

# C4TALENT

## Newsletter #1



### EDITORIAL

Welcome to the first issue of the C4TALENT newsletter!

Our mission to combat brain drain and foster vibrant entrepreneurial ecosystems in small- and medium-sized European cities is making significant strides.

This newsletter will keep you updated on our progress and provide insights from recent events, e.g.: our engaging transnational meetings.

While you follow our journey through the various issues of this publication, you will learn about the methods and tools we use, the pilots we experiment with, difficulties we face, failures - and hopefully plenty of success stories.

C4TALENT's newsletter will be published 4 times, (once every semester ) until the end of 2025, so stay tuned for the latest developments and inspiring stories from across the network.

It's worth following us because our mission is ambitious: together, we're shaping the future of talent retention and innovation in our cities!

### TABLE OF CONTENTS



**Editorial** | p 1

**What is C4TALENT?** | p 2

**Who are we?** | p 2

**Previously in C4TALENT** | p 3

**What's next?** | p 4

**Follow C4TALENT!** | p 4

## WHERE TALENT MEETS OPPORTUNITY: BUILDING THRIVING BUSINESS ECOSYSTEMS



# WHAT IS C4TALENT?


C4TALENT (Cities for Talent) is an URBACT IV Action Planning Network. The project has been designed to help its 10 member cities to efficiently address the brain drain phenomenon and the outmigration of their talented workforce.

As a result of the learning journey in C4TALENT, we will be able to implement active policies to attract and retain talent. This ability will contribute to keeping our cities on a sustainable development path and making them thriving places to live.

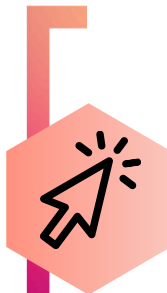
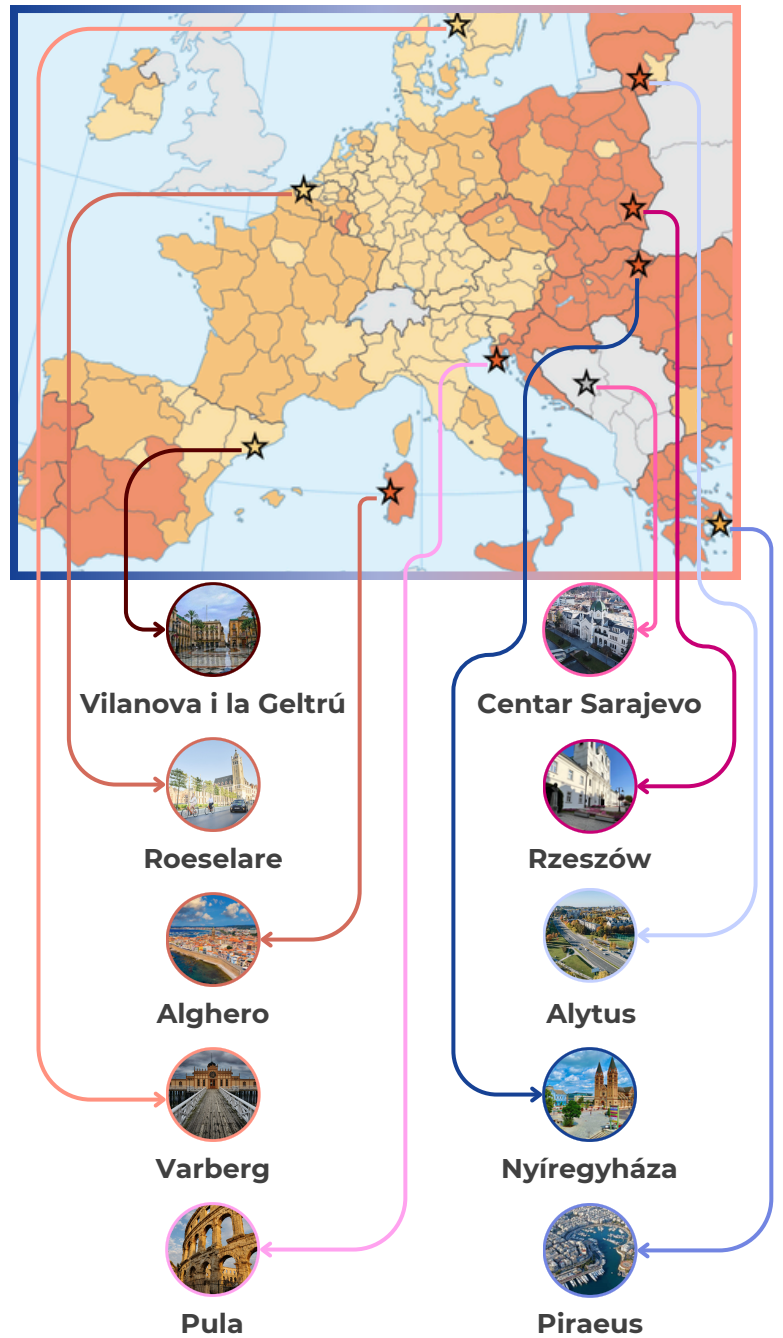
We believe **we CAN fight brain drain** by developing attractive business support and startup ecosystems in our cities. This requires us to assess and understand the needs of our cities in this area, and to create an action plan based on this knowledge.

Brain drain, losing bright minds is a phenomenon that has almost immediate negative consequences, and the long-term implications are even greater. This challenge negatively affects many small- and medium-sized towns in Europe – including the members of C4TALENT.

## WHY CITIES (SHOULD) FIGHT FOR TALENTS?

-  Labour and talent shortage
- ∨
-  Limited capacity to innovate
- ∨
-  Underdeveloped technologies in the public and private sector
- ∨
-  Lower average salaries due to outmigration of skilled workforce
- ∨
-  Fall in the consumption of local products and services
- ∨
-  Steady decline of the local economy
- ∨
-  Multiple financial difficulties

# WHO ARE WE?



Click on the photo of any partner city to dive deeper into their strenghts and challenges.

Meet their C4TALENT team driving innovation and growth!

Discover what makes each city a prime location for entrepreneurs and how they're tackling brain drain. Start exploring now!

## PREVIOUSLY IN C4TALENT



C4TALENT kicked off in June 2023 and holding the promise of not only boosting the entrepreneurial spirit within our cities but also creating a more sustainable future by harnessing the potential of young talent.

The thorough and systematic preparatory work in the 'Activation stage' and the first in-person meeting in Alytus represented a significant step towards building a brighter and more prosperous tomorrow for our urban communities.

Since January 2024 C4TALENT is in its 'Planning Actions' stage, and has been focusing on sharing knowledge, identifying good practices, learning lessons, and formulating effective actions. Since its inception, the project has progressed in the following areas:



**Development of Integrated Action Plans:** Each partner city has started formulating a tailored action plan to enhance their local entrepreneurial ecosystems.



**Knowledge Sharing:** Regular online meetings and webinars have facilitated the exchange of ideas and strategies among partner cities.



**Urbact Local Groups:** Local stakeholders have been actively involved in the planning process, ensuring the action plans are inclusive and effective.

The recent in-person meeting in Vilanova i la Geltrú marked a pivotal event for the network. Over three days, participants engaged in discussions, workshops, and collaborative sessions designed to share insights and refine strategies.

Key topics included reviewing progress, results, and challenges faced by the partner cities, with a deep-dive session focused on the Integrated Action Plan process.

## HIGHLIGHTS

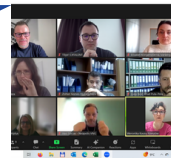
### Alytus meeting



### Baseline Study



### Learning events



### ULG meetings



### Vilanova meeting



### Want More?

Click on the labels to explore more background info on the events or product!



Click on the images/videos to dive deep and see C4TALENT in action!

## DURATION

Start: 1 June 2023

End: 31 December 2025

Project progress

40 %

## WHAT'S NEXT?

### We go on!

As we move forward, we will continue the efforts we have done with our Integrated Action Plans (IAPs); Knowledge sharing with renewed energy.

IAPs need to be in an advanced stage by the end of 2024, therefore partners will actively discuss, collaborate and gain relevant knowledge through webinars, regular check-in and one-to-one calls.

On local levels, the work will not stop in the URBACT Local Groups, as well as all partners are busy preparing their upcoming Climathon events.

Funded by our carbon offsetting budget, these events will be organized to raise awareness and inspire local climate action, tackle specific local climate challenges and generate innovative ideas for green technologies. The climathons are also prime opportunities to engage with local stakeholders, discuss our Integrated Action Plans, and drive impactful climate solutions.

The next in-person transnational meeting will be in Alghero, focusing on partners' progress, integrated action plan drafts and testing actions. The meeting will also include a masterclass on talent attraction and retention by an ad-hoc expert.

Coinciding with the meeting a mid-term reflection (MTR) process will be concluded to reflect on the work already done; to assess and evaluate our learning development, and to think about ways as a network we can follow to improve throughout the rest of the project.

Stay tuned for more exciting developments as we drive forward our mission to combat brain drain and foster innovation across our partner cities!

## FOLLOW US!



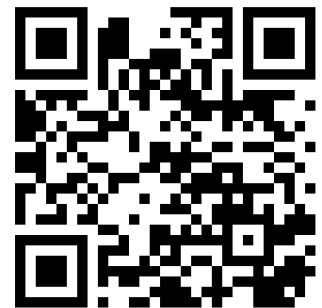
### URBACT C4TALENT website

Stay updated with the latest news, events, and resources from C4TALENT! Discover how our partner cities are tackling brain drain, fostering innovation, and building vibrant entrepreneurial ecosystems.

Visit our website at: <https://urbact.eu/networks/c4talent> to learn more and get inspired by our initiatives.

SCAN ME

Scan the QR code for instant access!



### URBACT Cities for Talent LinkedIn profile

Join our LinkedIn community to gain the first insights from participants and experts, and stay informed about upcoming events and opportunities.

Follow C4TALENT on LinkedIn to be part of the conversation on talent attraction and retention!

SCAN ME

It's never been easier to stay connected.

