

# **Vitality of regions and cities to retain and attract talents**

EWRC Workshop

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#VITALREGIONS



# vital regions

FIXING AND ATTRACTING TALENTS



AS A FACTOR OF TERRITORIAL DEVELOPMENT



Wi-Fi flordesal  
Password: vianapraia

@drawnALISM

# Context

In today's world economy,



Volatile



Uncertain



Complex



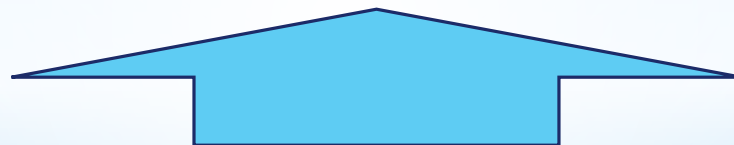
Ambiguous

**Disruption is the new normal**

Being competitive requires agility, problem solving and innovation skills.  
Organisations need new talent strategies to embrace diversity and stay competitive

Urban competition

Innovation capacity



Prospective scarcity of labour force



Demographic developments/ Ageing population

Increasing sophisticated technologies/ High skilled workers

# Talent retention and attraction

**Attraction is not a single action**

**BUT**

**a people centric holistic process**

**Reception and integration**



# \*New generations

1946-1964



## Baby Boomers

The generation born in the post WW2 baby boom. Baby Boomers enjoyed free student grants, low house prices and they now hold the reins of power and have the most economic clout.

1965-1979



## Gen X

The generation also known as Gen Bust because their birth rate was vastly lower than the preceding Baby Boomers. Gen X are now becoming the 'helicopter parents' of Gen Z.

1980-1995



## Millennials

The generation reaching adulthood in the early 21st century. Also known as Generation Y, they have been shaped by the technology revolution that saw computers, tablets and the web become central to work and life.

1996-2010



## Gen Z

The generation hailed as the 'first true digital natives' or 'screenagers'.

# People / Millennials and Z generations

Different culture valuing different factors :

- \* do we know enough about them and their expectations in Europe?
- \* Which ecosystem is the most appropriate to lever their creativity?

# Regions & Cities

Some good practices point out:

- \* Need of a collaborative approach including the talents
- \* Co-creation and sharing of experience and knowledge

**DK: CONSORTIUM FOR GLOBAL TALENT -CREATING AWARENESS AND A TALENT-FRIENDLY CLIMATE**

**CAN: HALIFAX PACT**

**USA: PHILADELPHIA**

**BALTIC SEA REGION: “ONE BALTIC SEA REGION”**

## Questions for Sli.Do

- \* Are urban/regional branding and marketing strategies key success factors for retention and attraction?
  
- \* What is more effective for attraction and retention of talent:
  - a) A good mix of urban/regional policies (affordable housing, transport, etc) leading to quality of life but a modest salary job
  - b) High salary job but less quality of life
  
- \* Attracting and retaining talent demands relationships. Which are more important:
  - a) With the diaspora
  - b) Assuming talent as a flow - both inward and outward
  - c) Building roots through housing opportunities
  - d) Between university, employers and administration