



Talenti
Emilia-Romagna

Avanzare insieme

Manifesto for the attraction of Talents in Emilia-Romagna

OBJECTIVES AND ACTIONS

In implementation of Article 7 of the Regional Law
2/2023 for the Attraction, retention and valorisation of
highly specialised talents in Emilia-Romagna



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GOAL 1

Training and attraction of Talents at the centre of regional policies

The growth and development of Talents are a strategic priority for regional policies to be implemented through the continuous cooperation of Institutions, Companies and their Associations, Professionals, their Organisations and Professional Associations, Trade Unions, Universities, AFAM, ITS and SUPER Foundations, Business Schools, Institutions accredited for vocational training and job accompaniment, the Third Sector.

Actions:

- Accompany the working group dedicated to the drafting and implementation of the Manifesto of Talents with analyses, studies, workshops, thematic focuses, in coherence with the activity of the Regional Committee for the implementation of Regional Law No. 2/2023, in connection with the other thematic working groups activated;
- Continuously monitor and analyse the results of statutory interventions;
- Organise events and seminars to promote discussion and debate on the mobility and attractiveness of talent and the matching of labour supply and demand for highly skilled people;
- Developing databases and platforms, together with ART-ER, dedicated to Talents, in cooperation with the different actors of the Regional Talent Committee.

GOAL 2

Supporting the supply of of highly specialised talents

The Emilia-Romagna Region, in cooperation with ITS Foundations, SUPER, Universities, AFAM, Vocational Training Institutions, and in line with the implementation of the Intelligent Specialisation Strategy of its regional system, supports the development of highly specialised skills and Talents. The analysis and monitoring of this supply is the fundamental tool for anticipating and responding to the demand for Talents and their attraction, exploitation and retention.

Actions:

- Support for actions to increase the training and orientation of highly specialised Talents by Universities, AFAM, ITS, SUPER, Business Schools and other entities operating in the field of training and high skills and specialisations, also by hosting masters in residence in the various disciplines;
- Promoting the international qualification of Talent Training Pathways;
- Development of analysis and study actions, in cooperation with the education and training system and the active labour network, to anticipate knowledge of the skills needs of production chains, also in line with the characteristics of the international supply of highly specialised talent;
- Promotion, including through Talent Communities, of specialised training services for supply chains.

GOAL 3

Increasing the quality of demand for Talents

The attraction of Talents passes through the full exploitation of job opportunities in the region offered by private and public entities, adequate to compete with international standards in terms of quality of work, gender equality, organisational flexibility, fair pay, career paths and progressions, benefits for participation in innovation, continuous training, and work organisation, also by enhancing the instruments of collective bargaining, bilaterality and consultation, focusing on the expectations and motivations of Talents.

Actions:

- Support for the participative organisational development of companies in order to enhance the valorisation and retention of Talents, including experimental projects aimed at increasing the attractiveness of different production contexts;
- Promotion of certification systems for companies in the areas of gender equality, talent and diversity management, sustainability;
- Promotion and dissemination of highly specialised continuous and permanent training actions for the qualification of production chains;
- Promoting the development of corporate and supply chain academies;
- Support for highly specialised/master's/doctorate courses for employees of companies and institutions;
- Experimentation of models for training, recognition and valorisation of Talents in companies and regional supply chains.

GOAL 4

Promoting the international opening of the regional system

The regional ecosystem for research and innovation, which includes institutions, companies and their associations, professionals and their associations, universities, AFAM, ITS Foundations, the SUPER Foundation, business schools and other players in the research, innovation and vocational training system, promotes and strengthens national and international partnerships and agreements in the various fields in order to increase knowledge in the various areas of interest, foster the exchange of experiences, and enhance the attraction and circulation of talent in different contexts.

Actions:

- Promotion and development of European and international partnerships to foster collaboration between public administrations, universities, AFAM, research centres and laboratories, Clust-ER, companies and their associations, trade unions, professionals and their associations, training organisations and ITS Foundations;
- Support for the participation of enterprises, including cultural enterprises and their associations, in international initiatives with the aim of promoting and enhancing the attractiveness of the regional territory;
- Development, together with enterprises, professionals and their associations, of targeted actions and services to increase the attraction of Talents, also in the field of culture and entertainment in cooperation with ATER Fondazione, through exchanges and partnerships with international players to increase the experience of Emilia-Romagna Talents.

GOAL 5

Supporting programmes and measures for the mobility of Talents

Emilia-Romagna develops and enhances the centrality of its system through an articulated and strengthened activity aimed at the training and circulation of Talents, by providing high-level training and fostering the continuous exchange of international-level skills.

Actions:

- Participation in Erasmus Programmes, the construction of joint curricula, Marie Skłodowska-Curie programmes and the promotion of new university pathways with the award of double academic degrees;
- International training actions addressed to companies and employees also through international exchanges/stays, in connection with specific competences;
- Training activities for the self-employed and professionals;
- Welcoming and training measures for international talent entering the regional labour market;
- Promotion of meetings, missions, projects aimed at companies and players in the regional innovation system in order to acquire international knowledge and skills;
- Sharing and disseminating information on Talents acquired through the regional platforms, managed by ART-ER, in cooperation with UnionCamere, the Regional Employment Agency and the Regional Talent Committee actors.

GOAL 6

Promoting the intersection of supply and demand of Talents

The attraction and retention of talent must strengthen the capacity to anticipate and promote the matching of demand and supply of advanced skills in relation to regional, national and international contexts, developing the constant link between companies, professionals, the regional research and innovation ecosystem and the supply of highly specialised talent.

Actions:

- Organisation of thematic focuses on foresight and analysis of the needs for highly specialised professionalism and skills participated by head hunters and personnel search and selection subjects/agencies, relating to all priority sectors for the regional economy;
- Development and strengthening of the regional skills intelligence system for the joint processing and dissemination of information on labour supply and demand, with the collaboration of ART-ER and, for the culture and entertainment sectors, ATER Fondazione;
- Promotion and support for the provision of data-driven services for the search and matching of labour demand and supply of highly skilled personnel at regional level, through the Employment Agency, the network of accredited employment agencies and highly skilled personnel search and selection subjects;
- Support for guidance and placement services within the education and training system, the university system and AFAMs at regional level.

GOAL 7

Promoting entrepreneurship and self-employment of Talents

The regional ecosystem must foster the growth of the potential of Talents in 'doing innovation' for the benefit of enterprises, innovative start-ups, self-employed and professional work as well as by fostering participation in continuous and open innovation processes in the different territories.

Actions:

- Support training for the creation of start-ups and new enterprises by highly specialised talents, including international talents;
- Promote and strengthen the development of university spin-offs;
- Increasing the attractiveness of companies by fostering the enhancement and development of new skills and talent;
- Connecting innovative start-ups and university spin-offs with innovative companies in different sectors;
- Encourage the growth and development of the spaces and services offered by business incubators/accelerators and specialised centres for digital applied to the arts;
- Fostering the development of relationships between start-ups and investment funds;
- Support the establishment of 'digital nomads' by exploiting the opportunities offered by the latest national legislation;
- Promoting multidisciplinary aggregation of professionals for the provision of innovative services.

GOAL 8

Support the beauty, attractiveness and inclusiveness of the territory

The attractiveness of the area requires a high quality of living, study, work, leisure and intangible assets, fostering the inclusiveness of the Talents in the regional ecosystem, in cooperation with the Local Authorities and the various actors in the area.

Actions:

- Strengthening the capacity of local governments in the sustainable qualification of spaces, the promotion of the territory and its full inclusiveness;
- Supporting Talents and their families through the provision and full accessibility of services offered through the Talent Desks;
- Promoting the internationalisation of education, schooling and training provision and the development of European and international schools on the territory;
- Strengthen the connection between young people with high skills, enterprises, research and innovation actors, including through the S3 Spaces in the regional network of Technopoles;
- Promoting full accessibility to cultural, sporting, tourist activities in the area;
- Continuously monitor the expectations and needs of the Talents in order to adapt the housing and services offered in the region;
- Promote, also through digital platforms, the activities and services offered by the Talent Communities.

GOAL 9

Promoting work-life balance

It is necessary to foster the development and innovation of welfare services in the territory, including through corporate and supply chain tools and organisational models, favouring the development of corporate social responsibility, in order to foster the wellbeing of individuals and families, also working on work-life balance systems.

Actions:

- Support for work-life balance for talented people and their families, in connection with the action of local authorities and public services to people on city time and schedules;
- Promotion of corporate, supply chain, community and territorial forms of welfare for the experimentation of innovative tools to meet the expectations and increase the welfare of Talents and their families;
- Monitoring and supporting experimentation in cooperation with local authorities in the field of housing and mobility services, also with forms of public-private partnership;
- Support for parenting, encouraging workshop experiences/summer camps and other interventions to enhance educational richness;
- Promoting the exchange of experiences also with European and international realities.

GOAL 10

Attracting and promoting events and demonstrations for the permanent valorization of Talents

The attraction and permanence of Talents are aims to be pursued through targeted actions to be carried out within the framework of programmes and events of an international scope, such as fairs, exhibitions, performances, also in the field of culture and entertainment. This aim is to be pursued through the attraction of new national and international events in the region that are particularly relevant to the vocations and attractiveness of the region.

Actions:

- Strengthening the capacity of the education, training, research and innovation system to participate in international events, exhibitions, fairs, for the purpose of training, valorisation and circulation of Talents;
- Supporting the participation of the research and innovation ecosystem and companies in major international events/competitions to increase the training and attraction of talent;
- Supporting the capacity of the research and innovation ecosystem to attract new national and international events/manifestations to the region by focusing on the involvement and exploitation of Talents;
- Develop ongoing international meetings and relationships through the use of digital platforms;
- Promote annual events/recognitions/awards for actions in favour of international training and attractiveness of Talents in different fields of activity;
- Draw up an annual calendar of events for the international attraction of Talents.