



We are an international consortium of 18 partners from 12 countries. In the last 30 months we have been working on helping small and medium-sized cities in the Danube Region to attract and retain talents.

The outmigration of highly educated young people creates major demographic and labour market challenges for small- and medium-sized towns in the Danube Region. It leads to the shortage of highly educated workforce in the private and public sector, hinders entrepreneurship and innovations, and has significant negative consequences. This is an important issue for local and regional authorities who need to cope with these socio-economic problems caused by brain drain.

The TalentMagnet project aims to address these challenges by establishing a new multilevel and transnational governance model. Youth migration and brain drain are intensifying in the Danube region and this development has an impact on local, national, and regional levels. Although the policies of the countries are interdependent, they could however benefit greatly from further improved collaboration. By improving institutional capacities to reduce the outmigration of talented young workforce and creating practical tools tailored to the specific needs of small- and medium sized towns TalentMagnet would contribute to talent attraction and retention in the Danube region.



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For talent-friendly cities



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DOES TALENTMAGNET SUPPORT CITIES TO BECOME MORE COMPETITIVE WHEN IT COMES TO ATTRACTING AND RETAINING TALENTS?

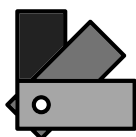
TalentMagnet did 3 main things to prepare cities:

- First, if a city wants to focus on talent attraction and retention, it really has to understand the problem and have a vision. Therefore, we worked with city partners and taught them how to identify the causes behind losing talented young people and prepare a pragmatic talent attraction and retention plan. Needless to say - all this in a participative way.
- Second, our knowledge providers developed a range of innovative tools city partners can use to engage the target group, work with them and increase their attachment to the place - and to mobilise local stakeholders. These tools have also been tested by city partners:
 - they organized local talent clubs, workshops, hackathons, and even a TalentMagnet app was developed to engage the target group
 - we also helped cities to raise awareness of local stakeholders - local authority, employers, labour office, educational institutions, university - regarding the importance of talent attraction and retention.
 - finally, as talent attraction and retention is not a project - it is a continuous activity - so we developed a multilevel governance model and trained at least 1 person from each city partner to become a TalentMagnet expert.
- Finally, partners developed and implemented pilot actions, assessed the tools developed and the partnership has been working on policy proposals.

- It is really difficult to deliver interventions in a city that everyone likes - there are always groups that will oppose changes for some reason. Attracting and retaining young people, bringing back youth to your city after their studies is really an exception, though - it is a cause everyone supports, an objective everyone is ready to pursue.
- Although sometimes it may seem like it, talent attraction is not a marketing, PR or sales activity. Communication is part of the process, and you can have the best communication campaign in the world, but if you try to sell something that does not exist - you will fail. Above all, you need to create a talent-friendly city.
- This is not just a project - it is a long-term process. Our city partners now understand the causes, have a plan, a supportive local environment, can use a range of tools, and have the expertise in place. The real work begins now. Those partner cities that consider TM project a "springboard" and continue working day in - day out on talent attraction and retention, implement their plan will no doubt succeed. On the other hand, if a city does not continue work after the project but expects results will definitely fail.



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 Preparing and Governing Talent Attraction and Retention Plan is a guide with a clear methodology aimed at helping pilot partners to prepare their Local Talent Attraction and Retention Plans.



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.



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.



Delivery of Pilot Actions: partners carried out experiments with talent attraction and retention solutions, good practices, and tools developed. Partners implemented TalentMagnet Tools in the pilot actions; evaluated the work; provided 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 policy environment, partners prepared local and transnational policy proposals to the involved local governments and to the relevant ministries.

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? WHAT

ARE THE MAIN LESSONS, TAKE-HOME MESSAGES OF TALENTMAGNET