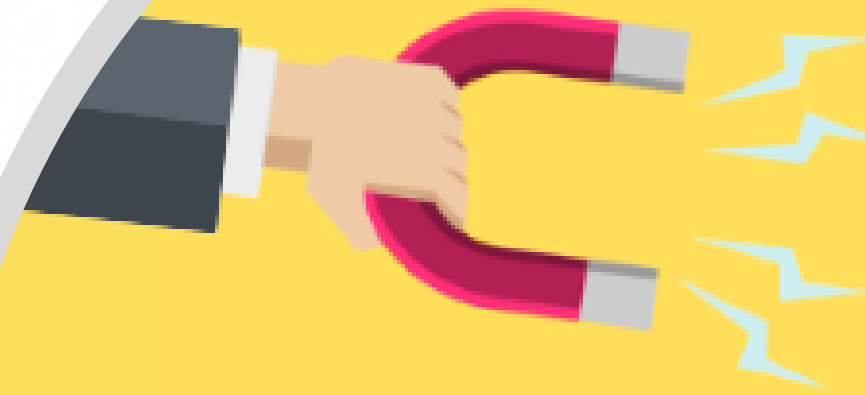


IMPACT STORY

TalentMagnet - for talent friendly cities



BRAIN- DRAIN

is key issue hindering
regional development in the

**DANUBE
REGION.**

BACKGROUND

The **outmigration of highly educated young people** creates significant demographic and labour market challenges for small- and medium-sized cities in the Danube Region.

It leads to the shortage of highly educated workforce in the private and public sectors, hinders entrepreneurship and innovations, and has significant negative consequences.

This is an important issue for local and regional authorities who need to cope with these socio-economic problems caused by brain drain.



CONNECTION WITH THE DANUBE REGION

With a diverse consortium of **18 organisations from 12 countries**, the TalentMagnet project, funded by the Danube Region Programme, began its work in 2020 and focused on **helping small and medium-sized cities in the Danube Region to attract and retain young talent.**

By **improving institutional capacities** to address and reduce the outmigration of talented young workforce and create practical tools tailored to the specific needs of small- and medium-sized cities, the Danube Region cities could use the gained knowledge and work on their talent attraction and retention.

The Danube Region Programme project TalentMagnet showcases the **importance of international cooperation in addressing common issues** like brain drain, which brings various solutions to common challenges and ensures that the gained knowledge can be shared and used in other parts of Europe.



ABOUT THE TALENTMAGNET ACTIVITIES

Throughout the two-year duration of the project, the partners engaged in various activities designed to have a lasting impact:

- Through **mapping stakeholder needs**, knowledge partners taught city partners how to identify the causes of losing talented young people and prepare a pragmatic talent attraction and retention plan with the city's youth. In addition, partners prepared a Good practice catalogue that documents some of the best practices of talent attraction and retention across Europe.
- Secondly, the city partners designed and tested **various innovative tools** like the local talent clubs, talent forum, workshops, hackatons and TalentMagnet app to engage young talents and worked with youth on ways to address their needs and increase their attachment to the city.
- Emphasis was put on **awareness raising of local stakeholders** - local authorities, employers, labour offices and educational institutions - **regarding the importance of talent attraction and retention.**



ABOUT THE TALENTMAGNET ACTIVITIES

- As talent attraction and retention is not a project but a continuous activity, TalentMagnet partners developed a **multilevel governance model** and trained representatives from each city partner to become TalentMagnet experts.
- Finally, project partners prepared **talent attraction and retention policy proposals for the local, national and European levels** and developed and implemented **pilot actions on the local level**.

The pilot actions range from establishing a youth office in the city, preparing a youth space for studying and working, running a communication campaign and online platform about job opportunities, establishing municipal scholarships for youth or preparing a youth strategy.

All pilots were prepared in a way that ensures the possibility of being copied and implemented in other cities in Europe dealing with young talent retention.





For more about the **TalentMagnet project**, visit: <https://www.interreg-danube.eu/approved-projects/talentmagnet>