



THE CITÉ DES MÉTIERS - BEROEPENPUNT IS A CAREER COUNSELLING SERVICE SET UP BY THE BRUSSELS-CAPITAL REGION PES TO PROVIDE FREE CAREER GUIDANCE TO ALL CITIZENS IN ONE CENTRAL LOCATION IN THE BRUSSELS-CAPITAL REGION.

## Cité des Métiers (CDM)

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### BELGIUM

The Cité des Métiers aims to strengthen the cooperation among organisations active in the fields of education, training, employment and career guidance in Brussels, gathering the information provided by these organisations at a single point of contact where clients can find career guidance, in an easily accessible format. Since the Cité des Métiers is a relative new measure, very limited data are available about the outcomes. In order to reach a wider audience, in particular young people furthest away from the labour market, a new communication campaign will be launched in October 2018.

Name of the PES

Brussels-Capital Region PES (Actiris)

Scope of measure

Regional

When was the practice implemented?

Since 2018 – on-going

What was the driver for introducing the practice? Was it internal or external?

The driver for introducing the Cité des Métiers was the unemployment rate in the Brussels-Capital Region which is higher than in the other regions. Over 60 % of jobseekers have been registered as unemployed for over a year and 66 % have a low level of education (this includes education up to secondary education degree and studies abroad which do not have an equivalent qualification in Belgium<sup>1</sup>). At the same time, due to the complex and multi-lingual administrative setup of the Brussels-Capital Region, career counselling for jobseekers is done by at least two organisations (Actiris and VDAB<sup>2</sup>). Thanks to its multi-partnership approach, the CDM contributes to the simplification of these services.

Which organisation was involved in its implementation?

- ▶ Actiris (Brussels-Capital Region PES);
  - ▶ Bruxelles Formation (Agency in charge of professional training for French speaking jobseekers in the Brussels-Capital Region);
  - ▶ VDAB (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 organisations work alongside a large number of partners including entrepreneurship organisations, training organisations, and further education and career counselling organisations<sup>3</sup>.

Which groups were targeted by the practice?

The Cité des Métiers - Beroepenpunt is open to anyone: young people, jobseekers or workers interested in changing and orienting their career path.

What were the practice's main objectives?

- ▶ Providing career-guidance to young people, jobseekers and workers and directing users to the available resources;
- ▶ Guiding people towards vocational training;
- ▶ Promoting 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.

1 Study Visit 'Cité des Métiers – Beroepenpunt.brussels: A transferable model?'. Nathalie Hasaerts, Presentation PES Actiris, 5 July 2018.  
 2 VDAB is a subsidiary of the Brussels-Capital Region PES in the Flanders Region, in charge of career services and professional training for Dutch speaking citizens in the Brussels-Capital Region.  
 3 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.

#### What activities were carried out?

The following activities are carried out:

- ▶ 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 approximately 60 computers and 20 tablets located in a dedicated modern and welcoming open-space at the CDM, which serves to emphasise 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, clients can get information on where different services can be accessed in the CDM;
- ▶ Face-to-face counselling interviews are provided with professionals belonging to institutions competent in the fields of counselling and professional life and small-group workshops;
- ▶ The interviews are free of charge, anonymous and focused on the individual's specific needs. They can be accessed without needing to make an appointment;
- ▶ Large-scale activities such as one-day information sessions, symposia and meetings are organised by all the partners or produced in cooperation with external partners. These sessions need to be booked by partners. The group size can vary from 5 to 80 participants depending on the type of activity;
- ▶ Separate from the dedicated open-space, but located in the same building, are group meeting rooms.

#### What resources and other relevant organisational aspects were involved?

The CDM is a part of a CDM International Network. Universcience provides the CDM 'label'. CDMs were initially conceived in 1993 in France with the aim to provide different career counselling services altogether in one space to help individuals to access information on careers. In order to obtain the CDM label, it is necessary to adhere to a specific charter<sup>4</sup> that ensures that a CDM is focused on the audiences' needs, not on the institutions' needs, and their service offer. Moreover, the CDM Network requires all staff to receive formalised training before a new CDM office is opened.

The Brussels CDM was created by the Brussels-Capital Region PES, Bruxelles Formation and VDAB. Of the 62 counsellors working at the CDM 25 come from the Brussels-Capital Region PES, 23 from Bruxelles Formation, while the others come from other partners. Each partner pays the salary for the people on their payrolls. Many counsellors work full-time at the CDM while others work part-time. The digital stewards are tech savvy young people whose role is to explain technical issues to users.

In terms of communication, the CDM has its own media presence: there was a launch campaign in March 2018 in the traditional media as well as a series of open workshops during the first opening week. In the initial stage the emphasis was on posters and flyers. At the same time, partner organisations promote the CDM via their own networks, organising information sessions and group visits. The CDM website, launched in June 2018, offers information and link-ups with partners' websites.

#### What were the source(s) of funding?

The setup of the CDM was funded primarily by the Brussels-Capital Region and to a lesser extent by the French speaking Community Commission of the Brussels-Capital Region.<sup>5</sup> The budget foreseen for the running cost of the CDM in 2018 is EUR 4 million, which is borne primarily by the Brussels-Capital Region PES (Actiris) and Bruxelles Formation (approximately 45 % each), while a smaller part (10 %) is funded by VDAB.

#### What were the outputs of the practice: people reached and products?

Outputs include the following:

- ▶ In the first six weeks of operation, the CDM has reached the following usage: 250 clients each day. Each day approximately 100 clients used the digital resources; approximately 100 clients participated in counselling sessions and approximately 50 clients participated in group sessions<sup>6</sup>;
- ▶ The following communication products have been produced so far: a website that gathers information on job vacancies, training opportunities, career paths and other relevant information (<http://www.citedesmetiers.brussels/>); posters and flyers promoting the CDM.

<sup>4</sup> The main principles of the charter are the following: the CDM is open to all individuals seeking information and guidance. The CDM host clients without appointment, free of charge and on an anonymous basis; it is to foster listening by a creating a welcoming and gratifying space; it is to provide information in a neutral way, and it is to offer a plurality of points of view.

<sup>5</sup> Factsheet from the Study Visit 'Cité des Métiers – Beroepenpunt.brussels: A transferable model?' 5 - 6 July 2018, Brussels, Belgium.

<sup>6</sup> Ibid.

#### What outcomes have been identified?

The CDM opened in March 2018, in seven months more than 10 000 visitors received personal advice and information and more than 8 500 clients participated to collective activities. Moreover, given the anonymity principle on which the CDM is based, its effectiveness is not straightforward to quantify. Client satisfaction surveys are regularly carried out to measure the quality of service and counsellors invite clients to fill out a voluntary satisfaction questionnaire after each counselling session.

#### What are the lessons learnt and success factors?

The lessons learnt include the following:

- ▶ It is necessary to involve staff in work planning since on a given day there needs to be one specialist available at the CDM for each of the fields of expertise covered. Moreover, given the bilingual nature of the CDM, staff with various language proficiencies (namely French and Dutch) need to be available on site;
- ▶ Since the CDM service might encourage a lot of interest, a time limit has been set on the time that a client can spend accessing information on a computer and on the length of counselling sessions;
- ▶ Staff on the payroll of different organisations need to work as a team for the benefit of the client;
- ▶ The CDM is in the same building as the Brussels-Capital Region PES and can be seen by the general public as part of it. Work needs to be done to create a specific image for the CDM, distinct from and independent of the Brussels-Capital Region PES;
- ▶ A new awareness raising campaign will be launched in autumn 2018. The audience will be very large (from 16 to 65 years). This point is a challenge in terms of communication. Four audiences have been chosen in priority: students aged 16 and above, young people who are not students, jobseekers and those already in employment.

The success factors include:

- ▶ Thanks to the multidisciplinary and multi-partnership approach, clients can receive more in-depth counselling or obtain information on a wider range of services in one place;
- ▶ The complementarity between the services offered by the CDM and the ones offered by partner organisations, as well as the systematic use of local networks, helps the service to reach out to clients furthest away from the labour market;
- ▶ Sharing of knowledge, expertise, space and resources allows a more efficient use of available resources;
- ▶ The needs of the users are at the centre of the activities and information is provided in a neutral way.



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