

CITÉ EPHEMERE DE BAGNOLET

- **Type of project** : Event
- **Duration** : 17 April 2019
- **Beneficiaries** : For all



DESCRIPTION

The Cité des métiers, Est Ensemble and the Departmental Council of Seine-Saint-Denis have joined forces in order to co-construct a project for the territorial animation of the actors in lifelong vocational guidance within the territory of Est Ensemble.

This project also aimed to respond to the challenges of setting up the Regional Public Service of Career Guidance in the Ile-de-France region, by improving access for all, by providing free and complete information regarding ones professional life (i.e. professions, training, labour market, etc.).

In order to improve access to its services, the Cité des Métiers of Paris has set up Associated Centres in Paris: Public Information Library, Paris Employment Points in the 10th and 18th arrondissement. The aim of the Associated Centres is to make information on working life (i.e. employment, training, business creation, etc.) more accessible and to better understand the needs and expectations of the region's residents and professionals. There are also other off-the-wall schemes such as the "Cité des métiers éphémère" for territories wishing to test the Cité des métiers model before setting up a sustainable service offer.

KEY FIGURES

- 33 partners
- 84 professionals mobilized
- 400 beneficiaries,
- 3 presentation meetings,
- 4 steering committees,
- 4 Cité des Métiers presentation half-days, days of shadowing advisors, 1 digital portal presentation day.

CONTACT

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GOVERNANCE



A project led by the Cité des Métiers de Paris, Est Ensemble and the Seine Saint-Denis Departmental Council.

Those involved in guidance and lifelong learning were invited to participate in the project and to attend the steering committees.

As the project progressed, more and more partners wished to join the project and finally reached the number of 30 (in addition to the 3 Maisons de l'emploi).

Decisions were taken collectively, under the supervision of the three instigating entities and in accordance with the charter of the Cité des Métiers.

MULTIPARTNERSHIP ORGANIZATION



For the organizing structure(s), the implementation of an ephemeral Cité des métiers requires :

- Compliance with the Cité des métiers charter for a free, anonymous and general public reception area.
- To take place in an open and frequented space.
- To mobilise local actors: local authorities, associations, training organisations, companies, etc.
- To enable the event's stakeholders to take part in an awareness day, a presentation of the resources of the Cité des métiers and at least one advice desk shadowing at the reception desk and/or on the advice centres.

It was decided to organize the event at the Campus Fonderie de l'image in Bagnolet because it is a training centre dedicated to digital professions, located close to the city's working-class districts.

COMMUNICATION



Several supports have been put in place:

- A brochure
- Posters
- Integrate into the programming of the Cité des Métiers and associated centres (BPI, PPE 10 and 18)
- Social networks
- Implementation of a digital portal : <http://www.cacdmparis.fr/>

STRENGTHS



- Meeting other Lifelong Learning Professionals
- Improving Territorial network
- Pooling of resources
- Reaching out to audiences
- Connecting with communities
- Increasing its visibility



FUNDING



Charges	Montant	Produits	Montant
Coordination du projet :	30 000€	Subventions : - CD93 - Est Ensemble	15 000€ 15 000€
Contributions volontaire en nature : Communication	8 500€		
Bibliothéconomie	2 000€	Autres produits de gestion courante	1 500€
Professionnalisation des acteurs impliqués	3 000€	Contributions volontaires en nature	13 500€
Autres : frais de restauration, frais de déplacement, badges...	1 500€		
TOTAL	45 000€	TOTAL	45 000€

IMPACTS



- Overall, the partners are satisfied with the event, the date chosen and the timetables.
- 82% believe that the concept meets the needs of the users.
- 58.8% of the partners surveyed think that the main benefit of the event is to have been able to meet professionals from the territory.
- For them it is also the opportunity to discover new tools (19.6%) or the opportunity to improve their skills (7.8%).
- The partners think that this type of event should be more frequent and over a longer period of time.



QUALITY



- 85% of users consider the event as "very satisfactory" or "satisfactory".
- 82% are satisfied with the date, time and duration of the event.
- The ephemeral Cité des métiers enabled them to obtain new information (53%), steps to take (15%), specific contacts (14%) and new perspectives and desires (9%).
- Workshop participants are also mostly satisfied (94%) with the quality of the services provided. Many of them leave with new information (60%), new perspectives and desires (13%), new steps to take (10%) and answers to their expectations (11%).