

About the link between “on line” innovation & “physical world” innovation

How on line creativity can go together with creative approach
in setting up new services in the physical world ?



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**Life long Learning ? Help people to understand
how this idea can become reality**

-> increase its readability, visibility and proximity for all inhabitants

**A “Cité des métiers” is an integrated employment and
guidance multi-partners center, focused on user needs**

**Multimedia library,
Program of events,
(workshops and debates),
& 5 counselling desks :**

- Choose professional orientation
- Organize ones professional and training pathway
- Find a job
- Change professional career
- Create ones own business



The 5 criteria defining a « Cité des métiers » (CDM)

- **Focused on user needs and open to any one**
- **Broadly accessible (free access, self-service, confidentiality)**
- **Dedicated to any professional sector or topic**
- **Supported by a wide counseling and funding partnership (including main stake-holders of employment and guidance)**
- **Based on interaction of different type of support and media (counseling, individual tools and group dynamic)**

MAIN DATES:

1993: design of the 1st in Paris-La Villette- Science & industry Center

1999-2000: 3 new CDM opening in France – 2 in Italy

2001: 10 CDM in 5 countries : creation of CDM Network NGO

2013: 39 CDM in 9 countries and more than 80 associated centers

● Cités ouvertes au public

FRANCE

Paris La Villette
Basse Normandie (*Alençon, Caen, Cherbourg*)
Côtes d'Armor (*St-Brieuc*)
Grand Beauvaisis (*Beauvais*)
Guadeloupe (*Abymes*)
Haute-Normandie (*Rouen*)
La Rochelle
Limoges et Limousin
Marseille et Provence-Alpes-Côte d'Azur
Nanterre
Nord-Franche Comté (*Belfort, Montbéliard*)
Pays Gardois (*Nîmes*)
Saint-Quentin-en-Yvelines
Saint-Quentinois (*Saint-Quentin*)
Seine-et-Marne (*Emerainville*)

FRANCE / ALLEMAGNE

Région Mulhousienne (*Mulhouse / Freiburg*)

SUISSE / FRANCE

Grand Genève (*Genève / Annemasse*)

ITALIE

Genova
Milano
Roma e Lazio (*Tuscolana, Ostia*)
Treviso

ESPAGNE

Barcelona
Bidasoa (*Irun*)

PORTUGAL

Porto

● Cités en projet

FRANCE

Auvergne (*Clermont-Ferrand*)
La réunion (*St-Pierre*)
Montpellier
Val-de-Marne (*Choisy-le-Roi*)
Mayotte (*Mamoudzou*)

BELGIQUE

Charleroi
Liège

CHILI

Santiago

REPUBLIQUE DE MAURICE

Maurice (*Port-Louis*)

ITALIE

Torino

PORTUGAL

Tamegã e Sousa



What conceptions of online innovation in 20 years of « Cités des métiers » ?

Step 1 : Just explain how to come to the CDM and why (1995)



Step 2 : give on line access to events and contents (1997) and help to understand how ICT change occupations and training



Step 3 : design complementary online tools and apps (2004)

<http://citejob.com>



Step 4 : Help to choose the best way to find answers (2008)

Can I find it on line or Do I have to go somewhere ?

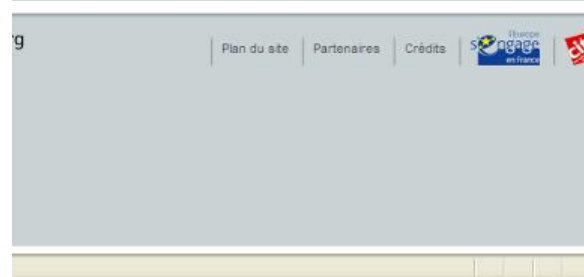


LA PLATEFORME EN LIGNE DES CITÉS DES MÉTIERS



Trouver ses premières réponses en ligne pour s'orienter, s'insérer, évoluer professionnellement

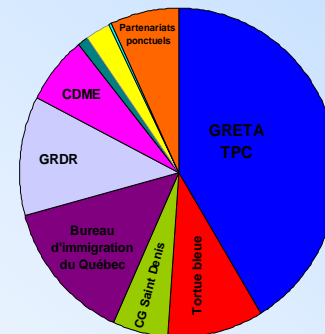
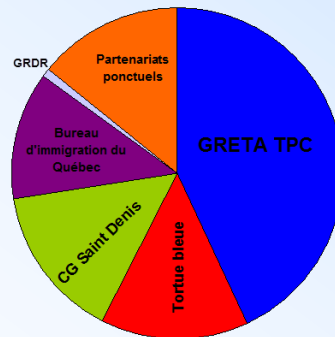
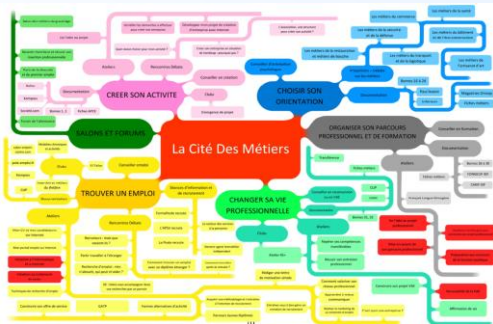
des compétences et des emplois, les cités des métiers sont des lieux de conseil et de ressources pour s'orienter et s'organiser



<http://online.citedesmetiers.org>

Step 5: add a Living Lab approach in the “physical world”

- Making physical centers themselves evolve:
- to compensate for the isolation resulting from the more and more frequent use of individual screens or the pseudo-conviviality of some social networks, as well for the “too much information” effect
- Provide more listening and exchange (workshops organized in tracks, clubs, reception of users outside of the premises, evening openings, “last minute” self feed back interviews) and help to discover and use the online tools (workshops “Finding a job using the internet”, training about the use of social networks).
- Support in a very proactive way new types of clubs, more or less informal, by helping creating them or hosting their meetings (deskilled migrants, chronically ill persons, elderly workers)."



CDM Living Lab :

A community « clubs » incubator

**Peer supports study circles
such as :**

- **El Taller (Latinos),**
- **45+ (older workers),**
- **Post graduated,**
- **Chronic Illness,**
- **Contest's losers,**
- **Skills Assesment,**
- **Job seeker's God fathers or mothers,**
- **Trans-Gender Jobs,**
- **Women designing SME,**
- **Skills coming from elsewhere,**
- **Artists and complementary job...**



**... Becoming also a
new on line
tools incubator
(Step 7...)**

Thanks a lot for your attention



Many of those elements come from the QuaDEC European project. If you are interested in finding more elements about those issues, feel free to have a look on the QuaDEC report at:

<http://quadec.citedesmetiers.org/QuadecRF.pdf> .