

# TalentMagnet

**D.T1.1.5 Slide deck on the main findings of  
the Baseline Study**





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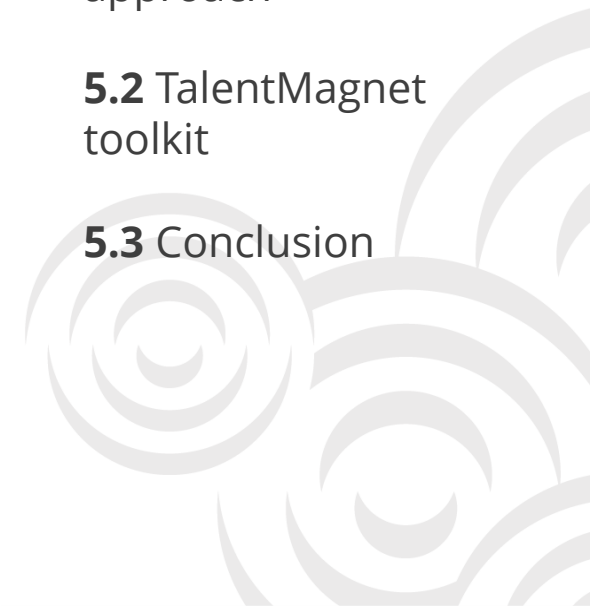


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# INTRODUCTION

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# The TalentMagnet project

Improved Institutional Capacities and New Multilevel Governance for  
Talent Attraction and Retention in the Danube Region

29 partners  
12 countries



2.5 M EUR

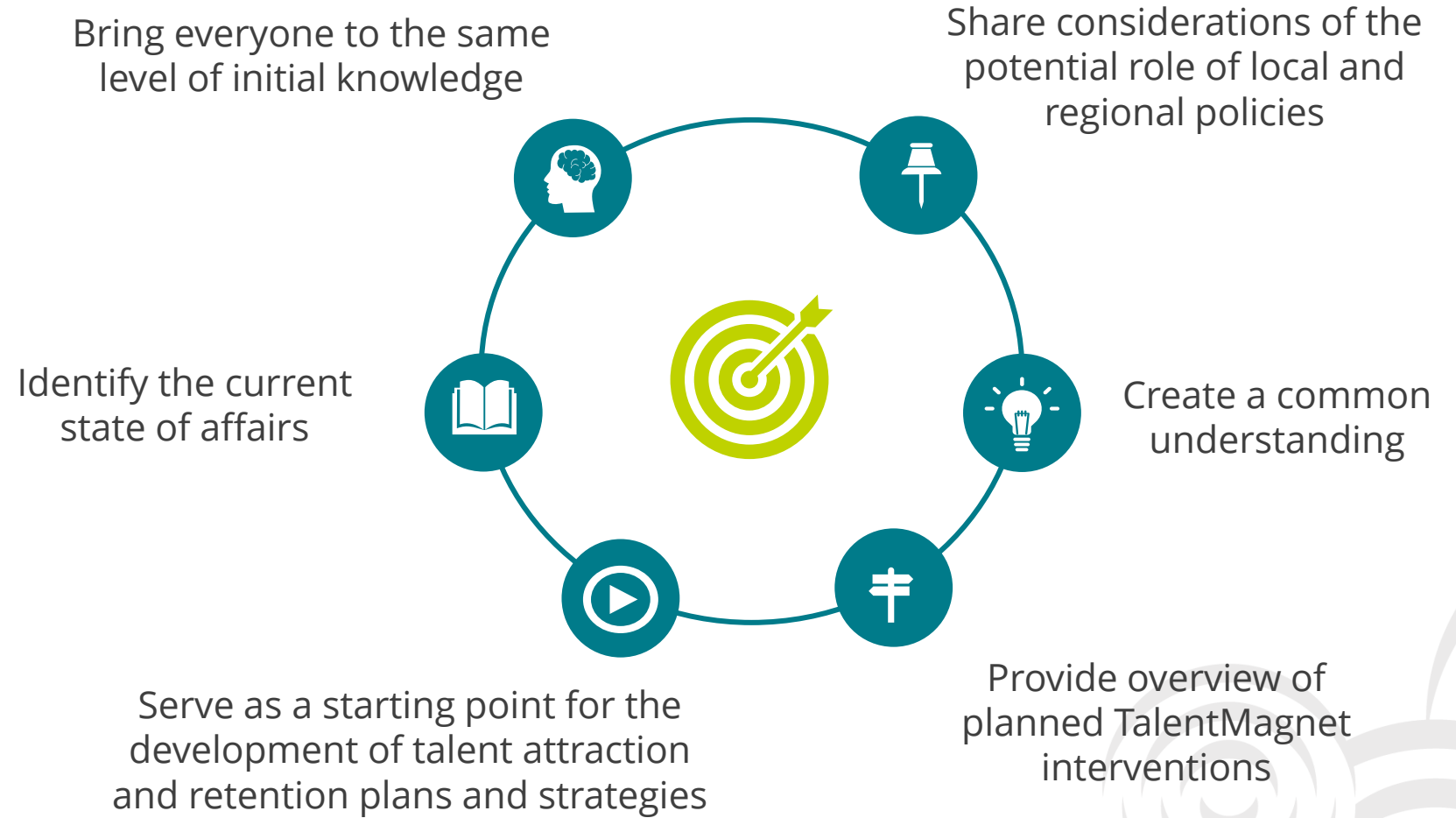


01/07/2020 – 31/12/2022

## Target groups

Local/regional policy-planners, decision-makers; urban and regional administrations; stakeholders and partners from the quadruple helix; community members and the public

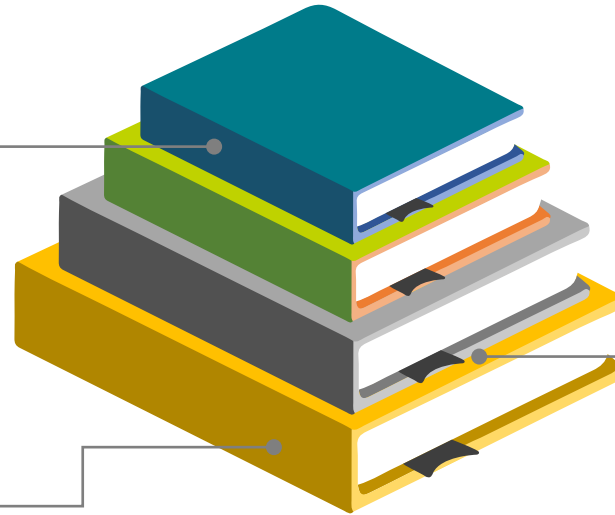
# Purpose



# Key terms

## Talent management

Talent Management is one of the most important instruments in HR management. In relation to our document Talent Management is a set of tools and actions to attract, develop and retain highly educated talented people. It's performed on city, regional or national level.



## Talent

Talent is a set of abilities of a person including skills, knowledge and capacity for growth and development. And refers to people with innate gifts as well as people who have learned knowledge and skills related to a particular field.

## Talent attraction and retention

Talent Attraction and Retention is a part of Talent Management and consists of actions, programs and processes to actively attract, welcome or keep talented people. It can be performed on company, city, regional or national level.



# THE CHALLENGE

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Youth migration and brain drain is intensifying in the Danube Region.

Today's youths are growing up with greater possibilities to work or study abroad and are using these chances to a high extent.

It means a dominant threat for Danube countries to lose young, highly-skilled individuals (although to different extent in more and less developed areas).

It has an impact on local, national and regional levels. Socio-economic consequences include loss of financial capital, innovation and productivity, loss of know-how, of experts and of potential political activists and opinions, thus it is an obstacle for development.



**Tailor-made responses are needed with local policies that may vary considerably from one country to another.**





# **TALENTMAGNET SURVEYS**

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## Survey among target groups

Identified the current strengths and weaknesses in the cities, regions, and countries in four key areas (education, labor market, housing market and quality of life) important for the TalentMagnet project, and crucial for attracting and retaining talents.

## Partner-level situation analysis

Analysed the statistical data and publicly available information in partner cities, covering four key areas (demography and society; economy and labor market; education; quality of life indicators).

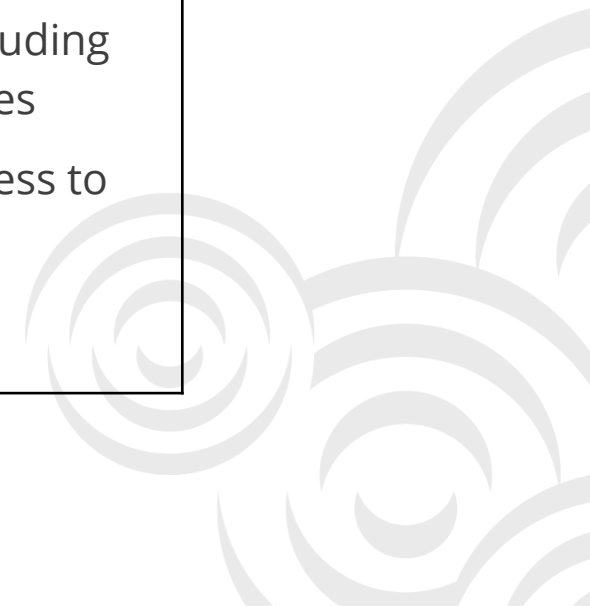
It collected information about the living conditions of hometown and the place of destination, potential migration reasons and aspirations of young talents. Its aim was to compare the living conditions and identify push and pull factors.

## Young talents survey

It collected the opinion of the private sector with a questionnaire including company/business-specific questions (e.g. approach to challenges) and talent-specific questions (e.g. strategies in recruitment and talent attraction).

## Private sector survey

<b>SPECIFIC NEEDS</b>	
<b>YOUNG TALENTS</b>	<b>PRIVATE SECTOR</b>
<p>Quality job opportunities</p> <p>Prospering business environment</p> <p>Attractive corporate culture enabling flexibility and work-life balance</p> <p>Personal and career development opportunities</p> <p>Innovative formal and non-formal education</p> <p>Affordable and more diverse housing options</p>	<p>More qualified / highly skilled young talents</p> <p>More home office / remote / international employees</p> <p>Higher mobility and greater diversity</p> <p>Development of innovative approaches to young talent acquisition, including employer branding strategies</p> <p>Increase of business effectiveness to meet the pay demands</p>





# STATE OF THE ART

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Source: The Global Talent Competitiveness Index (GTCI) 2020 Report



# Good practices and capitalization

Numerous good practices on the field of talent attraction and retention are detailed in the **TalentMagnet Good Practice Catalogue**.

Some examples:

- 90 Day Finn project in Helsinki, Finland
- Bizkaia Talent in Basque Country, Spain
  - Center for Applied Technology (ZAT) in Leoben, Austria
- BulgariaWantsYou in Sofia, Bulgaria



A lot can be learnt from similar EU-funded projects, such as:

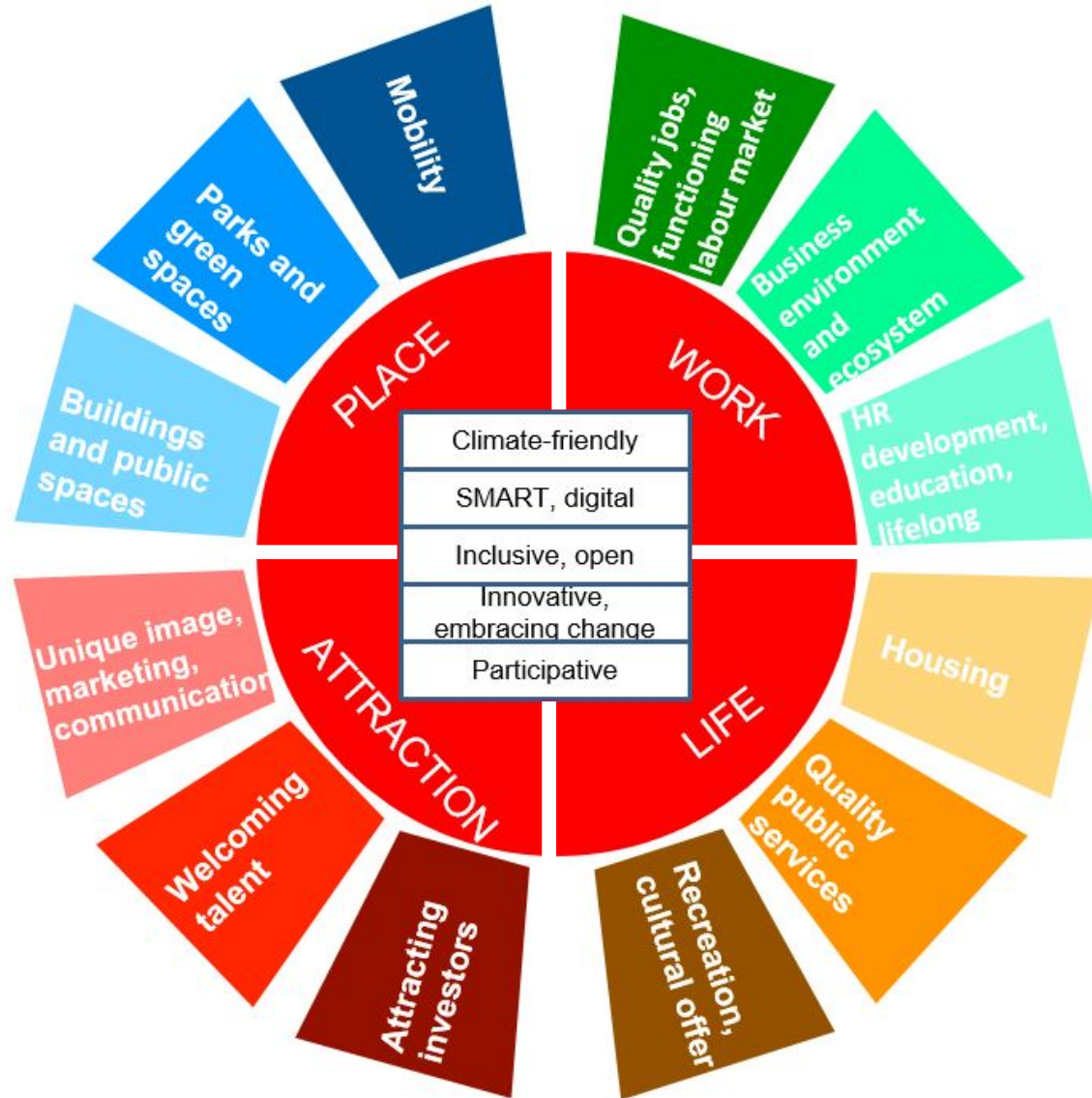
- YOUNIG
- EDU-LAB
- ATTRACTIVE DANUBE
- WORKING4TALENT
- CartTalent
- TALENTAS
- Gen-Y City





# **TALENTMAGNET SOLUTION**

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# The TalentMagnet holistic approach

integrated view of diverse factors

built on multilevel governance

aim: to shape talent-competitive cities and regions



# TalentMagnet toolkit



## Activity 1

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### Toolkit development

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Local talent clubs established

TalentMagnet App

Urban hackatons implemented

Quadruple Helix in action for a  
New Multilevel Governance  
Model

TalentMagnet Guidebook



## Activity 2

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### Preparing partners for establishing and running the improved Multilevel Governance Model

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Interactive training materials

Pool of Certified TalentMagnet  
Experts

Training on New Multilevel  
Governance Model on Talent  
Attraction and Retention



## Activity 3

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### Preparing local QH actors to cooperate in talent attraction and retention

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E-learning materials

Local learning materials in  
national languages

Interactive local training  
courses

# Conclusion

As there is no one-size-fits-all solution, each city and municipality would have to **assess its own specific priorities**, as well as the **expectations of local youth** to build and implement a tailored talent attraction and retention strategy.

Facilitating **co-operations**, developing and applying a **New Multilevel Governance Model** is a possible way to address the challenges.

To ensure the sustainability of talent attraction and retention policies it is crucial to have **supportive framework conditions** (legislation, funding, support organizations) in place on local, national, and – to some extent – transnational level.





# Interreg



EUROPEAN UNION

## Danube Transnational Programme TalentMagnet

*Thank you for your attention!*



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