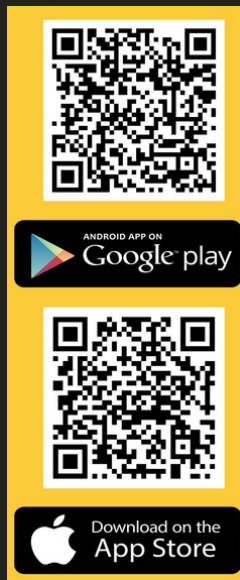


ABOUT

TalentMagnet supports small and medium sized cities in the Danube Region to avoid talented and skilled young people leaving their cities to start working and living in the capital, big cities or abroad. As a result of the project cities will be provided with models, tools and plans that are helpful for talent attraction and retention building on transnational experience and knowledge. The involvement of different sectors, such as academia, business, administration and civil society further contributes to better the local economic and social environment of cities to become more appealing for young talents. To reach our goal, several appealing tools (e.g. a smart phone application) will be developed which are addressing young talents and using their language. Furthermore, several models, guides and tools will be developed and also tested in the partner cities.

This leaflet is an overview of our halftime achievements



TALENTMAGNET APP



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PROGRAMME CO-FUNDED BY THE EUROPEAN UNION

For talent friendly cities



Mid-term leaflet



Baseline study gives clear view on the state of the art, including primary research with mapping of relevant stakeholders, identification of specific needs for improvement of the relevant legal regulations at national and institutional level.



Good Practice Catalogue includes results of related research, definitions of key terms, activities being done by various cities in this field across Europe, and documented best practices from the knowledge providers.



Slide deck on the main findings of the baseline study serves as a tool which can be used for stakeholder involvement and dissemination.



Practical Guide on Preparing and Governing Talent Attraction and Retention Plan is a guide with clear methodology in order to help the pilot partners to prepare their Local Talent Attraction and Retention Plans.



Training materials has been developed to create common understanding and enable pilot partners to apply the planning methodology for their local talent attraction and retention plans as well as local interactive mid-term and awareness-raising workshops.



The Local Talent Club reflects the „customer focus” of the TalentMagnet approach and facilitates the direct involvement of the most important target group of the project: young talents who live and work in the city, and who are from the city but study or work elsewhere.



The TalentMagnet smartphone application developed for iOS and Android has functions that on the one hand provide useful information about talents, and on the other hand are appealing and interesting for them.



„Urban Hackathon”: an intense interactive event that involves local professionals from public and private sector as well as young people to jointly solve problems in various thematic areas



TalentMagnet Guidebook is a concise, specific guidebook that presents – among other – the rationale and concept behind the new multilevel governance model, the types of actors to be involved, their role in talent attraction and retention.



The Quadruple Helix in action is the cooperation forum of stakeholders from different administrative levels (national, regional and local) that have an interest in/can contribute to talent attraction and its development



Delivery of Pilot Actions: partners will experiment with talent attraction and retention solutions, good practices, and tools developed in WPT1 and WPT2. The role of partners will be to select the pilot territories involved at the local level; to implement TalentMagnet Tools in the pilot actions; evaluate the work; provide the feedback to other involved partners in their transnational pilot in order to promote peer learning and at the end, to ensure all the knowledge gathered from the activity is documented.



To retain talents, it is important to have the **framework conditions** in the field of legislation, funding, etc. To improve the favourable policy environment, partners will prepare local and transnational policy proposals to the involved local governments and to the relevant ministries.



In the end, relevant organisations will sign **Transnational memorandums** of understanding for sustaining a new multilevel governance model.



All the main outputs of WPT3 will be designed and **documented** to be applicable by other organisations, cities, and regions. The local authorities will implement the pilot actions, and the experiences will also be used by other local public authorities in the region.