

# ALLIANCE VILLES EMPLOI

## AVE



## ABOUT US - ALLIANCE VILLES EMPLOI (AVE)

We are a network of local authorities (primarily inter-municipal entities of all sizes) committed to issues of employment, integration, and linked to local economic development.

**We support 220 members** in the deployment of territorial policies by facilitating the implementation of territorial tools: Maisons de l'Emploi, Local Plans for Integration and Employment (PLIE), and social insertion clause facilitators.

Our members carry out numerous projects related to employment and skills in ecological transition, through various perspectives:

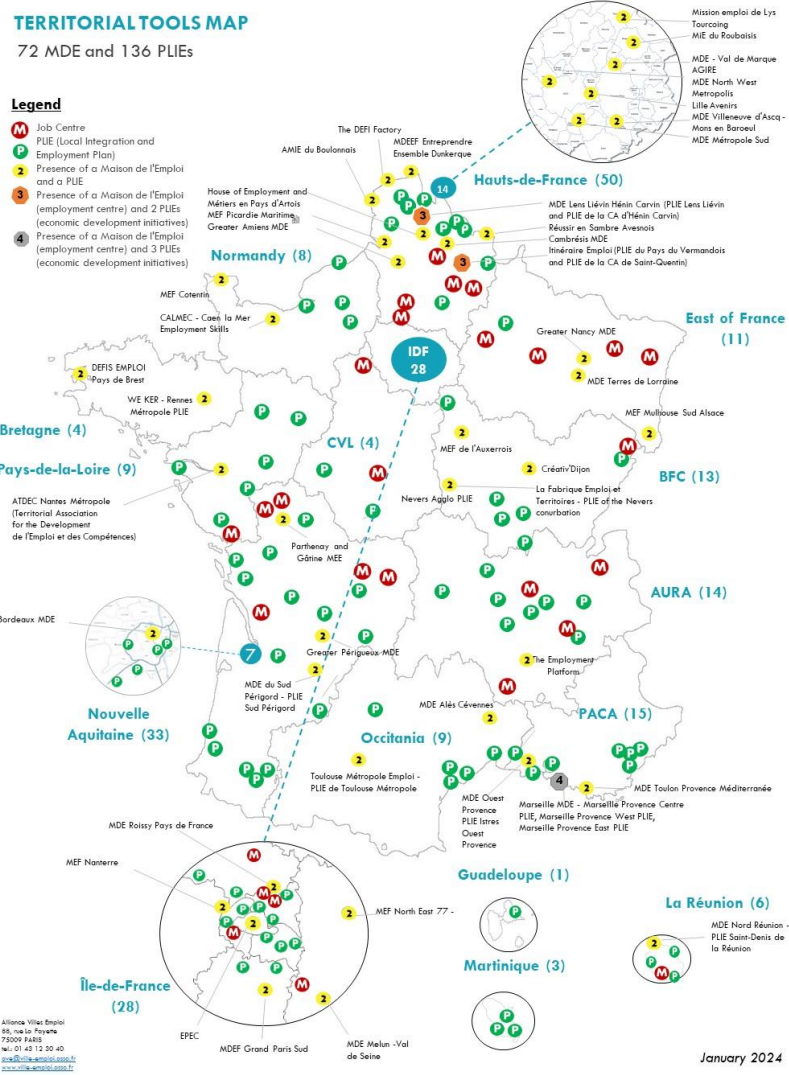
- job pools accessible to low-skilled individuals,
- employment aspects of territorial transition strategies,
- responsible public procurement,
- GPTEC (Territorial Forecasting and Management of Employment and Skills),
- and support for businesses, particularly smaller ones, among others.

## TERRITORIAL TOOLS MAP

72 MDE and 136 PLIEs

### Legend

- M** Jobs Centre
- P** PLIE (Local Integration and Employment Plan)
- 2** Presence of a Maison de l'Emploi and a PLIE
- 3** Presence of a Maison de l'Emploi (employment centre) and 2 PLIEs (economic development initiatives)
- 4** Presence of a Maison de l'Emploi (employment centre) and 3 PLIEs (economic development initiatives)



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## MAISON DE L'EMPLOI

- Territorial engineering platform
- Identifies local job market skills
- Implements a strategic plan and tools to manage and predict local job requirements and skills
- Create favorable conditions for local employment development
- Capacity to federate and mutualize local actors

## PLIE (Local Plan for Integration and Employment)

- Manages reception, sourcing, and mobilization of participants
- Provides personalized support through direct actions or collaboration with local partners.
- Collaborative approach
- Redistributes European funds (ESF) to local operators for participant support actions

# OUR MISSION & KEY OBJECTIVES

- 01 Facilitating the exchange of practices, fostering innovation, sharing knowledge, and expanding our impact**

Organizing working groups (green skills, gender equality, HR support for SMEs...)  
Implementation of european and national projects within local territories  
Facilitating mutual exchange of experiences among members (covering tools for tracking ESF hours, responding to calls for proposals, and sharing approaches to outreach activities)
- 02 Supporting the professional growth and skills enhancement of both employees and elected officials within the group**

Providing technical assistance  
Offering training sessions (European Social Fund, public procurement, social clauses...)
- 03 Promoting the actions of our members and advocating for their interests at the national and european level**

Contributing to the initiatives of France Travail

## PUBLIC PROCUREMENT & SOCIAL CLAUSE

Public procurement is a powerful tool for addressing social and professional integration challenges.

Activation of a social integration clause in contracts by public entities (both local and national).

Social integration clause mandates companies to hire individuals facing job market challenges.

Facilitates the integration of residents in local areas.

## Role of Social Clause Facilitators

- Incorporating and facilitating the implementation of Social Integration Clause
- Assisting authorities and awarded companies.
- Contract drafting and identifying advocates for eligible participants.

## Breaking Down Integration Hours

- Local authorities and Municipal Companies: 44%
- Housing authorities: 17%
- 58% of integration hours attributed to construction contracts.

## Sustainable Development Goals

- Defining specific needs before launching market consultations.
- Consideration of economic, social, and environmental dimensions.

## Network of Clause Facilitators

- 600 facilitators distributed across 370 structures, including MDEs, PLIEs, and local authorities.

## Impact

- 25 million hours worked in 2021
- Equivalent to nearly 16,000 full-time positions
- Average facilitator generates 69,000 hours per year

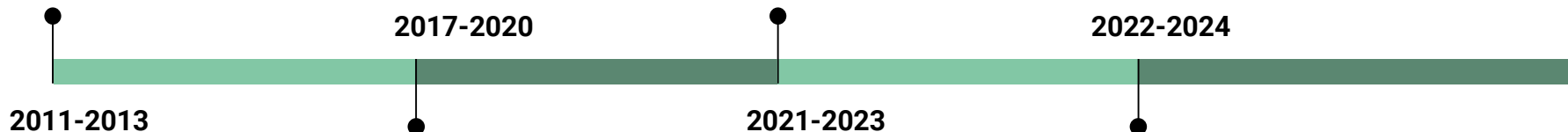
# GREEN SKILLS & SUSTAINABLE DEVELOPMENT - EU PROJECTS

## Build-Up Skills

AVE coordinated phase one, working with partners like ADEME, AFPA, CSTB. Aimed to identify and assess specific training needs for workers. Developed BUS National Roadmap in collaboration with stakeholders.

## BUS LEAGUE project - H2020

Aimed to stimulate demand for energy-skilled workforce (demand side) and increase skilled workforces (supply side). Focused on mutual recognition of energy skills, awareness raising, capacity building, and legislative changes.



## BIMplement project - H2020

AVE as project coordinator  
 Aimed to improve quality for nZEB construction and renovation. Implemented large-scale training, Continuous Professional Development, and BIM-enhanced qualification schemes. Addressed the entire value chain with a multidisciplinary approach.

## 2022-2024

## BUILDUPSKILLS

#emplois #métiers #formations



AVE, in partnership with ADEME, leads BUS2 project. Dedicated to assessing and enhancing skills of building sector professionals for the energy transition by 2030. Elaboration of a national roadmap



Funded by  
 the European Union

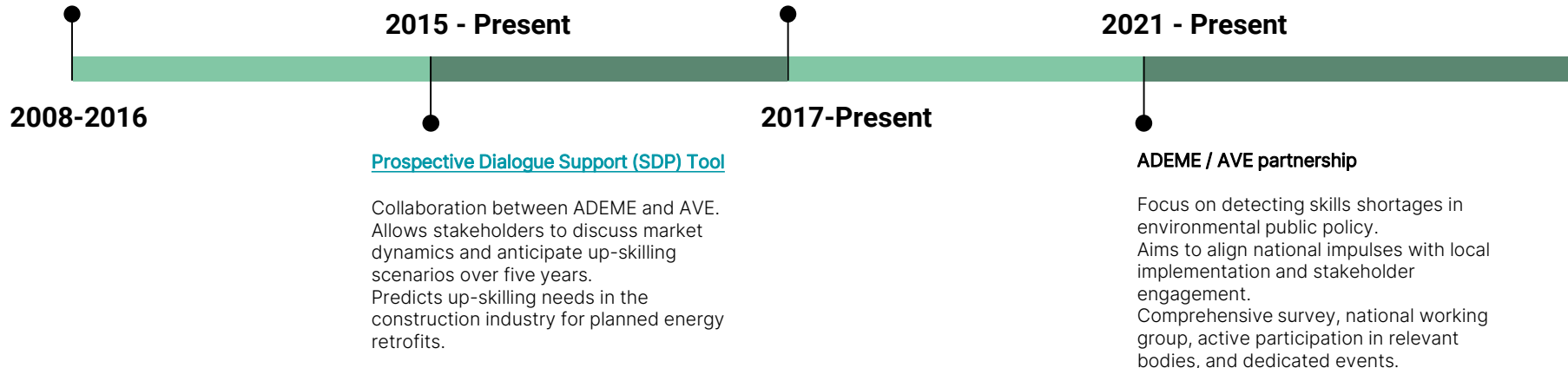
# GREEN SKILLS & SUSTAINABLE DEVELOPMENT - NATIONAL PROJECTS

## Maisons de l'Emploi & Sustainable Development project with ADEME

Involvement of over 40 territories nationwide.  
Published guide with best practices and details of 500+ actions deployed.

Supporting the implementation and dissemination of practical training and assessment tools

[See next slide](#)





# Supporting the implementation and dissemination of practical training and assessment tools



## Formation Intégrée au Travail - FIT 2.0

Provides onsite training for white and blue-collar worker in building and construction. Implemented through mobile platforms.



## Bâtis Ton Projet (BTP)

Aims to source candidates for training and jobs in the construction industry. Implemented by Employment Houses in different territories of Hauts-de-France region. Uses a mobile tool by Practee to assess competencies for building trades.



## CONTACT US

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