

TALENT
TALENT ATTRACTIVENESS IN
LYON, BERLIN AND
ROTTERDAM

INNOSUP-05

Peer Learning of
Innovation Agencies



House Rules & Technicalities

The presentation is being recorded for the sake of Communication & Dissemination

Stay on mute until you speak to the audience

Share your comments in the Discussion space

Raise your virtual hand to ask for the mic. and speak

Do not close your session until the e-conference is over as we are all Admin

Apologies as we are not able to provide auditive impaired persons with dedicated reading service

Email Cedric (me) grignard@investinlyon.com for follow up, PDF and DOP

Why We Are Gathered Today...

Conclusion meeting of a 15-month EU project

3 IPA willing to share their findings to the economic development and business ecosystems

30' of presentation by 3 cities: Lyon, Berlin, Rotterdam, followed by Q&A and Discussion

Design Option Paper to be delivered by end of July 2022

Partnership with EISMEA on Innosup-05

Eric KOCH, Project Advisor

European Innovation Council & SME Executive Agency

Liaison contact EU Project & TALENT Consortium

Context - Talent Gap everywhere, and in EU

“The EU is currently losing the global race for talent. Other OECD countries, such as the USA, Canada, and Australia, are attracting more talent from abroad”

In Europe, more than 90% of professional roles require basic level of digital knowledge
30% of SME struggle with talent attraction and recruitment

Before Covid – EU countries already experiencing shortage of talent
During Covid – People can't travel, Initiatives on standby
After Covid – Brutal recovery makes shortage of Talent greater

Eventhough
little national
differences
across
Europe...

Findings - None but very little difference between Lyon, Rotterdam and Berlin

→ Talent is sought by all

In **France**, SME engage their resources mostly to attract new talent and increase their visibility

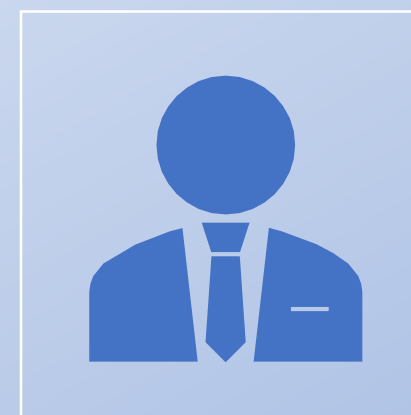
In **Germany**, companies are concerned about sustainable employment

In **the Netherlands**, companies focus on the welfare and resilience of their employees

Our Hypothesis



SME are not well equipped to attract the talent they need, especially internationally



Talent can be anywhere
Market for Talent is competitive

→ Cities look for solutions

Our Assumptions... Supported by Evidence

Consequences for SME lacking access to Talent



Lack of innovation and knowledge transfer

Necessary for growth and profitability



Less Profit

Companies lose orders, have to turn them down, or reduce their offerings if lack of skilled personnel



Less Attractive

Talent looks for best opportunities – too often provided by larger international companies



Less Regional Commitment

In times of remote working, geographical location is less of a barrier to approaching talent

TALENT Consortium Proposal



Determine and address the challenges for SME to have its fair share of (international) talent



By investigating, comparing and benchmarking initiatives in the 3 Cities, provide solutions that can work in Cities across Europe

To Address the Topic - TALENT Consortium

Invest in Lyon – Cedric Grignard

Berlin Partner – Burkhard Volbracht

Rotterdam Partners – Ingrid van Hanswijk Pennink

- * Why SME could be unattractive for recruitment of Talent?
- * How can local public services help SME to overcome these obstacles?
- * Which initiatives can be replicated or scaled to identify solution for SME?

How has the Consortium addressed the challenges?

Organized 3 international workshops mixed with information exchange sessions

Many interactions of stakeholders in between the 3 workshops

Mobilization of local stakeholders and SME communities' representatives



TALENT

Talent Attractiveness in Lyon, Berlin and Rotterdam

Agenda Partners Info Center

Topic Workshop Berlin: Bridging the talent gap between universities and SMEs

The challenge is the same across countries: companies must drive digitization to remain fit for the future. To do this, they are looking for suitable talent. But what qualifications are needed in the first place to be able to collect and interpret the existing corporate data and draw the right conclusions from it? The local universities could be a perfect cooperation partner for this. But often the connection between university and SME is missing. In the workshop, we want to discuss how a bridge can be built between the two worlds and what else can help.

Agenda Wednesday, November 24th, 10:00 to 12:00 am

- 10:00 am** Welcome speech by
Burkhard Volbracht, Head of Unit Talent Services | International Services, Berlin Partner
Ingrid van Hanswijk Pennink, Manager strategie, proces & business intelligence, Rotterdam Partners
Cedric Grignard, Director New Business an Innovation, Invest in Lyon
- 10:10 am** Henning Ravn, Business Analyst, Big Data Research, Adolf Würth GmbH & Co. KG
Built or Buy – Musings on Talent Acquisition for Data Science
Followed by Q&A session
- 10:25 am** Dr. Michael Steinhöfel, CEO, IBBF – a Research Institute for Topics of Continuing
Vocational Education and Training in Companies
How can SME become attractive for young professionals?
Followed by Q&A session
- 10:40 am** Jan Eggert, Leitung Innovation Management,



Challenges faced during TALENT Project

Covid19 UA/RU War

- a. Preparation of Project
- b. Workshops' Dynamics
- c. Connecting SME

Changes in organizations

- a. Rotterdam Partners under re-organization
- b. Invest in Lyon experiencing a dramatic event with aftermath

Changes in Priorities of Stakeholders

- a. Changes in Executive Local Authorities in Lyon with significant changes

Talent Services and Instruments in 3 Cities

1

Talent Attraction

Talent Jobportal - Rotterdam
hollandexpatcenter.com/en

Talent Recruiting Campaign -
Berlin
recruiting.talent-berlin.de

ULYS Project - Lyon
espace-ulyx.universite-lyon.fr

2

Support for New-Comers Talent

Expatriate Centre - Rotterdam
rotterdamexpatcentre.nl

Welcome Portal - Berlin
www.talent-berlin.de

International Talent Service -
Lyon
lafrenchtech-onelse.com/annuaire-entreprises/international-talent-service/

3

Talent Retention and Development

Support to startups/scaleups
on employment retention and
development - Rotterdam
www.uprotterdam.nl

Newsletters - Berlin

Business School EKLYA's
Corporate Academy - Lyon
www.eklya.fr/en/entreprise/devenir-partenaire/

Conclusions & Findings

Battle with Talent is over
Talent has won



City & Local Authorities



SME



Higher Education and Vocational Training



IPA

City & Local Authorities Play a Role

1. International Talent must feel welcome and embraced by the community with an hosting community's positive mentality
2. Build the city's reputation and industrial image as it influence Talent's perception
3. Cities & Employers must perform joint promotion of labour market
4. Develop presence of international kindergarten and schools locally
5. Local quality of life must boost and not impede the interest of Talent for a City
6. Play on your regional differences, e.g.:
 - Berlin has exceptional Talent position within Germany
 - Rotterdam has exceptional International position within the Netherlands
 - Lyon has exceptional Work/Life balance position within France

Higher Education and Vocational Education Training must cooperate

1. Turn students into Talent
2. Foster relationships with SMEs
3. Develop sandwich training and internships to get students into SME
4. Organize 'Challenges' with SME where companies submit real case to students
5. Move from a (too) student-centric to a companies-centric approach
6. Engage Tech Transfer units for collaboration with SME, onboarding researchers and PhDs, who eventually could join the companies after their research contract
7. Focus on students' employability
8. Customize curricula upon SME's needs and requirements through partnership and dedicated programmes

SME must re-think, re-adapt, re-change

1. Be more visible in the battle for Talent against Large (International) Corporations
2. Have a better understanding of what International Talent want/need, to to attract and retain them
3. Companies need to adapt their values and management structures to access Talent
4. Be attractive to all students not just graduates
5. Open to diversity leaving the floor of non-mainstream Talent
6. Go beyond the University's Talent pools and tap into existing Talent pools
7. Look beyond International Talent - Look at Talent already available locally, (re)train, (re)inspire them
8. Greater efforts to integrate interns, use sandwich programmes for trainees
9. Invest on Retention, hence Development, as much as on Attraction
10. Training 'Talent-to-Develop' people is more important/effective/relevant than attracting new Talent
11. Talent is everywhere, already in your company → Know your People!

Talent & Business Key Learnings

**A holistic,
collective and
comprehensive
approach is
needed**



Key Learning Lyon: SME must then tap into non-mainstream skilled people, (re)inspire them through career, mission, meaning and promise packages upon their values and expectations



Key Learning Rotterdam: Talent shortage does not call for only Talent Attraction but also very much for Retention and Development. Public bodies need to work on improving conditions for Talent to work internationally



Key Learning Berlin: The greater the shortage of skilled workers, the more innovative the tools to tackle it. Coding schools as a disruption of classic personnel recruitment and education must blossom. Expand offerings!

IPA can act as catalyser, not Talent recruiter

1. Engage local politics to address the topic as priority, because it is a pivotal issue for employers
2. Existing local initiatives need to be shared, mutualized, and strengthened
3. Investigate ways to make “work anywhere” easier for Talent [taxation issues, culture issues, etc.]
4. Free-of-charge online platform gathering all necessary information and documents for new comers in the country
5. Bring easy-to-access user-friendly one-stop-shop digital solution to International people
6. Sharing best practices, initiate joint Talent pools provide greater results than competition can hurt
7. Lobby towards national and EU decision and policy-makers upon SME’s feedback on the topics – e.g. Talent Partnership EU initiative

Next Steps

1. Set up a Talent Tour scheme between Lyon, Berlin and Rotterdam for the benefits of SME and Talent
2. Foster connection and match representatives from different initiatives in the 3 cities with one another
3. Present the conclusions & findings to an International European Investment Promotion Agency Meeting
 - in Barcelona in April 2022
 - in Helsinki in September 2022

Thank You for your Attention

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Opening the floor...

Thank You for your Attention

Questions & Answers

And let's talk now...

Thank You for your Attention

Questions & Answers

Discussion

An European Tool

Talent Partnerships



Reinforcing cooperation between the EU, Member States and partner countries to boost international labour mobility and skills and talent development



Tailor-made cooperation to address labour market and skills' needs in the Member States and partner countries in a mutually beneficial way



Combining **direct support** for various types of mobility schemes for work or training, including vocational training and professional exchange schemes. Mobility schemes can be **temporary**, **long-term** or **circular** in nature, as agreed by both sides



Targeting all skills levels in various economic sectors including ICT, science, engineering and health

