

Ostrava

Talents in Focus!!!

Plan for Attracting Talents to Ostrava City



EUROPEAN UNION
European Regional Development Fund

★URBACT
Driving change for
better cities

In focus
SMART SPECIALISATION AT CITY LEVEL

OSTRAVA!!! fajnoVA

URBACT: “Drive Change for Better Cities”

For about 15 years, the URBACT programme has been the European Territorial Cooperation programme aiming to foster sustainable integrated urban development in cities across Europe. It is an instrument of the Cohesion Policy, co-financed by the European Regional Development Fund, the 28 Member States, Norway and Switzerland. URBACT's mission is to enable cities to work together and develop integrated solutions to common urban challenges, by networking, learning from one another's experiences, drawing lessons and identifying good practices to improve urban policies.



URBACT Network: IN FOCUS

IN FOCUS is a network of cities that are willing to enhance their competitiveness and job creation capability by positioning in the new economic landscape according to their specialisation strategies, which are each of them currently focused on a variety of different productive backgrounds and sectorial priorities. The implementation period for IN FOCUS is September 2015 to April 2018. IN FOCUS provides a cutting-edge peer learning itinerary, which includes a baseline study, a series of five thematic workshops, a peer-review exercise and a workshop, final conference and final report. A roadmap aims to crystallize locally into an Integrated Action Plan produced by each of the participating cities in close collaboration with their local stakeholders. The integrated action plan called “Ostrava - Talents in Focus!!!” is the first document of its kind in the Ostrava region. It uses the international methodology

for “Talent Attraction Management” and it is structured into four phases of attracting and retaining people in the region based on 10 factors of attractiveness, by which cities and regions attract talents from around the world and identify common activities and projects to be initiated and implemented in the years to come.

Project partners:

- Bilbao / Spain, Lead Partner
- Porto / Portugal
- Plasencia / Spain
- Ostrava / Czech Republic
- Bucharest / Romania
- Bielsko-Biala / Poland
- Frankfurt / Germany
- Bordeaux / France
- Grenoble-Alpes / France
- Turin / Italy



Involvement of Local Stakeholders (Urbact Local Group)

To create an integrated action plan for talent attraction, an informal group of organizations and personalities emerged in the region with insight and vision in relation to the topic of the project. The group has become the foundation of an ecosystem functioning around the topic of talent attraction management in Ostrava and the region. Following on, the working group on the same theme (in a similar composition) will be organized by the Moravian-Silesian Innovation Center for the creation of a new innovation strategy. It will seek further activities in attracting and retaining high-quality

and talented people in the region and coordinating the implementation of projects from the IN FOCUS action plan. This ensures the sustainability of partnerships across local organizations and the promise that these activities will lead to the required target state, which is, above all, to stop the “brain drain” process from Ostrava and the region.

Stakeholders involved:

- City of Ostrava
- Moravian-Silesian Region
- Moravian-Silesian Innovation Centre
- VŠB - Technical University of Ostrava
- University of Ostrava
- Moravian-Silesian Automotive Cluster
- Regional Development Agency
- Center for Support of Integration of Foreigners - Moravian-Silesian Region
- OKIN BPS
- Tieto Czech s.r.o.
- Bosch Temotechnika s.r.o.
- RESIDOMO, s.r.o.
- Impact Hub Ostrava
- PATRIOTI MSK, z. s.
- RPIC-ViP s.r.o.
- BeePartner a. s.
- Foreigners Czech
- 1st International School of Ostrava
- RAYNET s.r.o.
- lifein.town / jsemzostravy.cz



Top 10 Talent Attraction Factors in Ostrava

STRONG REPUTATION!!!

- #Industrial heritage
- #Famous events
- #Successful logo!!!

SUITED HOUSING!!!

- #High standard of living
- #Affordable housing
- #Increasing feeling of safety

ATTRACTIVE JOBS!!!

- #Diversified economy
- #Low unemployment
- #Emerging start-ups scene

GLOBAL CONNECTIONS!!!

- #Five nearby airports (including Ostrava airport)
- #Motorway passing through the city
- #Fast and comfortable trains to Prague

LIVEABLE CITY!!!

- #Cultural and creative communities
- #Rich leisure activities
- #Best beer in the world

HEALTHY ENVIRONMENT!!!

- #City close to the countryside
- #An hour's drive to the mountains
- #Candidate city for European Green Capital 2020



TOP PUBLIC SERVICES!!!

#Top quality healthcare
#Innovation centres for entrepreneurs
#Top quality public transport



OPEN SOCIAL CLIMATE!!!

#Open society
#Friendly people
#Most beautiful girls in the world



CO-CREATING FUTURE!!!

#Strategic planning involving 20,000 citizens
#Grant scheme and participatory budgets for public space revitalisation
#Open programmes for innovations



PERSONAL CONNECTION!!!

#A number of city ambassadors
#Universities' Alumni networks
#Quality working opportunities

Ostrava in Numbers:

3rd biggest city in Czech Republic

300 000 inhabitants including 10 000 foreigners

**1 000 000 people in metropolitan area
over 20 000 university students**

20 000 strategic planning participants

1267 establishment of Ostrava village

1763 discovery of coal

1994 coal mining ended

30m² of greenery per each citizen

73 meters high city hall tower

**up to 1500°C is temperature inside
Ema heap**

Attract: Marketing and Pre-Arrival Information

More potential talents addressed, informed and attracted to the city / region

Projects

> Communication plan

Developing and maintaining the necessary information for talents in Ostrava and the region as a part of a wider regional marketing strategy.

> Ostrava Land in Prague

Acquisition of a suitable house in Prague to create “Ostrava Land” – a stylish café and pub -in conjunction with an information centre and the organization of events about Ostrava, to strengthen the brand of the region and Ostrava.

> Dream Jobs

A platform offering attractive jobs for talented professionals who have left the Moravian-Silesian Region to Prague or Brno for better work and life and show an interest in returning. At the same time for those who live in our region and cannot find an interesting job.

Welcome: Welcoming and Soft-Landing

Excite new arrivals about the city / region

Projects

> Expat centre

Co-working space in Ostrava with a programme helping to integrate foreigners into the ecosystem of the city and informing about life in the Czech Republic where locals help foreign experts to find work, housing, provide translation services, organize cultural events, informal support, etc.

> Buddies - local ambassadors

Services of local ambassadors / patriots who will take care of new arrivals to the city / region (contact before arrival, integration, city tour, culture, sports, nightlife, restaurants, infrastructure, assistance with the necessary administrative matters with the authorities, “being available on call”, getting to know the city ecosystem, culture, customs, communities, etc.)

> Availability of quality housing

The aim of the project is to offer comprehensive information on the possibilities of accommodation and housing in the Moravian-Silesian Region for talents, including the provision of services in the search for quality housing.

Help & Co-Work: Social and Professional Integration

Permanently build up the environment of openness, helpfulness and friendliness; offer enough opportunities for talented people to co-create and live a happy life in the city / region

Projects

> Talent University of the Moravian-Silesian Region

A programme that will connect highly talented university and high school students with selected (especially transnational) companies in the region and offer them a programme to develop their professional and managerial skills.

> Entrepreneurial Region

Business Support Programme for Entrepreneurs and Start-ups. The purpose of the programme is to increase interest in business, to make it easier for people to start a business and help them with the first steps in the development of their business.

> Entrepreneurship and soft skills in schools

The programme is aimed at introducing the systematic development of entrepreneurship and other soft skills in schools in the Moravian-Silesian Region.

> InnoBooster

A program for small and medium-sized companies in the Moravian-Silesian Region, which can help them to recruit talented people using a database of Ostravians living in Prague, Brno or abroad.

> Schools for technical and science talents

Based on inspiration from many years of active “folk art schools” for children with interest in and talent for artistic disciplines, it has been proposed to create a similar system for children with interest in and talent for technical and science disciplines.

Keep-In-Touch: Leaving Support

Work on impression and emotions and maintain network of people who co-create great image of the city / region.

Projects

> Ambassador Network

Build a network of business contacts and use it to get information about potential talents from around the world, promote high quality of life in Ostrava and the region around the world.

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More information is available here: www.fajnova.cz/projekt/in-focus/

