



# TALENTS AHEAD

ENJOY TALENTMAGNET PROJECT!



## HOW TO ATTRACT AND RETAIN TALENTS?

### WHAT IS THE CHALLENGE?

Talented and skilled young people leave their cities to start working and living elsewhere - in the capital, big cities or even abroad. As a result, small and medium sized cities start to fall behind.



### WHAT DO WE DO ABOUT IT?

TalentMagnet will support small/medium sized cities in the Danube Region to implement strategies in order to retain and attract talented young workforce.

### HOW DOES TALENTMAGNET HELP?

To reach our goal, several useful tools (e.g. a smartphone application) will be developed which address young talents and use their language. Furthermore, various models, methodological guides and tools will be developed and tested in the partner cities.



### WHAT ARE THE BENEFITS FOR CITIES?

Building on the transnational experience and knowledge, the TalentMagnet network will provide interested cities with models, tools and strategies that can help them to retain and attract talented young people.

WHAT ARE YOU WAITING FOR? WORK WITH TALENTMAGNET



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