



C4TALENT

Quarterly Network Report 4

October - December
2024

URBACT



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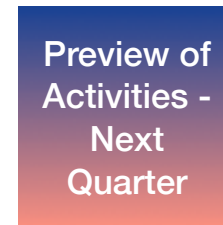
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Introduction

Welcome to the fourth issue of the **Quarterly Network Report (QNR)** from the C4TALENT URBACT Action Planning Network! We are excited to share the progress of our project, which brings together 10 small and medium-sized European towns committed to combating brain-drain. This issue covers the period between October and December 2024.

Although it is hard to believe, the **C4TALENT project is now beyond its midpoint**. Throughout 2024, our partners, alongside diverse local stakeholders, worked hard to better understand the intricate challenges they face, establish inspiring visions, and outline specific actions to address pressing issues in their communities.

By the end of September 2024, all participating cities had laid the groundwork necessary to draft their integrated action plans (IAPs). This iterative process involved close collaboration with ULG members, feedback from network peers, and support from the C4TALENT expert team.

Since this is a crucial milestone in their journey, in this issue we're excited to **offer a sneak peek into these plans** with concise one-page summaries from our partners. **Please note that these summaries reflect a draft version of the IAPs - all plans are still work in progress and will likely change.**

In addition to the IAP summaries, this QNR issue features:

- ➔ An overview of network-level progress and key activities during this period.
- ➔ Insights from the Mid-Term Reflection meeting, reflecting on the URBACT experience thus far.
- ➔ Lessons learned from our partners during the IAP peer review session.
- ➔ A preview of exciting activities planned for the upcoming period.



Project Progress

C4TALENT ROADMAP

NETWORK & LOCAL LEVEL

2024

2025

2026

Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
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PROJECT STAGES

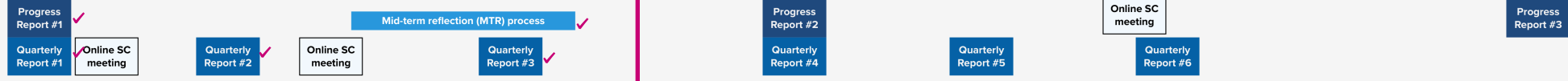
STAGE 2: Planning actions

STAGE 3: Preparing implementation

STAGE 4: Finale

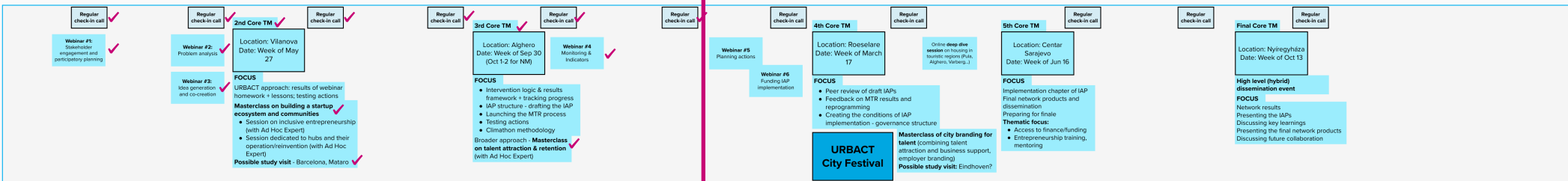
NETWORK ADMIN

Milestones, outputs, and activities related to network management



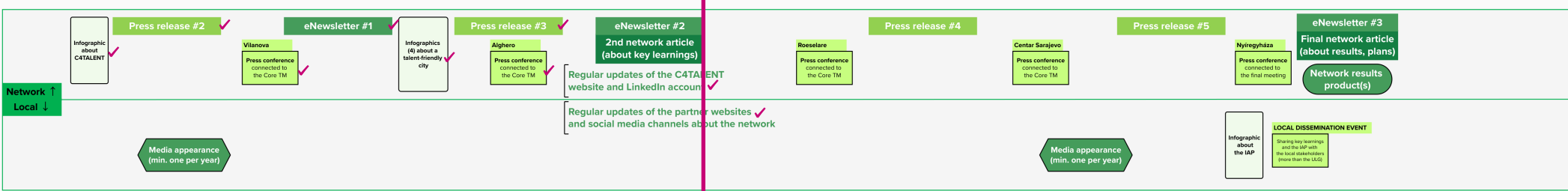
NETWORK LEVEL

Network level milestones, outputs, and activities



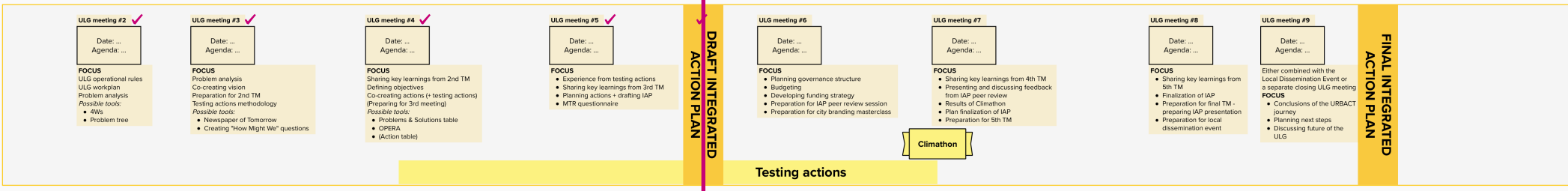
C&D

Communication & dissemination milestones, outputs, and activities on network and local level



LOCAL LEVEL

Local level milestones, outputs, and activities



Network level activities - October to December 2024

➔ Mid-Term Reflection Meeting - October 3

As part of the core network meeting in Alghero, Italy, an interactive MTR session was delivered to complement the feedback from the MTR survey.



➔ Expert review of IAP drafts - October 21 - 31

Our ad-hoc expert, Alison Partridge reviewed in detail the IAP drafts of all C4TALENT partners.

➔ Webinar - Monitoring and Indicators - October 28

As part of our webinar series to cover the key aspects of the

integrated action planning process, an interactive webinar was delivered helping partners to identify indicators and design a monitoring framework for their IAP.

➔ One2One calls to provide feedback to IAP drafts - November 4 - 7

The ad-hoc expert, together with the LE, provided constructive feedback and suggestions for improvement to each C4TALENT partner, individually.

➔ Regular Check-in Call 5 - December 12

The "Christmas edition" of our regular calls included discussions on progress and upcoming activities, with a festive twist.



Insights from the Mid Term Reflection Meeting

The MTR session

On October 3, as part of the Mid-term Reflection process, an in-person MTR network meeting was delivered in Alghero, Italy. After presenting and discussing the results of the MTR survey, we used the slightly modified Start-Stop-Continue method to collect structured feedback on the C4TALENT methodology.

During the exercise, 4 mixed groups were formed. Each group received the printed version of the

Methodology Table from the Baseline Study, as well as the updated Project Roadmap.

Based on the results of the MTR survey and their project experience from



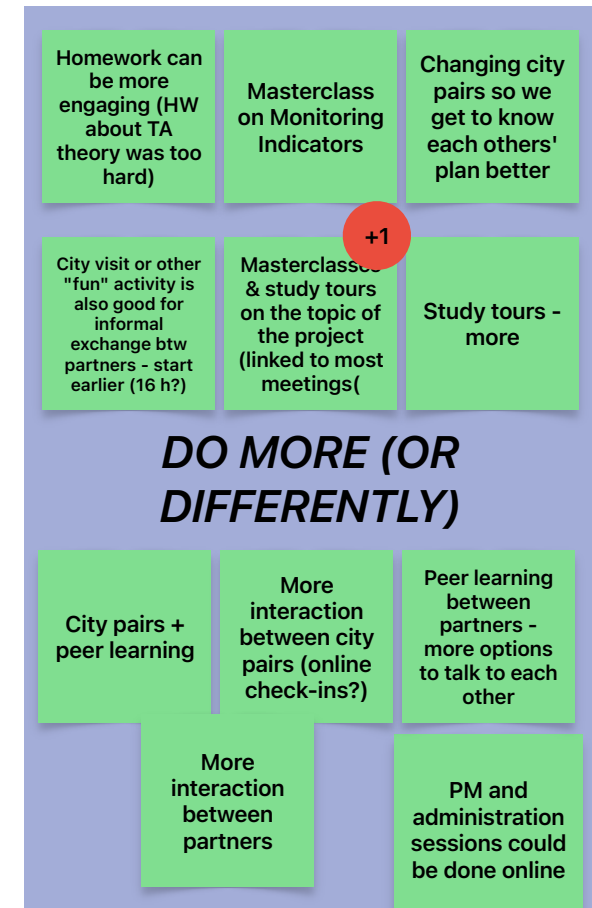
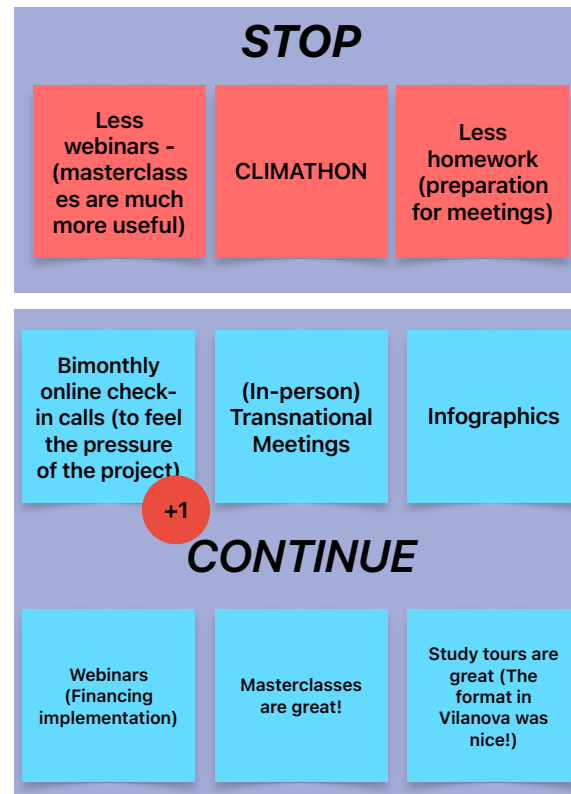
the start, partners were asked to think and discuss how C4TALENT should be continued. Each group was asked to write their specific insights and suggestions on separate post-its, arranging them in four categories:

- **START:** suggestions for methods that have not been used but would be helpful.
- **STOP:** suggestions to stop doing something if partners don't find it beneficial or think it does not add value.
- **CONTINUE (as it is):** activities / methods that work well and can be continued to use without any significant change.
- **DO MORE (or differently):** suggestions for improvement for existing methods and what are the activities they propose to do more of.

The suggestions then were shared and discussed at the plenary and will be incorporated in the subsequent phases of project implementation.



Insights from the exercise



Lessons from the IAP Peer Review Session

Supporting the IAP Process

To help partners designing their Integrated Action Plan, a support framework has been developed and implemented as part of the C4TALENT project. This framework combines methodological and thematic learning through learning events, written guidance, tailored expert support and peer support. The specific elements of this framework are the following:

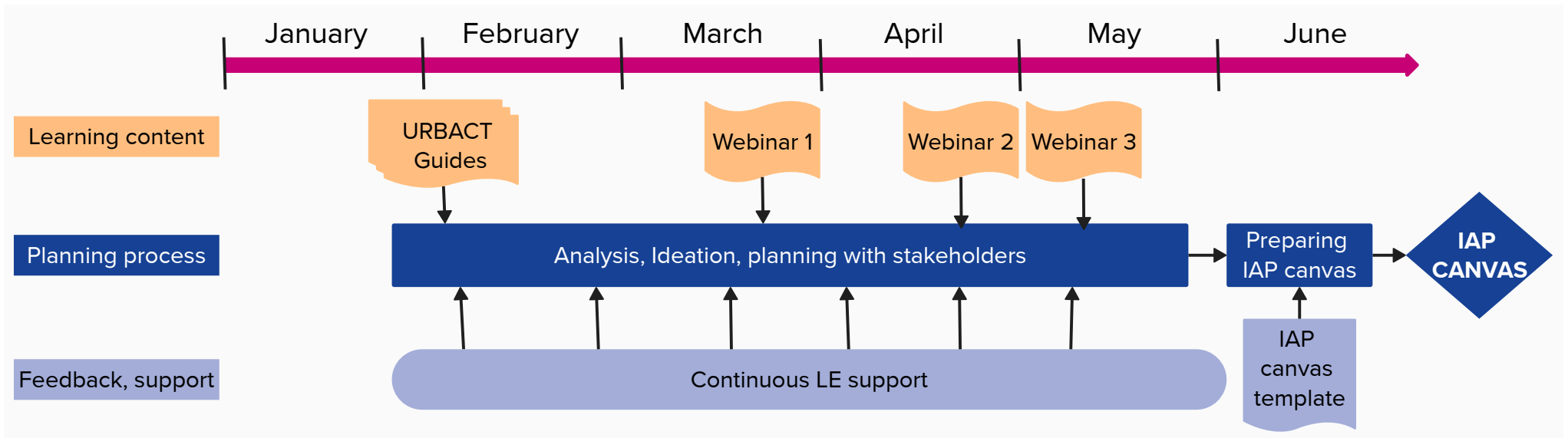
- **Thematic learning events:** in-person masterclasses focusing on key project topics and study tours, always linked to core network meetings.
- **Methodological learning:** a series of webinars, each focusing on an important aspect of preparing integrated action plans in a participative manner. During these webinars we combined already existing learning materials (recordings of eUniversity presentations) with tailored interactive exercises.
- **Templates and guides:** partners receive various simple templates and practical guides providing structure and guidance for preparing (and assessing) the integrated action plans (IAP Quick Guide and Template, Peer Review Template, IAP Summary Template)

- **Expert support:** from time-to-time the IAP drafts are reviewed by experts (LE and ad-hoc expert) and then tailored feedback is provided to partners through one-to-one calls.
- **Troubleshooting and consultations** (primarily online) as necessary.

Below we present a schematic flow-chart of the action planning support framework process so far, as well as the structured summary insights shared by partners at in-person the peer-review session in Alghero.

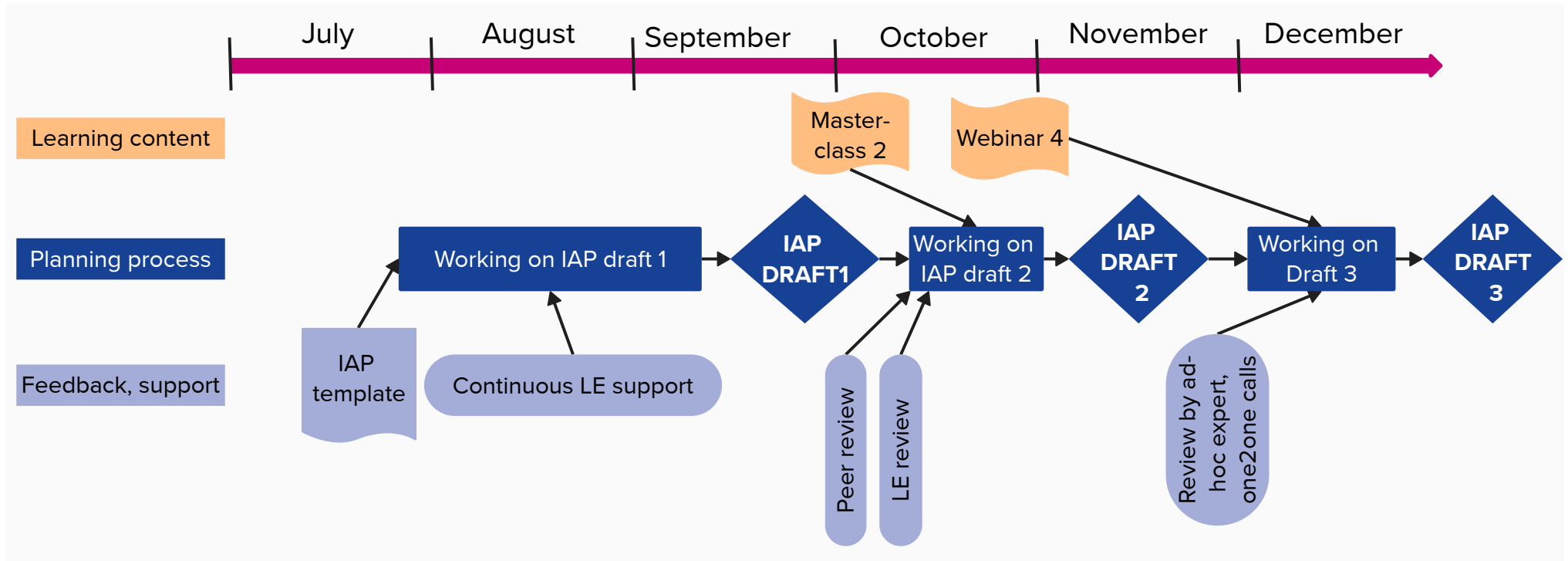
The C4TALENT IAP Support Framework

2024



The C4TALENT IAP Support Framework

2024



Insights from the IAP Peer Review Session

Inspirations, Learnings, Ideas

Women in tech and creative fields	Clear city context, which helped me understand the current situation.	Interesting intervention areas that inspired me to see more possibilities
Vibe of the city is important » We should examine the city from that perspective	Stakeholder engagement!!!	It reminded us of the importance of teamwork
Soft interventions are at least as important as infrastructure development	In addition of the direct and obvious causes of the challenge we need to look into the indirect causes.	Cohesion between objectives and actions
The importance of clear connection and coherence between policies and challenges	Evidence (especially data and statistics) as starting point	We received an innovative idea about the development of our hub

Weaknesses, Needs for Improvement

Women in tech and creative fields	Clear city context, which helped me understand the current situation.	Interesting intervention areas that inspired me to see more possibilities
Vibe of the city is important » We should examine the city from that perspective	Stakeholder engagement!!!	It reminded us of the importance of teamwork
Soft interventions are at least as important as infrastructure development	In addition of the direct and obvious causes of the challenge we need to look into the indirect causes.	Bring in actions to integrate non-lithuanian citizens and companies.
The importance of clear connection and coherence between policies and challenges	Cohesion between objectives and actions	Adding tables comparing local data with national and European averages
Evidence (especially data and statistics) as starting point	More thorough research into the topic of our IAP	We received an innovative idea about the development of our hub

Steps to Take to Improve my IAP

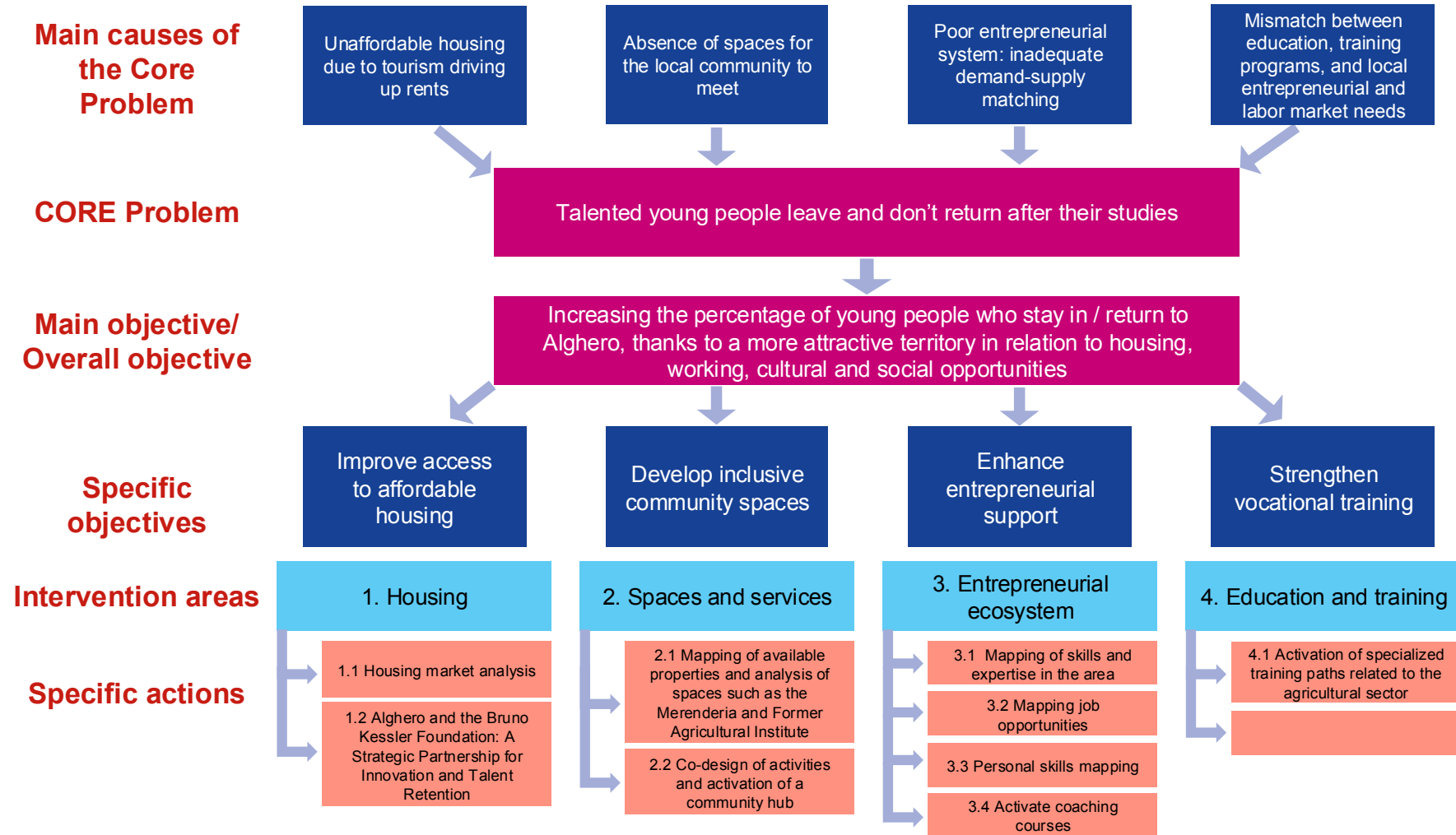
Strengthen the integrated approach (too much focus on the economy, social and environmental aspects are not present)	Shorten certain parts, add more data & visuals	Explore more the demographic processes as well as national / EU strategies to place the IAP into a wider context
Support key conclusions with evidence / data	Include more soft elements	More local networking, asking for feedback from colleagues, other departments
Collect and incorporate data on tech and digital sector and companies	Further elaborate and detail the main intervention areas, consider a stronger (sectoral) focus	Bring in actions to integrate non-lithuanian citizens and companies.
Adding tables comparing local data with national and European averages	Engage stakeholders better also in drafting the IAP	Include branding as an additional intervention area
Start working on the city's identity		More thorough research into the topic of our IAP

Support I need

Support in identifying / fine-tuning indicators	More meetings / sessions with ULG and local team	Explore more with our ULG
Talk to our statistical guy & look more into existing strategic documents	Involvement of a branding expert	Branding knowledge - Branding Masterclass in Roeselare 😊
Critical review by an external expert	Inputs from City Council members (The designated ULG member doesn't share information properly)	External expert support - providing objective assessment (which parts are OK and what needs more improvement)
Inputs and support from cross-sectoral stakeholders	Support in facilitation	

IAP Summaries of C4TALENT Partners

Alghero



Alytus

Main causes of the Core Problem



CORE Problem

Outflow of young people/talents from Alytus city

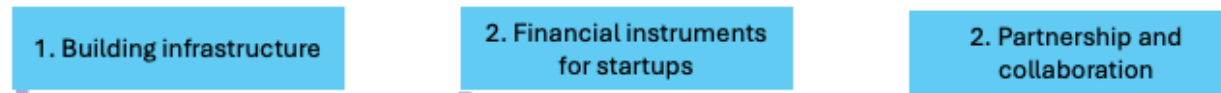
Main objective/ Overall objective

Make Alytus city an innovative city with increased proportion of young people staying to work and increased number of established Tech and Digital businesses

Specific objectives



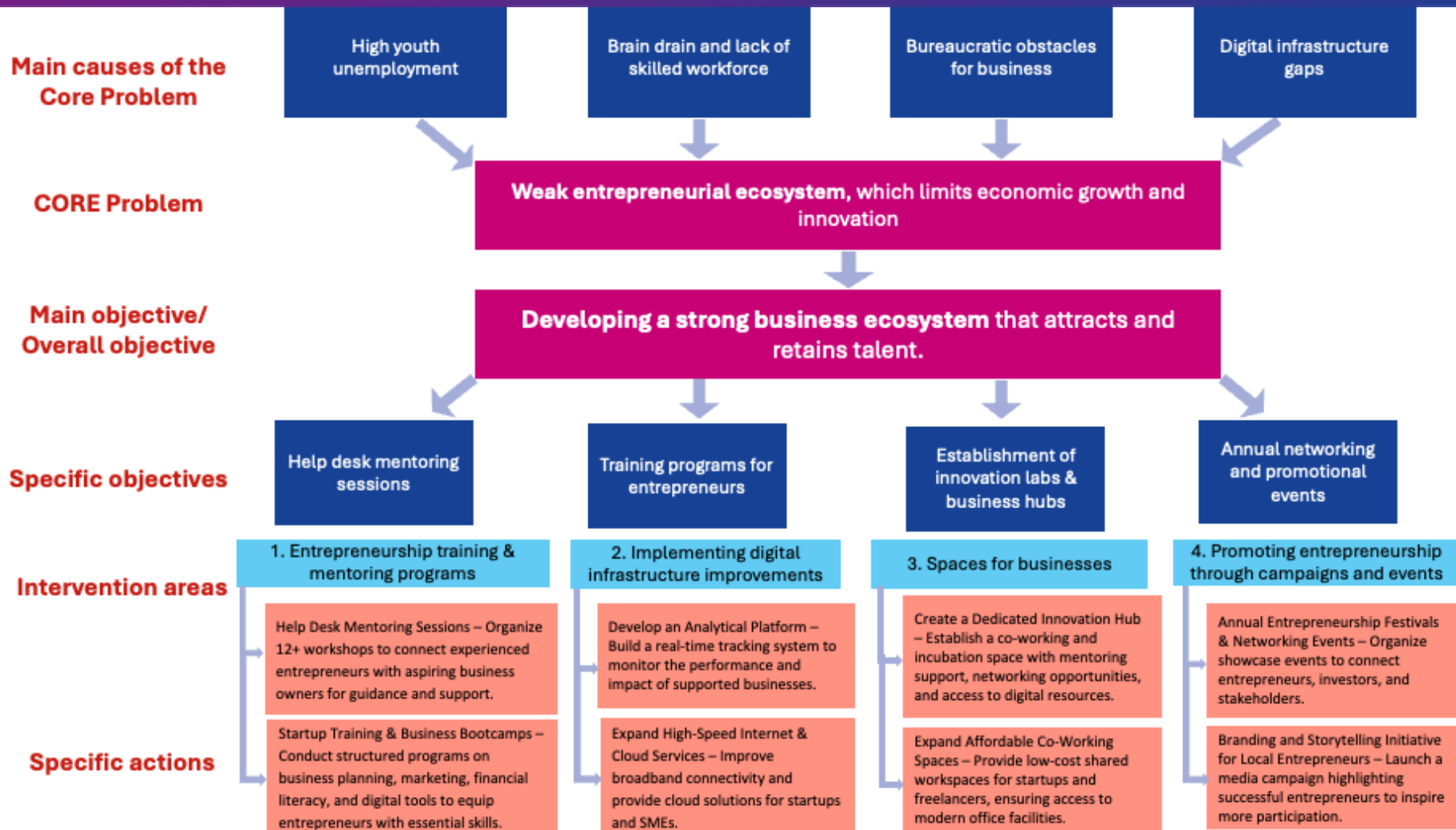
Intervention areas



Specific actions



Centar Sarajevo



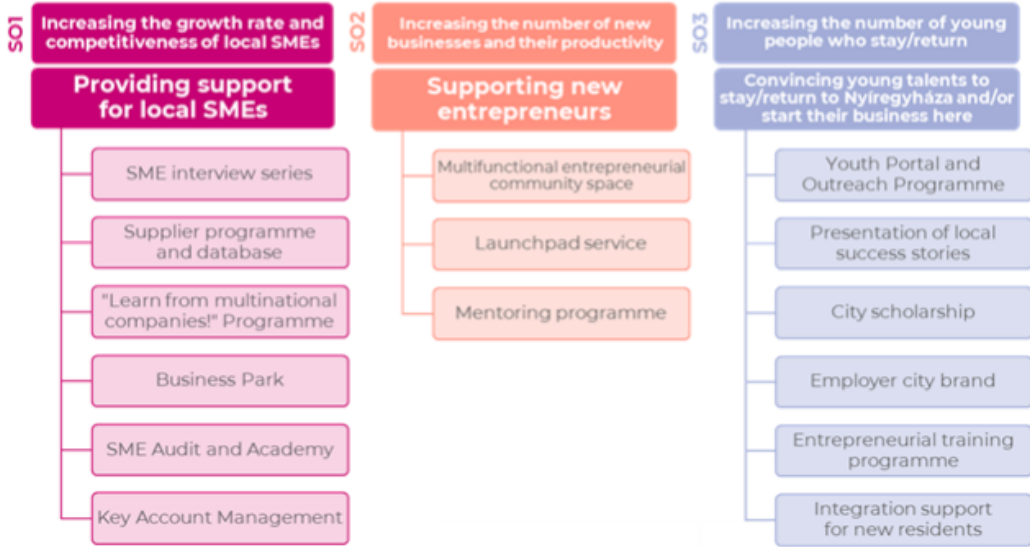
- Outdated operation & management of many local businesses – not attractive options for young talents
- Low level of cooperation and/or mutual learning between local SMEs and large companies

- New entrepreneurs met by a closed community – few opportunities for networking & cooperation
- Those with business ideas usually do not know where to turn – segmented service market

- Weak connection between education and business life
- Entrepreneurial skills aren't included in the curriculum
- The city does not offer an attractive environment for studying & having fun

MAIN OBJECTIVE

Increasing the attractiveness of Nyíregyháza – especially its career opportunities – for young talents

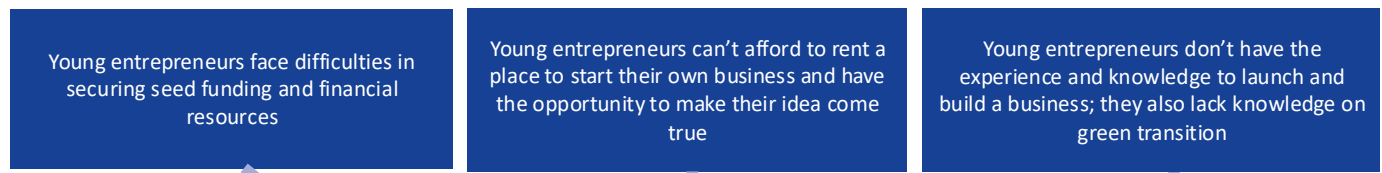


OUR VISION

Nyíregyháza is modern, liveable, and sustainable – due to the **quality of life** here, there's an abundance of talented, highly qualified people. The city has a **stimulating entrepreneurial environment and startup culture with attractive conditions for businesses**, resulting in a **wide range of career opportunities**. 70% of SMEs are **ESG-certified** and regularly go through a thorough audit process to maintain and develop their level of operations. The city has a **vibrant entrepreneurship hub** where private and public providers offer business support services at one location. However, young talents receive support as early as in primary school – **all levels of education include the training of entre- and intrapreneurial skills**.

Piraeus

Main causes of the Core Problem



CORE Problem

The core problem is the outflow of young talents and entrepreneurs from Piraeus. This issue is attributed to a lack of sufficient local support and financial resources necessary to nurture and keep these individuals active within the local community.

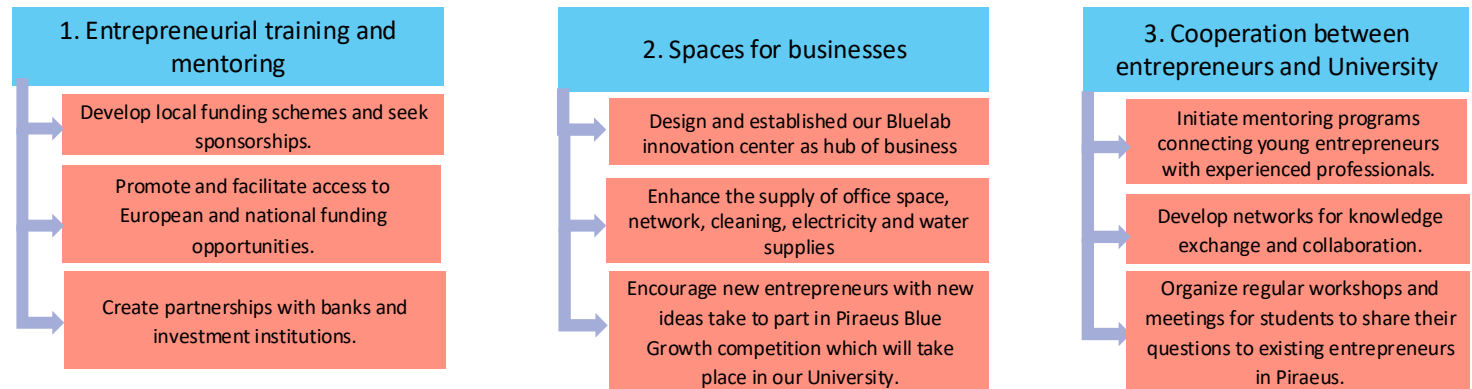
Main objective/ Overall objective

Attract and retain talented young people and entrepreneurs in Piraeus

Specific objectives

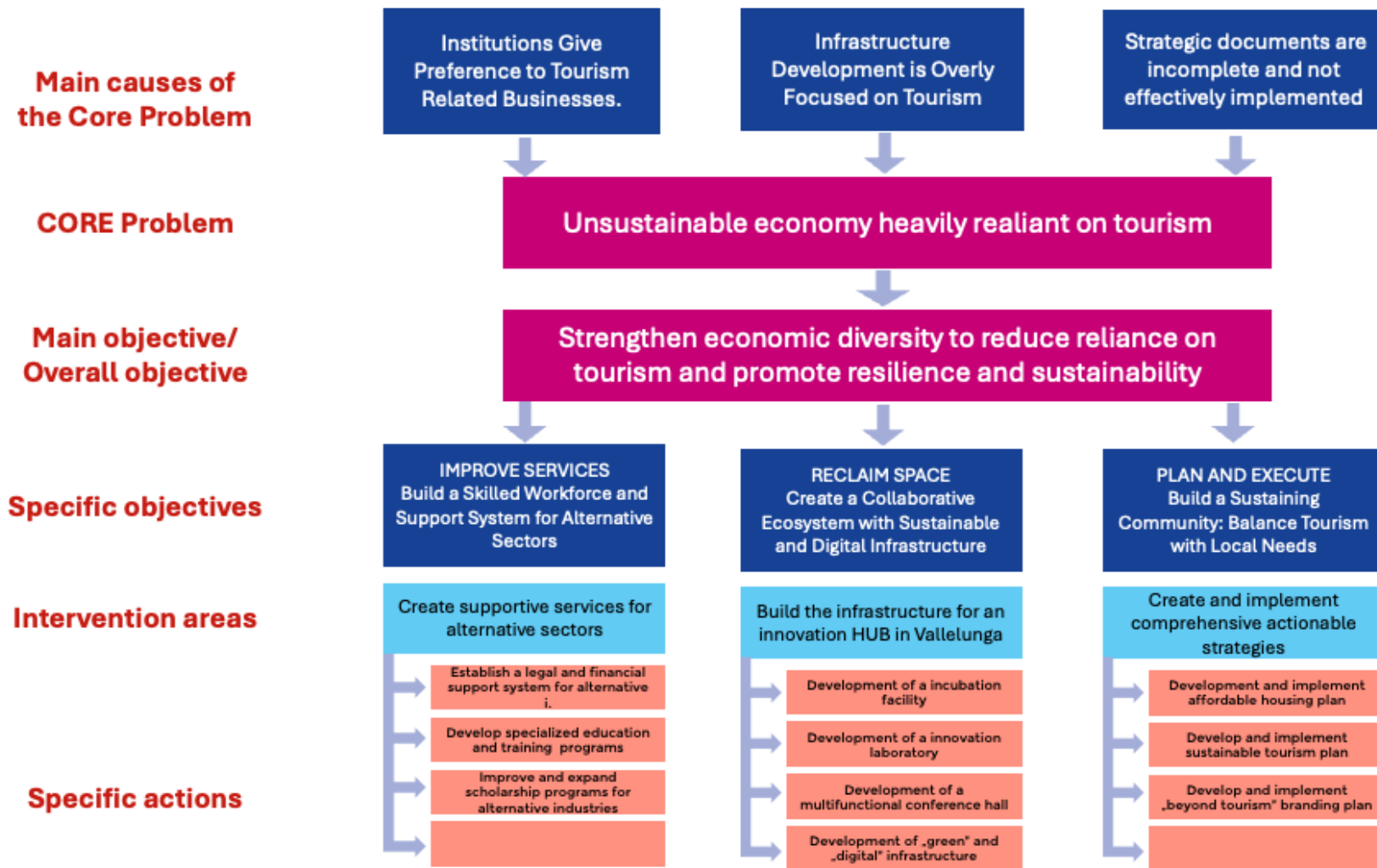


Intervention areas

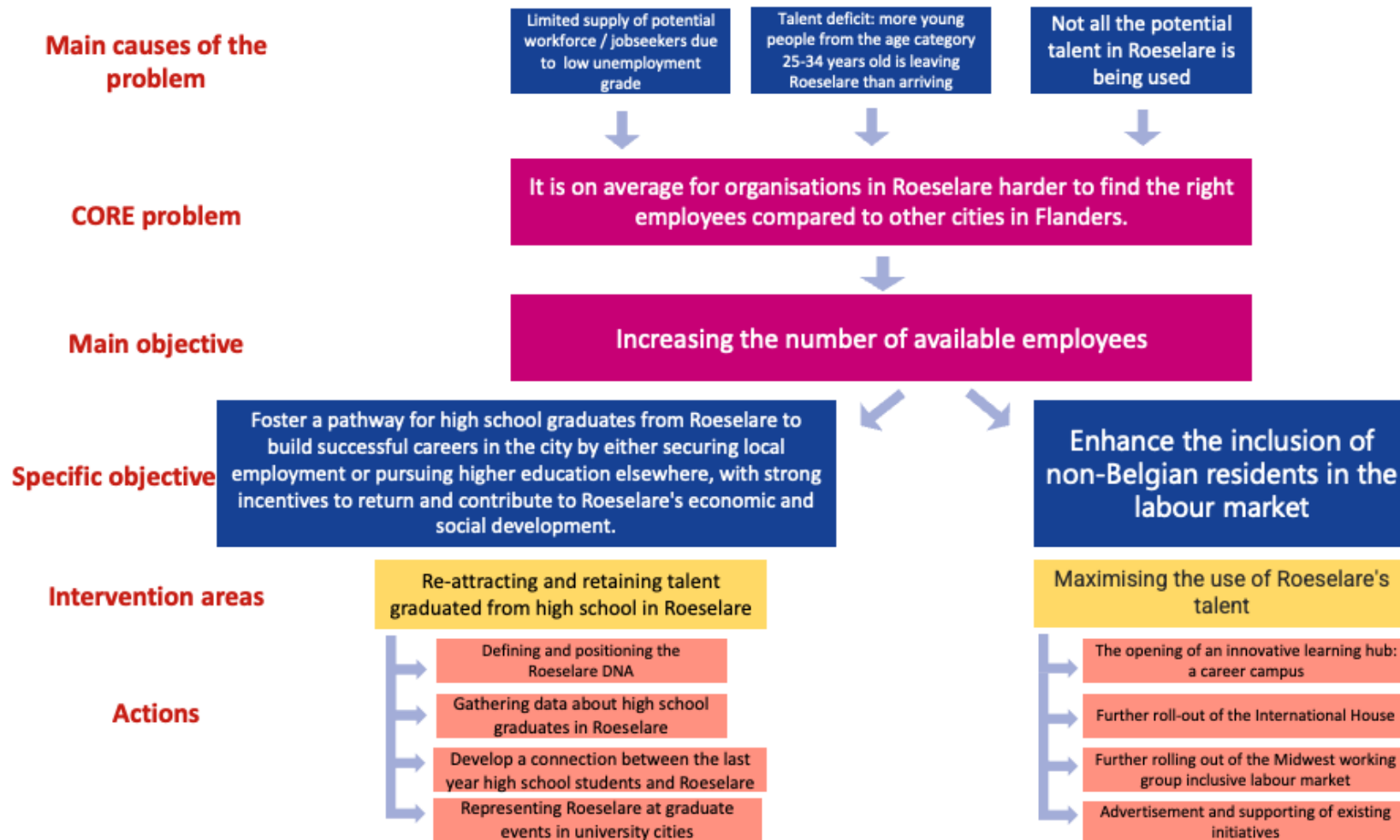


Specific actions

Pula



Roeselare



Rzeszów

Main causes of the Core Problem

Business support institutions and services are scattered and run by various independent entities, level of ongoing cooperation between them is rather low.

Lack of tools to connect the local startup community with the business community to support young talent in their "business journey."

The city may be perceived as less attractive compared to other such academic centers (location, proximity to hostilities, potentially unstable future).

CORE Problem

Declining number of students (outflow of talent from Rzeszów)

Main objective/ Overall objective

To retain talented people in the city

Specific objectives

Supporting and strengthening the local business and startup ecosystem, including by strengthening cooperation between business support institutions.

Increase the number of activities dedicated to startups, entrepreneurs and students.

The need to develop offerings in the area of so-called student culture.

Intervention areas

Collaboration and ecosystem building

Quality of life

Attracting and retaining talents

Specific actions

Map of local business support institutions in the city

Establish cooperation with institutions and organizations that promote entrepreneurship

Supporting cooperation between universities and business to enable knowledge transfer from academia to business

Expanding the city's cultural offerings, including the so-called student or alternative ones

Promoting the city as attractive to talented people by pointing out its strengths compared to other such centers (quality of life, cultural and entertainment offer, labor market)

A series of events in cooperation with business support institutions presenting their current offerings

Development of a concept of urban support offer for budding entrepreneurs (e.g. coworking space with the possibility of organizing events)

A series of networking events

Varberg

Main causes of the Core Problem

Students: Unawareness of local career possibilities
Business: Unawareness of local talents

Campus is not having close and structured dialogue with businesses

Varberg is "no place to be"

No stimulation of entrepreneurship/intrapreneurship at the campus

CORE Problem

Campus Varberg is not using its full potential when it comes to talent attraction and retention in Varberg. As the city's primary educational provider, attracting both local and national students, Campus Varberg has the potential to become an invaluable partner for local businesses and stakeholders when it comes to talent attraction and retention.

Main objective/ Overall objective

Develop Campus Varberg into a key actor for supporting talent attraction and retention in Varberg.

Specific objectives

Bridging the Talent Gap & Create win-win situations

Support local business in getting top-tier talents

Fostering sustainable Problem-Solvers & Entrepreneurial individuals

Building an Inclusive Future for all

Intervention areas

Mediator & Meeting point

Mediator

Motor

Meeting point

Specific actions

Build a local network of businesses

Create matchmaking events

Create an alumni network

Student & company collaboration

Create an advisory board

Create process to map needs of local businesses

Organize events that showcase the city and the region as a career destination

Create a digital platform

Design an internship process focusing on strengthening entrepreneurial competences

Arrange a start-up day to stimulate start ups

Hackathon

Create a mentor process for entrepreneurs

Promoting Diversity and Inclusion:

Make newcomers feel at home

Strengthen the student association

Creating an international house

Vilanova i la Geltrú

Main causes of the Core Problem



CORE Problem

Vilanova i la Geltrú struggles to attract and retain talent due to an underdeveloped entrepreneurial ecosystem, limited career opportunities, and insufficient digital transformation efforts.

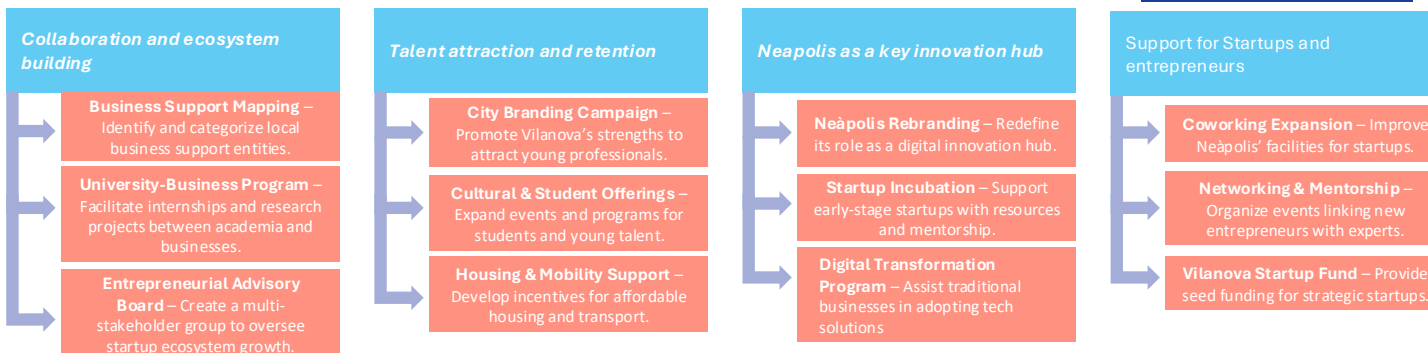
Main objective/ Overall objective

To create a dynamic and attractive environment for talent by strengthening the entrepreneurial ecosystem, fostering digital transformation, and improving the connection between education and industry.

Specific objectives



Intervention areas



Specific actions

Preview of Activities in the Next Quarter

What's Next?

Our momentum continues into the next quarter, with a packed schedule:

- ➔ January 13 - 17: The LE reviews the latest drafts of integrated action plans.
- ➔ January 16: Webinar 5: Planning Actions. We use the hybrid approach again: prior to the webinar partners watch the recording of Ian Graham's excellent eUniversity session on the intricacies of planning action, and then, during the webinar together we process the new knowledge and test some of the methods presented.
- ➔ January 21 - 24: One2One calls between the LE and each partner to provide feedback and recommendations based on the review of IAP drafts.
- ➔ January 28: Regular Check-in Call 6 - discussing local progress of partners, key insights from the State of the Action Report, as well as sharing the proposed agenda of our subsequent core network meeting.
- ➔ January 31 (deadline): finalization of the State of the Action Report and the Mid-point Article, presenting the status and progress of C4TALENT network.
- ➔ February 10: Online consultation call on the updated IAP template.
- ➔ March 4: Regular Check-in Call 7
- ➔ March 18-19: Core Network Meeting in Roeselare, Belgium. The meeting will involve presentation of IAP drafts, a peer-review session, discussion of testing actions and a study tour.
- ➔ March 20: 3rd occasion in the C4TALENT Masterclass Series - focusing on Place Branding to support talent attraction and retention.

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