

Public Summary Assessment of the GPECT Demonstrator “My Better Job”

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1. Context and Initial Objectives

The Dunkirk industrial-port territory is undergoing major transformation driven by industrial investments and decarbonization ambitions. In this context, the “**GPECT Demonstrator**” aimed to provide local stakeholders with an operational tool to anticipate skills evolution and better coordinate employment and training. Around the **My Better Job (MBJ)** platform, the **Communauté urbaine de Dunkerque (CUD)** sought to:

- Unite a territorial alliance of HR managers from industries;
- Deploy a common tool for skills analysis and matching;
- Engage training organizations around a shared talent pool;
- Produce structured resources (training maps, job profiles) to support career guidance, planning, and training engineering.

This demonstrator was also intended to support the **C-Décidé** project, a future center of excellence for decarbonization-related jobs training, supported under the **France 2030** initiative.

2. Demonstrator Deployment

Between 2023 and 2025, the CUD ensured very active deployment:

- Conducted approximately **50 facilitation and support meetings**;
- Organized key events (working groups, CV database launch, fairs, MBJ cafés);
- Made the platform **freely available** to 20 companies and training organizations;
- Systematically mobilized training organizations, all willing to share profiles and data;
- Produced deliverables:
 - Complete mapping of industrial training in Dunkirk;
 - Reusable industrial job profiles for guidance, training, and planning.

The total investment amounted to **€60,720 including VAT** for the MBJ service, plus **€38,732.02** in internal CUD staff time valuation.

3. Observed Results

3.1. Positive Outcomes

The demonstrator helped establish a territorial dynamic around industrial skills and training by:

- Describing the skills expected by companies;
- Mapping all industrial training programs in the territory;
- Highlighting the full range of local training offerings to companies;
- Identifying a pool of readily employable talent;
- Mobilizing and engaging training organizations;
- Creating and structuring industrial job profiles;
- Effectively deploying the digital tool within companies convinced of its usefulness, accompanied by supporting activities (demonstrations, workshops, MBJ cafés).

3.2. Limitations Encountered

While the demonstrator played an important role in structuring territorial knowledge on employment and training, several key lessons emerged:

- Decarbonization projects were immature due to an uncertain economic, budgetary, and financial context;
- A digital tool, even if performant, is not sufficient to unite HR managers in a highly competitive skills environment;
- Human resources required to support companies in adopting the new tool were underestimated;
- HR alliances require a framework of trust and appropriate incentives.

4. Overall Analysis

The initiative produced tangible and useful achievements:

- Strong mobilization of training organizations;
- Operational deployment: tool installed, demonstrations, workshops, and support sessions;
- Launch of a territorial CV database in December 2023, improving visibility of graduates entering the workforce.

It also highlighted the importance of integrating employment-training strategies at the right stage of industrial projects—neither too early nor too late. The tool alone is not a sufficient lever for organizing strategic HR cooperation at the territorial level. Moreover, the emergence of national tools deployed by **France Travail** changes the landscape and calls for complementarity rather than duplication of solutions.

5. Recommendations for Phase 2 (2026–2030)

Strengthen governance and resources

- Fully integrate the skills topic into the **DKARBONATION** governance structure.
- Recruit a **Project Manager for the Low-Carbon Jobs and Skills Observatory**.

- Build a **territorial observatory** in connection with **C-Décidé**.
- Align work with the **France Travail Enterprise Task Force** and optimize the use of new national tools.

Adapt the territorial approach

- Shift from an HR club logic to **alliances by industry sector**.
- Identify **critical occupations** and engage companies in their local development.
- Structure a **hub of training organizations** to sustainably feed the talent pool.

Rethink the tools

- Simplify digital tools, enhance interoperability, and focus usage on **matching and connections**.
- Build a **co-financed economic model** involving companies.
- Formalize a **trust charter** covering data handling, confidentiality, and anti-poaching measures.

Conclusion

The **GPECT MBJ demonstrator** helped consolidate knowledge of industrial skills in the Dunkirk area and strongly mobilized training organizations. However, in an industrial context still too unstable to share sensitive data and project robust HR trajectories, the tool did not generate the expected HR alliance. Nonetheless, the achievements are valuable and provide a solid foundation for structuring, in the next **DKARBONATION** phase, a renewed approach that is more strategic and partnership-oriented in terms of **Employment and Skills**, with a closer link to the **C-Décidé** project.

RÉSUMÉ

The **GPECT demonstrator “My Better Job” (MBJ)**, deployed by the **Communauté urbaine de Dunkerque** between 2023 and 2025, aimed to anticipate the evolution of industrial skills in a context of territorial transformation and decarbonization. It enabled:

- The mobilization of **20 companies and training organizations** around a digital tool for skills analysis and matching;
- The production of **structured resources**: training maps, job profiles, and a territorial CV database;
- The establishment of a **territorial dynamic around skills and training**.

Observed limitations: insufficient maturity of industrial projects, strong competition for skills, and the need for human resources to support the tool. The tool alone was not enough to create the expected HR alliance.

Outlook for 2026–2030: strengthen governance, create a **territorial observatory** linked to the **C-Décidé** project, structure alliances by industry sector, simplify digital tools, and formalize a **trust charter**.

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