



TALENTMAGNET

E-NEWSLETTER

ISSUE 2 • APRIL 2021

On the way to create

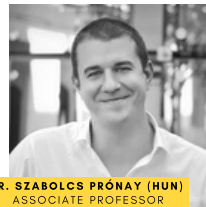
TALENT FRIENDLY CITIES

TOGETHER



KEY MESSAGES FROM OUR CONFERENCE

"Being talented is a unique gift. However, you have to capitalize on this gift. Building and maintaining your personal brand is an effective way to achieve this. The three main talent-marketing steps to foster your personal brand and capitalize your talent are: Identify your uniqueness; Communicate in a proactive way and Stand up for your values."



DR. SZABOLCS PRÓNAY (HUN)
ASSOCIATE PROFESSOR
UNIVERSITY OF SZEGED

"A city's ability to retain or attract a strong and growing number of talent, skill and creative pool of people is determined by its ability to sustain businesses, jobs, and the environment that they create and offer the best living conditions. But the city must be open. They must be proactively inclusive. That means coordinating stakeholders' work and providing opportunity and engagement, making it easy for people to plug in and follow their dreams."



DANILO EŠH (SLO)
LEAD PARTNER
ZRS BISTRA PTUJ

"There is a battle for talent: successful cities attract the most talented young people from smaller towns. Losing these people equals slow gradual decline for these towns - so they need to do something. Any town that wants to become "futureproof" needs to take active steps. Talent attraction and retention, however, is more than just branding and marketing - it is an integrated approach to urban development. TalentMagnet can give you all the necessary knowledge, methods and tools to succeed."



BÉLA KÉZY (HUN)
LEAD EXPERT OF
TALENTMAGNET PROJECT

"Youth has to be important for city municipality and city council members. The city has to give a possibility for youngsters to participate in decision making process, make it friendly and open for everyone. Politicians shouldn't be afraid to invite young people in meeting and have a talk. They can suggest very good ideas. The city has to understand that youngster are the present and the future which will create a city later."



AISTĖ VALADKIENĖ (LTU)
HEAD OF YOUTH AFFAIRS
COORDINATION GROUP

TALENTMAGNET
E-NEWSLETTER 2

TABLE OF CONTENTS

Key messages from our conference! • P. 1-2

TalentMagnet's achievements and next steps" • P. 3

Partners' talents • P. 5-13

Join us! • P. 14

[CLICK FOR ISSUE 1](#)

 **Interreg** 
Danube Transnational Programme
TalentMagnet



PROF. WOLFGANG SCHUSTER
FORMER MAYOR
OF STUTTGART (GER)

"People may move and take their skills with them but everyone wants to work with talented people. When your goal is to help people learn new skills that will serve them the rest of their lives, you are more likely to attract and retain talent that will drive any organizational goal. A continuous process of learning and communicating should be the underlying guide for both young talents and educators and companies. With this process, economic growth and development will be easier to achieve."

"When talking about young talents the main focus is on the IT sector. While the IT is important it is necessary for city planners to take care of all aspects of city life and that includes to keep the medical staff, teachers, artists and many other professions in the city. Only in the synergy of difference, where one correlates to the other, we can say that we have a sustainable ecosystem."



SANDRA MALENICA (CRO)
DEPUTY MAYOR,
CITY OF VARAŽDIN

"Newly founded universities are an important factor of an impulse for securing qualified young talents. The establishment of the Technical University Amberg-Weiden (Bavaria) 1994 in a rural, structurally weak region pursued three goals: Offering intraregional study places to prevent a further brain-drain of young people, supply to the regional companies (mostly SMEs) with highly qualified junior staff, and support for the structural change through regional alliances and creative milieus."



PROF. WOLFGANG WEBER
PROFESSOR, UNIVERSITY OF
APPLIED SCIENCES (GER)

"Attracting and retaining talented people became an essential part of the Ostrava City Strategic Development Plan 2017-2023, with the motto "City, Where New Stories Begin". Along with the local stakeholders, the city created an action plan focusing on attracting, welcoming, helping & co-working activities for the expats and their families in the region. Nowadays, City of Ostrava gradually implements the designed actions in collaboration with local partners through strategic projects."



ONDŘEJ DOSTÁL (CZE)
STRAT. PLANNING SPECIALIST
CITY OF OSTRAVA

"All the cities want to attract the best talent. To be able to stand out it is important to build the talent attraction activities from the DNA of the particular city and trust on own strengths. By being genuine, you will be able to attract the attention of your target group. All the talents are different and they look for different kind of things, so instead of trying to convince everyone, cities should focus on the people that share their values."



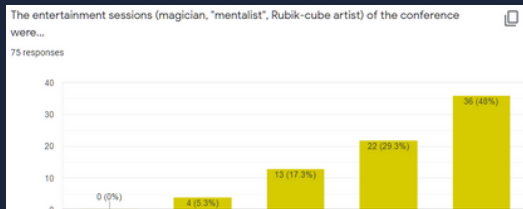
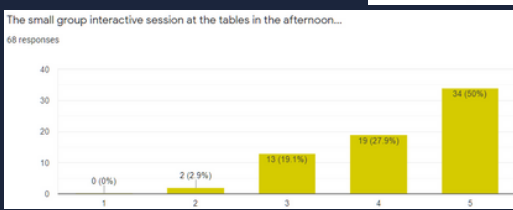
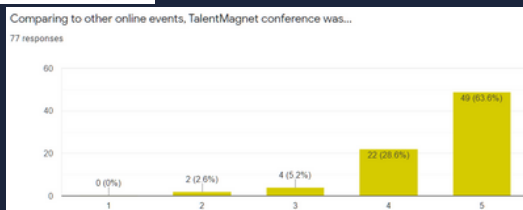
JOHANNA HUURE (FIN)
DIRECTOR
HELSINKI BUSINESS HUB

TALENTMAGNET KICK-OFF CONFERENCE 24TH FEB 2021

167
PARTICIPANTS

20
COUNTRIES

26,341
PEOPLE REACHED



167 participants from 20 countries worked together in the TalentMagnet conference. We had attendees from many Danube Region countries, but also from Spain, France, Jordan, Azerbaijan. The morning section was mainly targeted at policy makers, the afternoon section at talents.

We are extremely happy because it seems that we succeeded to provide real added value to our guests. Furthermore, they say: comparing to other online events, TalentMagnet conference was much better, since 63% of the respondents gave the highest possible rate (5), 28% gave 4. and luckily, noone thought it was much worse or boring.

Most of the people found the small group interactive session in the afternoon very useful or useful.

Our "experiment" on the short entertainment shows of local talents was also liked by the participants. According to our speakers, all of them got high scores: participants appreciated both the quality of the content and the delivery style and engagement.

WHAT WE ACHIEVED SO FAR

*JULY 2020-
DEC 2020*

In the first period of implementation of the TalentMagnet project, the work on two different thematic work packages - WP T1 Methodology and planning and WP T2 TalentMagnet toolkit - has started. The knowledge providers and thematic work package leaders had several online meetings to get on the same page, discuss and clarify the related tasks, responsibilities and their division. Both for WP T1 and T2, the work package leaders have prepared a workplan.

The elaboration of the Baseline study (D.T1.1.1) have started with the collection of relevant research papers, studies and scientific publications on consortium level. Moreover, the capitalization of earlier DTP projects (EDU-LAB, ATTRACTIVE DANUBE and YOUMIG) was ensured by those partners which took part in their implementation. A draft version of the Baseline study was prepared by EFE.

CEP, as the responsible partner for the Primary research - survey among the target groups (D.T1.1.2) has prepared the questionnaires covering the topics of education, housing market, labour market and quality of life with the involvement of the partnership. The questionnaires were used by city partners as tools to map relevant stakeholders, identify the specific needs for improvement of the relevant legal regulations and identify the current state of affairs - such as policies, priorities and plans. The analysis of the collected information was prepared by CEP taking into consideration the professional comments of knowledge provider partners.

As part of the Partner-level situation analysis (D.T1.1.3), questionnaires for the private sector and young people were developed by IOS with contribution of partners. City partners used these questionnaires to map up the specific needs of their cities/regions and investigate the sectors that suffer from brain drain. Furthermore, the activity also included the local level situation analysis of pilot partners in the following fields: demography and society, economy and labour market, education and quality of life indicators.

The work on the Good Practice Catalogue (D.T1.1.4) started with the creation of a draft structure and a template document for collecting good practices, prepared by DEX in cooperation with EMFIE. An external expert has prepared a study that presents key terms, international good practices, related research and EU-funded projects.

The preparatory work of WP T2 has also started; a draft Guide for setting up and running Local Talent Club (D.T2.1.2) was developed by NYMVH taking into account partners' comments.

After the initial phase of the project, some significant results have already been achieved and interesting research has been conducted to base the following periods. The Baseline study, the Primary research - survey among the target groups and the Partner-level situation analysis are already available. In order to make the Baseline Study more consumable, a Slide deck will be prepared to share the main findings with the stakeholder in a visually pleasing format - which will be ready by the end of April.

Soon, an outstandingly fascinating achievement, the Good Practice Catalogue will also be ready. This document includes 40 good practices in the field of talent attraction and retention, from mostly the partner countries but also beyond. It is already in the finalisation stage so interested readers will be able to dive into it already next month. As a sneak peak, bites of information will be shared on the Facebook page of the project.

Another spectacular result of the project, the TalentMagnet smart phone application is about to come, as well. The eagerly awaited draft specification of the app has been prepared, which promises to be an attractive and popular tool for young talents. Based on initial plans, users will have the opportunity to enjoy functions of different categories, enabling them for example to exploit their talents while having fun.

Municipalities will also have the chance to benefit from the results of the project, as the work on the Practical Guide on Preparing and Governing Talent Attraction and Retention Plan has started. This Guide will serve as a basis for the Training courses that will take place in early June.

NEXT STEPS

JAN 2021-JUN 2021

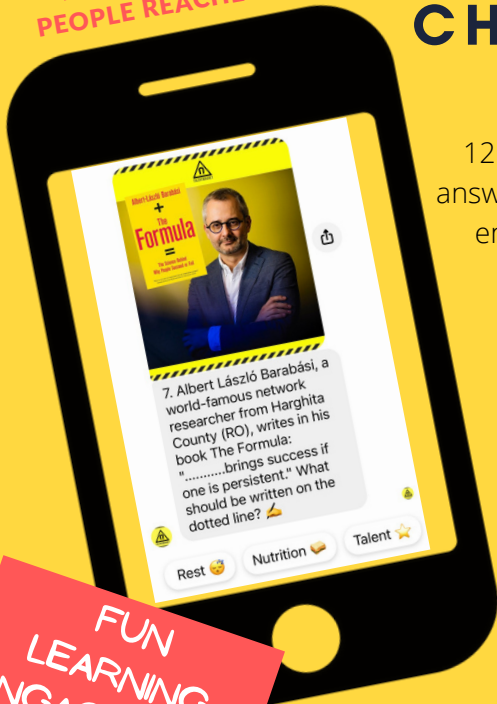
WORK HARD PLAY HARD

WE SPEAK THE LANGUAGE OF YOUNG TALENTS

MORE THAN
4,000
PEOPLE REACHED

TALENTMAGNET DEVELOPED A CHATBOT QUIZ

You play against a robot.
12 easy educating questions and 12 answers in order to engage talents in an entertaining way to TalentMagnet project and to DTP program.



FUN
LEARNING
ENGAGEMENT



CLICK AND PLAY

After each question you get the right answer and a short explanation.

Coming soon

TALENTMAGNET APP FOR IOS AND ANDROID



- Exciting functions in three categories:
1. Local identity, attachment to place
 2. Talent exploitation
 3. Engagement and fun

PARTNERS' TALENTS

SUCCESS STORIES OF SUPERTALENTS FROM OUR PARTNERSHIP

SZEGED'S GOT SUPERTALENT (HUN)

Bence Bánhidi is the popular handball player of Mol-Pick Szeged and the Hungarian national team, who succeeded in exploiting his talent and at the age of 26 became the best line player of the Champions League and the European Championship.

"I always knew what I would like to achieve, for that reason I carried out plenty of extra tasks and never gave up. Maybe these were the most important aspects in my life and I suggest them to young talents for improving their talents. Without any doubt, lots of sacrifices have to be made, but the invested work always pays off. Oh, and you need to be patient, taking only one step at a time."

Based on Bence's experience, external help is very important in many cases from the viewpoint of talents' development: a decisive trainer, mentor, supporting family, friends can provide huge help in unfolding one's talent.

What is more, in many cases - in his case as well - there are specific individuals, who play an important role in exploring the talent and during significant level-ups. *"I feel myself very well in Szeged, in this environment everything is given for me to further improve: Szeged is small enough to be liveable (pl. easy circulation) and big enough to get everything needed for our everyday happiness. We can get to anywhere quickly on the highway, if we wish. I'm happy, there is harmony in my life, that facilitates my good performance."*



VELENJE'S GOT SUPERTALENT (SLO)

Nastja, a willful and determined visionary, founded the Malinca company in 2013 together with her best friend Andreja Stopar at the age of 25. In eight years, the company has already outgrown the borders of Slovenia and is persistently conquering European markets. Today, the Malinca brand is signed under about 100 products of healthy food, natural cosmetics and nutritional supplements, and annually generates several million Euros of sales and employs 13 people. Malinca's vision is to become the leading company in Europe in the field of healthy food and natural cosmetics. Her personal and business motto is Work smart -> Have Fun -> Make a difference. Remembering the early days of Malinca, she is happy to emphasize: *"My mom was the one who lent us share capital, € 7,500. I will be eternally grateful to her for that because, despite our great youthful enthusiasm and little experience, she believed in our idea."* Nastja and Andreja converted Nastja's studio, which she had in the family house, into the office, and kept the first supplies in the basement. *"I will never forget the excitement and the feeling of joy at the first order."*

Andreja and I were ecstatic, and I knew that this was my right path." After three years she expanded her business to Croatia and faced some difficulties in expanding the business, she is happy that Andreja and she kept the focus and remained goal-oriented at that time, ready to listen to people with more experience, open to new knowledge, which helped gradually eliminate all problems. After 5 years of business, they thoroughly changed the company's strategy, shifted all efforts to develop their own brand, and slowly withdrew from their offer products from other brands. Very soon after the opening of the company, due to its remoteness, the company was moved to Velenje, where it is still based today. The city has a beautiful nature and it is entrepreneurs friendly. City government established SAŠA incubator, which helps young entrepreneurs to start their business, where also herself has received quite a bit of advice and help in the past.



PARTNERS' TALENTS

SUCCESS STORIES OF SUPERTALENTS FROM OUR PARTNERSHIP

HARGHITA COUNTY'S GOT TALENT! (ROU)

The team of Robocoders from Csíkszentdomokos, Harghita County was formed in 2019 within the framework of the program announced by the Progress Foundation, Romania. The goal of the program is to give children a playful introduction to programming and to show them how to use what they have learned at this year's science fair.

"Our team had initially had sixteen members, thirteen from this year, by 2020 we were left with 13, so our team is one of the most persistent and skillful."

The team applied for the call announced by the Harghita County Council on the occasion of the Hungarian Science Day. This was addressed by talented young people from Harghita County, who can contribute to the development and enrichment of the county with their ideas, suggestions and results. *"We won the county first prize, and the children were enriched with four individual prizes nationwide. We also learned the secrets of filmmaking, poster making, QR code generation, website creation, and successfully took all the obstacles."*

The Robocoders from Csíkszentdomokos proved to be the most successful with their project called "Accident and barrier-free traffic on the roads of the village!" and "Head to the Mountain!". The aim of their project was to improve road traffic from Csíkszentdomokos to Nagyhagymás National Park and to the top of the Lonely Rock.



APATIN'S GOT SUPERTALENT (SRB)



Apatin is well known for many talented people. It has produced many great athletes, musicians, sculptors, painters, actors, writers, etc. who are not only known locally or nationally, but are many celebrities on an international scale. Among all of them, our Marina Gajčin stands out, who, until the age of 19, won countless medals, became a female international chess master and member of the Women's Chess Team of Serbia and it seems that her time is yet to come.

Marina Gajčin, (19), female international chess master and member of the Women's Chess Team of Serbia: "I made my first chess moves in the 4th year, my love for chess was instilled in me by my father, who has always been my biggest support along with my mother, sister and brother."

"The help of the local self-government was of indescribable importance to me on my journey. I have traveled half the world going to tournaments, but I really only love Apatin and I always gladly return to it. I think that the city is very friendly towards young talents, because it has been on an upward path for years in terms of improving conditions for young people. I would like to have a reading room in which many of us would like to spend our time preparing for the upcoming exams, as well as more sports clubs of the same disciplines, so that we can choose affiliation and thus create a higher competitiveness of the city."

PARTNERS' TALENTS

SUCCESS STORIES OF SUPERTALENTS FROM OUR PARTNERSHIP

ZENICA-DOBOJ CANTON'S GOT TALENT! (BIH)



Nusmir Muharemović, the famous Bosnian actor, who graduated from the Academy of Performing Arts in Sarajevo in 2006 and became a member of the ensemble of the Bosnian National Theatre (BNP) in Zenica and the East-West Theatre Company ensemble. He was awarded at the theatre festivals in several Bosnian cities. He accomplished his acting creations on radio, television and film as well. He is one of the founders of theater troupe Scene Sarajevo where he played roles in several different plays.

„It is necessary to work constantly, to be additionally educated, but also to enjoy what you are doing. To develop any talent, it is necessary to "nurture" it. We nurture it in a way that we are dedicated to our work, honest in what we do and that we approach each new challenge as if it were the first but also the last, with great passion. And yes, we need to know that even occasional failure is an integral part of the road to success."

"We live in a world of the popular and not the famous. The best option is when you do, enjoy, become famous, popular and earn money in the business you do. It has long been said that the environment in which we live is not suitable for those who "stand out". Although, for some it is also a motive. If we consider that every success must be validated at some broader level in order to be recognized locally, we will conclude that it is most difficult to be loved, respected, and appreciated in your environment." says talented actor Muharemovic.

Bosnia and Herzegovina is a country from which young and successful people are increasingly emigrating. To retain young talents, it is necessary to recognize them in primary school and give them importance. The task of all of us who love Bosnia and Herzegovina is to contribute to the well-being of each of us. Demolishing is much easier than building.

PTUJ'S GOT SUPERTALENT (SLO)



Ptuj has a 120-year-old and small movie theatre with 200 seats. It is settled in the old city centre, in an old building. We are very proud at Nina Milošič, a Bachelor of Science in Communication and Marketing, who is responsible for the development of our movie theatre. Since her arrival, Ptuj movie theatre becomes a thriving cultural institution. Her career path has led her into the world of film and youth in Ljubljana, where she went to college. In Ljubljana, she worked in successful movie theatres where she recognised and started implementing her talent - development of creative movie theatres: *"Receiving knowledge from the world of movie theatres helped me develop creativity in organising interesting events at city theatre."*

Although her career in Ljubljana was promising, she could not wait to return to her hometown: *"Ptuj is a very beautiful city, with a lot of development opportunities. I am proud to have found my niche for development in our city. Ptuj City Cinema attracts mostly young audiences, but I also try to attract young mothers, pre-school children and seniors. For all groups we are preparing special events. Our city cinema and city of Ptuj are therefore gaining the attraction."*

Today, as the head of the Ptuj City Cinema and a specialist for youth work at the Center of Interest Activities Ptuj, she is active in an organisation that must be highly adaptable to the times' spirit and can never fall asleep on their laurels. She pointed out: *"Ptuj is a city that values the importance of creativity! And it offers a lot of space to be creative. I found my place. I hope more young talents will see the opportunity to be creative and thrive in our city!"*

PARTNERS' TALENTS

SUCCESS STORIES OF SUPERTALENTS FROM OUR PARTNERSHIP

LIBEREC'S GOT SUPERTALENT (CZE)

Marketa Klicova is a PhD student in Nanotechnology at Technical University, Liberec and develops her talent thanks to constantly new scientific challenges. Every day she is facing new challenges in the lab that needs to be solved efficiently and quickly. *"It's such constant training in engineering thinking and at the same time, it's what I enjoy about my job!"*, she adds.

External help in exploiting talents is crucial. As a scientist, she works in the multidisciplinary field of tissue engineering. *"There is a need for experts from medicine, materials engineering, biology area, etc."*, says Marketa. *"My trainer, Dr Jana Horáková, introduced me to an interesting topic of nanofiber patches' development to prevent complications after intestinal surgery. From the beginning, she trusted me and let me work independently. All my colleagues inspire me every day and from the bottom of my heart, I am happy to work with them!"*

Marketa loves Liberec because of a beautiful university campus and the environment that combines both nature and urban life. She can easily escape into the nature of the Jizera Mountains.

Liberec is becoming more and more a talent-friendly city. *"Sometimes I feel that Liberec offers far more opportunities compared to Prague. It's easier to work on your projects"*, says Marketa. The opportunities are often greater than they seem. That's the reason why she thinks that communication towards young talents is still something that can be improved.



RUSE'S GOT SUPERTALENT (BGR)



Evgeni Ignatov is a multiple long-distance running champion of Bulgaria and the Balkans. A national record holder in eight middle and long-distance run events. Bulgarian media calls him *'the best national middle and long-distance runner of all time'*. Yet, for Evgeni the fact that his national record performances have not been improved for more than 30 years now, is a reason for both pride and sorrow as *'personal development is a lifelong process'*. Passing the baton to the younger generation, igniting young people's passion - that is his life's mission. *"I was an excellent student and a mediocre athlete,"* admits Evgeni about his first years at the Sports School in Ruse.

It was his coach who helped turn him into a great runner and a winner. *"He believed in me and I believed in him, then success followed. Unwavering will, discipline and a firm hand of a mentor- that is what one needs along his journey to the top - as a runner and as a person."* Having turned down two job offers with development opportunities in Sofia, Evgeni returned to Ruse to continue his sports career at the 'Danube' Sports Club. *"Athletics is mostly an individual sport, but achievements and medals are a team success. When you reach the top, remember where you came from."*

Evgeni has been working as a sports coach for three years now and the results are coming in. He is very proud that one of his students is a world champion for people with disabilities at the 1500-m distance. *"A gold medal is not everything. Inspiration is what matters. The way to the medal brings the most joy. Getting to the top is easy, staying there is harder"* says Evgeni. *"I love Ruse - a city of champions. Sports conditions here have immensely improved in the recent years. Millions were invested in Ruse's sports infrastructure and clubs thanks to the government and Ruse MPs. That means higher achievements for the local athletes, more sports opportunities for the young, better physical culture and health for the people of Ruse"*.

PARTNERS' TALENTS

SUCCESS STORIES OF SUPERTALENTS FROM OUR PARTNERSHIP

NYÍREGYHÁZA'S GOT SUPERTALENT (HUN)

Áron Gresó was always interested in the world of photography, yet, it was at the age of 13 when he began to think seriously about being a professional photographer. At school, he was invited to take photos of graduations or other ceremonies. Then the hard work paid off. *"I received my first paid requests 4 years ago. I had to take photos and videos at weddings, make advertising material for a guest house and a fishing lake."* Currently, several of his pictures are used by various Hungarian sites on Instagram, and one of his photos was included in the top 10 last year. *"For me, photography is about expressing and evoking emotions."*

External help is essential to develop talents: *"My parents and brother always helped if I wanted to buy some equipment, if I didn't have enough money, they made up for it."* He also admits that Faith Church gave him the opportunity to use expensive and modern cameras as a member of the media service. Also, his friend helped him to get in touch with Nissan Hungary, who asked Áron to take photos of one of their cars. Since then, he has had the opportunity to work on 3 cars. *"Currently, the biggest milestone in my work is being able to photograph the cars of a world brand, Nissan. I love Nyíregyháza, in fact, I and my bride would like to come back after finishing university. It is such a quiet little place with everything you need. People are much more liberated and happier than in Budapest. We would like to settle down here and start a family. If I still have a job in the capital, by car it takes only 2 hours, by motorbike it is only one. ;)"*

ÁRON GRESÓ - PHOTOGRAPHER



STUTTGART'S GOT SUPERTALENT (GER)

Anne Cocquyt grew up in Esslingen, near Stuttgart, home to Germany's dominant car industry. She knew the nation's model for success: study hard at a competitive university, get a respectable job, earn a steady salary, and then, as Anne put it, buy the house "you live in forever." Anne started down that path, earning an MBA in Statistics, Computer Science and Human Resources from Eberhard-Karls University. Anne Cocquyt, is a serial entrepreneur and diversity advocate from Stuttgart. She is the founder of the GUILD (letsguild.com), the first AI-driven professional match-making platform for communities and employers and is a well-known woman entrepreneur in Silicon Valley.

Anne's three major views on developing talent:

„Be tenacious: As an entrepreneur, tenacity is an important characteristic you need to succeed. It may not be easy at times, but you have to keep doing what you're doing. It is not the norm to found a company that ends up being bought within a few years for an insane amount of money. You have to keep going even when things get difficult.

Be humble: Keep an open mindset, keep questioning, and keep iterating. Don't be arrogant, thinking you have the perfect solution. It takes trial and error.

Know your weaknesses: Hire others to close the gaps in areas where you might lack. You can't know and be able to do it all, so be open to hiring people with skills you don't have."

According to Anne, opportunity exploitation is a necessary step in creating a successful business in the entrepreneurial process. External environment plays a critical role in shaping the future of entire industries and those of individual businesses. To keep the business ahead of the competition, managers must continually adjust their strategies to reflect the environment in which their businesses operate.

For Anne, Stuttgart has played a pivotal role in her educational and career development life. With high-quality universities and great job opportunities, Stuttgart easily tops the list in Germany for young and bright talents willing to work hard to achieve their dreams.



PARTNERS' TALENTS

SUCCESS STORIES OF SUPERTALENTS FROM OUR PARTNERSHIP

ZILINA'S GOT SUPERTALENT (SVK)

If you ask anyone in Slovakia to name a famous person from Žilina most of the people will say the name - Peter Sagan. He is one of the best professional cyclists in the world - he has 7 green jerseys from Tour de France and won 3 consecutive world championships. His achievements have awarded him the nickname "Tourminator".

He started cycling at the age of 7 and he was quickly recognised as talented due to his results. Talent itself is not usually enough, but he has other qualities as described by his first trainer, "Peter is not just extremely talented, but also hard working and does not have a problem dealing with psychological pressure".

It is the amalgamation of his personal qualities and supportive environment that enabled development of his talent. Žilina has infrastructure that supports sports such as Cycling club, where he was able to develop himself as a professional cyclist under the tutelage of professional trainers.

He was born and raised in Žilina, but currently lives in Monaco due to a number of reasons one of them is the best conditions for training. He often visits Žilina and became a celebrity and one of the drivers for increased sport activity among young people and children. He is a good example of how one person can change the approach towards sport in the whole city.



Peter Sagan - World Champion

LEOBEN'S GOT SUPERTALENT (AUT)

Doris Wolkner-Steinberger, born on July 16th, 1960 in Leoben, says about her profession: "I have the most beautiful job in the world!" So what is the business of this successful woman? She has been the managing director of the, in the 17th century founded, Styrian National Zoo, i.e. the Herberstein Zoo, since 2007. So she is responsible for more than 500 zoo animals and about 190,000 visitors annually. Before, she was the zoo manager of the Elfenberg Mautern Zoo for four years.

She started her career as an authorized signatory at the Upperstyrian printing house and publishing company. There she was for about 23 years, where she was in charge of the personnel department for the entire company.

Doris Wolkner-Steinberger experienced her talent for leading employees and management very early on. So she was always happy when a positive result was achieved in what she did. She wants to show young people that it is important to have a few people in life, by which you can orient yourself and learn. "Then", she is convinced, "you have to go your own way" Born in Leoben, she says about home: "Home will always be where you grew up and you like to think about it."



PARTNERS' TALENTS

SUCCESS STORIES OF SUPERTALENTS FROM OUR PARTNERSHIP

WEIZ'S GOT SUPERTALENT (AUT)

Yvonne Dornhofer from Weiz has a very unusual talent. She is an organist. Her love for the "queen of instruments" began early, already as an elementary school student she had piano lessons at the music school in Weiz. The great tonal palette the grandiose organ compositions of important masters had fascinated her very much. Apart from the basic musical education during her school years, her parents in particular recognized and encouraged her love of music at an early age. Today she is very grateful and happy that at the beginning of her studies she decided to choose piano and organ as artistic majors.

A scholarship enabled her to study abroad in Paris, where she received lessons from the organist of Notre Dame Cathedral.

She completed further concert studies in Geneva, for her special achievements she was awarded the "Prix d'Orgue Pierre Segond" prize donated by the city of Geneva!

Yvonne Dornhofer is internationally recognized in her field.

But although she has already made her music in the most diverse places in Europe, everywhere there are great cathedrals, she always likes to come back to her hometown of Weiz.

Here, where everyone has supported her from the beginning and she can rely on the cohesion of a small town.

Fortunately, the Weizberg Church was raised to the status of a minor basilica in 2017, we already had the organist for it ☺



POSTOJNA'S GOT SUPERTALENT (SLO)



Interreg
Danube Transnational Programme
TalentMagnet

Rok Bizjak,
Postojna (SLO)

Persistence, determination, diligence - 3 traits of a successful young talent! Rok Bizjak has all three, being a part of the Slovenian National archery team (since 2013) and a law student (currently finishing his master's). He says that managing both can be demanding, and his success would not be possible without financial, emotional and organisational help from his parents. Archery brought some of his best achievements - the greatest being a bronze medal at indoor world championships in 2016 and 4th place at the European games (2015). Coming from a small town of Postojna, Rok began like any other athlete - in the local club. Within a year, with new contacts in the archery community and better results, the lookout for a professional coach began. His parents' support enabled the hiring of a coach with Olympic pedigree who imparted knowledge and monitored Rok's form, performance, and mental state. With experience came more independence.

With Rok's getting results, the local club received more funding. Being the one covering expenses (coach, equipment, tournaments, physical therapy etc.) and bringing in funds, it was expected the club would cover some costs, but an agreement wasn't reached, and releasing his funding through a local sports organisation funded by Postojna was unsuccessful, so disappointment in funding management is understandable. Rok says: "I do like my town, with plenty of parks, running paths and other sports infrastructure. The general public's recreational needs are looked after, which is reasonable since towns should provide a wider public service. When it comes to local clubs, the funding is good but could be better. Foremost the tender conditions should be stricter and better defined. When it comes to professional sport, our town has no plan. So the future of sport in Postojna is promising, the funding sufficient, and with a few changes, all could profit. Sport in our town has a great tradition, and great athletes are respected."

PARTNERS' TALENTS

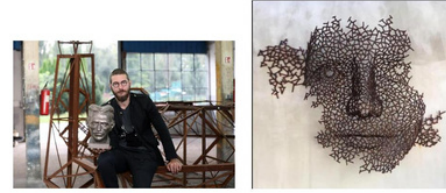
SUCCESS STORIES OF SUPERTALENTS FROM OUR PARTNERSHIP

VARAZDIN'S GOT SUPERTALENT (CRO)

Nikola Vudrag is a sculptor who was born in Varaždin in 1989. For such a young age, he is already accomplished in his field and has gained fame and recognition on an international level thanks to his inspired work in sculpting from rock and metal. He holds several achievements such as constructing the tallest (12,35 m) statue of Nikola Tesla in the world, as well as designing several lifetime achievement award statues that were given to the likes of Oliver Stone, Joshua Oppenheimer and Trinh T. Minh, all famous film directors. He has also been selected to design two coins of the Croatian Kuna, the youngest artist to receive this honour.

He developed his talents as early as the age of four, when his grandfather handed him an electrode to weld his broken toy car back together. Of course, since then, he has developed his talents by studying sculpting on the Academy of Arts in Zagreb and perfecting his work in Paris where he started displaying his works.

Nikola is a great example of talent returning to their native cities as he has moved back to Varaždin in 2020, after several years living and working in Zagreb, Paris and other capitals.



His move was motivated by him becoming manager of the new art centre in Varaždin called RezervArt, previously abandoned industrial hall which was given to Nikola to create his work in and also, collaborate with other young artists to develop their talents. Success of RezervArt would be a great indicator for local governments, showing that by attracting talents and giving them infrastructure to work and develop talents can be beneficial not only for the talents themselves but for a wider community as well.

UZHGOROD'S GOT SUPERTALENT (UKR)

Andriy Lyubka is an award-winning young poet, writer and essayist. His books are well known not only in Ukraine but also behind its borders. Selected works have been translated into English, German, Chinese, Portuguese, Hebrew, Russian, Czech, Polish, Serbian, Macedonian, Lithuanian, Slovak, Georgian, Romanian and Turkish. Full of adventures, hilarious satire and humour, his books are not always easy to read but always fascinating. He has graduated from Uzhhorod National University, lived in Kyiv and Warsaw, travelled a lot. Still, in the end, he has chosen Uzhhorod as a home for his family. *"When I was young, I was feeling a lot of limitation in this small city; literally I was out of the air, so I left to the other cities for the greater possibilities."*



"But when the time was going, and I did understand the Uzhhorod's beauty from the new perspective - as a comfortable place for the creative people. The city is small and gives you more time for life, for personally your needs and wishes. You don't feel to be enforced to spend a bigger part of the day on the way, trying to reach some place. Uzhhorod is greatly located in the Heart of Central Europe, which gives you the possibility to travel through Europe and feel free, without any limitation." - told Andriy.

He is confident that for the young talents, it is essential to have support and external help as from the mentors also from the city policies. It is also crucial for the city to develop opportunities for a high-quality life. People can spend time enjoyable and enabled and don't feel limitations compared to the big cities.

PARTNERS' TALENTS

SUCCESS STORIES OF SUPERTALENTS FROM OUR PARTNERSHIP

REGENSBURG'S GOT SUPERTALENT (GER)

Marc Schmidt is a project manager and entrepreneur in Regensburg, Germany. During his career, he supervised international project management campaigns in Regensburg and abroad, and he was involved as an entrepreneur in the organization of many student events in Bavaria. *"My goal was to establish a fun environment for students in Bavaria. Studying is not only about learning and passing exams but also socializing and making friends. Therefore, I had talks with different partners, locations, and artists in Bavaria in order to create something very special for young people."* He continues, *"Organizing an event and establishing a sustainable business out of it is complex. There are different parties and interests involved. Usually, it takes several weeks and months to organize an event with several hundred guests. At the end of the day, it was always my aim to find a compromise, following the idea of "win-win-win"; my guests have a great time, my business partners operate profitably, and my own business also makes reasonable revenues."*



Marc encourages young people to chase their dreams and realize business ideas in a field they have a passion for. *"Of course, it is a risk but a one worth taking. Due to the coronavirus, I cannot follow this career path anymore, but it was a great time and a tremendous experience, which helped me to evolve and grow as a person. Furthermore, this experience laid the foundation for my new profession in the field of international project management."*

Regarding the current situation in Regensburg, he states, *"Unfortunately, the coronavirus has completely destroyed the cultural life in the city of Regensburg. The situation is very concerning. Many nightclubs, bars, and artists will not survive this crisis, but a society cannot exist without culture. Especially, young people suffer from this situation. He hopes that "policy-makers will find a solution to promote the cultural life in Regensburg once again after the crisis is finally over."*

VARNA'S GOT SUPERTALENT (BGR)

All cities and countries have their own VIPs but we in Varna have our own VIPs' (Varna Important Persons). The city is proud of many talents - world-famous musicians, actors, athletes, but it is also the hometown of many talents that we meet in our daily lives.

Bogomil Dzhedzhev has a master's degree in Kinesitherapy from the National Sports Academy and a physiotherapist from the Medical University of Varna. He has dedicated his life to helping people and feels truly happy when he sees his patients get back to their lives. Many athletes are successfully returning to their sports careers despite severe injuries.

Regarding the opportunities in Varna, Bogomil says: *"I feel lucky because many people have helped me on my way. It is extremely important for every young person to have the support of his family and friends, as well as the city in which he lives."*

After completing his education in Sofia, Bogomil chose without hesitation to return to Varna and said he would never leave the city, which gave him many opportunities for development.





WHAT MAKES A CITY
TALENT FRIENDLY?



OUR TALENT'S FUNNY
MENTALIST PARODY



TALENTMARKETING -
HOW TO EXPLOIT
YOUR TALENT?

THESE 3 TALENTMAGNET
MOVIES REACHED

113,894

PEOPLE ON FACEBOOK

(Just **CLICK** them to watch)



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