URBACT

Co-funded by the European Union
Interreg

NYÍREGYHÁZA offers more

Nyíregyháza

Our IAP journey

Action planning was **done by local stakeholders** passionate about the development of the city. C4TALENT provided support through **masterclasses** presented by European experts, **transnational meetings** where the city partners could exchange experiences, and **study visits** to business hubs (among others).

Vision for 2030

Nyíregyháza offers a **stimulating entrepreneurial environment** and startup culture with attractive conditions for businesses, resulting in a **wide range of career opportunities for young talents**.

Challenges we need to address

Local SMEs already here

Outdated management in some areas → not attractive options for young talents → struggle to find the right people → limited growth

New entrepreneurs

They do not know where to turn, lacking practical information and opportunities to network with & learn from businesses already successful in the city.

Young talent

Perception of young people that they have no future in the city in terms of study opportunities, job openings, cultural and recreation options, etc.

Actions we plan to take

- Conducting **interviews** with local companies to assess their needs
- Creating and maintaining a **database** to better match them as potential suppliers
- Facilitating **annual networking meetings** between multinational companies and SMEs
- Organizing **free lectures, panel discussions in various topics** to transfer know-how between more experienced and new companies
- Offering smaller plots of land in the Industrial Park to **provide follow on space for local SMEs with a high growth potential**
- Setting up an **"audit" and training system based on ESG** that can improve the competitiveness of companies, making them more resilient
- Increasing the number of **experts in the city** who are involved in business ecosystem development - a first step toward the **creation of a Key Account Management service**

- Creating an **entrepreneurial hub** – a modern co-working space serving as a one-stop-shop
  - Step 1: **Mapping** potential properties and available services, **assessing needs**
- Setting up a **Launchpad** service for new businesses, offering individual consultation, financial support, and half-day trainings
  - Step 1: **Adapting** the service concept (from an URBACT Good Practice) **to local needs**
- Providing a personalized **mentoring service** for new entrepreneurs
  - Step 1: Creating a **service specification**

- Promoting registration to a **Youth Portal** to keep in contact with talented young people
- **Presenting local success stories** through written and live interviews, videos, and school visits
- Offering a **city scholarship** to talented high school and university students
- Creating an attractive **employer city brand** and promoting it (e.g., using the Youth Portal)
- Developing and testing an **entrepreneurship training programme** that can be easily adapted in schools
- Assigning a **contact person** to welcome and integrate new talent to the city
- Designing and maintaining a **website** which introduces the city and its various services and promotes the employer city brand

URBACT C4TALENT website

URBACT Cities for Talent LinkedIn profile