



# TALENTMAGNET

## E-NEWSLETTER

ISSUE 1 • OCTOBER 2020



## TALENTMAGNET IS ON!

SINCE JULY 2020

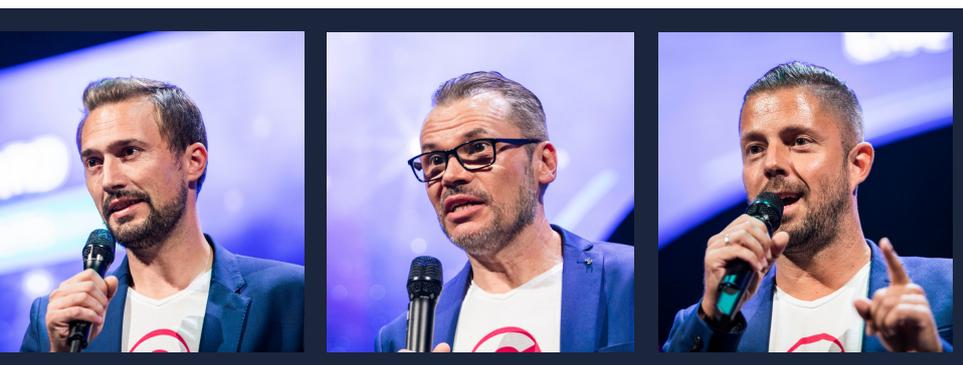
We are all extremely happy, because our TalentMagnet project has started! This is an Interreg-Danube project, which helps cities to attract and retain talents. Join us and magnetize talents in your city! We will provide cities strategies, plans, tools (including smartphone app) and policy proposals in this topic, and we will give international stage to hidden talents of your cities. The project runs with 18 partners from 12 countries between 01/07/2020 and 31/12/2022. Introduction of partners will follow on page 4. BE UP-TO DATE IN TALENT ATTRACTION AND RETENTION AND JOIN TALENTMAGNET PROJECT.

## INTERVIEW WITH THE "FOUNDING FATHERS"

DANILO, BÉLA AND MIKI

TalentMagnet project has three "*Founding Fathers*". Three experts, who became friends during the last years. Let's have a look at what's behind the scenes of the project.

What is the professional background of the "*Founding Fathers*"? How TalentMagnet was born in their minds? What are the roles among them during project preparation? How talented were they 20-30 years ago? Read the answers on the next page!



TALENTMAGNET  
E-NEWSLETTER

### TABLE OF CONTENTS

TalentMagnet is on! • P. 1

Interview with the "Founding  
Fathers" • P. 1-3

Partners's news • P. 4-13

Join us! • P. 13

## **Bela, Dani, Miki, please let us know your professional background!**

**Béla:** I am an economist - I studied international relations at the Budapest University of Economics. I have been working in regional and urban development - so today I consider myself an urban development specialist. As the founder and managing partner of MEGAKOM Development Consultants and EX ANTE Consultants - today market leaders in development consultancy in Hungary - I have significant experience in designing and carrying out transnational projects and developing innovative urban development solutions. I am working with URBACT programme a lot - I am a validated URBACT lead expert, supporting European city partnerships to address their urban development challenges together.

**Dani:** I got my B. A. Economy at University of Maribor; Faculty of Economics and Business in the year 2004 and the Master of Management at Faculty of Management Koper 2015. I've been working in SRC Bistra from 2005, with small changes (University of Maribor). I have 15 years of experience in conducting or implementing EU or national projects and what I am immensely proud of is that I brought in my city or region more than 8 million EUR with projects.

**Miki:** I got my M.Sc. (2003 - Economist in Enterprise Development, Marketing specialization) and Ph.D. (2007 - Regional economics) at the University of Szeged, Faculty of Economics and Business Administration. Currently I'm an associate professor at University of Szeged and possess a "courtesy appointment" affiliation at Arizona State University (USA). I have been developing and implementing EU co-funded projects since 2008, the flagship of them was the RegioStars Award winner CityWalk project.

## **INTERVIEW WITH THE "FOUNDING FATHERS"**

### **How was TalentMagnet born in your mind?**

**Miki:** Actually, the topic itself was born in Béla's mind, he had previous results in the topic of talent attraction and retention. Furthermore, he organized a conference in this topic, and maybe that was the time when I thought we found our new project.

**Béla:** Although I studied in our capital city of Hungary - Budapest, even started to work there, and still work in various countries of Europe, I live in my hometown, Nyíregyháza. But even when I decided to return to this lovely town (and that happened almost 30 years ago), very few of my peers came back to Nyíregyháza after their university studies - they stayed in Budapest or even went abroad to build a career - and never returned. And this is something that keeps bugging me since then. In recent years I even started to develop an urban development framework - the concept of the talent-friendly city. I also studied the examples of small- and medium sized towns that managed to retain and attract talented people. And, of course I have a personal motivation - my son is now 22 and studies in Sweden...

**Dani:** Miki and Bela introduced the idea to me, and I immediately found the importance of the concept. Mainly because this is the crucial topic in my city and I want to contribute to the approach that would solve this problem and in this way give young people some solutions and options in our local environment.

**DANILO ČEH  
BÉLA KÉZY  
MIKLÓS LUKOVICS**

# INTERVIEW WITH THE "FOUNDING FATHERS"

## What are the roles among *Founding Fathers* during project reparation?

**Béla:** I seriously believe that the three of us form a dream team – we have complementary skills and strengths – like the different pieces of a puzzle, and we see things from different perspectives. Miki is the creative guy in the team – and the communication wizard. He is always brimming with new ideas, new ways of approaching things that propel things forward. He is also a doer, which is an important asset. And when it comes to communicating your activities and results to the outside world – he is really in his element! Dani is the project management genius – he knows already in the planning phase how to construct a project to ensure that it can be delivered on time, on budget and with the right deliverables. He creates comprehensive but still simple excel sheets that help each partner to do its bit. And he has a wonderful network – he is really good in partnership building. But make no mistake – while he is a very kind and loveable guy, he will definitely push you to do your tasks before the deadline! I love to think in structures and design projects that really build on a realistic intervention logic. I can spend a lot of time with building the skeleton and the logic of a project – because I believe that when we have a logical structure in place, it is fairly easy to design the details. Once the logic in place, I like to believe that I can write stuff in a convincing way. I am also good at facilitating transnational exchange and learning process and interactive sessions – and giving inspiring presentations.

**Miki:** This is a perfect synergy. Each of us has a special skill and we try to maximize this benefit. Bela is very good at strategic thinking, and finalizing technical contents. Danilo is amazing in partnership development and managing the project design process. They say, I'm the creative one among founding fathers, and I prepare the first drafts of the texts.

**Dani:** During our last cooperation in project CityWalk we discovered that our skills are entirely complementary. We saw the opportunity that further alliances could lead toward projects that have high added value and can immensely contribute to developments of regions.

## How talented were you 20-30 years ago?

**Dani:** I can confess that until 24, I was not an exemplary student, and I didn't exactly know what I want of my future. But after finishing my first study, I became employed in SRC Bistra and I received my first task – find a project, and you will get a permanent job. And so I found my challenge in writing, organizing, developing and implementing national and EU project. In next 5-6 years I already implemented more than 15 EU projects and had the best network of partners institution in Slovenia. And of this, I am proud.

**Miki:** Frankly, I've been a straight "A" student during elementary school, high school and university, as well. I've won a lot of prizes and I was considered to be very talented by my teachers, and of course my parents. :) I hope I'll shortly find out whether all this counts as talent – from WPI of TalentMagnet. :)

**Béla:** Honestly, I don't know. I more and more believe that everyone is talented in something – the hard work is to find what it is, and then to nurture it. Our education system is unfortunately not really good at it. Also, I tend to believe that raw talent – what most people seem to mean when they say talent – is overrated. Of course there are some supertalents out there, but for most people it is different. You need of course some talent – but professional success in most cases is the combination of discipline, hard work, ambition, commitment and – yes, even some luck. And in the recipe of talent finding what you love to do is really important. But back to the original question – I am quite sure I am not one of those supertalents – I have never been. But I was lucky to find my way early enough (couple of years after university), love what I do and whenever I do something, I try to do it in the best possible way. And follow my mantra: luck is when opportunity meets preparedness – so I always do my best to be prepared.

DÁNILO ČEH  
BÉLA KÉZY  
MIKLÓS LUKOVICS

# PARTNERS' NEWS

INTRODUCTION OF THE TALENTMAGNET PARTNERSHIP

## EMFIE (HUN)

JÓ NAPOT KÍVÁNUNK!

Greetings from the sunny Szeged, Hungary! This is EMFIE, the First Hungarian Responsible Innovation Association.

EMFIE is a knowledge provider in the TalentMagnet project, furthermore, one of the three 'founding fathers' of the project - Miklós Lukovics - is an EMFIE team member. We are communication work package leaders. Furthermore, we are responsible for the slide deck deliverable and coordinating the awareness-raising WS in WPT1, as for WPT2 we are responsible for coordinating the development of the app.

From our past, we are very proud of the several EU-funded projects that we implemented successfully. We'd like to highlight here the fact that EMFIE was an idea owner, developer and implementer of the RegioStars Award Winner CityWalk project. Thus, EMFIE is very experienced in high-quality EU projects.

Within TalentMagnet, we'd like to create value and enjoy the project. We'd love it if our environment also liked the project and we could create an environment that is appealing for talents.



Danilo

ZRS **Bistra**  
P T U J



Mojana

## BISTRA PTUJ (SLO)

DOBER DAN!

SRC Bistra Ptuj is a public institution established in 1994. Our vision is to be an essential scientific research and development institution involved in empowering development with knowledge and excellence in the public and private sectors.

SRC Bistra Ptuj is engaged in strengthening staff potentials and competencies of four task groups, of which one is the project management office. The project office is a successful player in the European field of transnational projects. Last year we gained the Regio stars award of which we are very proud.

In project TalentMagnet, we are the lead partner, making sure the project will accomplish its goals towards better opportunities for young talents in local environment.

# PARTNERS' NEWS

INTRODUCTION OF THE TALENTMAGNET PARTNERSHIP

## NYHMJV (HUN)

JÓ NAPOT KÍVÁNUNK!

Greetings from the Municipality of Nyíregyháza! Nyíregyháza is a city partner and responsible for WPT2 - TalentMagnet toolkit. Our goal is to learn, adapt and develop new tools to reduce the outmigration of young people, to attract and retain talent. Besides several important achievements from the past we are very proud of the fact that Nyíregyháza won the Regiostars Award as part of the CityWalk partnership in 2019. In addition, our wonderful zoo won the "Best Zoo in Europe" award twice, which is another major achievement. We are really proud of Nyíregyháza's recent journey to become a culturally diverse and attractive modern city. In addition to focusing on developing a city attractive for talent, this remains to be an important goal also in the future.



Dávid

Barbi

Tündi

NYHMJV

## MOA (SRB)

DOBAR DAN!

Apatin is situated in the north-western part of the spacious plain in Bačka, on the left river bank of the Danube. The Municipality of Apatin shares natural border with Croatia. That natural border is Danube.

Extremely favorable geographical position, positioning right next to this large international river (the so-called "Blue European Highway"), represents an additional potential of the municipality. We are city pilot partners and we are responsible for coordination of the project on local level for area of the territory of municipality Apatin. That includes all activities which are needed to achieve aimed goals of the project on both levels: local and international.



Since we are very "young" institution regarding projects, we are proud to say that we took part in few projects which made our municipality one of the lucky ones that had the honor of being a part of those projects such is: Amazon of Europe Bike Trail (implementation of infrastructure in progress), Helvetas Swiss Intercooperation SRB "Property tax reform", Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ)-Socio-economic inclusion of members of the Roma community and members of other marginalized groups through their inclusion in the labor market in the social protection sector.

Our institution's goals are to provide adequate jobs for the people from territory of our municipality. Retain our people in their hometown and give them a chance to create their own future.

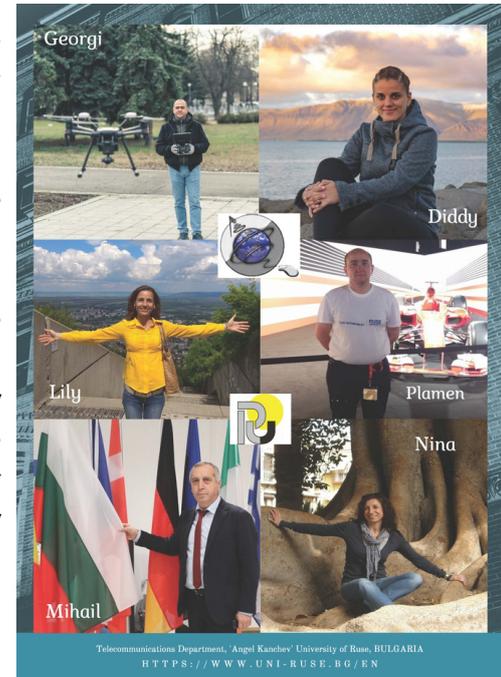
# PARTNERS' NEWS

## INTRODUCTION OF THE TALENTMAGNET PARTNERSHIP

### UR (BGR)

#### 'Добър ден

This is the TalentMagnet team of the 'Telecommunications' Department at 'Angel Kanchev' University of Ruse, Bulgaria. We are a knowledge provider partner involved in all project activities. We have major responsibilities within thematic work packages 1 and 2, namely the elaboration of the training materials and the practical guide on preparing and governing Talent Attraction and Retention Plans and the development of the TalentMagnet mobile application. We are very proud that most of the top management positions in the North Central Region of Bulgaria are held by graduates of our university. Nevertheless, the Bulgarian territories along the Danube where our higher education institution and its branches are established, are severely impacted by brain-drain, population aging and labour market challenges. So we are very much interested in combating the outmigration of our main target group and user of services and in the improvement of the local economy competitiveness. We are therefore very excited that our free-spirit Danube city will have the chance to benefit from this meaningful project. We trust that we will meet a lot of talented and interesting young people along the way and we will be able to convince them that there's no place like home.



### TalentMagnet

#### UDA PROJECT TEAM



### UDA (UKR)

#### Вітаємо!

Uzhhorod Development Agency from Ukraine (UDA) represents the city Uzhhorod - one of the ancient and amazing cities in Ukraine. In TalentMagnet project we have two roles - City pilot partner and Knowledge provider. Among highlighted achievements UDA has a foundation of urban tourist space in Uzhhorod, the arranging of creative space for young people in partnership with Uzhhorod National University. We are actively taking part in other projects and working also for creation a vision and possibilities in Uzhhorod for: City food strategy, Natural Base Solutions, City farming, etc.

Uzhhorod is beautiful city with the rich history and we want to breathe new life in it. Located on the border with EU States, each year we are losing a lot of talents. Our motto is - "At home is always better". And we are going to create all needed conditions for our city's success.

# PARTNERS' NEWS

## INTRODUCTION OF THE TALENTMAGNET PARTNERSHIP

### CEP (SLO)

Živjo!

Greetings from the lovely Jable castle, Slovenia! CEP, also known as the Centre for European Perspective, has been an active partner in several EU funded projects, financed through H2020, Erasums+ and Interreg Programme. One of the most important projects, of great importance also for TalentMagnet, has been the coordination of the EUSDR Priority Area 10 that deals with institutional capacity and cooperation. Through various activities, workshops, and other processes we gathered valuable experiences on the policy development process in the Danube region, institutional cooperation on different governance levels and approaches that different stakeholders utilize for reaching their goal.

And through our cooperation in various programmes in the Danube region, we built a strong network of practitioners that are interested and knowledgeable in policies related to young and youth, therefore representing the large scope of resources to learn from. We are the leader of the Work Package T3, responsible for pilot actions and policy integration, and our role is the coordination of the exchange of good practices and methodological tools identified and developed in the duration of the project & the presentation of specific proposals to policymakers on a local, national and transnational level. We look forward to the cooperation with different stakeholders and hope to produce useful content for policymakers and also young talents.



### CLS (SVK)

Dobrý deň!

We are Cassovia Life Sciences (CLS), innovation cluster that cooperates in this TalentMagnet project with city of Žilina. The pearl on the river Váh also known as Žilina is economic hub of the northern Slovakia that focuses on mechanical engineering, car production and ICT.

CLS has two roles in the project - primary as city partner CLS will implement outcomes of the project within the city of Žilina. The secondary role is knowledge provider based on the expertise on innovation ecosystems and behavioural economy.

CLS have been involved in eight international projects focused on either research or development of innovation ecosystems, where lack of human capital is a key issue, which often hinders development of the region. Our experience can be used to show what innovation companies need from regional development and human capital. CLS organises the biggest conference in the world focused on basic research in the field of probiotics that underline scientific focus of the organisation.

CLS goals within the scope of TalentMagnet are: (i) to help attract talents to the region and thus improve innovation ecosystem, (ii) to find tools and option for talent retention and attraction that can be transferred into sensible policy, (iii) to apply concepts from former projects and behavioural economy into the brain-drain problem



# PARTNERS' NEWS

## INTRODUCTION OF THE TALENTMAGNET PARTNERSHIP

### IOS (GER)

Hallo, Servus und Grüß Gott!

Greetings from the historical city of Regensburg! Regensburg is located in the middle of the Bavarian region in Germany. Bavaria is famous for the Oktoberfest, the best beer in the world, and traditional clothes like lederhosen. The city itself is rich of culture, industry, and Bavarian lifestyle. Our team is proud to represent the Leibniz Institute for East and Southeast European Studies (IOS). Prof. Dr. Ulf Brunnbauer is our team leader, Barbara Stupka is the financial manager, Franz Kurz is responsible for public relations, and Sebastian Paul contributes as a researcher to the project.

Prof. Dr. Ulf Brunnbauer is our team leader, Barbara Stupka is the financial manager, Franz Kurz is responsible for public relations, and Sebastian Paul contributes as a researcher to the project. Our institution functions as a knowledge provider. The IOS is one of the largest and longest-established institutions of its kind in Germany. It is organized as a non-university research institution. IOS brings historical, economic and other social science expertise to bear on interdisciplinary research fields that are oriented towards transnational and comparative perspectives. The focus lies especially on Southeast Europe and the territory of the former Soviet Union. Our goal is to conduct high-quality research, investigate migration movements in the Danube region, and, most importantly, improve the situation of small and medium sized cities that are affected by brain drain (the outflow of (young) talents). We are looking forward to this project!



### DAN (CRO)

Dobar dan svima koji čitaju!

We greet you from Varaždin, Croatia, our hometown! We are DAN, Development Agency North Ltd. And we are partners in the TalentMagnet project.

Our role in the project is to coordinate activities in our own region, establish a successful partnership with other regions involved and contribute to the efficient communication and promotion of the project and its values.

Our area of work is broad, we design and implement projects of value for the local community on a local, regional and EU level as well as assist authorities in strategic development of the region.



We have many successful projects in our portfolio that we are proud of, most recently the CityWalk project that was the RegioStars Award winner. We have also established some vital local institutions like Technology Park Varaždin and the Regional Energetic Agency North based in the city of Koprivnica.

Our goal in the project is to help in creating the conditions for young, talented individuals to be able to remain in their local communities and develop their talents here as well as attract talents that have already left to return to their homes and grow along with their community. Also, and just as important, our goal is to further develop a network of cooperation with partners and regions involved in the project, so we can mutually develop our potentials and form long lasting connections for the future.

# PARTNERS' NEWS

## INTRODUCTION OF THE TALENTMAGNET PARTNERSHIP

### LEOBEN HOLDING (AUT)

Servus to all!

Leoben is the second largest city in Styria (Austria) after Graz. We have about 25.000 inhabitants. The name of the organization I am working for is Leoben Holding GmbH. Our role in the TalentMagnet project as a city partner is to define the different stakeholder groups and to interrogate different information from them. Another task is to implement the toolkits from the project and give feedback to the leadpartner.

The best achievement of our institution from the past, is that we became from a single company to a Holding structured company with a high variety of subsidiaries. Which range from R&D comet centers to start up centers further to event agencies and locations as well as cultural institutions in the region. Thanks to the better cooperation, we can strengthen the region on the international market and thus become more attractive for young talents. Our goals in the Talent Magnet project are to identify the needs of young talents and to respond to them.



### W.E.I.Z (AUT)

Griß eich!

Hello from the economic and ecologic centre and the largest school and training location in Eastern Styria, the green heart of Austria: the city of Weiz. We are the Energy & Innovation Centre of Weiz Ltd. (in short W.E.I.Z.).

As a city pilot partner in the TalentMagnet project, the W.E.I.Z. is responsible for the coordination of the project topics and serves as a linchpin linking research, education, business and politics to achieve the goals of the TalentMagnet project.



Weiz is one of Austria's best known cities for energy, environmental protection and sustainability (e5 certified). And we, the W.E.I.Z., have been active in the project sector for over 20 years and have realised over 80 national and international projects. We are very proud to have received a number of awards for our projects during this time, including the "European Innovation Award" for a newly realised passive house settlement in 2004, the "Energy Globe Austria" for the project "Energy in Minds!" in 2010 or the "Austrian Climate Protection Award for Municipalities and Regions" in 2014.

Our goal in the TalentMagnet project is to develop and further improve our city and our region in a way that regional talents want to stay or come back and we also attract new talents who then make our region the centre of their lives.

# PARTNERS' NEWS

## INTRODUCTION OF THE TALENTMAGNET PARTNERSHIP

### DDIP ZDC (BIH)

DOBAR DAN!

Department for Development and International Projects of Zenica-Doboj Canton (DDIP ZDC) is located in Zenica in the central part of Bosnia and Herzegovina.

DDIP ZDC is an Expert Department of Government of Zenica-Doboj Canton for implementation of interregional projects and strategic planning process and a city partner of the project, aiming to use a modern approach to benefit development of Zenica-Doboj Canton.

DDIP has already implemented 17 projects under INTERREG Adriatic CBC, SEE, MED, DANUBE, Interact and Adriatic IPA CBC programs in order to improve sustainable development and institutional cooperation.

DDIP performs set of activities related to interregional cooperation and provides expertise and support to local institutions regarding realization of project activities.

DDIP ZDC provides opportunities to improve institutional capacities and prior experience of public bodies and other relevant stakeholders in Zenica-Doboj Canton in effective combating against outmigration of talented young workforce.



### HCC (ROU)

Bună ziua!/ Jó napot kívánunk!

Greetings from Harghita County, Romania! This is Harghita County Council, our local public institution, responsible for developing and implementation of county level programs and strategies.

Harghita County Council is a county partner in the TalentMagnet project, responsible for the fulfilment of the project activities in Harghita County, and interested in exchanging good practices, sharing our experience and gaining new ideas, but also widening our international network. In the last years our institution implemented successfully several projects, financed by EU, in various fields, including youth.

Our priority is to assist young talents to find good opportunities in Harghita County, and we are convinced that through our new project Talent Magnet we will further help creating an environment that will be more attracting for them.



# PARTNERS' NEWS

INTRODUCTION OF THE TALENTMAGNET PARTNERSHIP

## DEX IC (CZE)

Dobrý den!

This is the DEX Innovation Centre (DEX IC) team speaking from Liberec, Czech Republic!

DEX IC has two roles in the project.

We will be running the city Pilot in Liberec, as well as provide knowledge support to other Project Partners.

Our team believes that young and proactive people are the right ones to push the European economy forwards. We support students, teams and startups on their entrepreneur journey - in the past 3 years, we have helped 63 teams that received 3.6 million EUR in funding from different investors.

DEX IC's ultimate goal is to create an environment that will be attractive and beneficial to young people.

Vojtěch

Lucie

Karel



## EFE (GER)



VEDRANA



WOLFGANG

Guten Tag!

Greetings from Stuttgart, Germany! This is EFE, European Foundation for Education. EFE represents Baden-Württemberg in the international consortium as knowledge provider contributing to the creation of the framework in the TalentMagnet project. We are CWP T1 Methodology and Planning Work Package Leaders, furthermore, we are responsible

for "state-of-the-art research and methodology development" in WPT1 as well as "coordinating the activities and tasks" in WPT1.

EFE aims at developing educational frameworks that help young people acquire the knowledge and skill set that would contribute to positive social and economic development. Together with partners from education, business, politics and administration, EFE stands for a systematic connection of educational offers with labour market needs in order to improve the professional chances for young people in Europe. Furthermore, EFE's goal is to provide better professional chances for young people through educational models that combine theoretical knowledge with a work-based component.

# PARTNERS' NEWS

## INTRODUCTION OF THE TALENTMAGNET PARTNERSHIP

### MOV (SLO)

Dober dan!

City of Velenje is 6th biggest Slovenian city and is center of Municipality Velenje with approx. 30.000 inhabitants. In Velenje, we like to say the city is a place of many opportunities; it was conceived as a city of opportunities, was built as one, it grew and developed as one, and it looks ambitiously into the future as one.

Municipality of Velenje will be participating as Project Partner and will be involved in implementation of all WPs. The transnational partnership will bring additional knowledge sharing and best practice experiences. Velenje is one of the first Municipalities in Slovenia that has established an EU project Office back in 2004.

Through the years, highly experienced project staff with the support from other departments has successfully implemented more than 40 projects (as partners, WP leaders or Project leaders) supported by various EU Programs. The Talent Magnet project will support implementation of the strategic development documents of the Municipality and lead towards increased participation of youth in local environment. We hope that with implementation of a project, we will encourage youth people to stay in Velenje, to find proper jobs and/or. to encourage them to become young entrepreneurs in our valley.



Helena



Polona



Patricija



Ana

### Regional Cluster "North-East"



### RCNE (BGL)

Добър ден!

Greetings from the Black Sea coast! We are Regional Cluster "North-East".

Members of The Cluster are municipalities, schools and vocational training centers, Varna Chamber of Commerce and Industry, NGOs, companies operating in the fields of industry, trade, tourism and services, etc.

RCNE represents also research and development structures - Institute "Balkan and Black Sea Fresh Foods Marketing Initiative" and Balkan and Black Sea Business Institute.

Regional Cluster "North - East" is a member of GaragErasmus Foundation.

In TalentMagnet project we are City pilot partner.



VISIT US AT  
[WWW.INTERREG-DANUBE.EU/TALENTMAGNET](http://WWW.INTERREG-DANUBE.EU/TALENTMAGNET)

Go to  
[www.facebook.com/talentmagnetproject](http://www.facebook.com/talentmagnetproject)



**JOIN US!**



**Interreg**



Danube Transnational Programme  
**TalentMagnet**

PROGRAMME CO-FUNDED BY THE EUROPEAN UNION