

# C4TALENT

## Where Talent Meets Opportunity:

Building Thriving Business Ecosystems



## CONTEXT

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

## OUR STORY

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.

## OUR VISION

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.

## OUR MISSION

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.

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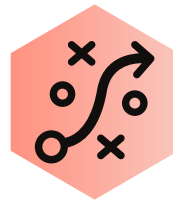
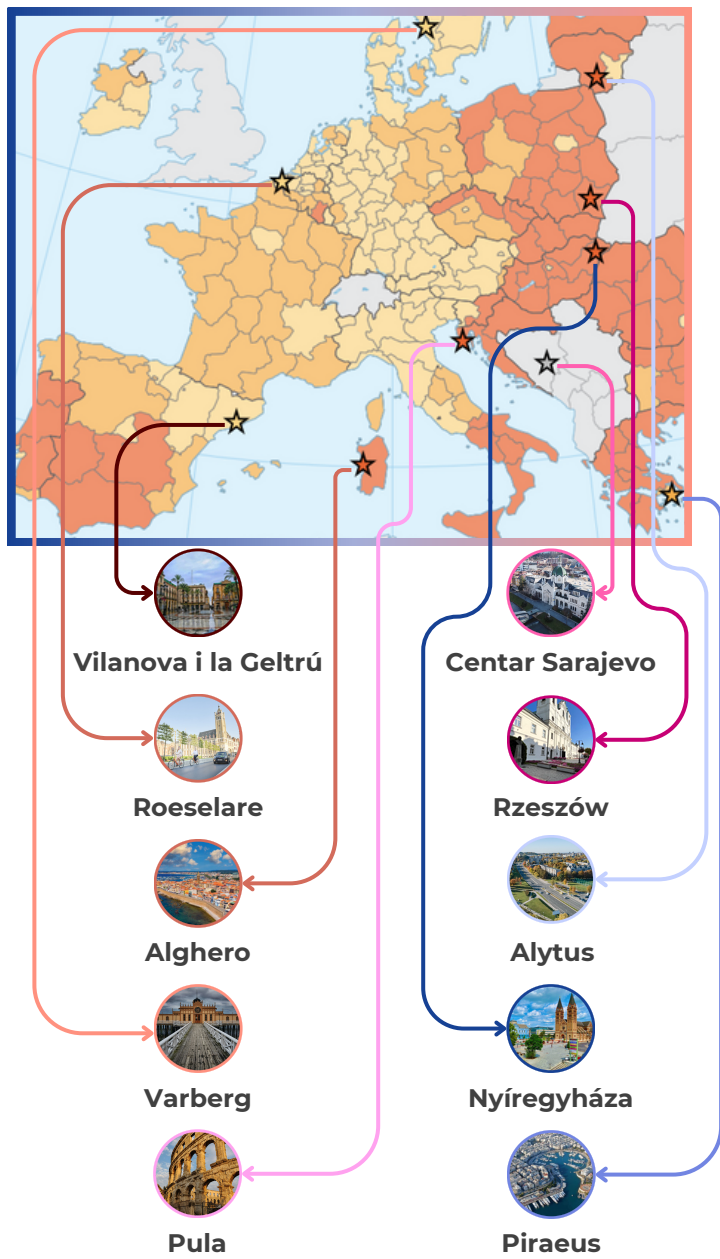
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## OUR NETWORK



## OUR JOURNEY



### 01 Activation Stage

Creating a common understanding of the network's theme, pinpointing local challenges

### 02 Planning Actions

Sharing knowledge, identifying good practices, learning lessons, formulating actions

### 03 Preparing implementation

Reviewing draft action plans, reassessment, adjustment, and additions

### 04 Finale

Presenting results and the final Integrated Action Plans, dissemination of key learnings

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