

CitiesForTalent

Roeselare



MAIN CHALLENGE

Roeselare is one of the fastest growing cities in Flanders regarding the number of citizens. However, due to

- The low unemployment grade
- More young people (25 - 34 years old) leaving than arriving
- Not all the potential talent in Roeselare being used

It is for organisations on average harder to find the right employees compared to other cities in Flanders



OUR VISION

After successfully completing secondary education in Roeselare, the majority of young people choose either to start working in an organisation in Roeselare or to continue their studies in higher education in other cities. During their studies, young talents still feel connected to Roeselare. After obtaining a diploma, young talents are keen to return to Roeselare as an attractive and future-proof city where they can use their knowledge and experience in local businesses. This makes SMEs, companies and other organisations in Roeselare innovative and competitive.



INTERVENTIONS

Re-attracting and retaining talent graduated from high school in Roeselare

- Defining the Roeselare brand
- Developing a residential marketing strategy
- Representing Roeselare at graduate events in cities with an university

Maximising the use of talent in Roeselare

- The opening of an innovative learning hub: a career campus
- Roll out of the International House
- Job and language coaching on the workplace
- Supporting the social economy



[http://www.](http://www.urbact.eu/networks/c4talent)

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