1st circle (see beside). Each member of the team keeps the job description written by their home institution. The CDM-BP has a functional organizational chart. Moreover, each member of the team remains linked to its original institution in the hierarchical organization charts.



- **First circle in the white area**
organisations who provide counsellors each day to assume the counselling: actiris international, brusafe, cefa, fédération wallonie bruxelles, pôle académique de bruxelles, enseignement de promotion sociale, tracé/leerwinkel, validation des compétences, efp, service formation pme, world skills belgium, 1819 brussels, phare.
- **Second circle in the grey area**
organisations providing people for collective activities on a regular base like: promofor, cevora, jeep, werkwinkel.



COMMUNICATION

In terms of communication, the CDM-BP has its own media presence. There was a launch campaign in March 2018 in the traditional media. In the initial stage the emphasis was on posters and flyers. The CDM-BP website, launched in June 2019, offers information on job vacancies, training opportunities, career paths and other relevant information and link-ups with partners' websites. In addition to the website, the following communication channels are set up: the info box, the CDM Facebook and LinkedIn. The objective of increasing the number of followers remains a challenge every day. Activities are communicated through 4 channels: a multimedia space in the Tour Astro (information sessions, group visits, screens and leaflets), social media (Facebook and LinkedIn) a website CDM-BP and the websites of their partners.

FUNDING

The setup of the CdM Brussels was funded primarily by the Brussels-Capital Region.

In April 2020, of the 77 workers working at the CDM-BP, 28 come from Actiris, 24 from Bruxelles Formation, while the others come from other partners. Each partner pays the salary for the people on their payrolls. All the other costs are supported by the 3 promoters.





Erasmus+



STRENGTHS

The project is fully in line with the policies of the Brussels Region, its economic and social challenges.

The added value of the project at CDM-BP is certainly these integrated services in one place. Thanks to the dynamic partnership, the user can find information and advice throughout their professional life. The Cité des Métiers Brussels has the objective to unite the partners to better meet the needs of audiences concerning orientation for training and employment.



IMPACTS

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KEY FIGURES

- In 2019 :
 - **21.832** contacts in **face to face counselling**
 - **22.425** contacts during **collective activities**
 - **11.500 visitors in the open space** (library & digital devices)
 - In **91% of cases**, visitors found what they were looking for
- In April 2020, of the **77 workers** working at the CDM-BP 28 come from Actiris, 24 from Bruxelles Formation, while the others come from other partners

QUALITY

Ongoing training of team members remains an essential condition for ensuring high level of quality in their mission of information and guidance. Each team member has a personal training plan (provided by their employer) that allows them to develop oneself.

The profile of visitors is known thanks to an anonymous questionnaire proposed (but not compulsory) at the end of the council. A large visitor satisfaction study on 500 visitors was carried out by an external company at the end of 2019/ beginning of 2020 and made it possible to better understand the profile and expectations of visitors.

In 91% of cases, visitors found what they were looking for:

- Absolutely: 69% (especially for the "low" profiles)
- Yes, in part: 22% (especially for the "high" profiles)

In 60% of cases, the first visit takes place by participating in a workshop. In 55% visitors use documentary or digital resources.