

C4TALENT

Newsletter #2



EDITORIAL

Welcome to the second 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 newsletters will keep you updated on our progress and share insights from recent events, such as our engaging transnational meeting in Alghero.

As you follow our journey through this publication, you'll discover the methods and tools we use, the pilot projects we test, the challenges we encounter, and—hopefully—many success stories along the way.

C4TALENT's newsletter will be published 3 times, 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!

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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.

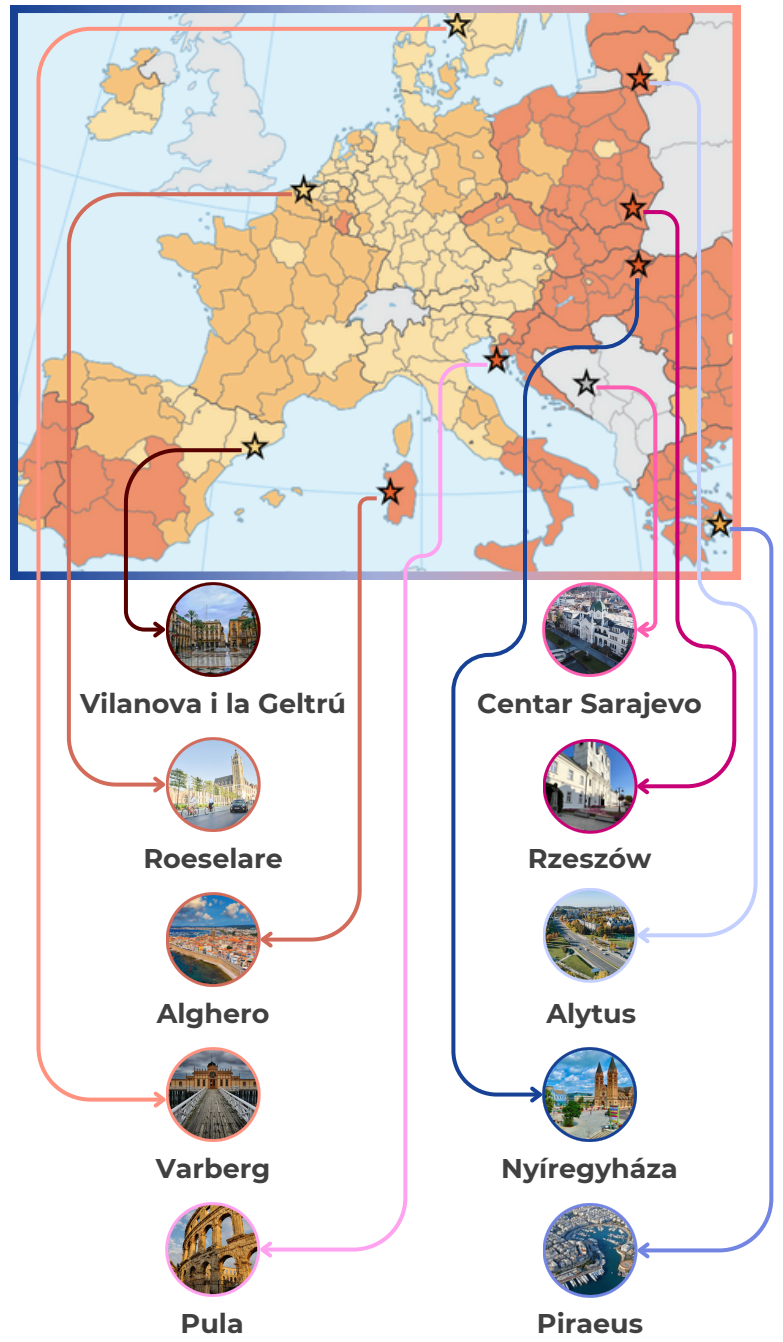
We believe **we CAN fight brain drain** by developing attractive business support and startup ecosystems in our cities. This requires us to assess and understand the needs of our cities in this area, and to create an action plan based on this knowledge.

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 explore its strengths 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

In-Person Highlights

From October 1-3, 2024, the network gathered in Alghero for an engaging and productive meeting. Peer reviews, interactive discussions, a joint URBACT Local Group meeting, the Mid-Term Reflection process strengthened connections among partners. This event was instrumental in fostering collaboration and generating fresh ideas.

Learning from an Expert

Partners benefited from an insightful masterclass by Marcus Andersson, a respected expert in talent attraction. His sessions helped refine their approach as they developed their Integrated Action Plan (IAP) drafts.

Taking Action on Sustainability

URBACT encourages all its networks to address climate change, and C4TALENT is proud to contribute. Some partners have already organized Climathon events, engaging young talent in developing solutions for environmental challenges and promoting sustainable urban development.

Focused on Planning and Action

In 2024, C4TALENT was in its 'Planning Actions' stage, during which partners explored talent attraction challenges, tested solutions, and drafted their IAPs. These strategic documents outline how each partner city will address brain drain by fostering supportive ecosystems for talent retention.

Virtual Collaboration and Local Engagement

Beyond the in-person event in Alghero, partners stayed connected through check-in calls, webinars, and one-to-one virtual sessions—ensuring steady progress across all ten cities.

Looking Ahead in 2025

With the 'Preparing Implementation' stage now underway, partners are finalizing their IAPs—defining actions, securing resources, and setting clear steps for implementation.

HIGHLIGHTS

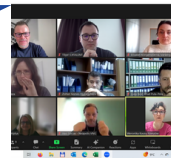
Alghero meeting



Climathons



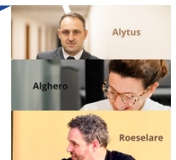
Local activities



IAP draft briefs



Interviews



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

67 %

WHAT'S NEXT?

Onwards!

As we move forward, partners will continue refining their Integrated Action Plans (IAPs), building on the knowledge gained throughout this intensive learning journey. With the final versions due by the end of 2025, the coming months will be crucial for collaboration, peer learning, and stakeholder engagement.

In early 2025, partners will submit full IAP drafts, which will undergo peer review at the upcoming core network meeting in Roeselare, Belgium (March 18-20). This meeting will also feature a masterclass on city branding, led by an ad-hoc expert.

Following Roeselare, partners will reunite in Centar Sarajevo in mid-June, and the project will conclude with a final gathering in Nyíregyháza in October.

While great progress has been made, challenges remain. Partners must keep local stakeholders engaged, maintain political commitment, and manage tight schedules—often with limited local capacities. Despite these hurdles, the network remains confident that each partner will deliver an IAP that strengthens entrepreneurial ecosystems and helps combat brain drain.

Beyond IAP development, work at the local level continues. URBACT Local Groups remain active, and partners are preparing their upcoming Climathon-type events, further reinforcing the project's commitment to innovation and sustainability.

Importantly, the lessons learned will not be kept in secret. C4TALENT partners will actively share their insights both at the network and local levels through events, and documents—ensuring that the knowledge gained benefits a wider audience.

FOLLOW US!



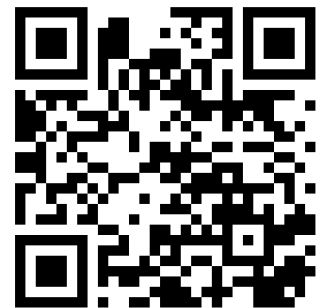
URBACT C4TALENT website

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.

