

# START EASY

START EASY  
Interreg Europe



European Union  
European Regional  
Development Fund

## Workshop Talent Status State of the art in the Metropolitan City of Bologna

Research, Innovation and European Project management Office

**Metropolitan City of Bologna**

Mr Davide Catellani

[davide.catellani@cittametropolitana.bo.it](mailto:davide.catellani@cittametropolitana.bo.it)

2.ITW Barcelona Meeting – 26/04/2022

# State of the art

## Key data

### GREATER BOLOGNA: the ideal destination

- **Bologna**, together with Milan, is the only city where the population grow
- **1st place**, among the Italian Metropolitan Cities for **employment rate** (71,5%) and **female employment** (66,2%), above the national average
- **1st place** in Europe of Bologna University as **European destination** for Erasmus Programme, in 2021 tertiary enrolment rate +4,3%
- **2nd place** in Italy of the Sant'Orsola Polyclinics as best Hospital
- 100k + businesses, industrial clusters, technopoles, incubators, accelerators, co-working and fab labs spaces: **a perfect environment for the development of a human-friendly industry 4.0**

### 8 REASONS WHY TO INVEST IN BOLOGNA



# State of the art

## Global Cities Talent Competitiveness Index (GCTCI) 2021

GCTCI rankings and scores: Overall and by variable

Rank	City	GCTCI OVERALL	1. ENABLE			2. ATTRACT		
			1.1 GDP per capita	1.2 Internet speed	1.3 Ease of doing business	2.1 Presence of Forbes Global 2000 companies	2.2 Foreign-born population	2.3 FDI projects
53	Bologna	49.1	39.8	18.9	69.3	28.0	14.6	5.2

3. GROW			4. RETAIN				5. GLOBAL KNOWLEDGE SKILLS		
3.1 Major universities	3.2 Tertiary enrolment	3.3 FDI jobs created	4.1 Safety	4.2 Environmental quality	4.3 Traffic travel times	4.4 Happiness	5.1 Tertiary educated population	5.2 Patent applications	5.3 Airport connectivity
59.3	71.0	58.5	89.1	93.0	81.8	66.1	45.1	55.1	23.3

# State of the art

## Recent steps and initiatives in the Metropolitan City of Bologna

2020-2022 |



2020 | 29<sup>th</sup> Oct

Businesses, 15 million euros from the Emilia-Romagna Region.  
**Invest in Bologna** will support investors for information about the regional call to attract new investments.



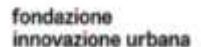
2021 | 30<sup>th</sup> Mar

Metropolitan City of Bologna and Emilia-Romagna Region together for the attraction and retention of national and international talents.  
Hiring international skilled workers. A **series of webinars** on incentives and obligation for companies, and **on talents' successful stories abroad and return** (Emilia-Romagna round trip)



2022 | 01st Feb

**Launch of Invest in Bologna for Talent service**  
Roundtable event "Bologna and talent: investing in human capital as growth factor".



# Invest in Bologna for Talent Service

## FEATURES

- **TALENT definition** → Talent are the **KEY RESOURCE** for business, research centre, start up
  
- **OBJECTIVES** →
  - A. support the **strengthening** and innovation of the business and research system
  - B. improve the **positioning** of Bologna as a place to come a live and work
  
- **TARGET GROUP** →
  - A. **Companies and research centers** registered and based in the metro area
  - B. **Innovative businesses and startups**
  - C. **Single talents** (young highly skilled worker or a researcher) profiled and sought by local companies

# Invest in Bologna for Talent

## ACTORS ECOSYSTEM: A STRATEGIC ALLIANCE



# Invest in Bologna for Talent

## THE SERVICE |

### WELCOME

#### Info and guidance

WEBSITE AND INFO MATERIALS

#### One-one coaching

TUTORING ON SITE AT THE SPACE  
AND ONLINE

### ATTRACTION

#### Territorial promotion

IN COLLABORATION WITH  
PARTNERS AND TERRITORIAL  
STAKHOLDERS

#### Service promotion

TO COMPANIES, RESEARCH  
CENTERS, HIGHER EDUCATION  
AND TRAINING INSTITUTIONS

### RETENTION

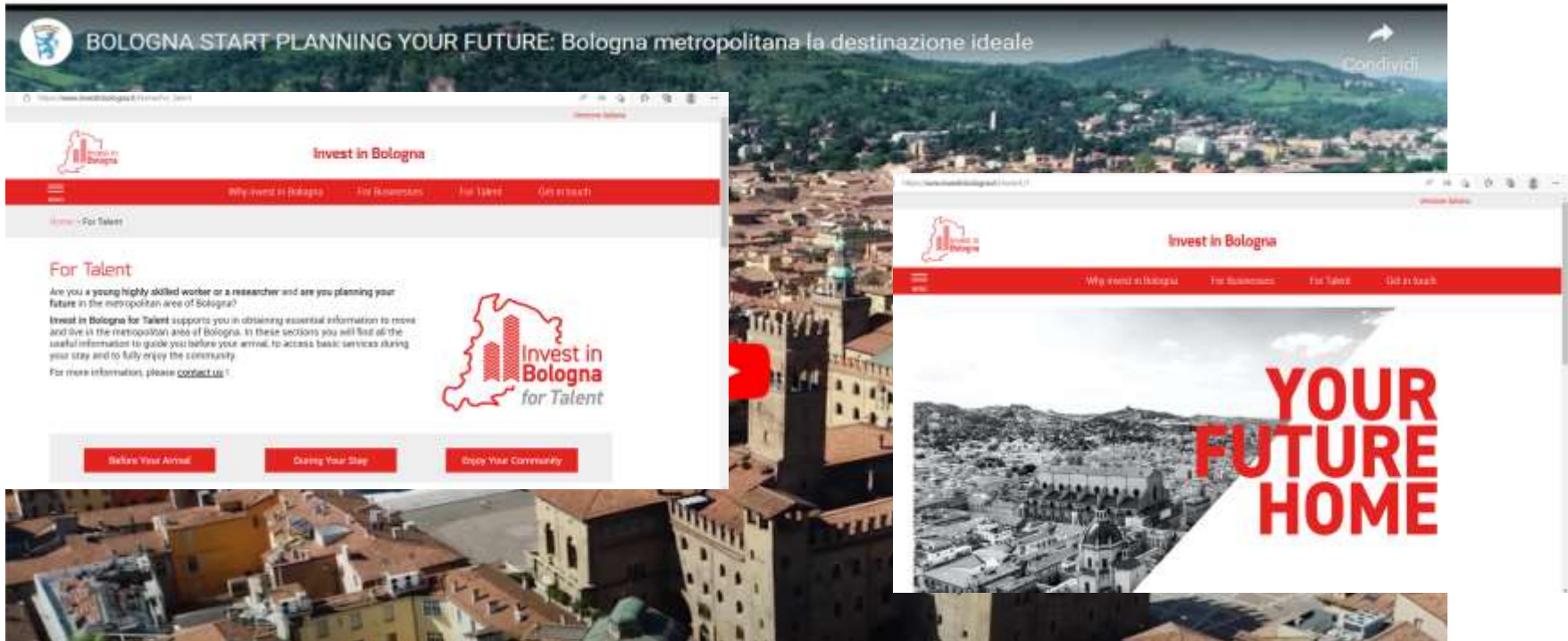
**(to be developed)**

**Facilitation with businesses**



# Invest in Bologna for Talent

## DIGITAL PROMOTION ACTIVITIES: WEBSITE



[https://www.investinbologna.it/What talent say/Bologna metropolitana la destinazione ideale per studenti lavoratori ricercatori e startupper](https://www.investinbologna.it/What%20talent%20say/Bologna%20metropolitana%20la%20destinazione%20ideale%20per%20studenti%20lavoratori%20ricercatori%20e%20startupper)



# Invest in Bologna for Talent

START EASY  
Interreg Europe



[https://www.investinbologna.it/Home/What\\_talent\\_say](https://www.investinbologna.it/Home/What_talent_say)



## What talent say

## DIGITAL PROMOTION ACTIVITIES: TALENT VOICES

in cooperation with Unibo

[https://www.investinbologna.it/What\\_talent\\_say](https://www.investinbologna.it/What_talent_say)

## SALA BORSA SPACE



**BOLOGNA START PLANNING YOUR FUTURE:** The metropolitan area of Bologna, the ideal destination for students, knowledge workers, researchers and startups



**BOLOGNA START PLANNING YOUR FUTURE:** Interview with Francesco Meoni | Pilot Plant Manager | BI-REX



**BOLOGNA START PLANNING YOUR FUTURE:** Interview with Francesco Di Bucchianico | Manufacturing Engineering | BONFIGLIOLI



**BOLOGNA START PLANNING YOUR FUTURE:** Intervista a Elisabetta Crocetti | Professoressa di psicologia sociale | ALMA MATER STUDIORUM - UNIVERSITÀ DI BOLOGNA



**BOLOGNA START PLANNING YOUR FUTURE:** Intervista a Giuliano Amadori | Project Portfolio Manager | DATALOGIC Development Process | DATALOGIC



**BOLOGNA START PLANNING YOUR FUTURE:** Intervista a Ivana Kurelac | Ricercatrice in genetica medica | ALMA MATER STUDIORUM - UNIVERSITÀ DI BOLOGNA



# Next challenges

## Focus areas and service development |

- ❖ **Skills intelligence** as a tool to support talent attraction on specialization business sectors of the Metropolitan area
  - ❖ Strengthen the **collaboration** among partners and territorial stakeholders
- ❖ Learning needs on **European** good practices on **attraction and retention service model**
- ❖ **Promotion** activities of Invest in Bologna for Talent service

Get in touch

Invest in Bologna  
Metropolitan City of Bologna  
Via Benvenuto XVI, 2 - 40125 Bologna (Italy)  
+ 39 051 439854  
+ 39 051 4399418  
www.investinbologna.it  
investinbologna@cittametropolitana.bo.it

Get in touch |

Invest in Bologna  
**for Talent**

Invest in Bologna supports the Sustainable Development Goals  
SUSTAINABLE DEVELOPMENT GOALS

Invest in Bologna for Talent: [fortalent@cittametropolitana.bo.it](mailto:fortalent@cittametropolitana.bo.it)



Grazie!  
Thank you!



European Union  
European Regional  
Development Fund

@StartEasyEU

#StartEasyEU