



Atlantic Social Lab

Cooperation for the promotion of Social Innovation

ATLANTIC SOCIAL LAB STUDY VISIT REPORT - STUDY VISITS HELD IN TOULOUSE

The project Atlantic Social Lab is co-financed by the European Regional Development Fund (ERDF) through the INTERREG Atlantic Area Cooperation Program (EAPA_246 / 2016).



A. GENERAL INFORMATION	
Date	22 – 11 – 2022
Location:	Toulouse
Name	Maison de l’Orientation
Legal Status	Regional Administration
Contact Details	Address: 57 All. de Bellefontaine, 31100 Toulouse Phone: +33 5 61 33 48 49 Email: maisondelorientation.toulouse@laregion.fr

B. SHORT DESCRIPTION	
<p>Objectives <i>(identify the main goals of the project and target groups addressed)</i></p>	<p>This initiative stems from a national directive that gives the different regions administrative power to manage the information dimension of vocational guidance. In the Occitan region, they decided to create the Maison de l’Orientation. Each region has the decision power to address how it wants to provide the first line of information in vocational guidance. Chronologically, 2009 marks the birth of the "Service Public de L’Orientation", 2014 the birth of the "Service Public Régional de l’Orientation” and in 2018 started providing information on training and careers for schoolchildren, students and their families.</p> <p>This project is based on the premise that every person has the right to be informed, advised and accompanied in matters of professional orientation. The public lifelong guidance service guarantees that everyone has the right to be informed, advised and accompanied in matters of career guidance:</p> <ul style="list-style-type: none"> - access to free, complete and objective information on occupations, training, qualifications, job opportunities and pay levels; - as well as access to quality counselling and guidance services organised in networks. It contributes to professional diversity. <p>The Maisons de l’Orientation welcome all publics:</p> <ul style="list-style-type: none"> - Schoolchildren, students, apprentices and their parents; - Young people leaving the school system, with or without a diploma/qualification; - People looking for a job and wondering about orientation, reorientation, jobs; - People in professional activity on their project or their career, a reconversion, the professions; - Companies: creators, managers, employers, etc.; - Partners of the Regional Public Orientation Service.

<p>Methodology <i>(identify the methodological principles, mode of operation and level of intervention)</i></p>	<p>The whole initiative is based on the principles of equal rights and opportunities for the population. Professional projects are understood as a mechanism that can mitigate social inequalities and contribute to fairer and more egalitarian societies. In this sense, Maison de l’Orientation develops all its activities to provide its beneficiaries with as much information as possible. The aim is that each individual can make informed choices.</p> <p>Moreover, they also consider it essential to work on the dimension of human relations to identify with each of their beneficiaries their main potentialities, competitive advantages and key competencies for the labour market. This process is fundamental so that individuals choose a profession in which they can use their potential and not one that is imposed on them.</p> <p>The career guidance service is not a "one shot" service; each beneficiary can use it as often as they consider necessary. The main objective is to empower the population to be responsible and active in designing their professional paths and projects.</p> <p>They also have a mobile service that allows them to reach the Maison de l’Orientation to populations that otherwise would not have access to these services, thus promoting equality.</p>
--	--

<p align="center">C. MAIN FINDINGS</p>	
<p>Social Needs <i>(identify the social needs the organisation intends to fill)</i></p>	<p>This project seeks to fulfill a set of social needs, namely:</p> <ul style="list-style-type: none"> - favour the lasting professional and social integration of all the population of Toulouse; - Development of social and professional skills; - To promote lifelong learning; - To promote the professional insertion of the target groups; - To Promote equal opportunities; - Stimulate the capacity to develop a professional career; - Identify specific individual skills and abilities; - To widen access to information to the largest possible number of people; - To instil responsibility in the design of professional careers; - Promote equal rights and access to information; - Stimulate collaboration with companies; - Promoting health, active citizenship and independent living.

<p>Social Innovative Practices (<i>identify the main social innovative practices developed and the extent to which the work developed responds to those needs</i>)</p>	<p>Social Innovation practices are developed in three main dimensions:</p> <p>(1) Access to a first level of information on guidance, retraining, jobs and training; (2) Access to an innovative physical and digital documentary collection; and (3) Activities, workshops, conferences and exhibitions on all issues related to guidance, training and careers.</p> <p>To strengthen these three dimensions several activities are developed:</p> <ul style="list-style-type: none"> - Regional reception and information structure; - Anonymous and free reception, without an appointment, regardless the age or status; <p>Information on guidance, careers, training and regional training schemes;</p> <ul style="list-style-type: none"> - Actions on all issues related to guidance, training and jobs; - Meetings with companies and guidance and training professionals; - Networking with local partners; - Orientation workshops led by MDO; - Thematic workshops; - The Employment Pass; - Permanence's of partners; - An island for the animation of the partnership; - A physical reception for a first level of information
<p>Collaboration and Networks (<i>identify the main connections of the organisation</i>)</p>	<p>The Occitanie Region is developing its local network to serve the public through the Maisons de l'Orientation and Maisons de la Région.</p> <p>They have collaboration networks with other regional and national public services, with private companies to host internships, job fairs and dissemination of job offers and a number of associations. They are currently strengthening their links with the network of local universities.</p>

D. MAIN CONSTRAINTS TO SUCCESS

<p>Challenges and Barriers (<i>identify the main problems that the organisation faces: financial resources, human resources, networks, innovative environment...</i>)</p>	<p>As this is a government-led initiative, one of the main difficulties they experience is the institutional changes and changes in strategic priorities that occur with changes in government (every 5 years). In addition, they also highlight the lack of a national institution to coordinate the different regional career guidance initiatives.</p>
--	---

E. CONCLUSIONS

<p>Key Concluding Lines</p>	<p>Places for the coordination of the regional policy "Orientation Métiers Formation" and the implementation of an action plan shared between the partners of the SPRO, the local partners and the operational management.</p> <p>An action plan on the metropolises with three main axes: reception without the appointment of all the public, animation of Orientation workshops and information on the professions.</p> <p>Pilots of the deployment of the Orientation Métiers Formation policy on the territories: the spin-off and support to the MDR, the MAIMO and the MDO outside the walls.</p> <p>16040 services delivered in 2021: 2816 individual interviews, 2593 calls handled, 811 e-mails answered, 603 people accompanied in the Orientation Workshops.</p> <p>Info métiers: 78 actions organised and 3157 people informed.</p> <p>Group reception: 502 people received.</p>
<p>Other information considered relevant</p>	<p>Nothing relevant to add.</p>

Study Visit Photos



Figure 1 – Maison de L'Orientation Entrance



Figure 2 – Event for young people at Maison de L'Orientation.

~

Partner: Centre for Social Studies of the University of Coimbra

Author: Carla Nogueira

Review: Hugo Pinto and Atlantic Social Lab Partners