

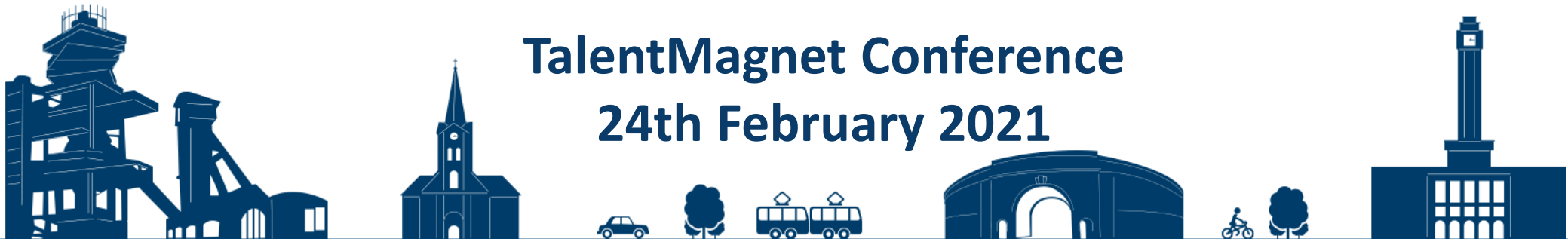
OSTRAVA!!!

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Ostrava City Strategic Planning for Talent Attraction and Retention

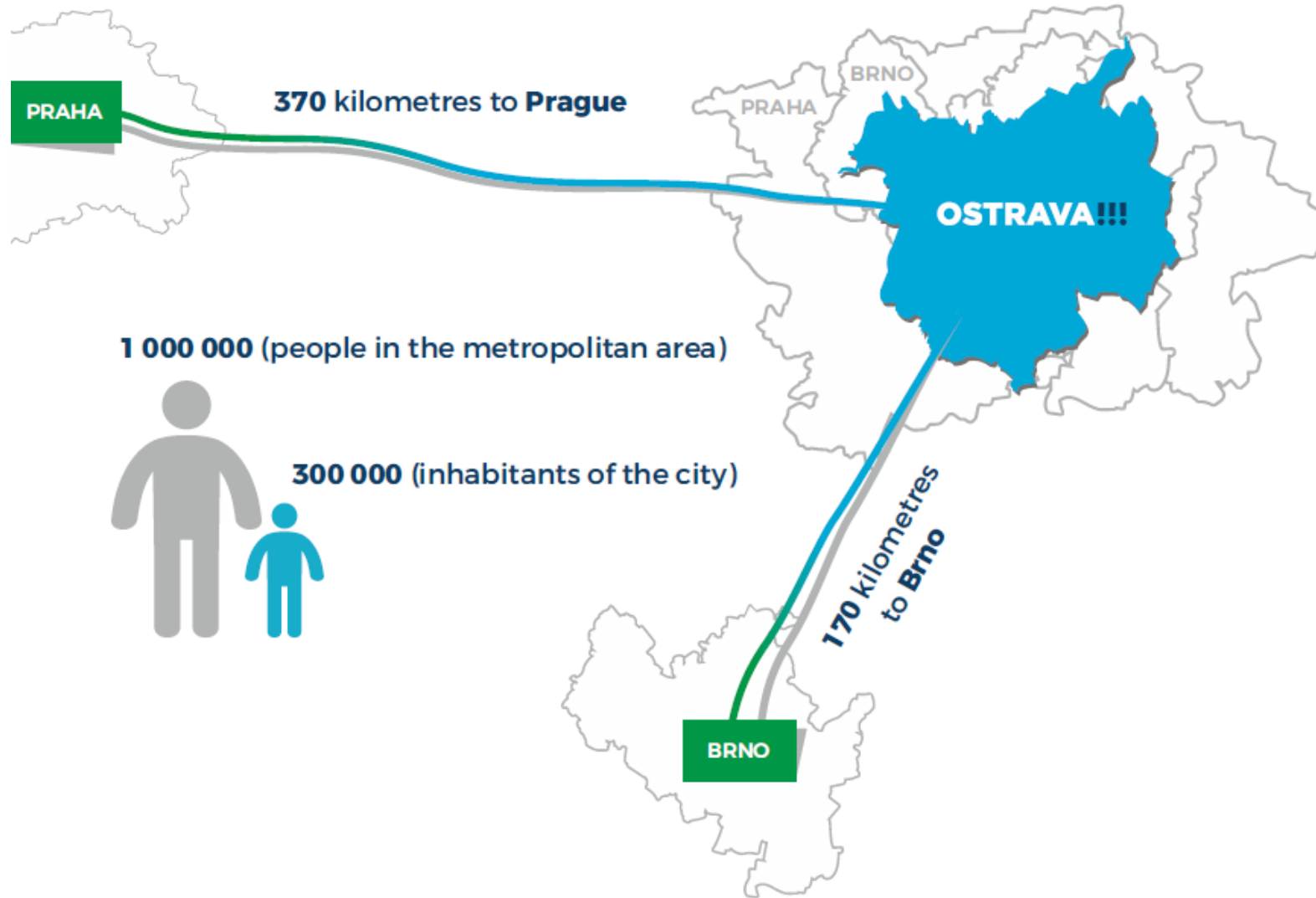
Ondřej Dostál
odostal@ostrava.cz

TalentMagnet Conference
24th February 2021





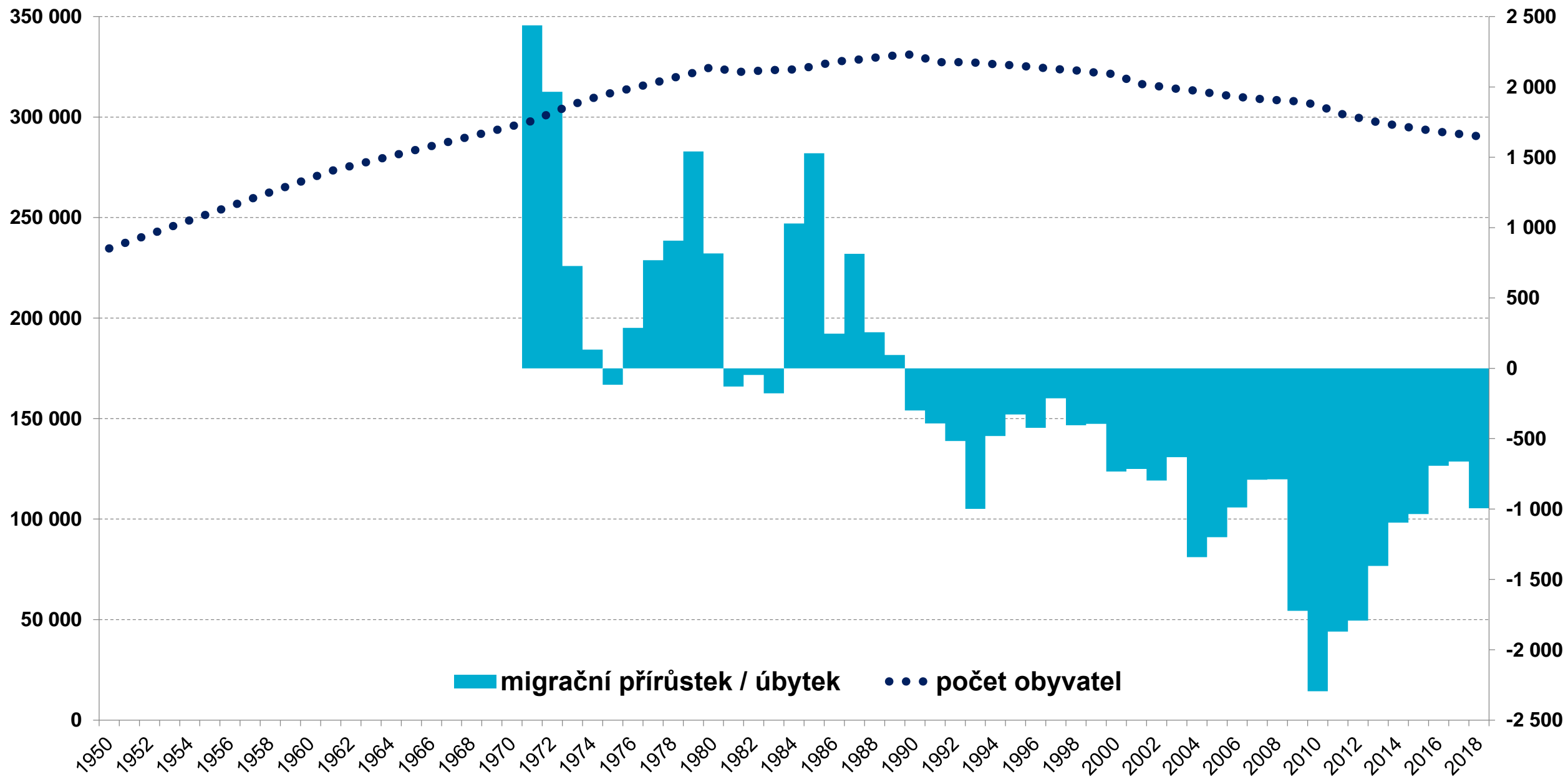
3rd largest Czech city



23 municipal districts



Total population and net migration rate of Ostrava between 1950-2018





Ostrava City Strategic Development Plan 2017-2023

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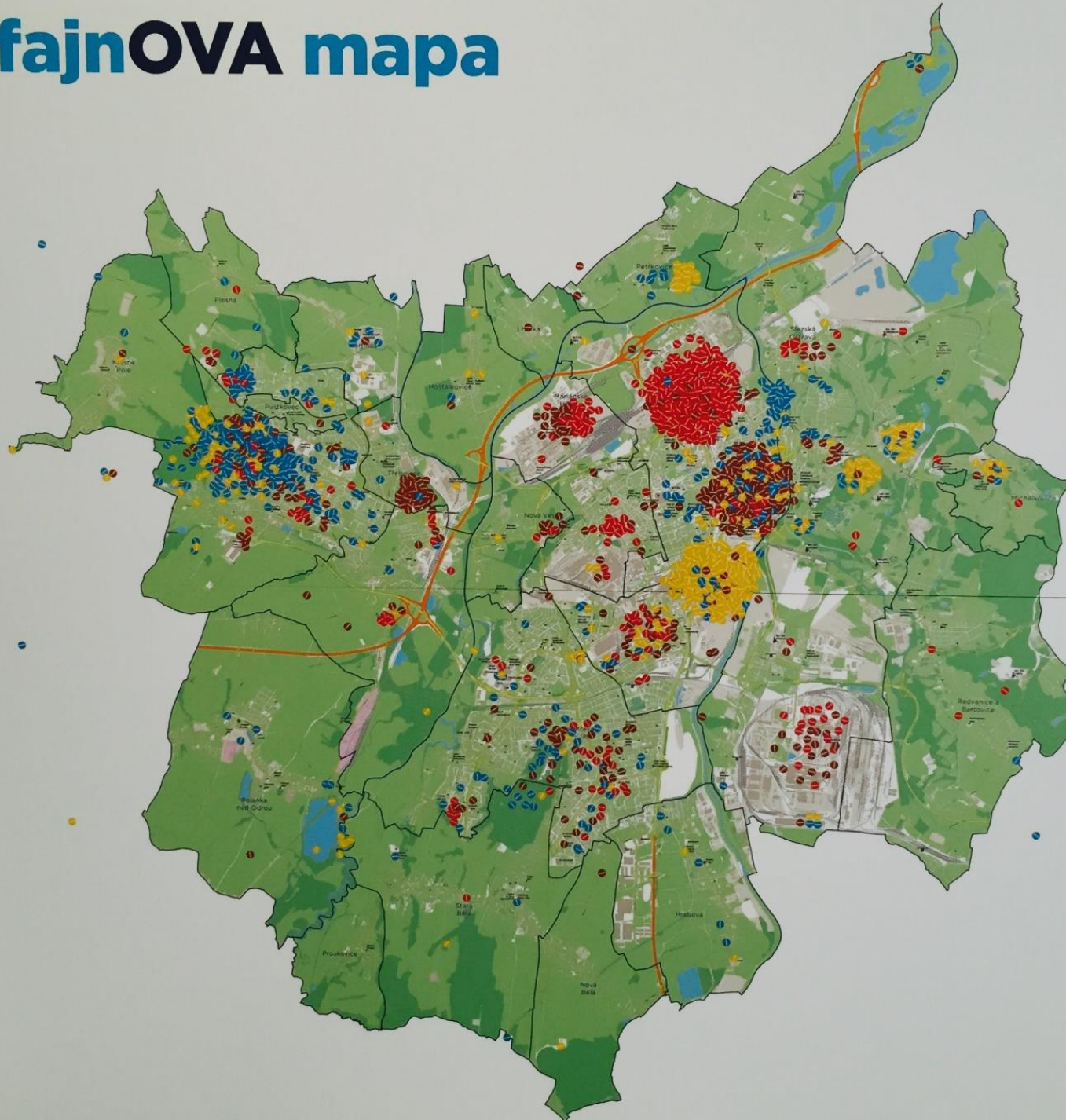
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fajnOVA mapa



NAFOŤTE FAJNOVOU PUSU



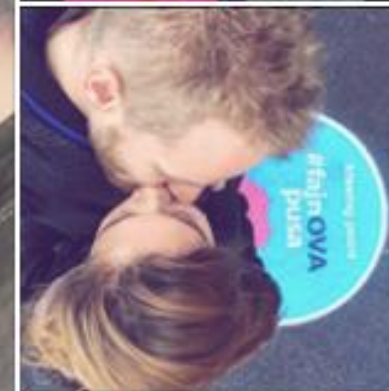
Vítězové!

Výběr fanoušků

Výběr poroty



LA PETITE
CONVERSATION
CAFÉ & SANDWICHES







How we created the plan



20 000+ (citizens and visitors involved in the process)



250 (members of the steering committee and working groups – experts and thought leaders)



19 (members of the planning team)



Ostrava's priorities and strategic goals

A vibrant regional capital

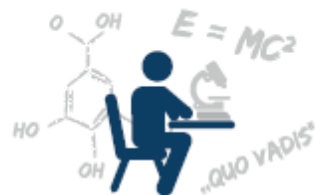


1 Building an interconnected city



2 Revitalizing the historic city centre

Wealth in people



3 Being a centre for top-quality education



4 Enhancing the business environment



5 Supporting communities and citizens' involvement in public life

A healthy city



6 Creating a great environment for all generations



7 Bringing the city closer to nature

Ostrava's vision – what kind of city do we want to have in 2030?

- Ostrava is closer to its people, to nature, and to the rest of the world.
- Ostrava is a confident European city energized by active people.
- Ostrava offers a high quality of life for all generations.
- Ostrava is a city that attracts young, hard-working and talented people. It is no longer a city which people choose to leave.
- Ostrava harnesses the huge potential of its proud industrial tradition.



Ostrava. Where new stories begin...





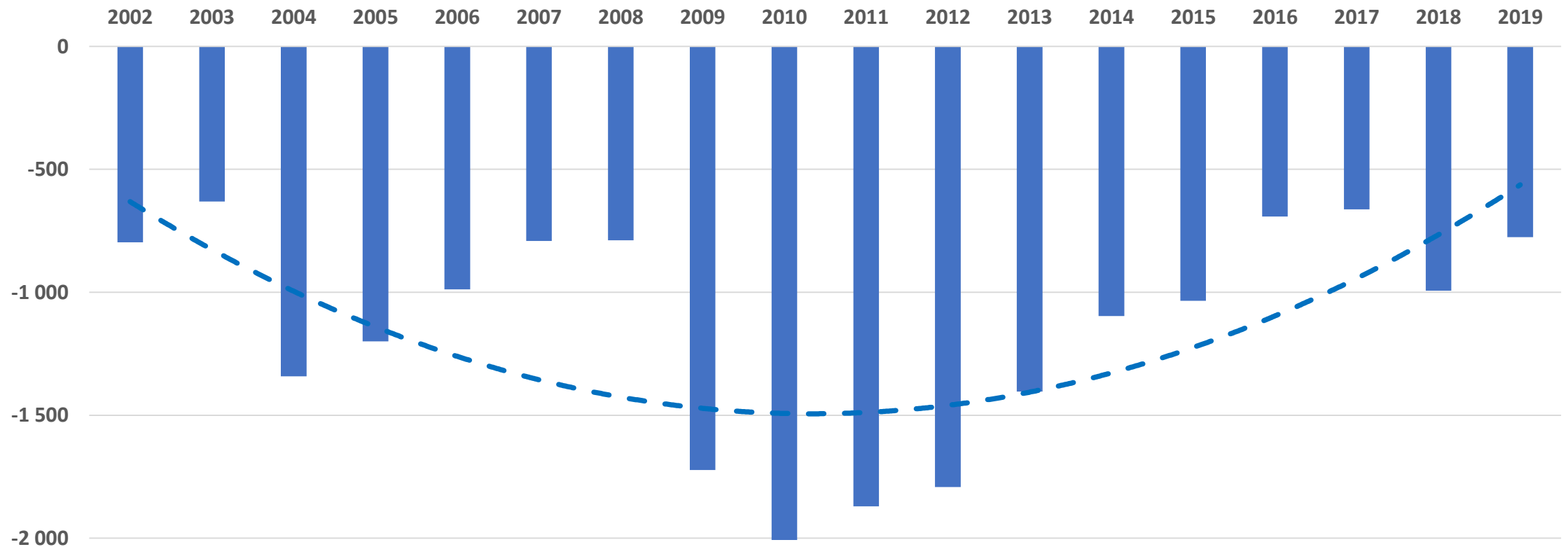
Wealth in people

Changes we intend to make:

- We will make it easier for people of all ages to develop their own personal and professional skills and find the right career and study path for them as individuals.
- We will improve links between schools and employers to ensure that modern teaching concepts truly reflect the evolving needs of the labour market.
- We will make use of experiment- and experience-based learning, harnessing the potential of modern technologies to make the learning process more attractive.
- We will systematically develop sector-specific and universal transferable skills throughout the education system, including lifelong learning.
- We will attract talented people to Ostrava, implementing special programmes to make the city a great place to develop talent.

**Being a centre for
top-quality education**

KPI: Positive net migration of Ostrava population by 2023













talentOVA!!!



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



URBACT Network: IN FOCUS

Ostrava. Where new stories begin...



"Fifteen years ago, 80 percent of people said they chose the company before the city"

Today, 64 percent choose the city before they choose the company or the job".

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

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

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

CO-CREATING FUTURE!!!



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

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

PERSONAL CONNECTION!!!



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



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.



Ostrava. Where new stories begin...

<https://youtu.be/zRBIhHjr9Vk>

Ostrava. Where new stories begin.

We are free public information service
for Expats in Ostrava

[FIND OUT MORE](#)



Good to know in Ostrava



It is a big city, and still it feels comfortable and even cosy.



Before arrival

What is good to know before my arrival to Ostrava?

After arrival

What to do after my arrival to Ostrava?

Everyday life

How to travel by public transport?

Business

How to establish self-employment?

Family

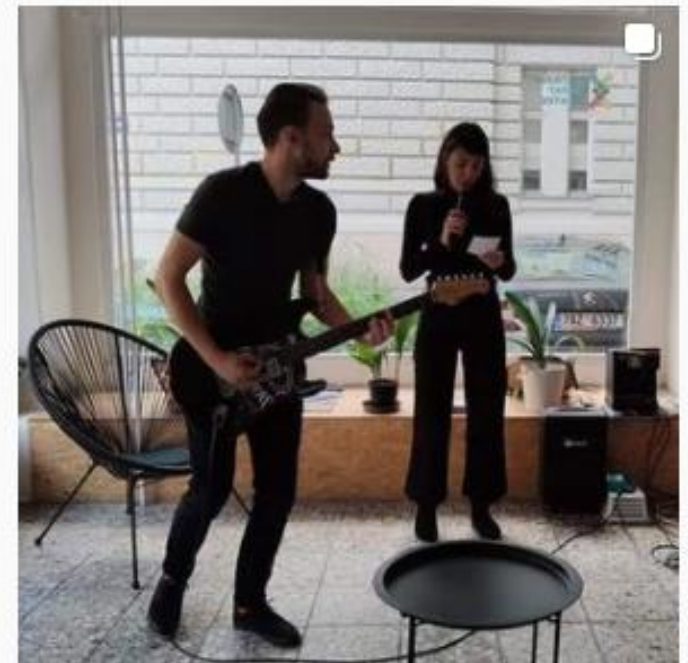
What to do if we want to get married?

Free time

Where to go for a glass of wine?

[ENTER HERE](#)





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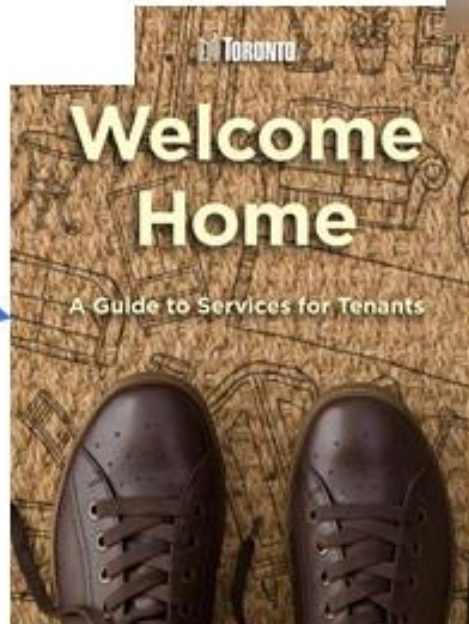
WELCOME

HELP & CO-WORK

KEEP IN TOUCH



The Place Branding Podcast



ATTRACT

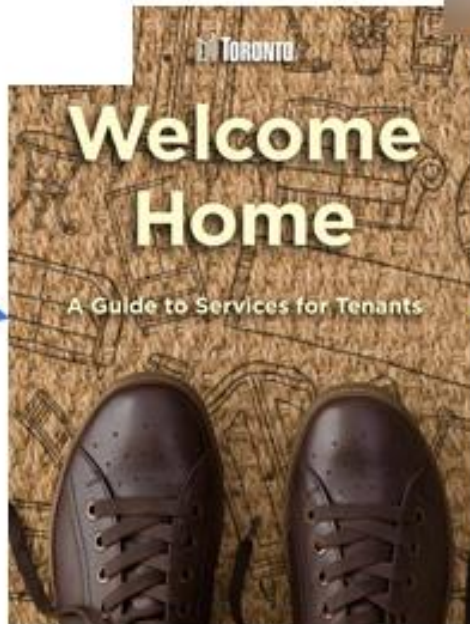
WELCOME

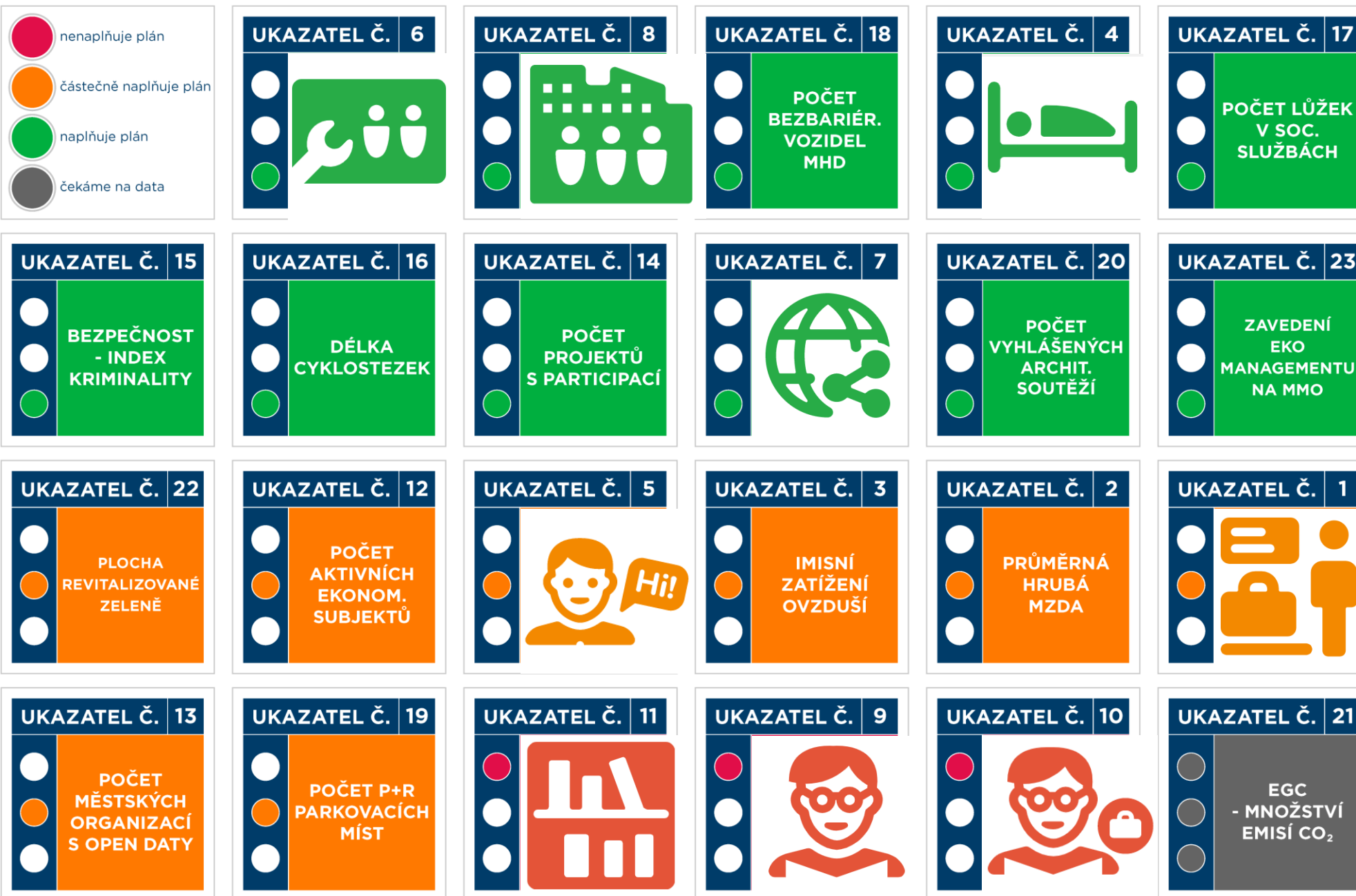
HELP & CO-WORK

KEEP IN TOUCH



The Place Branding Podcast





Key projects for attracting students?

- **Support of creation of new study programmes / faculties**
- **Support for attracting scientists and lecturers**
- **Attracting (international) students / university PR / ambassadors**
- **Mutual collaboration between the city and universities (common strategy)**



“Global Experts”

OSTRAVA!!!



MS!C



Ostrava's vision – what kind of city do we want to have in 2030?

Ostrava is a city that attracts young, hard-working and talented people. It is no longer a city which people choose to leave.

