



TALENTMAGNET

E-NEWSLETTER

ISSUE 4 • APRIL 2022

TALENT FRIENDLY CITY



The mission of our TalentMagnet partnership is to make our cities talent friendly. Unfortunately, you cannot do that with a simple whisk of a magic wand (or, by only improving your infrastructure and creating jobs, for that matter). You will need more than that. Much more, in fact. Since the beginning of the project, our knowledge provider partners kept working hard to support our city partners. As a result, now, slightly more than one year after the project start, all the key conditions are (or will soon be) in place for our city partners to accelerate their TalentMagnet journey.

FOREWORD



Béla KÉZY
Lead Expert &
"Founding Father" of
TalentMagnet

- They have a practical methodology to guide them through preparing their local talent attraction and retention plan (LTARP).

- They have a practical guidebook that helps to identify and engage their key stakeholders and build their own talent attraction and retention multilevel governance structure.

- They can "steal" and adapt ideas, solutions from the excellent Good Practice Collection.

- They can rely on a wide range of tools and methods - including a mobile application - to engage their target group - talented young people.

And, finally, soon each of our city partners will even have their very own TalentMagnet experts. This week, representatives of partners completed an intense training session in Stuttgart to become knowledgeable local ambassadors of talent attraction and retention!

Seeing their commitment and passion, I am confident that our unique "Pool of Certified TalentMagnet" experts - with the continuing support of knowledge providers - will successfully turn their cities into real talent friendly places!

TALENTMAGNET
E-NEWSLETTER 4

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 **Interreg** 
Danube Transnational Programme
TalentMagnet



The **TalentMagnet** mobile application is here!

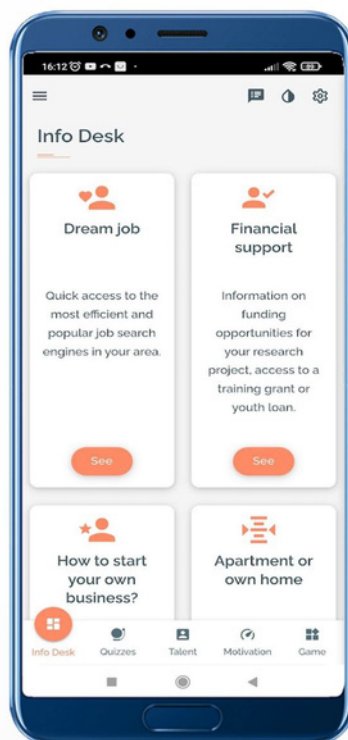


Develop your talent with the **TALENT** function of the application

Get a comprehensive analysis on the factors and the motivation criteria for the talents in the Danube region. Explore the graphics and analyse the main characteristics of the work places, the business environments, the education opportunities and much more. Be part of the talents in the Danube region and contribute to the assessment by providing your scores for each of the analysed factors! Explore the ten most interesting facts for each of the cities in the project and provide us with your own assessment on these facts! Develop yourself with the Talent function of the application!

Learn with the **MOTIVATION** function of the application

Explore numerous motivational materials in English and your local language, which can help you build a strong personality, develop your talent and boost your self-esteem! Stay motivated, fresh, focused and enjoy live with the Motivation function of the application!



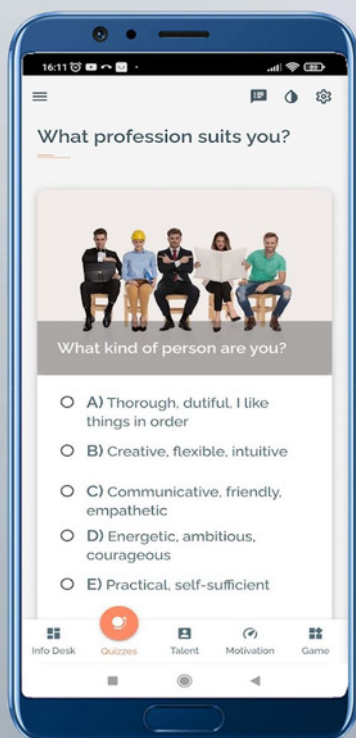
Explore your inner talent with the set of **QUIZZES** in the application

Receive guidance and directions for the profession that suits you best with the set of work-related questions in the Quizzes section of the application. Answer the questions from the self-assessment questionnaire to get a basic assessment of whether you are ready to start your own business. Explore your mind with the psychological tests and find the hidden talent buried deep inside yourself!

Play the **TalentMagnet GAME** and see if you can use your full potential

Business is like a game, so the greatest success is achieved by those who can think at the same time and despite the probability of failure can take measured risk. The TalentMagnet Game will allow you to get into a real-work situation where you can choose a solution to the presented problem.

Play, enjoy, have fun and at the same time receive recommendations, which will help you develop your entrepreneurial skills and show your business talent!



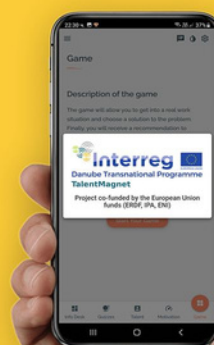
Get valuable information from the **INFO DESK** function in the application

- Save time and efforts looking for your dream job by gaining direct access to the most efficient and popular job search engines in your area.
- Get information on the funding opportunities for your study or research project.
- Gain access to funding schemes that provide training grants, youth loans and tons of other funding opportunities.
- Find recommendations and useful guides for setting up your own business.
- Explore the possibilities of renting or buying a home.
- Find the best places to eat and recharge your Talent.
- Learn about the local entertainment and culture activities.

Download
now
for Android
and iOS!



Available in:



NICE TO MEET YOU!

The TalentMagnet partnership has already developed a number of useful guides on different aspects of talent attraction and retention, covering topics such as preparing and governing talent attraction and retention; setting up and running local talent clubs; and there is more to come. On the other hand, it's time to put the theory into practice, that's why our pilot cities have been busy lately working on their tailor-made Local Talent Attraction and Retention Plans with the involvement of their local quadruple helix stakeholders. Almost every pilot city was represented at the event, so partners could transfer knowledge with sharing their experience and lessons learned with their peers.

In Stuttgart, the partnership had the chance to participate in a 1-day intense and interactive training with the purpose of preparing themselves for establishing and running the improved Multilevel Governance Model. During the training the topics of governance, quadruple helix, stakeholder engagement, monitoring and evaluation were covered. The experienced trainers - knowledge provider partners - introduced several useful tools (e.g. interest matrix, reverse brainstorming) that can be used during the implementation of pilot actions. In frames of the training, partners shared their experience and ideas during the interactive practical sessions and exercises. As a result of the training, each pilot city will have its own certified TalentMagnet experts - to be certified by an exam soon, who will then organise interactive local training courses, too.



The mid-term event and the steering committee meeting were also part of the conference of the TalentMagnet project - being implemented in frames of the Danube Transnational Programme - that took place on 5-6 April 2022 in Stuttgart, Germany. The mid-term event included a panel discussion where participants could get familiar with a German good practice of the collaboration of stakeholders in talent attraction and retention. Representatives of the business sector, education and the chamber of commerce shared their knowledge and opinion about the topic.

Without doubts, pilot cities are about to work even harder in the following few months in order to successfully implement their pilot actions and improve their Multilevel Governance Model. Their local stakeholders will have the chance to actively participate in the process, contributing to achieving the set objectives. What is more, they will also be asked to provide assessment of the developed tools before their fine-tuning and finalisation.

MID-TERM EVENT & STEERING COMMITTEE MEETING

STUTT GART, GERMANY

WPT1 activities during the 4th period were aimed at development and delivery of a 2-day interactive training course to the representatives partners on preparing LTARPs in a participative way and building the foundations of multilevel governance.

A1.3 Designing LTARP: partners are using the methodology and the learnings from the training course to design LTARP in their local community; the experiences from the planning process are then shared and discussed, and used to finalize the planning methodology.

All partners were collecting inputs from already developed deliverables, such as the Baseline Study, identifying good practices, carrying out primary and secondary surveys on local level, participating in the participative sessions, working with the local QH and sharing the results with and report to LSG.

Part of Activity A.T1.2. 2 day training course was delivered to create common understanding and enable partners to apply the planning methodology. Awareness-raising workshops will be delivered by partners by the end of this period in order to draw attention of local stakeholders to the risks of the outmigration of highly educated young people and the benefits of talent attraction and retention. Awareness-raising workshops are currently being organized by city partners to relevant local stakeholders (municipality, secondary schools, higher education, representatives of employers, NGOs, youth organisations, etc.) on local level to make them aware of the risks of losing highly educated young people – and to show them what can be done to retain and attract talent.

The main purpose of the training was to create common understanding among partners, covering key challenges and possible solutions related to talent attraction and retention, and preparing them for retention, and preparing them for designing Talent Attraction and Retention plans.



WORK PACKAGE T1 METHODOLOGY AND PLANNING

WP LEADER: EUROPEAN FOUNDATION FOR
EDUCATION EV
GERMANY



ACHIEVEMENTS IN WPT 1

1

DESIGNING LOCAL TALENT ATTRACTION AND RETENTION PLANS

partners are using the methodology and the learnings from the training course, the experiences from the planning process are then shared and discussed, and used to finalize the planning methodology. Partners are working with the local Quadruple Helix and sharing the results with and report to Local Stakeholder Group.

2

2 DAY TRAINING COURSE

to create common understanding and enable partners to apply the planning methodology

3

AWARENESS-RAISING WORKSHOPS

to draw attention of local stakeholders to the risks of the outmigration of highly educated young people and the benefits of talent attraction and retention.

FOR MORE DETAILS

[CLICK THE PICTURE](#)

WHAT WE ACHIEVED SO FAR





ACHIEVEMENTS IN WPT 2

1

QUADRUPLÉ HELIX

Cooperation forum of stakeholders from different administrative levels to implement local actions.

2

TALENTMAGNET GUIDEBOOK

It summarizes the connection of the WPT2 tools - the TalentMagnet Forum, the Talent Club, and the Urban Hackathons.

3

INTERACTIVE TRAINING MATERIALS

It will help partners in understanding and establishing the new multilevel governance model in their cities.

4

TALENTMAGNET APP

The smartphone application developed for iOS and Android is now ready to use.

FOR MORE DETAILS

CLICK THE PICTURE

WPT2 activities during the 3rd period were aimed at preparing some deliverables of the forthcoming periods within the 2.1 activity (Toolkit development). The basic tasks are the following:

O.T 2.1 Quadruple Helix in action for a New Multilevel Governance Model (Local TalentMagnet Forum Guide)

O.T 2.2 TalentMagnet Guidebook

D.T.2.1 Interactive training materials

D.T2.1.2 TalentMagnet App

The Quadruple Helix in action for a new multilevel governance model is embodied in the Local TalentMagnet Forum - 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 (schools, biggest employers, universities, governmental institutions, labor market organizations, NGOs representing the civil society, etc). The TalentMagnet Operational Forum will have a special focus on including private sector actors in the establishment and operation of the Forum. Once set up, each Local TalentMagnet Forum will be involved in designing and implementing local actions to attract / retain talent. We have developed the draft version of the Guide that partners can use to establish their local TalentMagnet Forum.

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 guidebook also includes a roadmap - the specific steps to gradually establish the new model in partner cities. It describes the new multilevel governance model and guides the readers through embedding it into how their city operates. The Guidebook summarizes the connection of the WPT2 tools - including the TalentMagnet Forum, the Talent Club, and the Urban Hackathons - to the new multilevel governance model. NYHJV elaborated the first version of the Guidebook, which is now available for all partners and will be used during the interactive training course in April.

The Guidebook is the base of the training materials developed by NYHJV that will help partners in understanding and establishing the new multilevel governance model in their cities. The elaboration of the materials is in progress, but it will be done by the meeting in Stuttgart, where the partners will have the Training on New Multilevel Governance Model on Talent Attraction and Retention.

The TalentMagnet smartphone application developed for iOS and Android will have functions that on the one hand provide useful information about talents, and on the other hand are appealing and interesting for them. EMFIE is responsible for this task, and they have created several great ideas about the application so far. The partners checked the national language translations and sent back feedbacks to improve it. During this period, UR created the App which is currently in its test mode.

WHAT WE
ACHIEVED
SO FAR



WORK PACKAGE T2
TALENTMAGNET TOOLKIT
WP LEADER: MUNICIPALITY OF NYÍREGYHÁZA
HUNGARY

In this period of TalentMagnet project, partners will experiment with specific talent attraction and retention solutions, good practices, and tools, developed in Work Package 1 and 2, at the end, exchanging the experiences will follow. All partners are already working on this and have delivered some interesting actions (workshops, platforms, awareness-raising public discussions, etc.), some are still working on them. Pilots can focus on different aspects of talent attraction and retention, including awareness-raising, community building scholarships, internship, alumni programs etc. While implementing TalentMagnet tools in the pilot actions, city partners will evaluate the work and provide feedback to other partners.

All the main outputs of this work package will be documented in a way that are transferable and applicable also by other organisations, cities, regions and even countries. Centre for European Perspective as a WP leader has designed a standard framework and requirements, templates, and guidance, which ensures that all pilot projects are documented by using same principles.

As part of Activity Assessment of Tools, CEP with the support of knowledge providers has developed Survey Methodologies Designed in order to have the results from the assessment that can be also used on partnership level, so they need to follow standard methodologies of all assessment tools. Assessments (of tools, products, guides, etc.) can provide very valuable information about user experience meaning it will show us what our target group found useful, what they learned, where they struggled with a certain aspect of a 'tool' and what additions/changes they propose. For this purpose, each city partner will conduct an interactive workshop in the period April- June to get feedback from QH stakeholders regarding the New Multilevel Governance and other developed tools. This will be the opportunity for stakeholders to propose changes and improvements. The detailed guidance for organising the workshop is described in Survey Methodologies Designed.

City partners will also collect opinion of the target group with personal interviews. The conclusions will be collected as written in the Methodology and feed back to work package leader. Interviews are a first-hand report on the effectiveness of pilot actions and tools of the project and allow for a deeper exploitation of opinion of selected target group members. The interview methodology and Samples are also provided in the Survey Methodologies Designed.

By the end of May, city partners will also conduct the Online survey with representatives of the target group in a form of an online questionnaire survey, to collect the opinion of the target group.

A lot of work is ahead of us, but we are super excited to step in the last phases of the project, which will give us the result by strengthening multilevel governance and improving institutional capacities to reduce the outmigration of talented young workforce.



COMING UP NEXT IN WPT 3

SURVEY METHODOLOGIES

The methodologies were developed to ease the gathering of results from city-partner led assessment of TalentMagnet tools.

1 QH STAKEHOLDER'S WORKSHOPS

Interactive workshop with the members of the Talent Forum.

Deadline: end of May 2022

2 PERSONAL INTERVIEWS

First-hand report on the effectiveness of pilot actions of the project with the target group.

Deadline: end of May 2022

3 ONLINE SURVEY

Feedback from the talent group regarding the usefulness of the tools developed within the TalentMagnet project.

Deadline: end of May 2022

FOR MORE DETAILS

[CLICK THE PICTURE](#)

WORK PACKAGE T3 PILOT ACTIONS AND POLICY INTEGRATION

CENTRE FOR EUROPEAN PERSPECTIVE
SLOVENIA

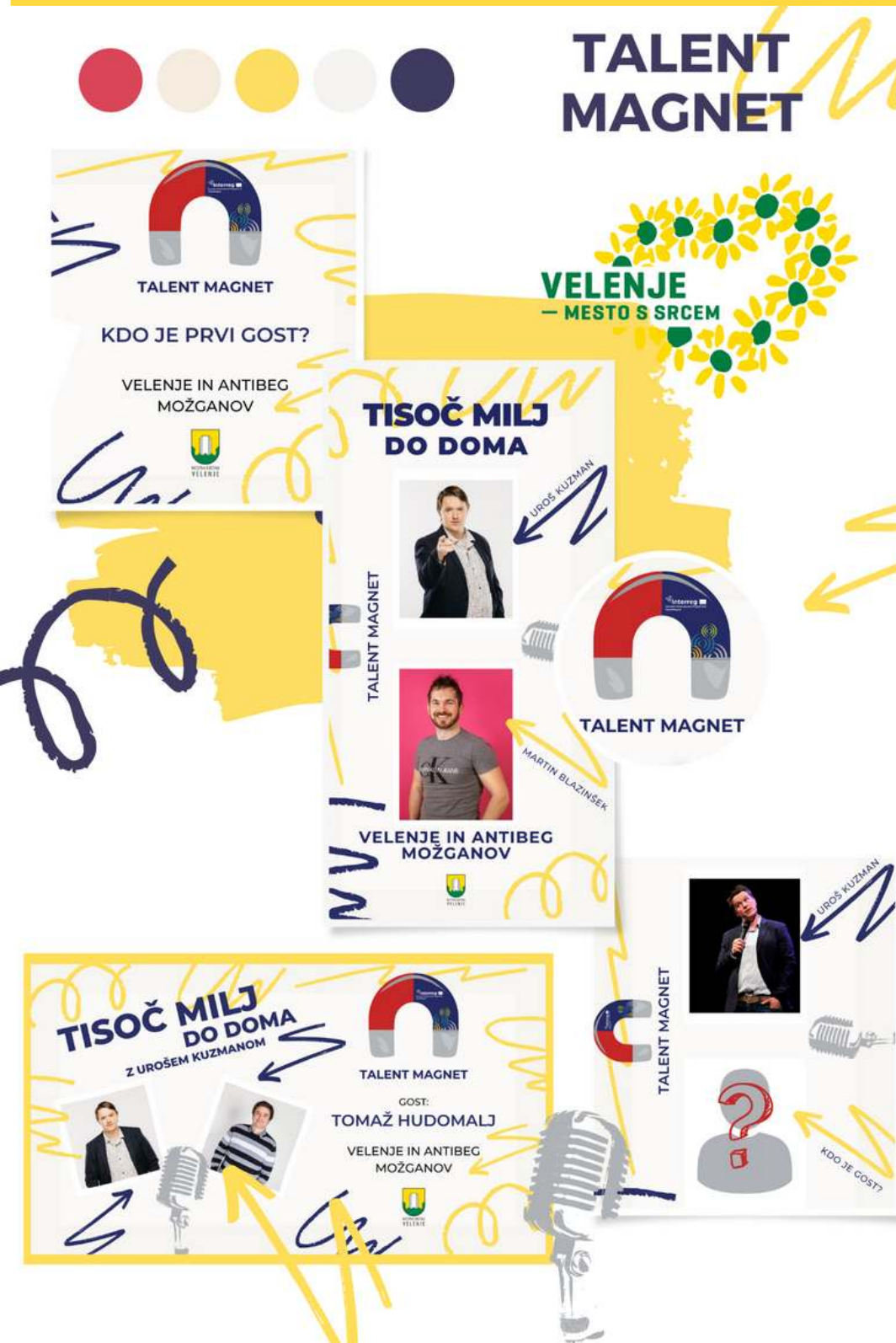
WHAT WE ACHIEVED SO FAR



TALENTMANGET CITIES IN ACTION

VELENJE, SLOVENIA

YOUNG TALENTS WELCOME IN VELENJE



Through various activities, the Municipality of Velenje strives to make Velenje the best choice for young people (an example of good practice), where young people can find their opportunities for life and creativity. In the last period, we have carried out many activities that have a significant impact on an even better quality of life. We have reduced the municipal contribution for building by 50 percent for young people, the rules on allocating rental housing to young people have been adopted (the tender will be published this year), more funds are being allocated to follow the goals of the local youth development program. We have increased the benefits for parents at the birth of a child by 100% (now it amounts to EUR 300). We encourage the operation of the SAŠA business incubator and support young entrepreneurs who are at the beginning of their careers. However, there are still some activities in progress.

This year, as part of the project, we approached the development of the TalentMagnet strategy. The involvement of young people in the preparation of the strategy was at a high level, as they actively co-created and co-decided in the preparation of measures. The recipe for the measures to be effective is that young people take them as their own, to actually use them, and to take on part of the responsibility for the development of the local community.

We have also prepared and published a series of podcasts entitled: "A Thousand Miles to Home" by famous and successful individuals who live and work in Velenje. With these stories we want to inspire and encourage as many young people as possible. In order to promote the city of Velenje as a city of opportunities for young people, we made a short promo film entitled: "Your choice for the future", through which young people can gain insight into what the city has to offer.

TALENTMAGNET CITIES IN ACTION

WEIZ, AUSTRIA

SOW SEEDS, LET THEM TAKE ROOT AND HARVEST THE WEIZ TALENTS

Through various activities in the last 1 1/2 years in the TalentMagnet project, the city of Weiz has started to create a perfect growing place for young talents. One of the first steps was to analyse the current situation to identify issues related to talent attraction and retention in Weiz. After analysing and classifying the results of a survey among the target group, we went on a study visit to Waidhofen/Ybbs, in order to gather ideas and get inspiration on how other rural areas in Austria, which are facing similar problems of youth outmigration, deal with attracting and retaining talent. We collected ideas and solutions there, like a homepage with all necessary information on job opportunities,



housing and so on, an advertising campaign focussed on the region, targeted events in bigger cities for out-migrated talents and testimonials from regional people who highlight their reasons for staying/coming (back) to live in a rural area. Through various workshops with our target group and stakeholders, we were able to establish that the needs and requirements of young people for a "more talent-friendly city of Weiz" very much overlap with those already seen in the study visit and that is why some solutions implemented there were also of great interest for Weiz. And since one of the main concerns of our target group is the need for a common information database with all important information on education, work, leisure and life in Weiz, this is to be implemented as a pilot action.

So as a response to the requirements and needs of our target group, our next steps will include implementing a web-based platform solution in the final phase of the TalentMagnet project. This platform will serve as a main contact point (one-stop-shop) for almost all questions related to education (educational offers, scholarships, ...), work (job opportunities, possible fields of activity in Weiz, ...), leisure (cultural offers, events, ...) and housing (housing market, childcare offers, mobility offers, ...). Since there are already several institutions in Weiz that deal with all these areas, the platform is primarily intended to serve as a distribution platform with referrals to already existing services. For this platform to be an added value, it is an idea to create checklists, for example for people who are newly moving to Weiz, to support pupils in choosing the appropriate educational path, and so on. And together with a fresh, innovative and modern image campaign, the branding of the "young city of Weiz" should shine in a new light. For this image campaign, well-known young people from Weiz will present the advantages of living and working in Weiz. And through such local campaigns, the personal bond with the city can be built and strengthened.



TALENTMAGNET CITIES IN ACTION

NYÍREGYHÁZA, HUNGARY

NYÍREGYHÁZA OFFERS MORE AND BEYOND



Nyíregyháza, as the leader of WPT2 work package, has kept working hard also locally to make significant progress in talent attraction and retention. We have developed an excellent working relationship with the local Student Mayor, joining forces to better reach our target group. Together with her team, we were able to organise two Local Talent Club events. At the first meeting the Deputy Mayor and our team had the chance to have meaningful conversations with young talents about the future of Nyíregyháza. During the second Talent Club event, local students met successful young professionals – role models – who decided to return to Nyíregyháza and build their career here.

We have also organized an interactive workshop as part of a large-scale Diákparlament (Student Parliament) event. The purpose of the workshop was to better understand what they like and dislike in the city, and what changes and improvements they would welcome.

To make the necessary changes, we definitely need to collaborate with the local stakeholders. Therefore, we also started to engage the most important stakeholders. As a first step, in the mid-term workshop we jointly assessed the current state of Nyíregyháza based on the elements of the talent-friendly city concept. And it does not stop here: we intend to continue our cooperation and work together in the TalentMagnet Forum to co-create a really talent-friendly Nyíregyháza. Our next major event will be a Hackathon where we put young people, local stakeholders and local authority staff in the same room for a day to jointly identify and develop ideas for possible local pilot actions.

As a result of our efforts, talent attraction and retention has become an important topic and part of the dialogue in the city.



TALENTMAGNET CITIES IN ACTION

ZENICA-DOBOJ CANTON, B&H

TALENT ATTRACTION AND RETENTION IN ZENICA-DOBOJ CANTON



As a partner of the TalentMagnet project, Department for Development and International Projects of Zenica-Doboj Canton (DDIP ZDC) implemented a number of activities that contributed to attracting and retaining young talents, promoting the Canton and enabling young people to live, work and develop in their homeland city. Through their active work, young talents want to influence the improvement of conditions and opportunities for the development of their own potentials and professional goals in order to contribute to the development of Zenica-Doboj Canton. In the middle of 2021, an event was held at the Faculty of Mechanical Engineering of the University of Zenica for students majoring in Wood Processing Technology and Industrial Design in Wood Processing, with the aim of ensuring their active participation in the implementation of project activities.



In September 2021, the Local Talents Club was established, which enables mutual networking of talents, permanent dialogue with all representatives of the public, private and non-governmental sector, connection and participation in local community activities creating an attractive environment for young talents. The work of the Local Talents Club was supported by a large number of high school graduates, students and young people who are at the beginning of their professional careers. The Club has become an excellent framework for building better conditions for talent development, i.e. a framework for building the network necessary for recognizing, attracting and retaining young talents. On October 6th, 2021, an interactive workshop for the preparation of the Local Plan for Attracting and Retaining Talents was organized in Zenica. The participants of the workshop were representatives of municipalities from Zenica-Doboj Canton, development agencies, the non-governmental sector, high schools and University. In February 2022, at the University of Zenica Student Center, the TalentMagnet Forum was held. The TalentMagnet Forum embodies Quadruple Helix as a model of innovative and sustainable social development with the active cooperation of all representatives of the public, private and non-governmental sectors and academic community. Then, in the premises of the association "Naša djeca" in Zenica, a TalentMagnet Hackathon was organized, which is a significant source of innovative ideas and solutions,



not only in the world of informatics, but also in the field of social development. TalentMagnet Hackathon brought together young talented people. In Hackathon actively participated representatives of secondary and higher education institutions, governmental and non-governmental sector, economy and all other interested groups that play a significant role in retaining young people. The teams of participants offered answers to the question: what and how to make our environment a "talent friendly" environment in which young people will be happy to stay, work and develop themselves. At the TalentMagnet Hackathon the best problem solution was chosen, the winning team was announced and certificates were awarded to all participants. In the future the project implementation will be focused on pilot activities in order to establish a stimulating environment for attracting and retaining talents.

TALENTMAGNET CITIES IN ACTION

LEOBEN, AUSTRIA

ECONOMIC INITIATIVES IN LEOBEN



Last year, Leoben Holding developed some initiatives within the TalentMagnet project. One of these initiatives is a platform for homeowners from Leoben's city centre. The aim was to give them a place to exchange, support and talk to other homeowners who have similar challenges in developing their properties. To do this we work with workshops, interviews and learning journeys. This collaborative and participatory approach ensures that the inner city can be developed in a sustainable and purposeful way.

We have also brought together a group of young start-ups and introduced a regulars' table. So far, other local stakeholders and media representatives have always been invited to these start-up round tables in order to create possible synergies in a short way.

These start-up roundtables enable us in the Economic Service to get to know the needs of the founders and to be able to react to them quickly. Through the exchange with different actors and sectors, very good solutions to challenges can be found.

Another initiative is currently being developed in cooperation with the Karl Franzens University in Graz. Leoben Holding started a project at the beginning of September to ask for the opinions, experiences and needs of young women in order to know how to strengthen the female employment rate in the working world. This will involve written surveys, expert interviews and interviews with women.

As next steps, a learning trip with homeowners to Klagenfurt and Lienz is planned. In order to visit already developed districts and inner-city houses and to exchange ideas with the responsible actors and house owners.

At the end of June there will be an information event on the project results on the topic of "women's labour force participation" with the Karl Franzens University in Graz. The students will present their work there and an afternoon workshop on the topic of "Women in the world of work" is planned with various actors.

TALENTMAGNET CITIES IN ACTION

UZHGOROD, UKRAINE

#STANDWITHUKRAINE

Until recently, the Ukrainian team from Uzhhorod, a partner city of the TalentMagnet project, actively organized events that brought together government, business, science and young people, and shared ideas, plans and strategies for attracting and retaining young talented people.

On February 24, the war made adjustments to the plans of all Ukrainians. As a result of the Russian invasion, millions of Ukrainians have become refugees, seeking refuge in safer places.



Uzhhorod, Ukraine's westernmost city, has become a haven for tens of thousands of IDPs from the country's northern, eastern and southern regions. The office of the UN refugee agency has been opened in Uzhhorod. And the Transcarpathian region in total received more than 300,000. Many of them are young people. Even in a nightmare, we did not imagine the growth of youth on such grounds. But it was during this terrible period that the whole society clearly worked together in a single main strategy – to save the lives of Ukrainians and win this bloody war.

The quiet provincial Uzhhorod has turned into a real hive, where everyone performs their role in a coordinated way: The government provides conditions for the relocation of production from the war zone, the creation of new jobs, improving the conditions for doing business and adapting people to new places; In the field of education, distance learning of curricula continues and simplified procedures for admission to universities have been adopted;

Businesses and citizens, including a large proportion of young people, are actively involved in a strong volunteer movement to support the military and civilians in hotspots.

Hospitality and assistance of European cities and towns are highly valued by Ukrainians.

Anastasiya Khudyakova from Kharkov is on the photo, the participant of Art contest for young talents SILVER EASEL (Uzhhorod, 2017) who becomes a refuge in 2022 and creates a mural in Vinohradovo on Transcarpathian region. Photo from VAROSH media, March 2022.

TALENTMAGNET CITIES IN ACTION

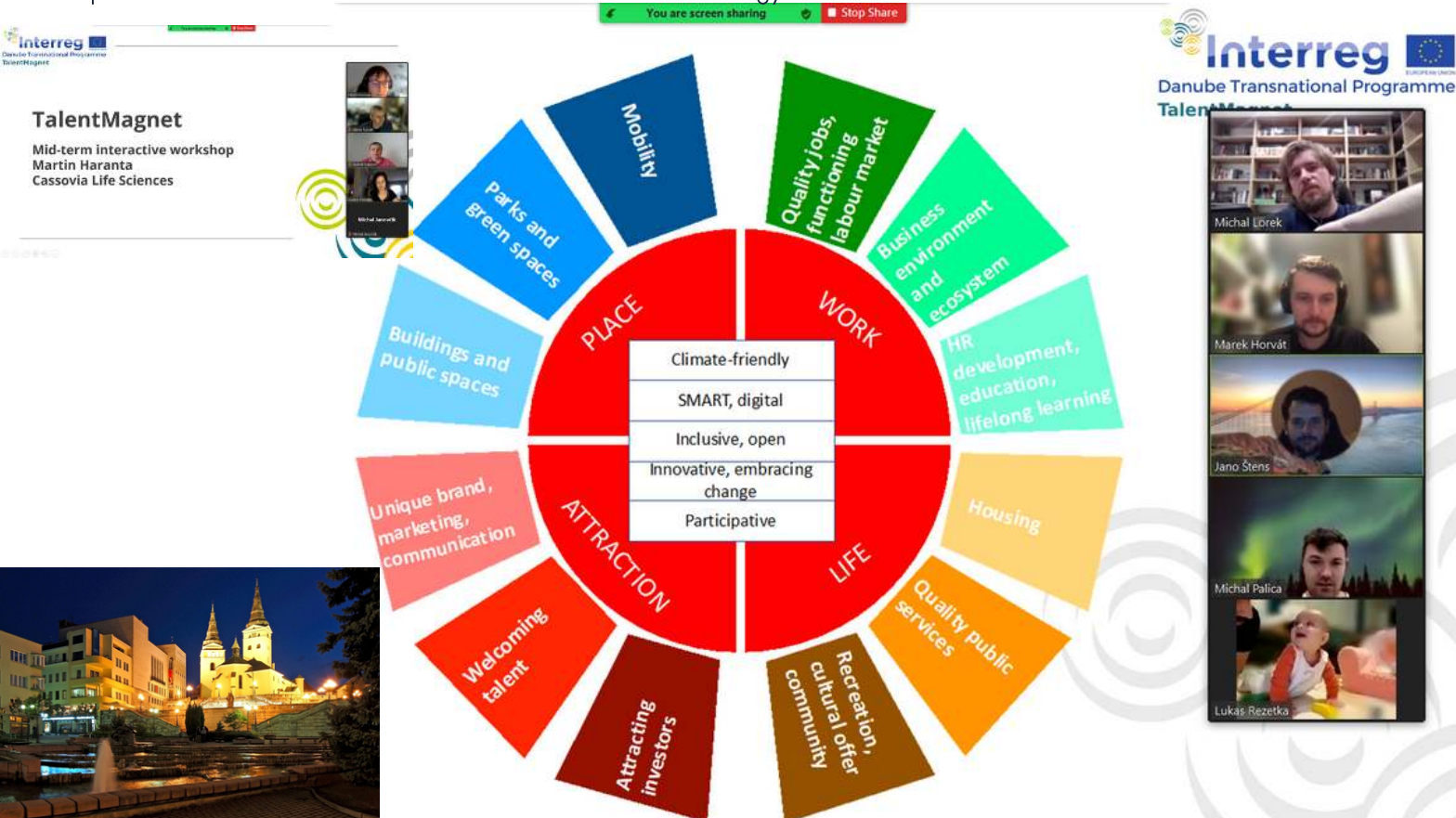
ŽILINA, SLOVAKIA

ŽILINA - THE CITY OF OPPORTUNITIES

Cassovia Life Sciences acts in TalentMagnet as both knowledge provider and city pilot partner thus being involved in all of the activities.

We organised and established local Talentmagnet club - the activity was done with the regional agency of Žilina region with two main goals - establish the club/raise awareness about the brain-drain and how to address it. The second goal was to receive additional data and information from different focus groups regarding strategy and activities of the city for talent retention and attraction.

We also started activities towards development of the local plan - organising mid-term interactive workshop with key stakeholders, bilateral meetings with individuals dealing with talent attraction and retention issues. To understand the situation of the city and its population better we designed questionnaire to collect quantitative and qualitative data from 2 groups - entrepreneurs (in cooperation with Slovak Business Agency) and general public. Data collection started in 2021 and continues during early 2022. All of the inputs from stakeholders and population will be used for development of city strategy. CLS held number of meetings with the city of Žilina and region to build up cooperation and gather inputs for development of the local talent retention and attraction strategy.



We followed up on our work in designing methodology and training for development of talent retention and attraction strategy, which can be used by all cities of the project. As next we developed training and methodology for analysis of stakeholders, their groups and importance matrix. Training was provided to all project partners to improve their analytical competences in development of strategy and action plans.

We were also invited to the regional podcast to talk about the project and issues of talent attraction and retention. The podcast was recorded by the regional government of Žilina that at the end resulted in implementing of data obtained by the project into economic and social strategy of the Žilina region.

Our next goal is organisation of Hackaton that will bring a lot of new incentives and ideas from young people and stakeholders for local pilot actions. In parallel we will evaluate obtained data from questionnaires and design talent attraction and retention plan together with pilot activities. We hope to have other fruitful cooperation with stakeholders and deliver usable outcomes for the city and its people.

TALENTMAGNET CITIES IN ACTION

PTUJ, SLOVENIA

YOUTH INVOLVEMENT IN PTUJ THROUGH PROJECT TALENTMAGNET

Project TalentMagnet has established a good cooperation with youth in Ptuj. They are actively involved in most of our activities. Also, institutions, companies and NGOs are very responsive when talking about youth issues. This is commendable, but it also shows that problem of youth attraction into local environment is present and serious.

Within the project activities we have presented the projects goals through various activities – we held workshops with youth and with institutions (schools, local municipality, NGOs). At meetings we not only got an insight into youth wishes and expectations, but also an insight what are the obstacles of institutions to implement all expectations. Slovenia's institution is mostly government ruled and local communities have little impact on specific changes. The most pressing issues, like housing or schooling problems, must be mainly resolved by the state.

Project partner, SRC Bistra Ptuj, established a TalentClub, with cooperation of Student Club Ptuj, who made commitment to proceed with TalentClub activities after the project end. When establishing TalentClub, strong cooperation with Student Club Ptuj was created. They have taken on also the role of writing the Local Attraction and Retention Plan for city Ptuj.

We are proud of the cooperation we have established with the youth and are happy to see that first wishes of the youth are fulfilling – one of Ptuj's café, hosted youth and listened to their wishes of what they would like to experience in a café that welcomes youth. And first wishes are being realised.

In next months of the project, we will implement more activities of which most important is implementation of pilot project. Youth have expressed their wish to have a place in town centre where they could study, do homework, and socialize after school. With cooperation of local community and local company we found the appropriate place and after student of architecture provides some architectural designs of internal décor, we will start with the implementation. The project, TalentMagnet, has enabled a strong involvement of youth into decision process in local environment. Youth is excited to take part in local TalentHeckathon. The competition will be focussing on providing solutions from fields of youth problems, entrepreneurship problems and problems from local politics.

Involving youth creativity in resolving problems are making TalentMagnet results in Ptuj something we are very much looking forward to!



ZRS Bistra
P T U J



 **Interreg** 
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TalentMagnet



TALENTMAGNET CITIES IN ACTION

DEX IC, CZECHIA

DEX IC SUCCESSFULLY CO-ORGANIZED BUSINESS TALENT OF THE YEAR 2021 COMPETITION



Eight creative days in the open workshop iQFABLAB and almost two hundred boys and girls from the Liberec Region. Eight great projects in the final round of the Business Talent of the Year 2021 competition. Two weeks of suspense, which team will get the most votes from the public and waiting until the last moment for the expert jury's resume.

Invent, produce, show yourself! The motto of the eight rounds of the Business Talent competition. It was hosted by the iQFABLAB, open workshop in Liberec, as part of the TalentMagnet Pilot activity. Almost two hundred boys and girls from the eighth and ninth grades of primary schools in the Liberec Region took part in the competition from October to November. The task of the student teams was to invent an original product, produce it and sell it to the expert jury in the best possible way. Eight finalists emerged from eight rounds.

During one day, boys and girls tried their hand at business. They went through the creation of a business plan, touched on the rough workshop and modern technologies of the open iQFABLAB workshop. They also made what they came up with themselves. And they got the chance to win a 3D printer, a robotic kit, or even a night at the PLANETARIUM in IQ Landia in Liberec.

The winner of the public voting was the Tanvald Sports School for an original ring that decorates the customer's entire finger. The first place in the Committee voting went to the Nový Bor primary school team with their technically tuned Fancy Shoes sandals.

On behalf of all the organizers and partners of the competition, thank you and we hope to see new contestants again next year!



TALENTMAGNET CITIES IN ACTION

VARNA, BULGARIA

VARNA AND BYALA – AN ATTRACTIVE PLACE FOR YOUNG PEOPLE THROUGH THE TALENTMAGNET PROJECT



Since the beginning of the Project, for a year and a half, we have conducted a number of activities that outlined the most important stages in making our cities attractive places for young talents. Many of the planned steps are already in place so that young people can find opportunities here for their future work and life.

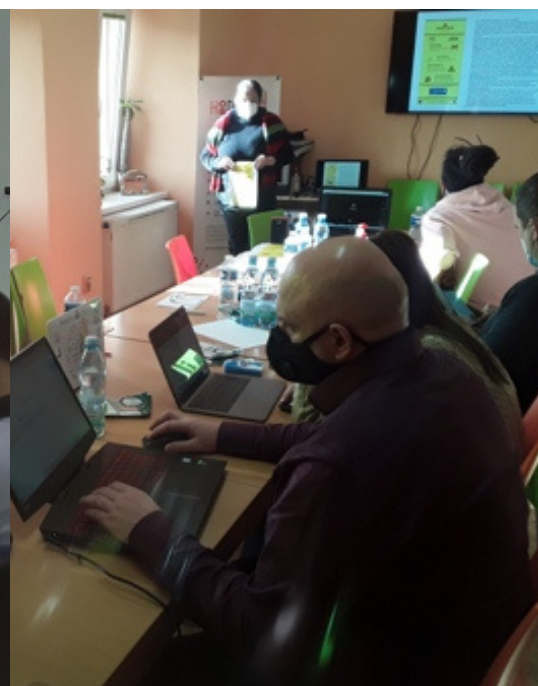
Within the project we are preparing a plan to develop a strategy for making the cities attractive places. Various stakeholders took part in the preparation, with the participation of young people being the core of the preparatory activities.

Creating an economic and strategic profile of the cities and the region will help retain and attract not only young people but also various business representatives, which will lead to the creation of attractive opportunities for work and living.

The established Local Talents Club provided an opportunity for meetings between young people and representatives of various sectors such as education, local government, business, non-governmental sector. The meetings reflected the vision of young people for the city in which they want to live and work after graduation.

The next step in the implementation of the planned project activities is the implementation of Hackathon, which will play the role of a generator of ideas for the upcoming pilot activity. The participation of young talents is crucial for the future viability of the development plan.

In the upcoming events we will attract young people from the city and the region who have already chosen to return after graduation to live and work in their home towns. Inspirational stories will serve as good examples for young people who are currently choosing the future path in their lives.



TALENTMAGNET CITIES IN ACTION

DAN, VARAŽDIN, CROATIA

VARAŽDIN IS WORKING HARD TO SUPPORT YOUNG TALENT

As part of the TalentMagnet project, DAN organized three awareness raising workshops in this project period. We were able to assemble a respectable group of stakeholders comprising of representatives from the local and regional government, Croatian employment service, education institutions, private sector, NGO's and youth representatives. These workshops served as a venue for stakeholders to get to know each other, discuss problems and share experiences as well as to start working on a local action plan and other future activities.

In the first workshop, the discussion on all topics was productive and lots of suggestion were given regarding the TalentMagnet plan and also activities which are going to be presented in the upcoming period.

In the second workshop, participants have been made familiar with project flow and the first draft of the Action plan for attracting and retaining of youth talents. The plan has been made based on their suggestions of the activities, and it was very interesting for all included stakeholders to see that all suggestions have been taken seriously and included into the Action plan.

In the third workshop, participants discussed details of planned activities within the Action plan for attracting and retaining youth talents. Their suggestions of the activities included in the Action plan have to be worked out so that each stakeholder knows what are its tasks by the realisation of single activities.

The next phase includes more in-depth analysis and statistical data for the completion of the Action plan, as well as implementation of activities such as pilot and hackathon at live venues in Varaždin with the aim to attract as many young people as possible. Some recognizable and even celebrity names are planned to take part in these activities so there will be plenty more interesting news from Varaždin in the coming months.

TALENTMAGNET CITIES IN ACTION

APATIN, SERBIA

APATIN IS GIVING EFFORT TO BE SUPPORT FOR A YOUNG TALENTS

As part of the TalentMagnet project, Municipality of Apatin organized two awareness raising workshops in this project period. We gathered a representative group of relevant stakeholders (local government, education and social institutions, student parliaments, etc.)

These workshops were organized to discuss about present problems and share experiences as well as to start working on a local action plan and other future activities for attraction and retention of the young talents.

The both workshops were very interactive. First of them was held only for stakeholders and we were talking about all topics and needed actions to make our city even more friendly. The discussion on all topics was productive and lots of suggestion were given regarding the TalentMagnet plan and also activities which are going to be presented in the upcoming period.

In the second workshop participants were also stakeholders, but our main target group were students parliaments. The plan should be made based on their suggestions. We were listened very carefully to all of their proposals and we'll try to include most of them into the Action plan.

The next step is to research by a Questionnaire statistical data for the completion of the Action plan, as well as implementation of activities such as pilot and hackathon. Municipality of Apatin has a really strong will to succeed into aim of attraction and retention of young people.



TALENTMAGNET CITIES IN ACTION

HARGHITA COUNTY, ROMANIA

HARGHITA COUNTY IS LOUD FROM TALENTED YOUTH IN THE EUROPEAN YEAR OF YOUTH



As part of the TalentMagnet project, we were able to reach out to many young people and explain that talent has a place in our county. In the European Year of Youth, many of our programs and projects are launched at institutional level to reach out to young people. We met talented young people during the Youth Caravan in the county, and members of the project attended the event, building cooperation paths with young people on the basis of the needs of talented young people.

We are constantly working to learn about the problems that young people face, therefore Harghita County Council is developing a youth strategy that is preceded by a survey. In addition, the offer of our Harghita 100 program for young people is constantly expanding, in the framework of which the objectives of the TalentMagnet project are also included. Through its project and programme proposals, the Harghita County Council also supports youth NGOs, in reaching out young people through their activities and events.

The next important step will be to assess the needs of young people in order to create an application that can provide them with all the information on one platform through which we try to provide information in several areas. We have already had several discussions with our partners and the Harghita County Development Agency about this application. Our goal is to develop this application with the help of talented young computer programmers and with ideas proposed by young people.



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