Addressing brain drain: 
the local and regional dimension

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A concise state of play (Part 1)
The regional perspective of brain drain

Effects in:
- **Sending region** (Type 1)
- **Receiving region** (Type 2)

Intra-EU mobility of workers:
- Highly skilled (ISCED11 5-9)
- Young (approx. 15-34 years)

Share of highly educated EU28 movers, 2017

Source: map elaborated by the authors, based on Eurostat data accessed in July 2018.

Source: extracted from ESPON (2017).
# Inventory of initiatives (Part 2)

**Fighting brain drain and/or favouring brain gain**

30 successful initiatives from 22 EU countries implemented by local (i.e. LAU or NUTS3 level) and regional (i.e. NUTS2 or NUTS1 level) authorities.

<table>
<thead>
<tr>
<th>Code</th>
<th>Title of the initiative</th>
<th>NUTS name</th>
<th>NUTS level</th>
<th>NUTS code</th>
<th>Area type</th>
<th>Objective</th>
</tr>
</thead>
<tbody>
<tr>
<td>01_AT</td>
<td>Your Region Your Future – YURA project</td>
<td>Styria</td>
<td>NUTS2</td>
<td>AT22</td>
<td>1</td>
<td>Prev-BD Mitig/Resp-BD</td>
</tr>
<tr>
<td>02_AT</td>
<td>Salzburg Model Region Pinzgau-Pongau-Lungau</td>
<td>Salzburg</td>
<td>NUTS2</td>
<td>AT32</td>
<td>1</td>
<td>Prev-BD Mitig/Resp-BD</td>
</tr>
<tr>
<td>03_BE CS01</td>
<td>BEWARE (BEcome a WAloon REsearcher) Fellowships programme</td>
<td>Wallonia</td>
<td>NUTS1</td>
<td>BE3</td>
<td>2</td>
<td>Creat-BG</td>
</tr>
</tbody>
</table>

In terms of:
- Prevention of brain drain
- Mitigation of brain drain/Response to the negative effects of brain drain
- Creation of brain gain
- Reinforcement of brain gain

Source: Study’s inventory
Ten case studies (Part 3)
Approaches, impact and findings

• **BEWARE (BEcome a WAlloon REsearcher) Fellowships programme**, Belgium (CS01_03BE)
• **SOMOPRO - South Moravian Programme for Distinguished Researchers**, Czech Republic (CS02_05CZ)
• **Ambitious talent strategy for the Copenhagen Region 2014-2017**, Denmark (CS03_08DK)
• **Thessaloniki Creativity Platform**, Greece (CS04_11EL)
• **The Talent House of San Sebastián**, Spain (CS05_13ES)
• **URBACT CHANGE! Project**, Hungary (CS06_17HU)
• **Brain Back Umbria**, Italy (CS07_18IT)
• **Brainport’s strategy for talent attraction and retention**, the Netherlands (CS08_21NL)
• **Entrepreneurially Into a Business World**, Slovenia (CS09_25SI)
• **WOMEN - Realising a Transnational Strategy against the brain-drain of well-educated young women**, Germany-Slovenia-Austria-Poland-Hungary (CS10_30CROSS)
Six recommendations and detailed suggestions (Part 4)
Addressed to LRAs

R01. Investigate and understand the needs of talent
• Undertake a comprehensive analysis of the status of the talent to be targeted.
• Create mechanisms that provide the means for talent to voice requirements and express levels of satisfaction.
• Establish a dialogue with young resident talent.

R02. Coordinate players and synergise resources for talent-based growth
• Design strategies to frame cooperation.
• Create opportunities for broad scope interaction between players.
• Strengthen the supply of talent.
• Facilitate matching the demand and supply of talent.

R03. Identify and support key driving sectors for retaining/attracting talent
• Define sector-specific strategies in which to invest in the mid-term.
• Build on job opportunities generated by industries that are human capital-intensive.
• Invest in the spillover effects of knowledge.
• Support business culture and competencies.
Six recommendations and detailed suggestions (Part 4)
Addressed to LRAs

R04.
Stimulate the absorption of outside talent
• Set up projects that address how to recruit outside talent.
• Set up medium-term strategies focused on the attraction and retention of international talent.
• Publicise opportunities for talent and ‘brand’ the territory.
• Reward talents.

R05.
Mitigate/remove structural impediments/barriers to attracting international talents
• Provide accessible information and/or tailored support outside of the job sphere.
• Improve/create infrastructures.
• Improve mentality.

R06.
Cooperate with other authorities facing the same challenges with regards to highly skilled workers
• Share objectives and results.
• Participate in EU financially-supported projects involving LRAs from different Member States.
Thank you for your attention!

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