



# LES CAMPUS DES MÉTIERS ET DES QUALIFICATIONS

Hubs for vocational  
education  
and training  
excellence




ENGLISH

# The Campus, a place for innovation and training right at the heart of business

A *Campus des métiers et des qualifications* is a **network that brings together all the stakeholders in a business sector of the future.**

Its purpose is to develop the skills demanded by the industries of today and tomorrow, involving, on a regional scale:

- 
- **schools (general, technological and vocational upper secondary schools);**
  - **higher education institutions;**
  - **training organisations;**
  - **research laboratories;**
  - **companies;**
  - **associations.**

By offering initial and continuing education in a cutting-edge sector, the Campus helps to expand sectors of excellence and improve vocational opportunities. It can therefore deliver strong solutions to the **socio-economic needs of its region.**

The *Campus des métiers et des qualifications* whose sector of activity faces a particularly strategic challenge bear the **Campus Excellence** label. Research and innovation are a major focus of their work.

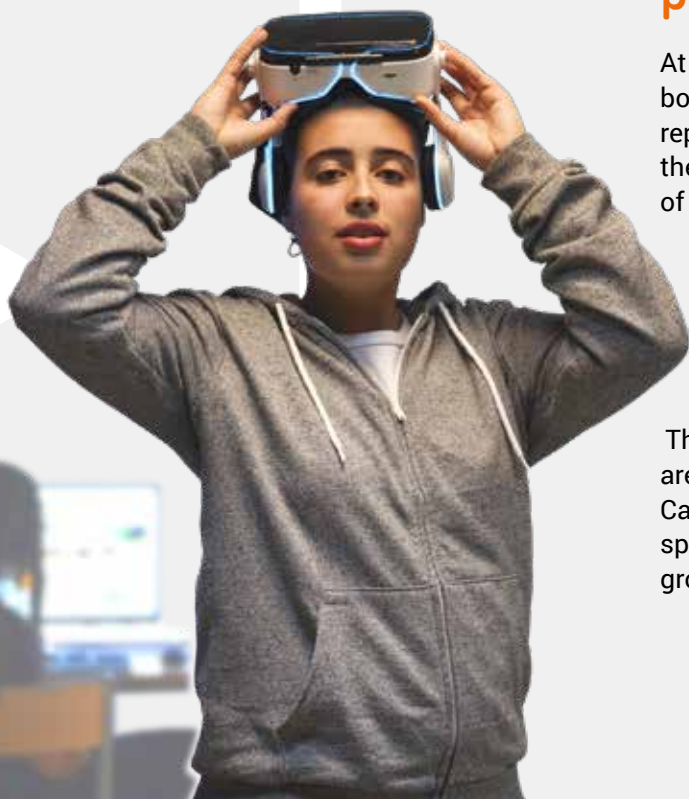


## Shared governance between the business world and the institutional partners

At regional level, the strategic governance body of the Campus brings together representatives from the business sectors, the President of the Region and the head of the regional Education Authority.

Each Campus then sets up its own management body, consisting of the Campus Operations Director, the training institutions and the business and non-profit stakeholders.

The founding members of the Campus are free to choose a structure to lead the Campus (secondary school, university, specific association or public interest grouping).








# Involvement in


## 12 strategic sectors


There are currently **95 Campuses** in **12 leading sectors** of the future:


 Mobility, aeronautics, land and maritime transport


 Materials, innovative materials


 Personal services and wellbeing

 Tourism, gastronomy

 Infrastructure, building, eco-construction

 Business services, logistics


 Creation, design, audiovisual

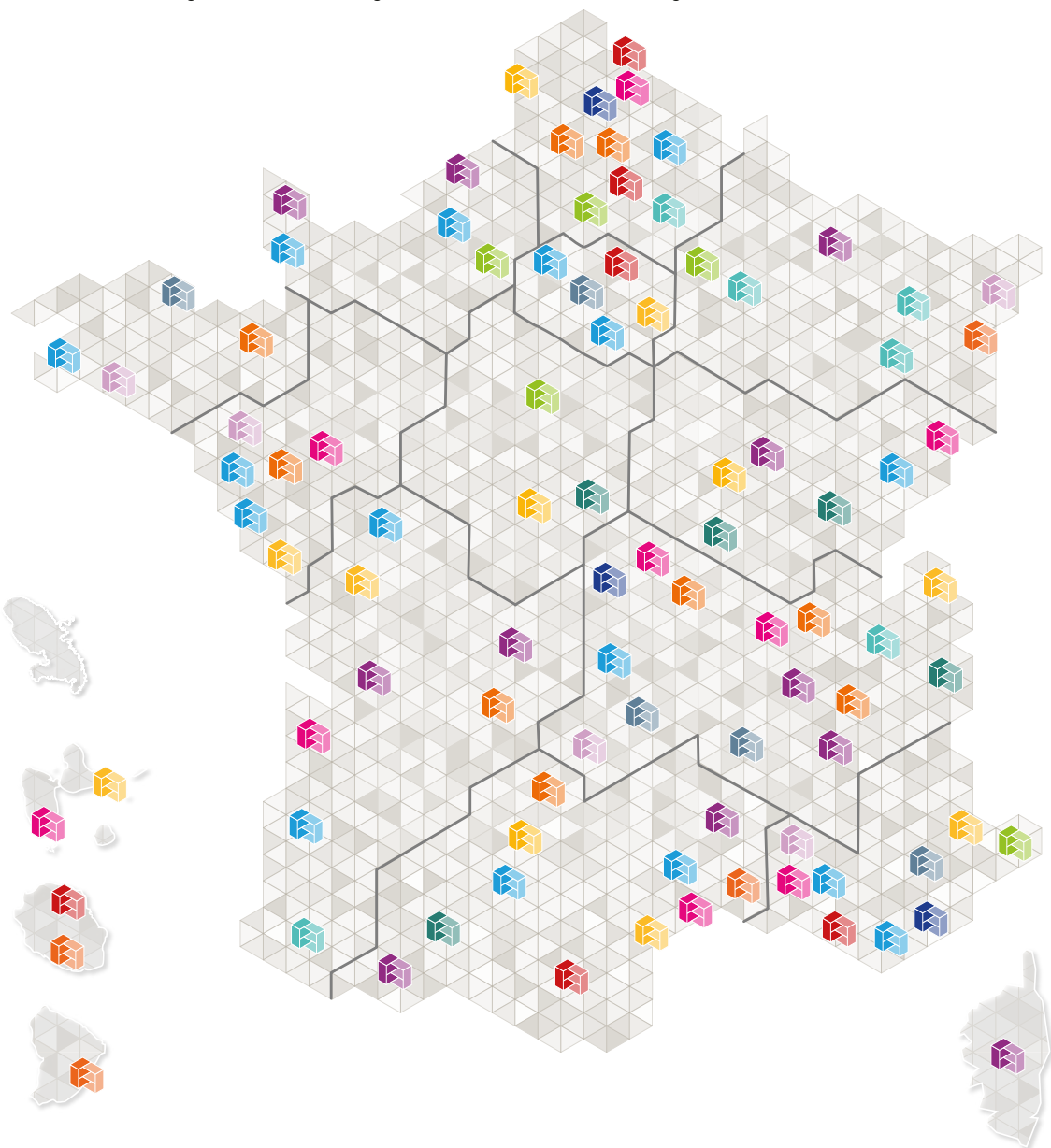
 Energy transition, eco-industry

 Food, agri-food

 Chemistry and biotechnology

 Innovative systems, mechatronics

 Digital, telecommunications



## 3 good reasons to get involved in the Campus



1

A quick, tailor-made solution to your training needs thanks to networked resources

2

Training services appropriate to your company, regardless of its size and specialisations

3

A single point of contact in your region to respond to your jobs and skills needs

# What the companies say



## CAMPUS EXCELLENCE, INDUSTRY OF THE FUTURE, SOUTH

For us, the Campus strives to bring together the business and educational worlds to build training pathways for young people in initial education, at school or in apprenticeships, and for adults in employment or looking to retrain. It plays an active role in **making these training pathways attractive and maintaining them in line with the skills needs of local industry.**

The Campus is a strategic asset which enables us to improve our efficiency, our planning and our agility.

An example of collective action? The 2nd edition of *L'Usine extraordinaire*. This event welcomed 20,000 visitors, including over 6,000 secondary school students who had the opportunity to find out about jobs in industry, with 126 committed sponsors who spoke about their jobs and what the industry represents today.

**Christine Baze**  
CEO, Industries Méditerranée



## SILVER ECONOMY CAMPUS

The Campus partners support employers of organisations in the silver economy to **boost the appeal of the sector and develop new trades** related to senior citizen care.

The people working on the Campus, a place of innovation, focus on the societal challenges faced by the ageing population (home automation, biotechnology, connected collective housing and telemedicine).

**Aurore Laisne de la Couronne**  
Co-Director of the SAJ association  
(Home Nursing Care and Assistance)

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## AUTOMOTIVE AND FUTURE MOBILITY CAMPUS

For Dekra, a road safety and environmental company operating across the country, the Montbéliard Campus is an excellent value creation hub.

By bringing together innovation laboratories and vocational and higher education institutions, the Campus provides the perfect solution for companies who want to stay one step ahead of the game when it comes to skills and talent.

**Armand Mennechet**  
Human Resources Director Dekra Automotive France



## CUSTOMER RELATIONS 3.0 CAMPUS

For the *Fédération de Négoces du Bois* (FNB – Timber Trade and Construction Materials Federation), the challenges are to demonstrate the attractiveness of the trades in our sector and their contribution to the economy, undergo digital transformation and satisfy professional customers who are becoming more and more technical. The Hauts-de-France Campus is a genuine asset, due to its **ability to adapt and customise its qualifications to our needs** and the specific features of our business.

**Laurent Martin Saint Léon**  
General Delegate, FNBM

## Who to contact?

For more information or to join a *Campus des métiers et des qualifications* specialising in your sector, please contact:

- the Campus Operations Director;
- the Education Authority representative for initial and continuing vocational education in your region.

