

RiseUp Talent



AYUNTAMIENTO DE LEÓN



Expanding opportunities in depopulated territories



AYUNTAMIENTO DE LEÓN



Policy objective: Smarter Europe

Specific Objective:

Sustainable growth and competitiveness of SMEs and job creation in SMEs, including by productive investments

About the project:

Sharing **best practices** to **fix population** and **retain talent** in territories with problems about demographic aging.

The project aims to **connect**:

- Development agencies
- Academic organizations
- Strategic companies
- Students
- Young professionals



About the project:

The project addresses the following **challenges** faced by territories with demographic problems:

- **Talent drain**
- Loss/**shortage** of **entrepreneurial and innovation initiatives**
- **Low self-esteem** of the territory
- **Lack of expectations**
- **Low competitiveness**, linked to lack of entrepreneurship and innovation



WHO WE ARE?



Ildefe is a **public company** of the City Hall of León.

Purpose 1:

The promotion and encouragement of local public initiatives which **generate wealth, employment** and **well-being** for the citizens of the Municipality of León.

Purpose 2:

The development of all **actions** related to **professional training, employment generation** and the **adaptation of the workforce** to the new conditions of the labour market.

OUR PROJECTS

1. Talento León



León City Council's **Talent Attraction and Retention Plan** -coordinated by ILDEFE- was created to **attract medium** and **highly qualified professionals** who wish to live and work in León.

The emerging and innovative sectors of the city and its metropolitan area need the talent of these professionals to grow, and we intend to **coordinate companies**, the **University of León, Training and Research Centres**, to achieve the dynamisation of the local economy and improve our demographic data.

OUR PROJECTS

1. Talento León



We want to:

- **Identify** and **attract talent** of any origin, so that local companies **improve** their **competitiveness**, taking advantage of the experience and background of the best professionals.
- **Retain talent in our city**, focusing on the university environment and on Higher Vocational Training profiles in demand by the most innovative companies in León.
- To **promote links** between **professionals, young people, institutions, entities** and **companies**, to create the largest community of talent of people who want to connect to León and its future.

OUR PROJECTS

2. Espacio Talento Joven



It is a **cross-border cooperation project**, co-financed by the European Regional Development Fund (ERDF) through the Interreg V-A Spain-Portugal Programme (**POCTEP**) 2014-2020, to **attract** and **promote business initiatives** of young entrepreneurs in emerging sectors in León, Spain and Beira Interior (Portugal).

www.espaciotalentojoven.com/

OUR PROJECTS

Espacio Talento Joven



Itinerary for **talented entrepreneurs** wishing to **set up** in León or Beira Interior with:

- Training
- Information
- Start-Up procedures for new activities in trending sectors
- Mentoring
- Advice
- Tools

Consolidation of business projects **already established** in León or Beira Interior with:

- Development of new products or services
- Growth in foreign markets
- Applied innovation (with personalised support and mentoring).

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LEÓN

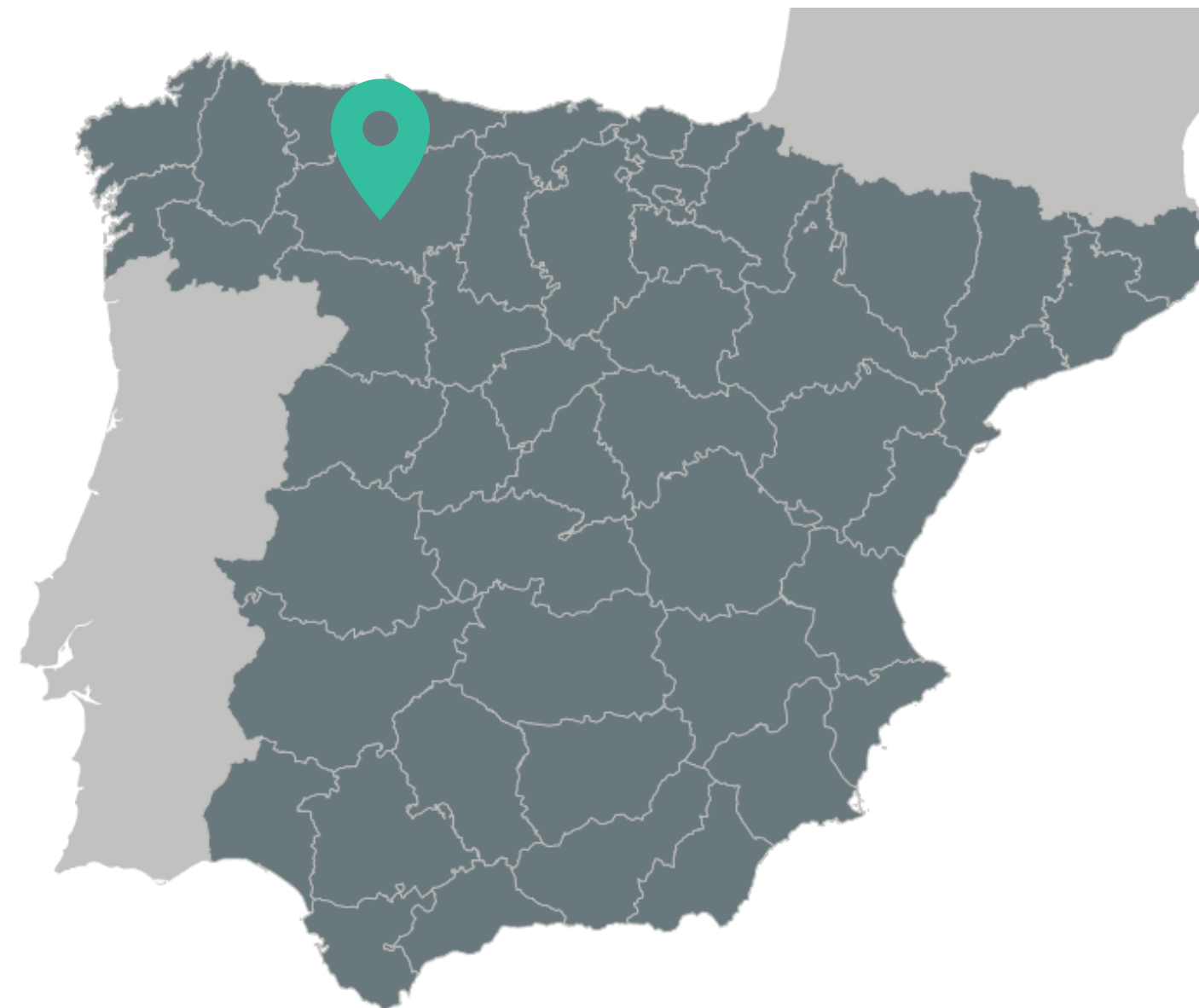
Province located in the **north-west** of the autonomous community of **Castilla y León**, Spain

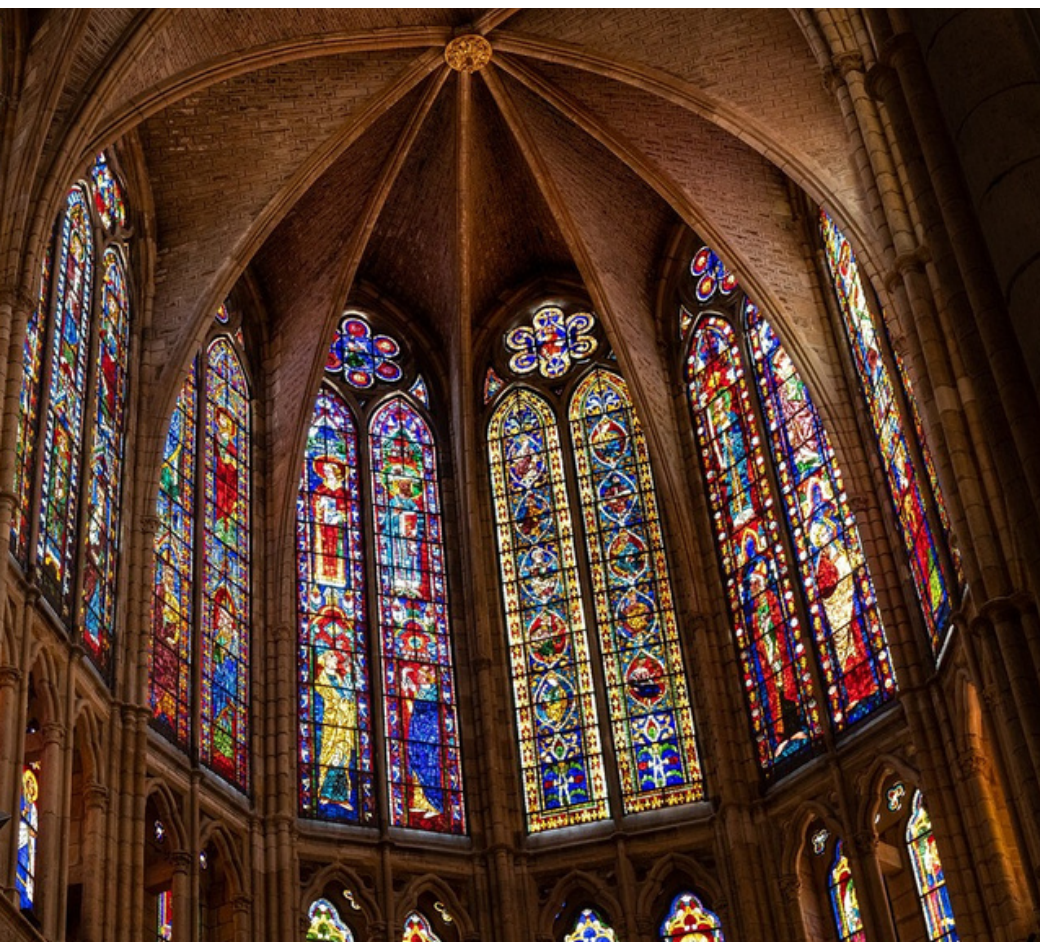
León has a **wide cultural offer** with artistic heritage. Tradition merge in León

León is the European territory with the **highest concentration** of **natural areas protected** as **Biosphere Reserves**

The **Camino de Santiago** and the **Vía de la Plata** run through the province

Educational excellence backed by high scores in PISA report





Sounds interesting?

Join the project!



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