



# TalentMagnet

## Partner-level Situation Analysis

January, 2021

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## 1 Introduction

Many small- and medium-sized cities in the Danube region face the challenge of out-migration. Despite enjoying years of economic growth and wealth, wage differences between the "new" member states of the EU and associated countries in the Danube region on the one hand and the prosperous countries to the West (Austria and Germany) on the other hand remain substantial. Moreover, booming metropolitan areas in the Danube region countries also attract people from the smaller cities in these countries. Specifically, young and highly-skilled people tend to leave their place of origin and move to larger cities or other countries where they assume to have better career prospects. This outflow of young, well-educated talents (so-called "brain drain") has significant socio-economic consequences for their places of origin. It contributes to demographic decline, intensifies aging trends, and limits the human resources and thus development potential of affected cities. Overall, the quality of life and the prospects of a place will decrease if "the young" leave (and do not return) and "the old" are left behind. The whole social fabric is impacted, for example, because the tax base of a city is reduced, schools lose students, and business and the civil society sector lack new recruits.

Hence, talent attraction and retention are among the major challenges for municipal policy- and decision-makers with respect to sustainable urban development and the improvement of the quality of life. The present analysis provides a summary of the challenges and recent trends, and it highlights existing initiatives in the cities covered. For example, most of them have designed and are implementing multi-year strategic plans, which also target demographic and economic development and pay special attention to the situation of young people.

The partner-level situation analysis was conducted in the framework of the TalentMagnet project co-financed by the Interreg Danube Transnational Programme. For this purpose, the Leibniz Institute for East- and Southeast European Studies (IOS), as the lead partner on this deliverable, designed a questionnaire for evaluating the current situation and recent trends in the partner cities of the TalentMagnet project. Our objective was to identify the causes prompting emigration intention, highlight the effects of the outflow of talents, and identify municipal decision-makers' policy options. In total, 18 partners from 12 different countries were involved in this process: Scientific Research Centre Bistra Ptuj (Slovenia), Municipality of Velenje (Slovenia), First Hungarian Responsible Innovation Association (Hungary), Municipality of Nyiregyhaza (Hungary), Harghita County Council (Romania), Cassovia Life Sciences (Slovakia), DEX Innovation Centre (Czech Republic), Angel Kanchev' University of Ruse (Bulgaria), Regional Cluster "North-East" (Bulgaria), Development Agency North - Dan Ltd. (Croatia), Leibniz Institute for East and Southeast European Studies (Germany), Centre for European Perspective (Slovenia), Leoben Holding GmbH (Austria), European Foundation for Education e.V. (Germany), Energy and Innovation Centre of Weiz (Austria), Municipality of Apatin (Serbia), Department for Development and International Projects of Zenica-Doboj Canton (Bosnia and Herzegovina), and Uzhhorod Development Agency (Ukraine).

Based on the questionnaire and additional documentation, we surveyed the situation in the following municipalities and districts, respectively: Harghita County (Romania), Liberec region (Czech Republic), Municipality of Apatin (Serbia), Municipality of Vareš (Bosnia and Herzegovina),

Municipality of Velenje (Slovenia), Municipality of Weiz (Austria), City of Leoben (Austria), City of Nyíregyháza (Hungary), City of Ptuj (Slovenia), City of Ruse (Bulgaria), City of Uzhhorod (Ukraine), City of Varaždin (Croatia), City of Byala (Bulgaria), and the City of Žilina (Slovakia).

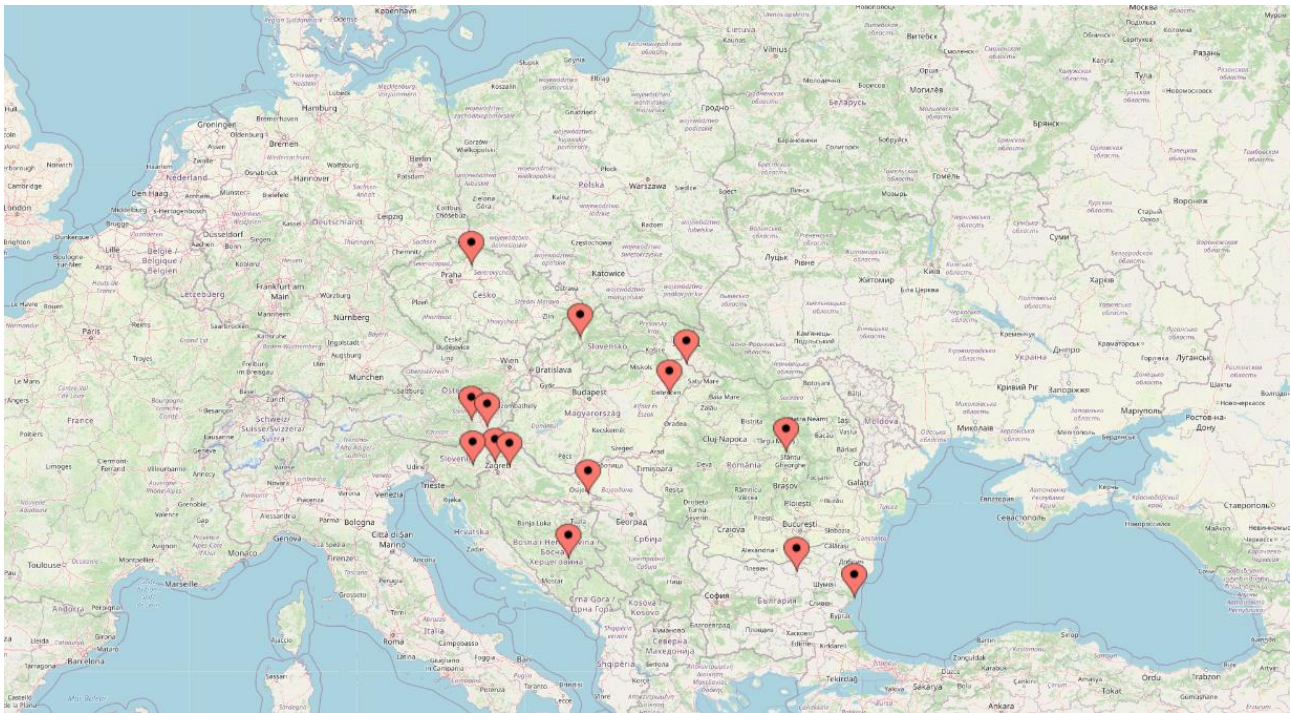


Figure 1: Map of the investigated cities, municipalities, and districts. (Source: Google Maps)

Each city was asked to evaluate its situation based on publicly available information, to which the results of our survey were added.<sup>1</sup> The analysis focused on four thematic areas of particular concern for talent attraction and retention; their relevance is shown by the existing research on questions of brain drain – furthermore, these are also areas in which local policy-making can make a difference:

- **Demography and Society:** Departures from and arrivals to a city significantly impact its economic and social development and the vibrancy of its social fabric. A shrinking population might have severe implications for the social-welfare system, and will likely increase young people's migration intention, as they feel to grow up at a place without perspectives.
- **Economy and Labour Market:** A prospering economy and a functional labour market are certainly essential for development. Talent attraction and retention can only work if people find solid jobs and can make a decent living. At the same time, local businesses suffer from brain drain.
- **Education:** Many young people leave their place of origin because of educational reasons and may never come back. A quality educational system is crucial in talent attraction and retention. At the same time, local schools will be negatively affected if many people leave by losing students.

<sup>1</sup> Indeed, in some of the cases no public information was available, or only for different periods.

- **Quality of Life Indicators:** Research on the attractiveness of cities for highly mobile, skilled people shows that besides "hard factors" (such as wage levels and safety), soft factors are very important as well. People expect cultural offers, opportunities for meaningful leisure, young people want to have fun, and they want to live in a healthy and "green" environment – in a city, they feel that it cares for them and their offspring.

All these categories are presented here in a summary fashion focusing on the main observations. The analysis's complete results are attached in the appendices to the report (see chapter seven).

## 2 Demography and Society

We analysed demographic developments over the past decades, since the start of the transition in 1990. It is important to note that different periods have different dynamics in terms of growth or shrinkage. The overall population development of a specific country or region needs to be considered as well, and a city trend measured against it. For example, several cities in our sample recorded population growth while their countries at large have constant or even decreasing populations. Extraordinary events such as natural disasters, crises, or even (civil) war can also influence demographic trends, which are thus not only dependent on economic and social indicators. Thus, the context is always relevant. Our main observations concerning demographic trends are the following:

- **Development of the population:** There is no uniform trend: during the observed period (since 1990), some cities experienced a decline of their population (e.g., Harghita county in Romania or Ruse in Bulgaria), in others, it was almost stagnant (Nyíregyháza in Hungary), while some places saw (slight) increases (e.g., Liberec region in the Czech Republic or Apatin in Serbia). However, growth rates were usually only moderate, and there was more likely a steady decline of population than growth (reflecting overall demographic trends in these countries).
- The one city that experienced a boom was Varna, which gained 150,000 people from 1990 to 2020 (municipality): Its development highlights the opportunities of larger cities in the region with dynamic economies, broad cultural life, and large institutions of higher learning. They attract people from smaller towns. The counterexample is the town of Vareš in Bosnia-Herzegovina, which lost more than half its population in the 1990s – because of the war.
- **Age distribution:** All of the cities considered have a relatively old population. The two biggest demographic groups are clearly 35 to 64 years old and those over 64 years of age, main up approximately 60 to 70 percent of the overall population.
- **Birth and death rates:** Most of the considered cities and municipalities record a higher death than birth rate, in some cases with a considerable difference. While negative natural population growth is also recorded in many countries of the region, it also indicates the consequences of aging and many young people's departure on the city level.
- **Composition of the population:** While the dataset is very limited on this question, the numbers indicate that most cities and municipalities have only a small percentage of resident foreigners. This, again, reflects the national pictures, as East-Central European

countries record relatively little immigration. Velenje in Slovenia, with more than 10% foreigners, can be seen as an exception.

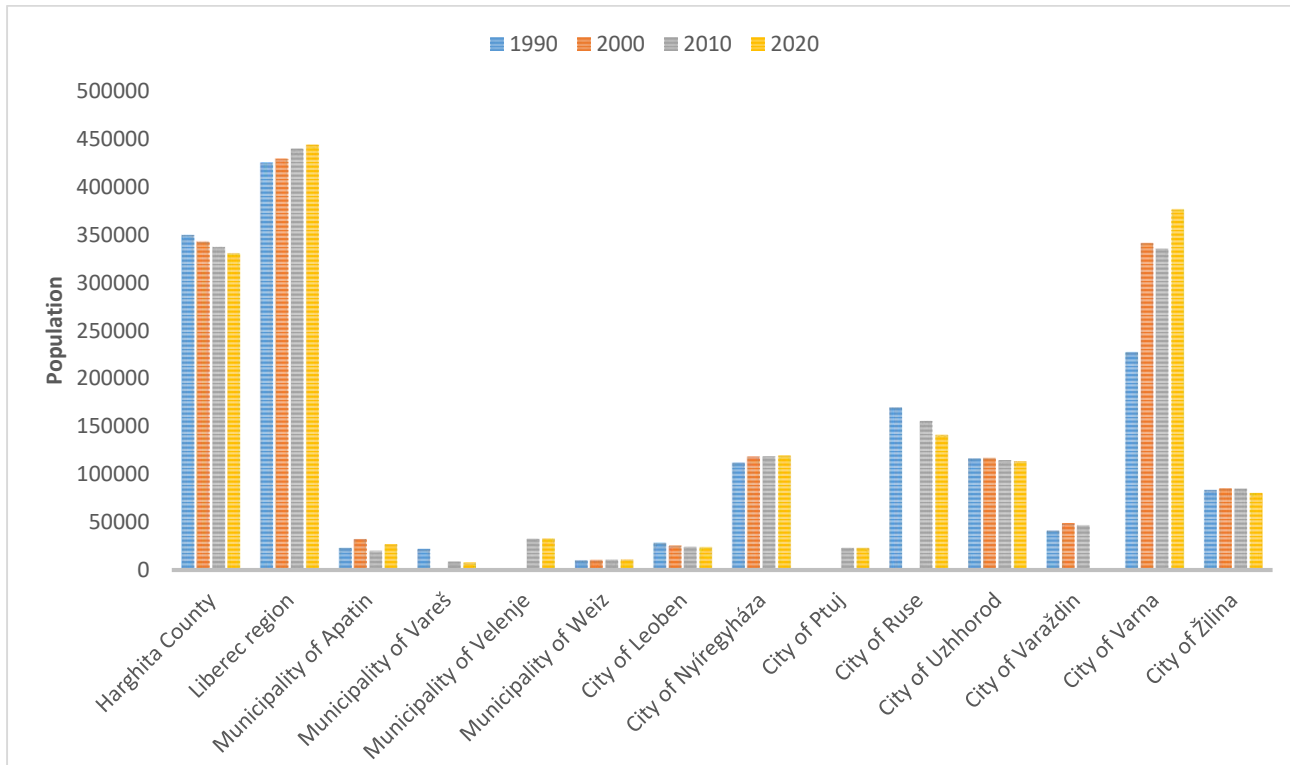


Figure 2: Population development from 1990 until 2020.

### 3 Economy and Labour Market

Young people are seeking a perspective for personal development commensurable with their education and skills. Thus, the availability of quality jobs and a prospering economy are critical factors in terms of talent attraction and retention. In this section, we summarize the main findings concerning the economy of the cities investigated and their labour market. Although most of the data come from the pre-Covid-19 era, they can still provide an useful glimpse into the cities' economic situation:

- GDP / GDP per capita:** Since eleven different countries from the Danube region with very different wealth levels are included in this analysis, the results are very diverse. In a nutshell, we can state that members of the EU are performing better than non-EU countries, and that, unsurprisingly, cities and municipalities in the richer countries such as Austria and Slovenia are having a higher GDP per capita than cities in the less prosperous countries. On the national scale, the cities' performance falls more or less on the country's average level, which compared to the booming regions such as capital cities (e.g., Budapest, Prague, or Vienna) is lower. The district of Varna, for example, almost perfectly matches the national GDP per person (15,479 Leva as against 15,615 Lv. for the whole country, in 2018), while in Vareš the local GDP/capita is substantially lower than the

national one. Nonetheless, the GDP per capita parameter should also not be overvalued because it is not a perfect indicator of the population's economic well-being.

- Unemployment: The unemployment rate is low. Usually, the percentage of unemployed people fluctuates between three and nine percent, which is compared to other European countries a reasonable good rate. In some places, though, it also reflects generally low employment. The mid-term consequences of the COVID-19 pandemic on the labour market notwithstanding, one can still say that the cities' labour market is mostly functional and efficient. An open question remains if local hiring key industries provide enough jobs in sectors that attract young people. The relatively high unemployment rate in Velenje (9% in 2018) illustrates transformation processes in an industrial city.
- Enterprises by industry: Of course, every place has its own history, and, therefore, inherited a different range of enterprises from the past. Generally, the main observation is that the majority of cities are heavily dependent on services and tourism. The second most important industry is construction, while in some places, manufacturing continues to decline (with notable exceptions, which are mainly due to foreign investment). Other sectors, such as agriculture, forestry, or IT, only play minor roles in terms of economic power. The small percentage of firms in the IT sector still offers room for development, innovation, and new start-ups.
- Size of enterprises: Overall, most companies in the investigated regions are small- and medium-sized businesses. There are only a few exceptions, such as Lego or Michelin in Nyíregyháza, or Kia in Žilina county in Slovakia. On the other hand, most cities record high numbers of self-employed people.
- Wages: This point mostly correlates with GDP per capita. Due to all partners' different economic situations, the salary gap varies significantly from region to region. For example, Austria's average salary is substantially higher than in Hungary, and in Hungary, higher than in Romania. Again, on a national level, the salaries observed in most cities are competitive with other regions except for prospering capital cities. Yet, there are also places that significantly lower than average wages, such as Apatin in Serbia, where gross salaries were 88% of the regional level (Vojvodina), 84% of the national average, and 86% of the capital city (Belgrade). The example also highlights the huge wage differences in such a relatively small geographic area like the Danube region: Gross monthly salaries in Apatin were 590 €/month in early 2020 (Ruse in Bulgaria had similar values), but more than 3,350 € in Austrian Leoben on the other end of the scale. Despite substantial wage growth (in Varna, for example, more than 10% in 2018–19), these differences will remain high for many years to come.
- Foreign direct investment (FDI): While all cities record at least some foreign direct investment, most of them are still struggling to attract foreign investors. On average, FDI levels are relatively low, and foreigners own only a limited number of businesses.

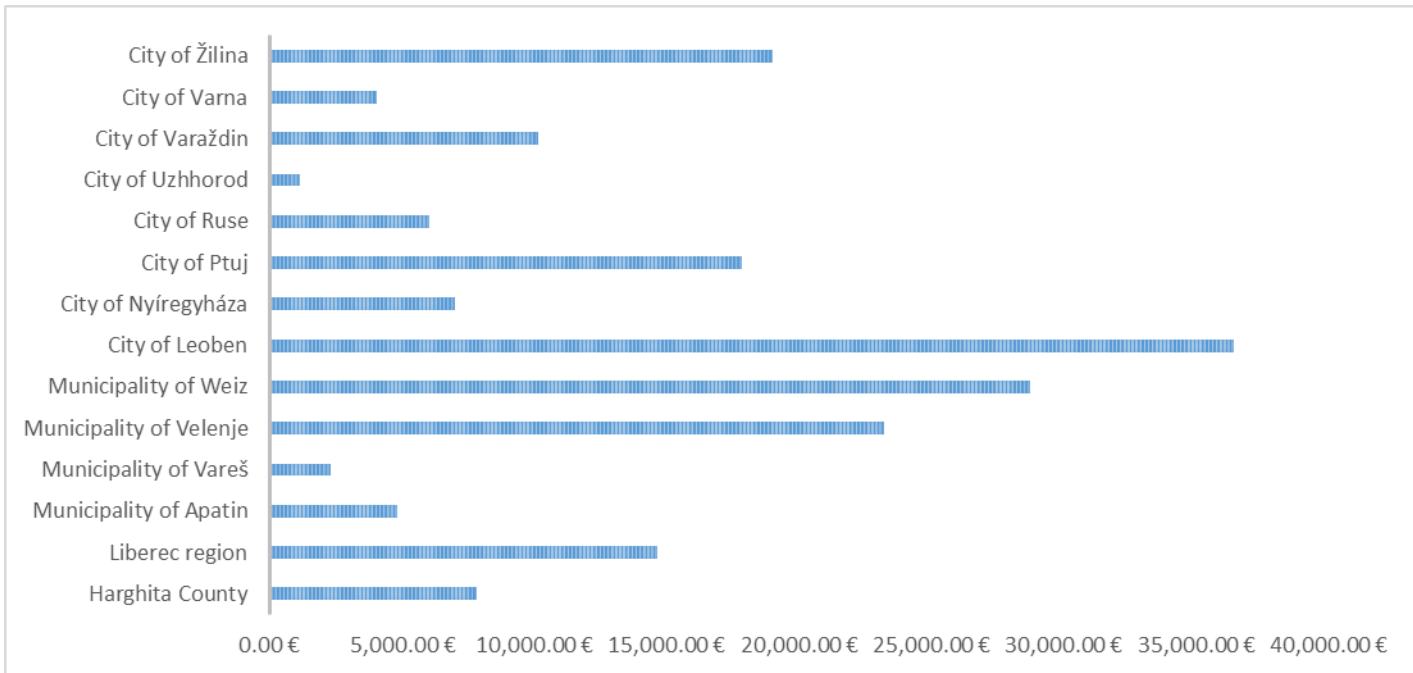


Figure 3: GDP per capita in EUR by city (2020).

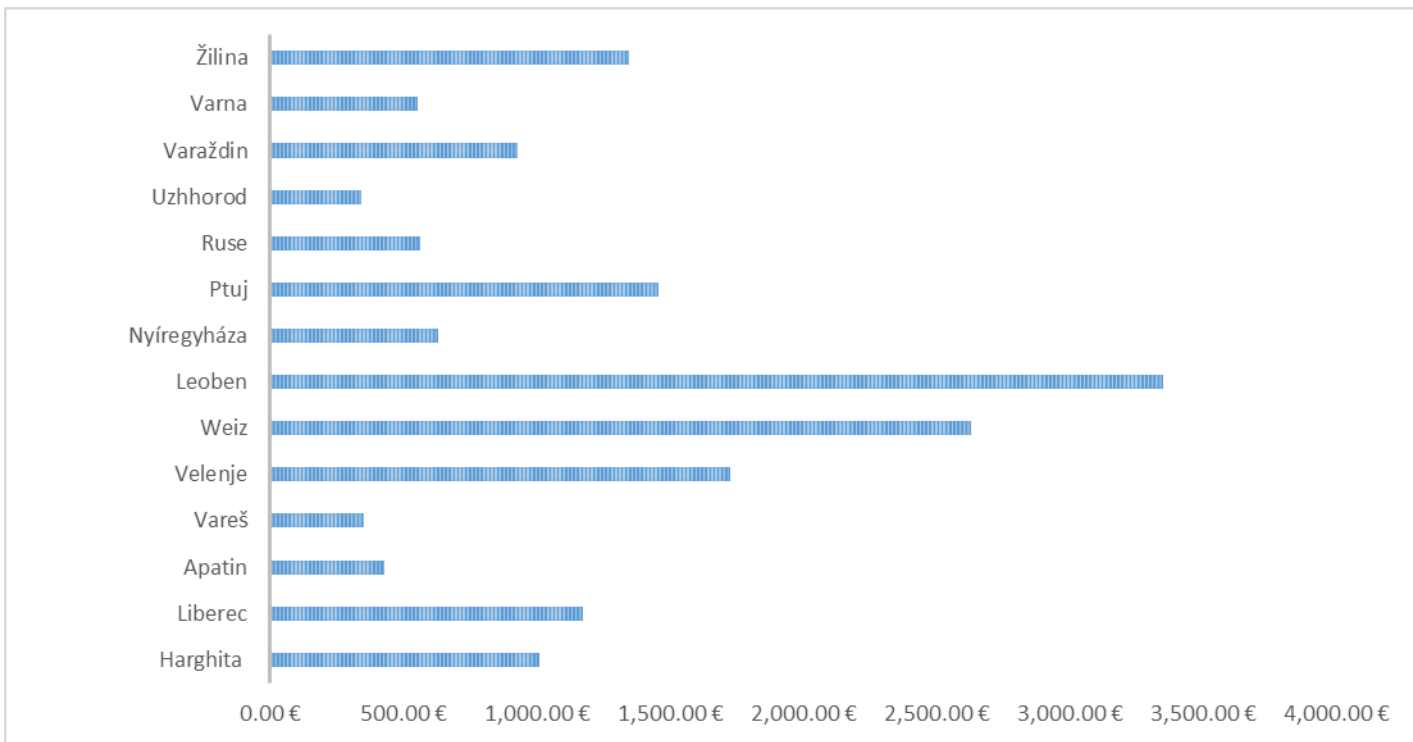


Figure 4: Average monthly salary (gross) in EUR by city (2020).

## 4 Education

In terms of talent attraction and retention, a quality educational system is crucial to be nationally and internationally competitive and also to convince highly skilled professionals to have their



children trained locally. We can observe that, after graduating from high school, many students move to cities with universities or go abroad to study. These young people start building up their new lives elsewhere, and a large portion of them does never return to their place of origin. The current COVID-19 pandemic might change (future) mobility with new educational approaches such as "home-schooling" since youngsters do not necessarily have to move to cities with universities. Despite such possible trends, leaving the hometown for educational purposes will likely remain one of the most common migration reasons for young people. The attractive power of education was, for example, recognized by the City of Varna, which promotes itself as the "City of Knowledge".

- Number of students / teachers / educational establishments:** The number of students (from primary to tertiary education) varies significantly from region to region. For instance, whereas Apatin (Serbia) has under 1,000 students, Harghita county (Romania) or the Liberec region (Czech Republic) have over 40,000 students. The City of Varna records some 30,000 high school students alone. However, these figures have only limited explanatory power since they depend highly on the target areas' composition and size. Already one university within one municipality can increase the number of students significantly. In this context, towns cannot be meaningfully compared with larger cities because of the substantial differences in population numbers and the latter's' function to provide whole regions with professional and higher education. The same applies to the number of teachers and educational establishments. However, considering the demographic data, the number of young people in education seems rather small overall. In a town like Ruse, the overall decline of population is also reflected in declining primary school students.

Therefore, improvements to the educational infrastructure could be an opportunity to attract and retain more highly skilled young individuals and their families. Specifically, the number of international students, which is a good indicator of measuring attractiveness, has room for improvement, but these issues would require further research for a comprehensive analysis.
- Proximity to Universities:** It is not surprising that universities increase the number of students significantly. Some cities in the sample benefit from this advantage; others not. Certainly, it is neither desirable nor practical to establish universities everywhere. One way to prevent students from relocating to another city is an efficient and affordable public transportation infrastructure that allows daily or at least weekly commutes if there is a university in the near distance. This mobility aspect is often underestimated in the discussion of brain drain and gain. However, such students can have a financial benefit due to lower living costs at home (e.g., they save the rent for a flat). The newly gained importance of distance learning is another point that can reduce the dependency on specialized and higher education establishments in other places. Faculties that are part of universities in different cities, such as the Faculty of Energetics in Velenje (with more than 200 students), part of the University of Maribor, constitute an interesting option of viable small-scale higher education institutions.
- Distance-learning, home-schooling:** According to our exploratory evaluation, home-schooling and distant learning (online education) remain an issue for many cities and municipalities. Like almost anywhere else, the majority of local educational establishments

were overwhelmed by the COVID-19 pandemic and proved incapable of providing appropriate conditions for online learning. Specifically, households living in poverty do not have the (financial) resources to guarantee their children access to the necessary equipment, including fast internet connections. Nevertheless, the usage of new technologies can be an opportunity to attract and retain talents for small and medium-sized cities.

- **Changes and trends:** Some cities and municipalities reported substantial modernization of their educational system, including implementing inclusion policies, improved infrastructure, and establishing new schools and higher learning institutions. EU funds partially financed these measures, but it is too early to judge their long-term impact and success. Thus, the situation in terms of talent attraction and retention through education remains difficult. For example, the Municipality of Nyíregyháza (Hungary) sums up their problem in the following way up: "Many local students choose to pursue their tertiary education in other Hungarian or even foreign universities – and, unfortunately, very few of them return to Nyíregyháza after finishing their studies."

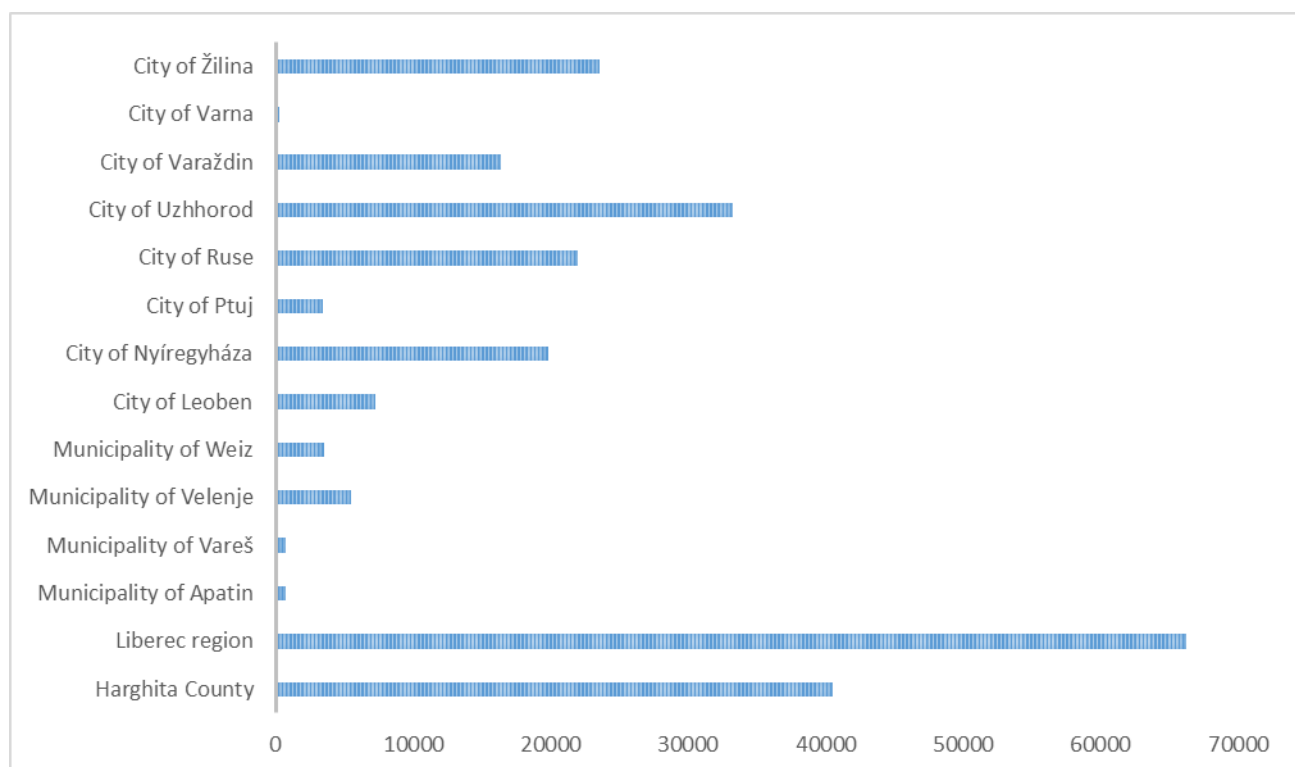


Figure 5: Number of students by city (2020).

## 5 Quality of Life Indicators

In this section, we elaborate on the quality of life in the investigated cities and municipalities. Life quality is notoriously hard to determine since a universal scale does not exist and everyone describes and perceives living conditions differently. Yet, quality of life indicators are important to consider since people do not make their leave or remain decisions only based on factors such as income or quality of education but also on how they assess the quality of life at their place of

destination compared to their hometown. Given growing concerns by young people over climate change, local environmental action and conditions will likely become more important factors in future mobility decisions. Therefore, the following deliberations aim to evaluate life quality by considering different indicators that affect people's environment.

- Life expectancy: Average life expectancy is a good indicator for the quality of health, of diet and living conditions, and of the health care system. It is on average over 75 years in all considered cities, and in some cases even over 80 years, hence falling in line with the regional averages. Such as usual, women have a longer life expectancy than men. We do not yet know how COVID-19 will affect these numbers.
- Health care system: All cities and municipalities have at least one hospital in their district, and numerous physicians provide health care to the population. More prominent regions have a more developed medical infrastructure than smaller ones. The health care system seems to be adequate in quantitative terms. However, based on our survey, we cannot make any final statement regarding the health care system's quality. Other factors, such as medical equipment, need to be considered and require more research. From national developments, we can infer the likelihood of problems in recruiting health care professionals, which tend to have a high degree of migration aspirations.
- Environmental situation: No major environmental problems were reported. In some cases, the so-called PM10 indicator, which measures the air quality, exceeded the average occasionally, but in general, the environmental situation seems inconspicuous. Due to proximity to the sea or the mountains, some cities and municipalities have relatively good air quality. Most of them point to green development in their strategic plans.
- Public spaces and parks: because of climate change, the availability of green spaces in an urban environment is of growing importance for the evaluation of life quality, specifically among young people. Therefore, they can also be a plus in terms of talent attraction and retention. The majority of the cities and municipalities have parks, large green areas, and outdoor gyms. Compared to congested urban areas with hundreds of thousands, or millions of people, the lack of green space access tends not to be an issue. This can also be considered a plus since the open-air activity leads to less stress and increases life quality. Here, smallness can be an advantage.
- Housing: housing prices are, on average, relatively low. Most of the cities and municipalities have square meter prices between 600 and 1,500 EUR. The only exceptions were the Austrian cities Weiz and Leoben, with square meter prices of over 2,500 EUR. Affordable housing can be a competitive advantage, especially if skyrocketing property prices in metropolitan areas are considered (in Regensburg, the IOS location, for example, average housing prices per 1 sqm are above 4,800 EUR).
- Child care: All the cities and municipalities provide child care opportunities, and none of the partners reported issues regarding child care. The number of playing grounds also seem to be sufficient.
- Public transport: Whereas some partners criticize the lack of public transportation infrastructure, others benefit from improved opportunities and good accessibility to motorways and railways. The proximity to other urban regions is a crucial factor, as well as individual travel preferences. The main observation is that ecologically sustainable

transport infrastructure is still underdeveloped in most areas. Some places, for example, have experienced a decline in rail transport during the last decades. Also, modern mobility technologies, such as car sharing, full use of digitalization, are not fully adopted. But quality public transportation can also offer incentives for people to stay in their hometown if everything is within their reach.

- **Cultural offers / tourist attractions:** All the partners reported many cultural offers and tourist attractions in their place or nearby. Even though this information is difficult to evaluate systematically, this aspect should not be underestimated when it comes to talent attraction and should find an adequate place in urban strategies and marketing. The number of cultural establishments, many of them inherited from the past, is relatively high, although little can be said about their exploitation. The City of Ruse, for example, has a state opera, a puppet theatre, an art gallery, a historical museum, and a large library, all of them mainly funded by the government. A great variety of high-quality leisure opportunities is essential to attract and retain talents.
- **Crime rate:** Safety is another factor that people consider when thinking of relocation. Our target area's great advantage is its low crime rate, evident also in the cities observed here. Generally, cities and municipalities with a smaller population often ensure a safer environment than large cities.

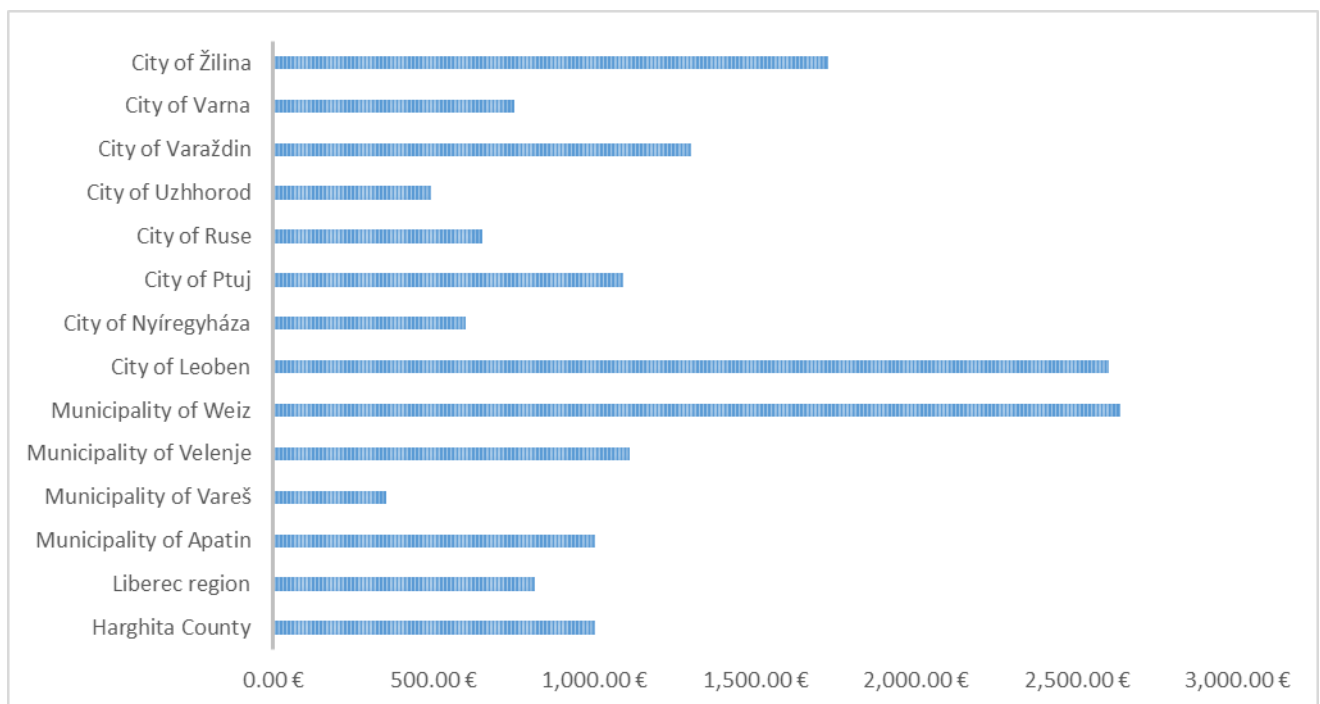


Figure 6: Housing prices in EUR per square meter (2020).

## 6 Conclusion

Based on this analysis, several conclusions can be derived from these four main categories:

- **Demography and society:** Most of the analyzed cities and municipalities have to deal with an aging and/or shrinking society. However, this is a trend that can be observed in many

places across Europe. Yet, the challenge remains to attract and retain young people from moving to more attractive urban centres, in order not to jeopardize the functioning of the urban fabric. This demographic rationale can trigger innovative urban policies to the benefit of the whole population.

- **Economy and labour market:** In most of the observed cities, the employment situation is satisfactory, in particular, because unemployment is low. Usually, talents can find quality jobs, but local business struggles to compete for them, because of the much higher salaries and better welfare provisions in nearby, more prosperous European countries but also in the metropolitan areas in their own country. Local policy-makers will need to develop innovative concepts to remedy this situation. One area of opportunity is the IT sector as well as high-tech start-ups, which our analysis has found to be underdeveloped.
- **Education:** The current COVID-19 pandemic can generate and intensify certain education trends, especially in terms of remote education and online studies, which can lessen the necessity to move for getting a better education physically. This development has implications for young people and the cities involved. Small- and medium-sized cities could be the winners of this trend because they can, for example, offer cheap living. But generally, the observed cities did not report major education problems. Their different size and centrality are very differently provided with educational institutions; some also have higher learning and benefit from them. Some cities, though, began to experience a decline in the number of students, which can have a long-term negative impact on certain educational establishments' sustainability.
- **Quality of life indicators:** While compared to growing metropolitan areas, small and mid-sized cities will usually have fewer attractions, they enjoy other unique advantages, such as low crime rates, a calm environment, little air pollution, low housing prices, easy access to nature. All of our cities reported such, and they also point to the rich history and culture of their places, which can help to make them even more attractive for their residents or even to attract new residents. Nevertheless, the market for talents is highly competitive. Therefore, comprehensive and coherent marketing and development strategies are needed to attract and retain talents, for example, by providing a choice of quality entertainment opportunities, ranging from the arts to sport. The quality of public transport as a measure of life quality should not be disregarded as well and will likely to become more important because of the young people's growing concern about climate change.

## 7 Appendix

Identification			
WP	Activity	Deliverable	Document
T.1 – Methodology and Planning	A.1 –State of the Art	D.1.1.3. Partner level situation analysis	City Partner Questionnaire

# TALENTMAGNET CITY PARTNER QUESTIONNAIRE FOR THE BASELINE STUDY & LOCAL LEVEL SITUATION ANALYSIS

## 1 Introduction

This is the questionnaire to gather information about the **local level situation analysis** in the towns and cities covered by TalentMagnet. We need this data for producing a **descriptive analysis** of the economic and social conditions for talent attraction and retention, and to understand better the reasons for brain drain and potential for brain gain. We will gather mainly **demographic and economic as well as educational and quality of life information** so we can produce one-page summaries of the situation at the local level, and how it evolved over the last years. The data from the questionnaire will be used not only for D.1.1.3 (local level situation analysis) but also D.1.1.1 (concise baseline study).

Please do your best to provide **ALL the information** requested. Some of the answers will be descriptive/narrative, not figures. If there are questions where no information is available at your place, please indicate it as n.a.

Should you have any questions or problems, feel free to contact us at [paul@ios-regensburg.de](mailto:paul@ios-regensburg.de).

Before you start to work on the questionnaire, please **SAVE it AS a separate file** – do not work in the template file. Name your file *TalentMagnet\_T1\_D1.1\_Quest\_City name*.

Once you are ready, please make sure that you save the filled-in questionnaire to the Google Drive TalentMagnet directory (under T1 >> D.T.1.1.3 Partner-level situation analysis) not later than by **October 31st, 2020**.

We also want to encourage you to send us **additional statistical sources on your city**, or links to such, which we can use for our analysis. For example, if your city edits a statistical yearbook or any similar publication, we'd be happy to receive it. We can manage all languages of the region in Regensburg. Such detailed information would be much welcome for a more substantial analysis.

Thank you for your help!

Ulf Brunnbauer & Sebastian Paul  
*IOS Regensburg*

## 2 Identification

<b>City name</b>	City, Country
<b>City website</b>	
<b>Contact person</b>	
<b>Name</b>	Please indicate the name of the person who actually filled in the questionnaire!
<b>Organization</b>	
<b>Address</b>	
<b>Phone</b>	
<b>Email</b>	

## 3 Key data of the city partner

In each table, please provide the latest available data and indicate the year.

### 3.1 Demography, society

Number of population							
1990		2000		2010		Latest available	
No.	% female	No.	% female	No.	% female	No.	% female

Number and share of population by main age groups (latest available)								
< 18 years		18–34 years		35–64 years		64 <		Total
No.	%	No.	%	No.	%	No.	%	No

<b>Birth rate (live births per 1,000)</b>	
<b>Death rate (deaths per 1,000)</b>	

<b>Percentage of foreign born inhabitants</b> <i>[please add also information for past years, if available]</i>	
<b>Percentage of inhabitants born in different district</b> <i>[please add also information for past years, if available]</i>	
<b>Number of departures (last year available)</b>	

<i>[please add also information for past years, if available]</i>	
<b>Number of arrivals (last year available)</b> <i>[please add also information for past years, if available]</i>	

**Please note:**

If you have breakdowns of the people moving (from other places in your country or from abroad), such as by gender, age, education, citizenship, etc., please let us know or send the primary data.

### 3.2 Economy, labour market

<b>GDP (in €, PPP) of the municipality, the absolute number</b> <i>[if of available for the city, then for the next higher administrative level]</i>	
<b>GDP (in €, PPP) of the municipality / per capita</b> <i>[if of available for the city, then for the next higher administrative level]</i>	

<b>Activity rate (%)</b>	
<b>Unemployment rate (%)</b>	
<b>Average monthly salary (in €, gross)</b>	

Number of enterprises by industries								
Agriculture, forestry		Industry, construction		Services, tourism		IT		Total
No.	%	No.	%	No.	%	No.	%	No

<b>Number of self-employed people</b>	
<b>Average number of employees per firm</b>	
<b>Number of firms with more than</b> 10 employees 50 employees 100 employees 500 employees 1,000 employees	

<b>Number of new businesses 2010–2020</b>	
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<i>In which sectors?</i>	
<b>Inflow of FDI (foreign direct investment):</b> Last year available (in €) 2010-2020	
<b>Number of foreign owned businesses</b> <i>If you now from which countries owners come, please add. Which sectors?</i>	

### 3.3 Education

<b>Number of students</b> In primary education In secondary education In tertiary education	
<b>Number of educational establishments</b> In primary education In secondary education In tertiary education	
<b>Number of technical/professional schools</b>	
<b>Number of teachers</b> In primary education In secondary education In tertiary education	
<b>If your city has no university, where is the nearest one?</b>	
<b>Does a home schooling infrastructure exist? Please elaborate on this.</b>	
<b>Any significant changes in the educational landscape over the last ten years?</b>	

### 3.4 Quality of Life Indicators

<b>Life expectancy at birth (years)</b>	
<b>Number of medical facilities</b> Hospitals Polyclinics Other	
<b>Number of physicians</b>	
<b>Information on air quality</b> <i>(Mention whatever indicators is at hand)</i>	
<b>Number of cultural establishments (theatres, cinemas, museums...)</b>	

<b>Number of public parks</b>	
<b>Total surface of public parks (km<sup>2</sup>)</b>	
<b>Number of public playgrounds, outdoor gyms, other outdoor facilities</b>	
<b>Number of childcare facilities</b> <i>How many children enrolled?</i>	
<b>Real estate / housing prices on average per square meter (in €)</b>	
<b>Length of bicycle lanes</b>	
<b>Available public transportation (train stations, nearest airport, highway connection, et cetera)</b> <i>Please provide descriptive information (e.g., "the next international airport, in XXX, is yyy kilometres away")</i>	
<b>Available public transport (buses, metro, car sharing, et cetera)</b>	
<b>Number of sport clubs</b>	
<b>Number of bars, clubs, and festivals</b>	
<b>Crime rate</b>	
<b>Number of local sights / tourist attractions</b> <i>(examples)</i>	
<b>Any other indicators on quality of life that you want to add?</b>	

## 4 Summary description

Please describe your city, stressing its location, key features.  
(Max. no. of words 200)

## 5 Key talent attraction/retention challenges

Please list the most important challenges and obstacles for talent attraction/retention you are already aware of. Please be as specific as possible.

## 6 Existing initiatives, policies to improve talent attraction and retention / to fight against brain drain

Please list what your city is currently doing or will do to improve its attractiveness for young talents. Are there any strategies in place? Special measures and programmes? Any designated municipality offices or (non) governmental agencies charged with working on this issue? Public-private partnerships (e.g. through Chambers of Commerce)?

*(If your city has a formulated strategy / policy guidelines, we'll be happy to receive the document).*

## 7 Talent attraction "vision" of your city

Please describe your city's vision with regard to talent attraction/retention. At this stage this can be a bit more general – more specifics will be added with the further progress of the situation analysis and the baseline study. Nevertheless, please provide ideas or bold ambitions regarding your vision.

This "vision" reflect preliminary ideas, and by no means will be considered as a commitment. Nevertheless, do your best to include ideas, goals that reflect at least some level of (potential) agreement from the decision makers.

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