



# TALENTMAGNET

## E-NEWSLETTER

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## APPROACHING TO THE RACE FLAG: INTERVIEW WITH THE "FOUNDING FATHERS"

In the middle of 2020, a wonderful journey started: a really wonderful partnership from all around the Danube Region started to help small and medium-sized cities to attract and retain young talents. Now, 2,5 years later our TalentMagnet project is approaching to this end, so it's time to present our achievements and ask the "Founding Fathers" about their thoughts.

*Daniilo, how would you explain TalentMagnet project to a normal person - maybe a friend of yours or a family member?*

Actually, this is not a hypothetical question at all, Miki - I do this everyday. I am really passionate about this project, so I talk about it not just at conferences. How I "pitch" it really depends on whom I talk to. If, for instance, it is a young person from my town who is studying or working elsewhere, I ask the question: "What would make you to return to your hometown? I really want to understand because together with the city we are on a mission to create those conditions."



If it is someone who already has a kid already studying elsewhere (or will soon), I simply say that in this project we are working on making Ptuj - my city - a place where your child could return to and live a happy, fulfilling and professionally satisfying life - without the need to move elsewhere.

BÉLA, MIKI AND DANILO

TALENTMAGNET  
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 **Interreg**   
Danube Transnational Programme  
TalentMagnet

# INTERVIEW WITH THE "FOUNDING FATHERS"

*Miki, how does TalentMagnet support cities to become more competitive when it comes to attracting and retaining talent?*

We did 3 main things to prepare cities:

a. 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.

b. 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.

c. Finally, partners developed and implemented pilot actions, assessed the tools developed and the partnership has been working on policy proposals.

*Béla, towards the end of the project, what are the main lessons, take-home messages you would like to share.*

A: There are a lot of learnings – let me share the TOP3 lessons:

- There are a lot of controversial interventions in urban development – there are always groups that will be against it. Attracting and retaining young people, bringing back youth to your city after their cities is not like that – it unites everyone. It is something everyone supports, an objective everyone is ready to pursue.

- The second one: 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 (Ábra kivetítve!)

- Finally, as Miki has already said, this is not 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.

DANILO ČEH  
BÉLA KÉZY  
MIKLÓS LUKOVICS







The project might be moving to its end but we will all still have the TalentMagnet mobile app. Jointly designed by the project partners specially for the younger audience, the app can be downloaded free of charge from Google Play and App Store in 12 languages. It currently has 200+ unique users, more than 35% of which are in Bulgaria, approx. 21% in Hungary and 20% in Slovenia.

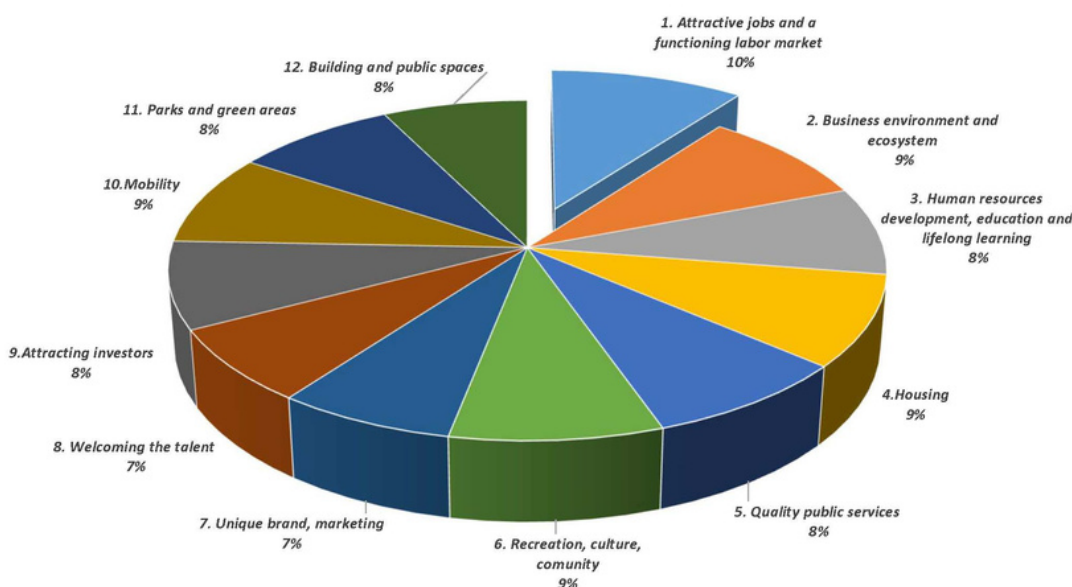
The TalentMagnet app offers young people interesting facts and links with valuable information about opportunities in the partner cities, motivational materials helping users develop their talent, fun quizzes, a chatbot and even an amusing game. One of the app's most popular functions, 'Talentizer', enables young people to vote for the factors determining their life-and-work destination decision-making and to assess their city's performance for each indicator. The survey information could then be used by the relevant public authorities and the other interested stakeholders in their efforts to make the city more talent-friendly.

Here are the main findings from the 'Talentizer' questionnaire integrated in our TalentMagnet mobile application:

- Our respondents from Danube region cities claim that the attractive jobs and the functioning labor market are most essential to them when choosing a place to live in.
- Business environment and ecosystem is the second most crucial factor that can influence the decision of our young interviewees to stay in or to relocate to another place.
- Most of the young talents who completed our 'Talentizer' survey also expect to have affordable and accessible housing opportunities in their city and rank this factor as the third by order of importance.
- The three factors impacting talent settlement behavior that matter least for the TalentMagnet app users are "Unique brand and marketing", "Welcoming talent" and "Buildings and public spaces".

The submitted responses somehow represent the particular socio-economic situation in the Danube countries, some of which are characterized by a lower standard of living than the rest of the EU. Hence the reasoning of our interviewees reflects their aspirations for a personal development in a higher-income economy offering solid jobs and attractive business environment. Nevertheless the app users more or less rate all factors as equally important.

The survey respondents have also shared their opinion on the local strengths and weaknesses of the respective partner cities related to talent attraction and retention. If you are interested to see what the survey results show, download the TalentMagnet app and find out.



**WHAT MAKES A CITY ATTRACTIVE FOR TALENTS - FINDINGS FROM THE TALENTMAGNET APP**



# STEERING COMMITTEE MEETING - 8TH NOV.

GRAND HOTEL PRIMUS, PTUJ, SLOVENIA

During the SC meeting all Work Package leaders presented the status of the work, highlighted all the to-dos for the last 2 months of the project. City partners presented their Local Talent Attraction and Retention Plans. Furthermore, TalentMagnet experts received their certification.

Partners also agreed that despite of the project closure the work will start now, since cities have plans, guides, tools, try-outs, and certified TalentMagnet experts, so the real implementation should follow to attract and retain young talents to the small and medium sized cities of the Danube.



PTUJ  
SLOVENIA



The keynote speaker of the conference "TalentMagnet in Practice: Together for Talent-friendly Cities" was an internationally known expert of talent attraction and retention, Marcus Andersson (SWE). After his speech, a round table followed where city leaders and young talents discussed their experiences in an interactive way. The highlight of the conference was the PECHA KUCHA, which is a strictly regulated presentation form. City partners presented their pilot actions in exactly 7 minutes, using 7 slides following each other without break. The conference was a common learning opportunity.

## FINAL CONFERENCE - 9TH NOVEMBER 2022

CONGRESS AND CULTURAL CENTRE DOMINICAN MONASTERY, PTUJ, SLOVENIA



# TALENTMANGET CITIES IN ACTION

## PTUJ, SLOVENIA

### YOUNG PEOPLE ARE REVIVING PTUJ' CITY CENTRE (BISTRA PTUJ)



TalentMagnet project managed to involve a lot of people from different backgrounds, years, and positions to give their insights on "brain-drain" situation in our city.

Representatives of schools, companies, city municipality, youth and youth organisations attended our numerous activities in past 2 years. Their involvement in the project gave important insights of what youth wants and needs and what should be done in the society of city Ptuj.

TalentMagnet workshop was first activity where we involved young people (pupils from elementary schools, students from high school). Walking on streets of Ptuj and talking about cultural heritage, job opportunities, free time activities and housing in Ptuj gave us important insights of wishes and needs of young people.

Afterwards we established a good cooperation with the Student Club Ptuj and formed local TalentClub. All further activities were well attended by young people, school headmasters, representatives of local community, employers and youth organisations.

With the preparation of Local Talent Attraction and Retention Plan for city Ptuj we gathered main problems in our city for quality life of young people and young families. And, also, we gathered solutions.

Upon presented solutions we planned our pilot. Students express their wish to have a place in centre of city Ptuj, where they can study and do other school activities when they are out of school. With help from local company, we managed to establish a place in centre of Ptuj. Place provides all necessary equipment for the schoolwork - good internet connection, individual workspaces, group workspaces, equipment for attending on-line school programmes, space to relax, possibility to prepare coffee and tea. Student club Ptuj is taking over the responsibility that place will be available to students, and that it will be held in good condition.

Project TalentMagnet team in Ptuj is proud of work done in project lifetime. We are very grateful for all inputs that were given to us by young people, school principals, local authority, companies and youth organisations.

Not only local stakeholders, but whole partnership also provided us with important good practices and insights how to prepare an attractive local environment for young people.

First steps toward understanding needs and wishes of young people and young families were made through this project. With project results we are one step closer to attracting young people in local environment of small and medium-sized cities. We will keep "magnetizing" young talents into our beautiful city of Ptuj!



# TALENTMAGNET CITIES IN ACTION

## VARAŽDIN, CROATIA

### MAKING VARAŽDIN A TALENT-FRIENDLY CITY - THE PROCESS



Varaždin is a town that has many advantages in attracting talents, despite its relatively small size. The town is perfectly located near borders to many EU countries and is in the proximity of the capital Zagreb, but still offers advantages of living in a small, peaceful, family-oriented town. Still, the exodus of young talents that plagues most peripheral towns of the Danube region hits Varaždin as well. Therefore, this project is used as a foundation to building conditions and benefits that want to make the local young talents remain in Varaždin and develop on a personal and professional level, as well as attract talents from other parts of the country to a decision of living and working in Varaždin. In this process, several key activities were implemented.

#### 1. Local talent club

The true purpose of the local talent club was to involve young people in the process of making Varaždin a more talent-friendly town. The club was well received and many young people attended, in part thanks to the efforts of the Varaždin student dormitory and the local youth club P4 who disseminated the information on the activity among young people and attracted them to participate. In the club meetings young people had a chance to express their ideas for the betterment of young people in the town, have their voice be heard in the presence of some local decision makers and the technical support team who are responsible for implementing the ideas into concrete projects. This cooperation resulted in many ideas and opinions on the table, some positive, some negative, but all in the purpose of raising awareness about the desires and ambitions young people have that would make them stay in Varaždin. Probably the most interesting part of the club for young people was experience exchange with some local entrepreneurs, young people themselves, who shared their career paths with attendants, showing them the way to succeed and benefit from the advantages that Varaždin provides.

#### 2. Varaždin hackathon

The crowning work from the clubs was the event known as a hackathon, where young people who participated in clubs, along with local stakeholders in youth development, shared ideas and developed them in a lengthy workshop session, giving young people the opportunity not only to be heard but to see what it is like on the other side, the decision-making side. When asked to develop the ideas they presented into concrete measures and projects, young people took to work with passion, showing local stakeholders that they can and should be involved in the process in all stages, especially after the end of this project when the burden of activities falls strictly on local youth and stakeholders. The atmosphere and cooperation formed certainly provides everyone with optimism.

As a final note in the process, the cooperation with P4, local youth club, must be highlighted. P4 is already a recognized brand in youth matters in Varaždin, and in cooperation with TalentMagnet, they organized 2 concerts, with the aim to turn the attention of the community to the necessity of content in the free-time that young people have that make them want to stay and live in Varaždin.





# TALENTMAGNET CITIES IN ACTION

## WEIZ, AUSTRIA

### CREATING YOUR FUTURE IN WEIZ

After hours of meetings and preparations, results can finally be shown! In August, the long-planned pilot project - the website "weiz-jugend.at" - finally went online! It is meant to provide the Weiz citizens, but especially young talent, with information, news and events regarding the city of Weiz. The website works as a platform and contains information about clubs, educational opportunities, leisure activities and sights as well as specific content like a checklist to work as a guide to help people who have moved away, return to Weiz happily and easily. Also, in the news section every month a new talent from the city will be presented. So far, more than 670 people have already accessed the website!



To help create content for the website, local talent club events as well as an urban hackathon were held. Especially the hackathon under the motto "Hacking Weiz - What do young people need to stay in the region?", held by Manuel Grassler, an expert in Lego® Serious Play® who guided the students through the event, proved to be extremely insightful. It was a fun way to create informative content and ideas for a futuristic city of Weiz. In groups, ideas were developed and built with LEGO bricks and in the end all groups combined their work to form a model of the city of Weiz to highlight what are necessary steps in the future to stay in Weiz (or come back), and where young people can put their skills and enthusiasm into practice and enjoy living in Weiz. The concluding "task" for the students was to share their ideas and recommendations with politicians for implementation of the developed "future city" under the motto "If I were mayor...". These were handed over to Mayor Erwin Eggenreich, who read them carefully and is looking forward to a joint discussion with the young people of Weiz!

The website is promoted with an advertising campaign (in the same corporate design). The campaign slogan "Weiz. I'm at home here" is the basis for other measures as well. Designed in a modern way to attract young people, Polaroid-style photos are used as posters.

Video clips starring young people from Weiz" present advantages of living in Weiz. These will be played as promotional videos for the project and the pilot action on screens in schools, train stations and at bus stops - where youth and young talents are best reached. On the social media channels, Instagram as well as Facebook, of the "Junge Stadt Weiz", our strategic partner, video reels are uploaded and posts with links to promote the website are created. Promotional items such as cups, coasters, cardboard cutouts and posters with campaign slogans in dialect like "All my friends are here" or "The barkeeper knows what I like to drink" are also included in the promotional campaign. 3,000 cups are already in circulation and lot of photos have already been posted on Facebook. The "Junge Stadt Weiz" actively promotes the campaign at their events, where they distribute the promotional items and post photos with the hashtag "#Weizdobinidaham" on Instagram and Facebook. This dedication of the city of Weiz will ensure the continued success of the project long after its eventual completion.





# TALENTMAGNET CITIES IN ACTION

## APATIN, SERBIA

### GOING IN RIGHT DIRECTION

TalentMagnet, a project in frame of Danube transnational program, co-financed by the EU, which lasts more than two years is approaching to an end. Municipality of Apatin, as the only partner from Republic of Serbia gave an effort to be a proud and equal part of TalentMagnet team, which includes cooperation with 18 partners from 12 countries.

During this two years our municipality organized and implemented a lot of events, actions and initiatives all in a goal of attracting and retaining young talented people, as well as improving all life aspects.

We organized awareness-raising workshop, TalentMagnet Forums, Workshop which included stakeholders, student parliaments and, of course, local self-government.



Urban Hackathon was organized as well. We made four teams of our student parliaments, gave them an open arms to help us create Apatin that they would love to live in. Each team made their own proposal of their improving life in Apatin. We were pleasantly surprised with innovative ideas, solutions, environment awareness and proposals students gave us. Commission that consists of Vice-Mayor and project team members have decided which proposal is the best and will be placed as part of our LTARP.

One of the most important things we are focused on are scholarships. In this hard times, with low standard and bad economy it is one of the most relevant points, so students can be focused on their developing and cherishing their talents and knowledge. We are giving 160 scholarships. An impressive number for such a small city, don't you think? Also we offer free education, accommodation, canteen and transport to those who are not from the territory of the municipality of Apatin, and attend our high schools.

Also, each year we are preparing extra rewards for the individuals that stands out.

With all these activities we get closer cooperation between all relevant target groups. Soon will be established a Local Club for Young Talents, which will be a part of their own space. Space for learning, education,



entertainment and support with qualified mentors. Maybe, this is just a beginning of this enormous voyage, but the most important thing is that we are going in right direction!



# TALENTMAGNET CITIES IN ACTION

## VELENJE, SLOVENIA

### VELENJE IS TRANSFORMING WITH THE HELP OF TALENTMAGNET

TalentMagnet, a project co-financed by the EU, in which the Municipality of Velenje participates as a project partner, is coming to an end. The project addresses major social challenges (unfavourable demographic factors and the rapidly changing labour market) that cause the out-migrations of talented young people to either larger cities or abroad, where they sense a greater opportunity for self-fulfillment.

As we have some 4000, soon obsolete, jobs reliant on the coal mining industry we are faced with an unprecedented challenge of finding new ways to provide relevant vocational education and jobs for the up and coming generations. From this perspective, the implementation of the TalentMagnet project in the last two years is seen as an additional effort from the local authority, to contribute to the retention of talents in the city of Velenje. During this period, quite a few tools were tested in order to make the municipality even more attractive and interesting for young people. We organized two forums for young people, the first on the topic of education and the second on the topic of future professions.

With various activities, Municipality of Velenje strives to keep the city attractive to young talented people. Thus, in the last two years, the local authority reduced the communal contribution fee for new constructions by 50% and allocated 5 apartments from the quota of rental apartments to young educated individuals and recently introduced co-financing of rental loans for young people who are solving the housing problem for the first time.

As part of the TalentMagnet project, we started developing the Youth Strategy, which presents and elaborates measures to prevent permanent out-migrations and attract young, educated people to the city of Velenje. The strategy consists of measures that are to be incorporated by the relevant stakeholders and directs them to mutual activity integration and cooperation in order to achieve the set goals of talent retention within the municipality. Our pilot activities consisted of developing additional learning applications, tailored to be used by young talents, which take the form of novel digital contents and are not found in formal education curriculums. The application itself is meant to promote innovation and entrepreneurial mind-set of young people. At first the new digital contents will be used in secondary technical schools, with the goal of expanding the aforementioned applications to the primary level of education in the future as well.

We are very proud of the promotional film: *Tvoja izbira za prihodnost* (Your choice for the future), which you can find on the [YouTube channel](#). Through the film, we present the opportunities that Velenje offers to young people.



Finally, during the summer months, the brochure "Velenje za mlade" was published. We gathered all the information intended for young people of different ages in the brochure, to direct them to the right path of education and training, so that in the future they can enrich the functioning of the entire local community. oing in right direction!

# TALENTMAGNET CITIES IN ACTION

## NYÍREGYHÁZA, HUNGARY

### INVEST IN THE FUTURE THROUGH TALENTS!

Nyíregyháza has a special role in the project, since the municipality is part of the project not only as a pilot partner, but also as a knowledge provider. In addition to imparting knowledge to TalentMagnet partners, we also aim to improve in attracting and retaining talent ourselves.

#### Local Talent Club

We all believe that the younger generation shapes the future of our city. Hence, it is essential to understand their opinions and collect their ideas – and criticisms – about the current situation. Talent Club events gave the perfect opportunity for youngsters to express their thoughts about the advantages and disadvantages of Nyíregyháza. Talent Club meetings helped us understand the opinions of young people, we assessed what would make them happy to move or stay in a city, and what things, in their opinion, should be developed in Nyíregyháza. On one occasion, we organized a discussion with entrepreneurs from Nyíregyháza who studied and gained experience elsewhere, but eventually returned to their hometown to build a career here – such as the Gabulya brothers, the owners of Cvekedli Pasta Bar. This event was a real magnet, since many young people wanted to talk about career building, starting a business and why it is good to live in Nyíregyháza.



#### Nyíregyháza Urban Hackathon

The TalentMagnet Hackathon has crowned the work so far. The purpose of the event was to get input for the city's LTARP while working together with young talents and participating stakeholders in an innovative way on the topic of talent attraction and retention. Three groups worked on the topics of Life, Place, and Work (of the talent-friendly city concept) using the 4C's framework methodology: collect, choose, create and commit stages. By the end of the 12-hour event, each group presented their service ideas in front of the judges on the topics of micro-mobility, housing, and business development. The task of the young participants was not only to give the city leaders their ideas, but also to think through and develop in detail the creation, operation, financing and promotion of their service.

#### Our pilot action

Since Nyíregyháza is not only a knowledge transfer partner, but also a city implementing a pilot action, we didn't have time to get bored during the project. Our pilot action involves the creation of a Youth Database. We perceive that, together with many other cities of a similar size, our main problem is that we lose contact with young people when they move to other big cities in Hungary or abroad in order to complete their university studies. Our principle is to change it! As part of our pilot action, we want to create a database that is suitable for career tracking and maintaining live contact with young people in the form of a newsletter – from which young talents can be informed about local job opportunities, cultural programs and other city achievements. The newsletter will not only be suitable for reaching our young people, but also for them to feel that they can count on their hometown, even if – hopefully temporarily – they are far from it.





# TALENTMAGNET CITIES IN ACTION

## VARNA, BULGARIA

### YOUNG TALENTS ARE THE FUTURE OF VARNA



Over the past two and a half years RCNE has carried out a number of activities within the TalentMagnet Project, co-financed by the EU, the aim of which was to make Varna an attractive place for young people. Now, the Project is coming to an end and we are glad we worked to provide local and regional authorities with the policies and tools to retain and attract young talents.

During the Project RCNE organized and participated in a number of initiatives and young people in Varna:

- In October 2021, Local Talent Club was established in Varna and was promoted as a network for young talents in order to facilitate their dialogue with the most important stakeholders;
- In December 2021, a Mid-term interactive workshop was held for representatives of local authorities to raise awareness of the Project;
- In March 2022, an Awareness-raising workshop was organized, to draw the attention of local authorities to talent attraction and retention plan;
- In May 2022, Local TalentMagnet Forum was established, with the participation of local stakeholders, for brainstorming and creation of an action plan on how to turn Varna into friendly places to work and live;
- At the end of June 2022, an Urban Hackathon "What needs to be done to make Varna a more attractive city in Varna. 36 young people from Varna were searching and brainstorming for innovative solutions for the city and the region.

The Talent attraction and retention local plans for the cities of Varna and Byala were developed. The following elements are included in the plans: assessment of the current situation, evaluation of local and regional policies, factors contributing to the choice of the town of Byala and the city of Varna as a final destination for living and working.

As a city partner we implemented a Pilot action during the Summer of 2022. Independent surveys were conducted among stakeholders and young talents. The "Traffic Light Method" was applied to evaluate Varna and Byala, both by participants and a team of independent experts. The collected results were summarized and based on them we launched an annual "green", "yellow" or "red" book of municipalities, which will reflect the state and progress of cities in implementing policies to attract and retain young talents.

Our team will continue its work in this direction and the results achieved by the TalentMagnet Project will develop and work to attract and retain young talented people in the cities of the Danube region.



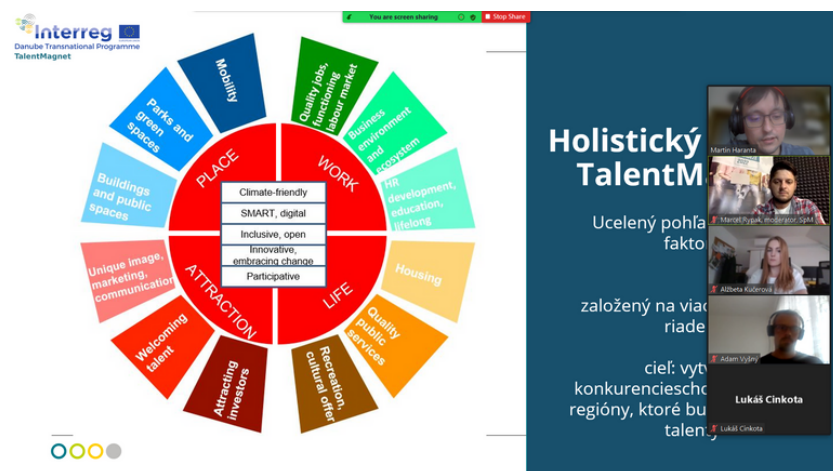
# TALENTMAGNET CITIES IN ACTION

## ŽILINA, SLOVAKIA

### ŽILINA AIMS TO REVERSE BRAIN-DRAIN

City of Žilina and its surrounding region loses a lot of its potential by losing highly educated and talented people that migrate to capital city or abroad. Implementation of the project gave important insights of what youth wants and needs and what should be done regarding policies and engagement in Žilina.

During the project implementation it became clear that Žilina has enough capacities to improve the talent retention and attraction situation. Connecting key stakeholders became the core of our activities. All of the plans and activities were done to be able to connect to existing policies and strategies and thus leveraging their potential. Crucial part of the project implementation was active involvement of regional government of Žilina, development agency and local innovation agency Inovia.



The talent attraction and retention plan for Žilina was built around three pillars that are achievable and can significantly improve current brain-drain situation:

1. To improve perception of the city among high school and university students – to show them what city and region offers to them.
2. To support development of innovation ecosystem. New innovative SMEs are key for the development of local economy and attracting professionals to the city.
3. Develop brand strategy for the city. Žilina needs to communicate its strengths to potential talents with particular focus on existing diaspora.



The plan was designed in a way that stakeholders that are already invested in the talent retention and attraction activities can implement them even after the end of TalentMagnet project. Parts of the plan were also translated into the pilot actions of the project. The actions were planned focusing on utilising the know-how developed by the project with particular focus on capitalisation of results after the project end.

The first action is focused on development of project proposal that will tackle perception of the city in the eyes of youngsters. Know-how and good practices of TalentMagnet are being used in building of such a proposal. The second action is focused on setting up grassroots initiative of community building with particular focus on keeping young professionals in the region. The third action is being done with regional government and consists of series of events that promotes region in examples of successful people, who returned back to Žilina. These stories serve as role model for other youngsters. All of these activities are planned to sustain even after the end of the project.



# TALENTMAGNET REGIONS IN ACTION

## ZENICA-DOBOJ CANTON, B&H

### TALENT ATTRACTION AND RETENTION IN ZENICA-DOBOJ CANTON

In more than two years of the implementation of TalentMagnet project, Department for Development and International Projects of Zenica-Doboj Canton (DDIP ZDC) implemented numerous activities that contributed to the attraction and retention of young talents. In the middle of 2021, an event was held at the Faculty of Mechanical Engineering of the University of Zenica (UNZE) for students of Wood Processing Technology and Industrial Design in Wood Processing, with the aim of ensuring their active participation in project activities. In September 2021, the Club of Local Talents was established, ensuring networking of talents and constant dialogue with all representatives of public, private and NGO sectors. In October 2021, an interactive workshop was organized in Zenica for the preparation of Local Talent Attraction and Retention Plan. In February 2022, TalentMagnet Forum was held in the Student Centre of UNZE, which embodies the Quadruple Helix as a model of innovative and sustainable social development with the active cooperation of all representatives of public, private, NGO and academic community. Then, in the premises of the association "Our Children" in Zenica, the TalentMagnet Hackathon was held, representing a significant source of innovative ideas and solutions, not only in the world of IT, but also in the sphere of social development.



During the summer of 2022, the focus was on pilot activities to establish a stimulating environment for attracting and retaining talents. The basic idea of the pilot activity was proposed by young talents in cooperation with stakeholders and through the established Club and Forum, thus in June 2022, the Quadruple Helix (QH) interactive workshop for stakeholders was held in the Student Centre of UNZE. In July 2022, the pilot activity was implemented - the Centre for Support to Personal and Professional Development was founded and officially started working. In its new, adapted space in the Student Centre of UNZE, the Centre will maintain the continuity of the activities of the Club and of the Forum, which will give an additional contribution to local communities becoming a "talent friendly" environment. The Centre is focused on continuous work with young talents, on the development of their knowledge and competences necessary for career development and easier inclusion in the labour market, while ensuring for young talents the space for the exchange of ideas in all areas essential for the development of careers and of the individual talents. The Centre also provides assistance in learning and in solving possible problems, in organizing education, consultations and finding internships to young talents. On the day of the official opening of the Centre, a TalentMagnet walk shop was held in Zenica - a walk for citizens, students, youth organizations and representatives of the public and private sector, to remind them of the key project goals and to inform them about the achieved project results.



In October 2022, the Practicum for the Development of the Knowledge, Skills and Solutions in Industrial Design was held in Tesanj in order to contribute to the identification of young talents and to provide new opportunities for their future employment through a two-day event of training and practical work.



# TALENTMAGNET REGIONS IN ACTION

## HARGHITA COUNTY, ROMANIA

### TALENTED YOUNG PEOPLE FOR A DYNAMIC AND DEVELOPING HARGHITA COUNTY

One of the important objectives of the Harghita County Council is the promotion of young people in Harghita County, so in the partnership of the Talent Magnet project many programs and ideas have been brought to light and realised, which are enduring and represent the interests of youth in the long term.

Within the framework of the project, it was possible to establish dynamic relationships with youth and to assess the needs and problems faced by young people. The youth strategy of the Harghita County Council, which is under development, has also played a major role in the survey and after assessing the real needs of youth, it became clear that the creation a special space for youth is essential for them, so the youth community space named YOUTH MAGNET was completed as part of the Talent Magnet project, which hosts various programs and events weekly. At the same time, it gives young people the opportunity to meet, even to do their schoolwork or university related duties. As part of our Hackaton event, young people will soon be able to occupy the space.



Another important benefit of the project was the preparation of an action plan aimed at embracing talented young people, which includes specific visions reflecting the real needs and problems of youth. The main priorities set out in the action plan serve as a breeding ground for the programmes to be organised in the youth space. It is important that all the objectives that form the basis of the action plan are implemented in practice.

But how does this information reach the youth of Harghita County? For the sake of continuous information, a smartphone application is being created, an online interface that shows help and direction for young people in everyday life. A wide-ranging database that guides them in issues like employment, training, research, networking, discovering events and many other things. Information at local level is continuous. In recent years, the Talentmagnet team has visited local schools on two occasions to gather the necessary information in the young people's environment, while at the same time informing them about the start-up programmes and the action plan.



It was also possible to present our ideas for talented young people at the national level, within our online forum called The future is home, where Eduárd-Károly Novák, the Minister of Youth and Sport, welcomed our local initiatives.

In addition to the inauguration the YOUTH MAGNET, will be prepared a number of programmes, while at the same time within the European Week of Regions and Cities our youth related visions will be presented to the general public in Brussels at an international level.



# TALENTMAGNET PARTNERS IN ACTION

## EMFIE, HUNGARY

### COMMUNICATION BEYOND REQUIREMENTS

EMFIE was the work package leader for Communication, where we developed and used a new generation communication method, increasing added value and resulting in increased effectiveness. The core was the development of innovative and visually pleasing content and its effective targeted dissemination with high reach rates. Project partners were constantly involved with our coordination. Our tasks included communication, dissemination and the transfer of results. As part of start-up activities, we developed a Communication Plan – presenting objectives, target groups, main messages, tools, methods, activities, evaluation measures, budget and internal communication. With the lead of EMFIE, local stakeholder groups (LSG) were created to engage actors in the project. We led the activity of issuing different publications about the project, such as the mandatory posters, 3 leaflets (at project start, mid-term, at project end), 1 eNewsletter/period (altogether 5). We guided partners through media appearances of publications, and reached 500,000 people directly through the aforementioned publications.



All this happened with the intention of increasing awareness about the project itself and its results. With our professionally designed publications, the partnership was able to provide user-friendly, appealing information to the target groups. Several public events were organised during the timeframe of the project: an online kick-off, one mid-term event and one final transnational stakeholder event and closing conference.

We cooperated with the host partners of these events to ensure the media coverage and the number of people reached. We guided partners in organising walk-shops with citizens and stakeholders. A considerable part of the communication actions covered digital activities. We developed a digital activity toolkit, with which we managed to go far beyond the basic requirements of DTP. We updated the contents of the project webpage and also managed the social media platform of TalentMagnet. We held a Digital activity training for the partnership to set-up the common understanding and build capacity. With the contribution of the partnership, we developed several content for the TalentMagnet Facebook page (e.g. infographics). With the aim of knowledge dissemination, a thematic article was also prepared by EMFIE about the project results.

EMFIE has been involved in every thematic work package as a knowledge provider partner. In frames of T1 activities, we mostly contributed to the Baseline Study, Good Practice Catalogue, Slide Deck on the main findings, and the Practical Guide on Preparing and Governing Talent Attraction and Retention. As a contribution to the GP Catalogue, we provided national good practices and also an international good practice collection. We've prepared the English version of the Slide deck presenting the main findings of the Baseline Study, and all the national versions based on partners' translations. We provided a study as a contribution to the Practical Guide on Preparing and Governing Talent Attraction and Retention. As part of T2 work, representatives of EMFIE took part in interactive online and in-person trainings. Our main result in this WPT was the contribution to the TalentMagnet App development – providing several documents, such as a benchmark study, specification for the functions, content development both in English and Hungarian. As a contribution to A.T2.3 Preparing local OH actors to cooperate in talent attraction and retention, we prepared a stakeholder management methodological guide and a methodological guide for trainings. In T3, we wrote a survey report as a contribution to the A.T3.2 Assessment of tools to map up the opinion of Hungarian users about the TalentMagnet App and provide suggestions for its further development. Moreover, we prepared a Resource Map and a Synthesis of policy proposals on different levels as part of our contribution to the Policy proposal package.





# TALENTMAGNET PARTNERS IN ACTION

## EFE, GERMANY

### CZECH YOUNGSTERS CARE ABOUT SOCIETY WITH USING THEIR TALENT AND IDEAS TO HELP OTHERS

EFE was work package leader of WPT1 "Methodology and Planning" Partners worked together to lay down the basis of the project, coordinated by EFE. State of the Art activity aimed at preparation of data, analysis of key elements and trends on global talent mobility and multilevel governance. Engagement of talented youth was crucial in the project as well as partner-level situation analysis by using Good Practice Catalogue developed within the TalentMagnet project.

Practical Guide on Preparing Local Talent Attraction and Retention Plans (LARP) involved a two-day interactive training course with the aim that partners use the methodology and learnings from the training course to design LARPs in their local community.

13 Awareness-raising workshops were delivered by city-partners to draw attention of local stakeholders to the risks of migration of young and talented people as well as to bring their understanding of benefits of talent attraction and retention closer.



13 Mid-term interactive workshops were carried out by city-partners to demonstrate multilevel governance and talent issues. Training courses induced engagement, cooperation, capacity building, raise awareness to enable the preparation of high-quality plans.

13 Talent Attraction and Retention Plans as strategic documents to facilitate the creation of key conditions of lifestyle experience that is attractive for talents in each city-partner community were created. The plans identify the causes of the outmigration of talented young people, examine the existing governance structure, propose interventions to improve governance and eliminate the causes. City-partners have also initiated the approval of the plans by the respective City Councils and nominate a specific body to implement the plans.





# TALENTMAGNET PARTNERS IN ACTION

## CEP, SLOVENIA

HARD AT WORK TO HELP ENSURE A BRIGHTER FUTURE TO MID-SIZED TOWNS IN THE DANUBE REGION

CEP was work package leader of "Pilot Actions and Policy Integration (WPT3)". The Danube Region is witnessing the outmigration of highly educated young people, especially in small and medium-sized towns. Movement is a fundamental right in Europe, but the brain drain of young talents from Danube cities causes underdevelopment in the region. Addressing these challenges was the main purpose of the TalentMagnet project by improving multilevel governance and developing practical tools to attract and retain talents. The three main steps during the three-year-long process are identifying, developing and implementing. As the project is coming to an end, we are concluding the final objectives of the third work package: Delivery of Pilot Actions, Preparation of Policy Proposals and Preparation of Policy Proposals.

City partners are following the specific talent attraction and retention solutions, good practices, and methodologies tools, which were developed in work package 1 and work package 2. In work package 3, we have provided guidance and support to the pilot actions by developing the requirements and templates to help city partners document their innovative solutions that address their city's young talents.

To receive feedback from the stakeholders and the talents, the assessment of the tools, which were developed in work package 2, is crucial therefore, the survey methodologies were designed for this purpose. City partners have delivered an interactive workshop with stakeholders, completed personal interviews with representatives of the target group and carried out online surveys with representatives of the target group. The conclusions of the mentioned deliverables will be summarised in order to fine-tune and finalise the developed tools.

Final activity in work package 3 is the policy proposal package, which will propose policy improvement on the local level, regional and national levels. Project partners have, with the help of TalentMagnet stakeholders (youth, local authorities, businesses and civil society), prepared a variety of proposals aimed at addressing education, mobility, quality of public services, business environment and ecosystem and more in their cities. Partners will organise final workshops for the community opinion leaders and policymakers where policy proposals will be presented, and once adopted, these proposals guarantee their long-lasting effect, which that is the main goal of the TalentMagnet project, to establish new multilevel and transnational governance model for talent attraction and retention by improving the institutional capacities.

The Danube Strategy addresses several important issues, but in the past, a small part was dedicated to the demographic and labour market. With the TalentMagnet project, we addressed one of the major social challenges in the Danube region, the brain drain of young talents from Danube cities, and we look forward to sharing the final outputs with you in the following weeks.



# TALENTMAGNET PARTNERS IN ACTION

## UNIVERSITY OF RUSE, BULGARIA

### UNIVERSITY OF RUSE - LOOKING TO THE FUTURE

People's ideas and dreams about the future are much different: some are bold and vivid, others – nostalgic and obscure. But all of these have invariably something in common – the shared vision to a better tomorrow.

We at the University of Ruse, Bulgaria strongly believe that young talented people hold the key to our brighter future. And we are also convinced that we should not just sit and wait for that future to come to us. That is why we worked hard in the frame of the TalentMagnet project to provide local and regional authorities with the policies and tools to retain and attract young talents, to help them create a better environment for the well-educated and skilled individuals in our Danubian cities, to furnish the new generation with information about our local assets and empower them with channels to express their needs so that we can better understand what they value in a place to live in and work on delivering it.



To this end, as one of the knowledge-provider partners in the Talentagnet project, the University of Ruse developed a practical guide on preparing and governing local Talent Attraction and Retention Plans providing structured information about the objectives, processes, organization models and guiding principles of talent attraction and retention planning and suggesting particular tools and considerations for designing, implementing and managing such plans. The key aspects of the document intended to serve as a roadmap for all interested policy-planners and decision-makers were further discussed in two thematic articles of the University of Ruse presented at international scientific forums.

Another contribution of our project team was the development of the TalentMagnet mobile application available free of charge in Google Play and App Store in 12 languages. The app offers numerous informative and enjoyable functions supporting young talents develop their potential, finding out about places, events and opportunities in the partner cities and also relaxing and having fun. The TalentMagnet app has already 200+ downloads and more than 50 people in Ruse, Bulgaria have completed the questionnaire about the factors that make the city attractive for young talents.



Furthermore, within the project duration the University of Ruse developed and took part in various talent attraction and retention initiatives such as:

- The triple-Helix partnership for establishment of student clubs in robotics and STEM at primary schools in Ruse;
- The educational network of secondary schools from the North-Central region of Bulgaria comprising of outstanding talents motivated to learn 3D technologies;
- The initiative of the Bulgarian Ministry of Education for adoption of innovative ICT technologies and practices in secondary education, etc.

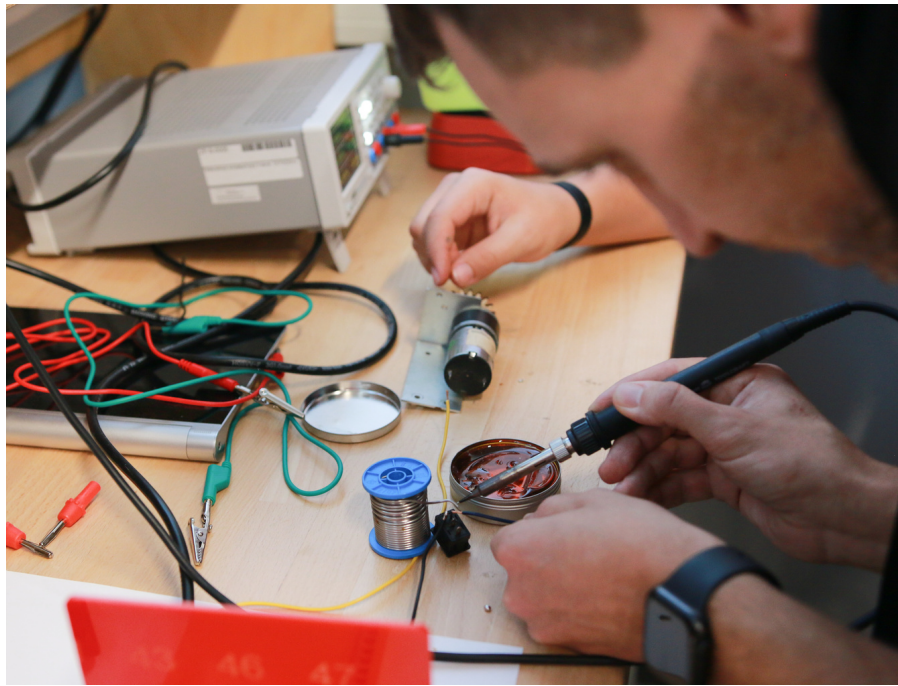
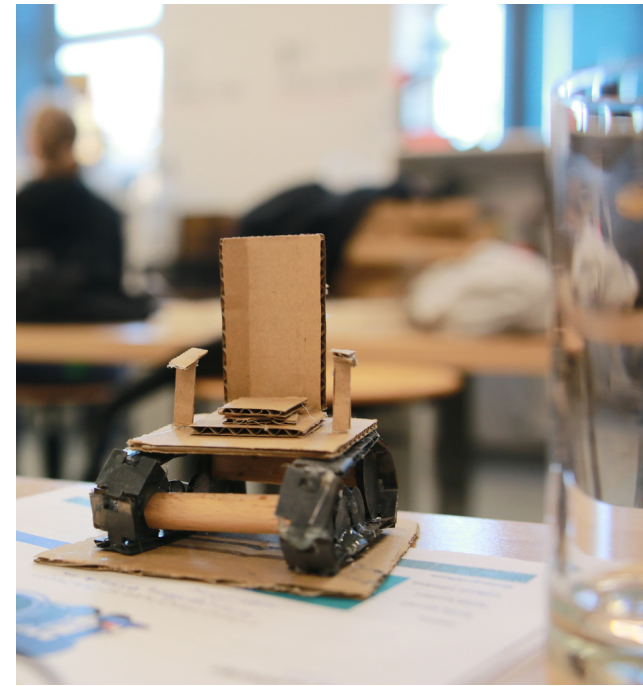
The TalentMagnet project has been the driver and catalyst of all these positive developments and it is hoped that it will bring many more inspiring and meaningful opportunities for the benefit of Danubian citizens.



# TALENTMAGNET PARTNERS IN ACTION

## DEX IC, CZECHIA

CZECH YOUNGSTERS CARE ABOUT SOCIETY WITH USING THEIR TALENT AND IDEAS TO HELP OTHERS



As part of the TalentMagnet project and with the support of local stakeholders, we managed to create a competition called "Business Talent" as part of our pilot testing. We successfully implemented it last year, however this time, we have envisioned a new scheme with tangible results. This competition will be happening from October to November 2022. The Business Talent, as a student competition, aims to give the participants, girls and boys from the eighth and ninth grades of elementary schools, a positive experience in case of, creation of their own, invention and new products, that are unique and requires involving different modern technologies of the iQFABLAB open workshop. What is new and different this year? We added a level of social responsibility. Main topic of the competition is the "production of aids for people with physical disabilities".

What participants need to accomplish as an outcome? It shall be a prototype of the aid (technology and production) with a simple project plan (business and marketing). Variety of expert lecturers will guide the contestants through the process of creating a new product. They will support them from creating an idea, thinking about business strategies to the final design and production of a prototype. Our idea is to always meet in their knowledge and abilities and help them to scale up their ideas. We assume that this will be the first contact with this topic for many children. We therefore emphasize the balance between the competitive and educational aspects of the competition. Primary goal of the whole challenge and experience is to teach and motivate. Throughout the competition, contestants will receive feedback from lecturers and future users of their creations. At the end, their work will be evaluated by an expert jury made up of competition partners, mostly people with many years of experience. After completing the competition day, participants shall gain a new or expanded view regarding the world of business and technology and out-of-box possibilities and ideas for their further career growth. We believe that in this way we will help them to be open minded and to choose the most desirable field of study and at the same time show them that technical fields combined with innovative thinking and social responsibility have a perspective.





# TALENTMAGNET PARTNERS IN ACTION

## IOS, GERMANY

FROM BRAIN DRAIN AND BRAIN GAIN TO BRAIN CIRCULATION – TOWARDS A MORE SOCIAL EUROPE

As a knowledge partner, the IOS provided scientifically sound foundations for the project. To this end, we conducted quantitative and qualitative surveys, gathered demographic and economic data as well as educational and quality of life indicators and designed a local-level situation analysis. On the one hand, we were interested in the young talents' own perspectives. Thus, our aim was to learn more about their biographies as well as their migration intentions, motives, expectations, and experiences. On the other hand, we analysed the Danube countries' talent attractiveness, especially their working, social and living conditions, and identified regional disparities. Taking into account our results, the city partners developed their Local Talent Attraction and Retention Plans.



With the help of our digital communication actions, we reached several thousand people and were able to act as a multiplier at the scientific level in both Germany and the project partner countries. TalentMagnet also helped the IOS to produce knowledge of relevance for the City Government in Regensburg. The IOS has been involved in every thematic work package. In T1, we coordinated the work and provided input and analysis for the Baseline study (D.T1.1.1), developed and designed two surveys (a Young Talents Survey and a Private Sector Survey) for primary research (D.T1.1.2) as well as the structure of the questionnaires for the partner-level situation analysis (D.T1.1.3). Moreover, we provided input and feedback to the Good Practice Catalogue (D.T1.1.4) and to the Practical Guide on Preparing and Governing Talent Attraction and Retention Plan (D.T1.2.1). We also prepared the Training materials (D.T1.2.2). In T2, the IOS provided translations and information to the TalentMagnet App (D.T2.1.4) as well as feedback to the TalentMagnet Guidebook (D.T2.2.1). In T3, we commissioned ISOB, Institute for Social Science Consulting (Regensburg), to conduct a qualitative survey in Regensburg based on interviews with young talents and returnees from (and in) the Danube countries. We are not only interested in their biographies and experiences, their reasons for migration and their living and working conditions in Regensburg but also in their willingness to return, in their links to their hometowns and the recommendations they have for their native communities and countries to retain talents. Based on the survey's outcomes and indicators, IOS will write an analytical summary and formulate policy proposals.



Our aim is to provide a better understanding of the dynamics of brain drain and brain gain and to improve brain circulation in Europe. Besides, we will raise the awareness and understanding of migrant life in Regensburg by presenting our findings to local stakeholders and discussing them with the city's integration council. Thereby, we hope to contribute to Regensburg's new integration strategy which is planned to be adopted in 2023. In general, the project has greatly helped IOS to expand its profile in migration research and related policy advice.

[Image: TalentMagnet Researcher Kathleen Beger in conversation with a talent from Croatia, Sara Žerić. Foto: IOS / [www.klauskurz.de](http://www.klauskurz.de)]

[Image: Regensburg, July 2020. Foto: Kasa Fue, Regensburg Juli 2020 Juli 1, CC BY-SA 4.0]



TalentMagnet was the piece of the puzzle fragment, How to retain young and talented in one place, So they could create their own space...

It was worth the time spent working with a wonderful creative and innovative team to achieve the goals set in the project - to help young talents stay in their home places.

TalentMagnet project put the talented youth in the center of the world

Thanks to this project, we managed to strengthen relationships with local stakeholders, sharing the same goal - helping our young talents and supporting them with the aim to make our region flourish.

TalentMagnet... because it's good to be local.

The project was also important for us as organisation to raise our profile among the target group.

I am happy to be a part of this beautiful project dealing with such an important matter. I believe that the variety of actions dealing with Youth retention could empower many cities in the Danube Region that are facing with this issue.

This project is something special for us. First time we have an opportunity to talk about our dreams, our education, our opportunities for a new job offer, so after that we can think about staying here in our country. First time someone thinks that we are important and thank you for that!

Being a researcher, I found it very helpful to learn about and from the perspective of practitioners. I definitely have gained not only a much better understanding of the region but also the amount of talent that it can offer.

It was truly an honor and a pleasure to be a part of this great TalentMagnet family and I hope that a path will be created again that we will trample together for our next generations...

I am happy for the possibility to take part in the project as I've learnt a lot not only about the problematics of brain drain, but I've also learnt a lot about possible actions cities can take to actively work towards youth retention.

Innovative, creative, local patriotic and sustainable!

Cool.  
Good vibe.

Very magnetised project.

Of all the projects concerning improved institutional capacities and new multilevel governance for talent attraction and retention this is by far the best one, with the best team of people participating. Thanks everyone!

It was a great journey with the awesome TalentMagnet partners - and we learned a lot along. Now we are passionate about starting the implementation of our Talent Attraction and Retention Plan.

We have walked a path full of challenges, hard work and satisfaction from achieved successes. When you have great leaders and amazing colleagues, the finale is always filled with fruitful results. All this gives us the strength to continue walking on this path.

Through the project we deepened the cooperation with our own city and got to know the views and needs of the young generation.

Thank you for letting me be a part of the project idea of Talent Magnet!

I truly believe that the topic of TalentMagnet should be a high priority for small and medium sized cities in the Danube Region and beyond, because investing in talents means investing in our future. Several inspiring stories of local talents, national and international good practices have been collected in frames of the project, which are worth following!

# THE TALENTMAGNET PARTNERSHIP



**Znanstveno raziskovalno središče Bistra Ptuj**

**Mestna občina Velenje**

**EMFIE Egyesület**

**Nyíregyháza Megyei Jogú Város Önkormányzata**

**Consiliul Judetean Harghita**

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