URBACT

Co-funded by the European Union
Interreg

OPĆINA CENTAR SARAJEVO

C4TALENT

Where Talent Meets Opportunity:

Building Thriving Business Ecosystems

PROBLEM

- High youth unemployment (35%+)
- Brain drain (50% of graduates plan to emigrate)
- Gender and social inequality
- Lack of entrepreneurial culture and digital skills
- Excessive bureaucracy and limited access to finance
- Air pollution and underdeveloped digital infrastructure

VISION

- A thriving network of entrepreneurs and changemakers
- Accessible resources for learning and growth
- Public spaces transformed into innovation hubs
- Support systems that champion diversity and inclusion
- A community-driven approach to solving local challenges

ACTIONS

- Development of Help Desk and peer-to-peer mentoring
- Training programs and grants for startups
- Public campaigns and training of public administration staff
- Inventory and repurposing of unused public spaces
- Digital lab and performance-tracking platform
- Branding of success stories and the CEE center

STAKEHOLDERS

- Municipality of Centar (MCS / LED)
- Pivot organization, BSD, University
- Private sector, IT companies
- EU funds and GIZ
- Startup community and young entrepreneurs

RESULTS (by 2026)

- 30+ newly registered startups
- 700+ participants in trainings and grants
- 15 public employees trained
- Increase in applications for financial support (10%+)
- Improved digital and coworking infrastructure
- Greater visibility of local entrepreneurial success stories

URBACT C4TALENT website

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