

C4TALENT

Newsletter #3



EDITORIAL

Welcome to the third — and final — edition of the C4TALENT Newsletter.

This issue marks the closing phase of the project and looks back at the period from April to December 2025, when the network moved decisively from learning to consolidation.

Rather than repeating content already developed, this final newsletter serves as a gateway to C4TALENT's key results: the completed Integrated Action Plans of all ten partner cities and the Final Network Product that captures the network's shared learning.

The closing phase of the project was framed by two major transnational meetings: the 5th meeting in Centar Sarajevo, focused on refining Integrated Action Plans and shaping the network's legacy, and the final meeting in Nyíregyháza, where partners reflected on their journey, tested their strategies against real-life perspectives, and formally closed the action-planning phase.

Together, these moments marked a transition — from planning to commitment, and from cooperation to long-term responsibility.

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WHERE TALENT MEETS OPPORTUNITY: BUILDING THRIVING BUSINESS ECOSYSTEMS



PREVIOUSLY IN C4TALENT



From learning to consolidation: Core Network Meeting in Centar Sarajevo (17–18 June 2025)

The 5th Core Network Meeting in Centar Sarajevo marked a decisive shift in the C4TALENT journey. With Integrated Action Plans approaching their final form, the focus moved from exploration to clarity, coherence and political relevance.

Partners worked intensively on fine-tuning their IAPs through structured peer review, testing not only the content of their plans but also their narrative strength and decision-making logic. An innovative “council meeting simulation” challenged cities to present and defend their plans as if addressing elected officials — sharpening messages, priorities and calls to action.

The host city session highlighted Centar Sarajevo’s long-term approach to entrepreneurship support, showcasing how successive initiatives, local partnerships and policy alignment gradually built a coherent ecosystem.

Practice-based learning sessions further deepened understanding of entrepreneurial support, focusing on skills, mindset and resilience rather than financial tools alone.

The meeting concluded with a co-creation workshop that laid the conceptual foundations for the Final Network Product, shifting the focus from individual city actions to shared legacy

Closing the network — Final Network Meeting in Nyíregyháza (14–15 October 2025)

The Final Network Meeting in Nyíregyháza marked the formal closure of the C4TALENT Action Planning Network — and the beginning of the implementation phase.

The meeting placed strong emphasis on listening to talent. Panel discussions brought together the voices of employers, returning professionals and future talents, grounding policy discussions in real expectations, trade-offs and lived experience.

These insights reinforced a core message of the network: talent strategies must start from reality, not assumptions.

A visit to the LEGO factory illustrated how employer perspectives, skills development and local ecosystems intersect outside capital cities. The second day focused on continuity, identifying opportunities for future cooperation and discussing how C4TALENT’s knowledge could remain accessible and reusable.

A central highlight was C4TALENT TALK, a public-facing session where partner cities presented their Integrated Action Plans through short, narrative-driven pitches — focusing not on technical details, but on journeys, choices and ambitions.

HIGHLIGHTS



Click to watch the video recaps of the meetings!



Centar Sarajevo meeting



Nyíregyháza meeting

RESULTS AND OUTPUTS


Integrated Action Plans: From concern to commitment



At the start of C4TALENT, many cities shared a sense of urgency — and uncertainty. Brain drain was visible, but the role cities could play often felt limited.

What changed over time was not the urgency, but its meaning. Through peer exchange, masterclasses and iterative feedback, cities moved from intuition to structure. Integrated Action Plans evolved from collections of ideas into clearer pathways, grounded in three recurring reference points: entrepreneurial ecosystems, the talent journey, and place branding based on lived experience. By the final phase, the greatest risk was no longer not knowing what to do — but waiting too long to act.

Each city followed its own path. Some focused on return migration, others on students, inclusion, space, governance or immediate support. Together, the ten Integrated Action Plans show ten different ways of opening doors to talent — shaped by local context, but strengthened by shared learning.

 **Explore all Integrated Action Plans! Click on the photo of any partner city to read its short version IAP. Go for the full versions, short versions and infographics in the Integrated Action Plans section of the C4TALENT website.**



The Final Network Product: Finding the right key


C4TALENT does not end with ten Integrated Action Plans. What remains is something more transferable: a shared understanding of how cities can act in complex talent ecosystems.

The Final Network Product brings together the network's core learning around three interconnected pillars:

- entrepreneurial ecosystems,
- talent attraction as a journey, and
- place branding grounded in reality rather than slogans.

It offers guidance, examples and tools — not as a blueprint, but as a set of keys. It does not open doors automatically. It helps cities understand which doors matter most, and which keys might fit. Across the network, cities stopped waiting for perfect conditions. They began testing, adjusting and acting — reconnecting actors, rethinking spaces, clarifying pathways and making support tangible.

Together, these steps changed what was possible.

 **Access all three video series of the Final Network Product by clicking on the frame! Get the complete package including its 28 videos, and 4 guides in the Final Network Product section of the C4TALENT website.**



Entrepreneurial Ecosystems video series

Talent Attraction video series

Place Branding video series

WHAT'S NEXT?

Goodbye — and what comes next

Project progress

100 %

C4TALENT has been a long and genuinely fruitful cooperation. Over time, the partner cities became more than a network — they became a community, built on trust, honesty and shared ambition.

While this newsletter marks the formal end of the project, the real work starts now. Implementation begins. Each city moves forward with its Integrated Action Plan — locally owned, locally driven, but shaped by collective experience.

We would like to sincerely thank everyone who contributed to C4TALENT: partner cities, URBACT Local Groups, experts, elected representatives, stakeholders and colleagues — as well as everyone who followed and supported the project along the way.

The door remains open.

READ MORE!



URBACT C4TALENT website

Go deeper with all the materials, news, events, and resources from C4TALENT! 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 more insights from participants and experts. 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.

