

Trondheimsregionen



WORK IN
TRONDHEIM

Program Presentation

Agenda

- 01 About Work in Trondheim
- 02 Background: development history
- 03 Organisation
- 04 Status & future plans
- 05 How you can benefit from partnering with us

Objective

Support employers in the Greater Trondheim region to attract, welcome and retain highly skilled international talent.



Work in Trondheim

Attraction

Campaigns promoting the region as a career destination

Recruitment campaigns with businesses

Drive Trondheim Ambassador Program

Job Board: advertising of jobs on workin trondheim.no

Talent Pool of skilled candidates for companies

Manage workin trondheim.no

Retention

Develop & operate Spouse Programs

Develop better language training services

Various course, training & events

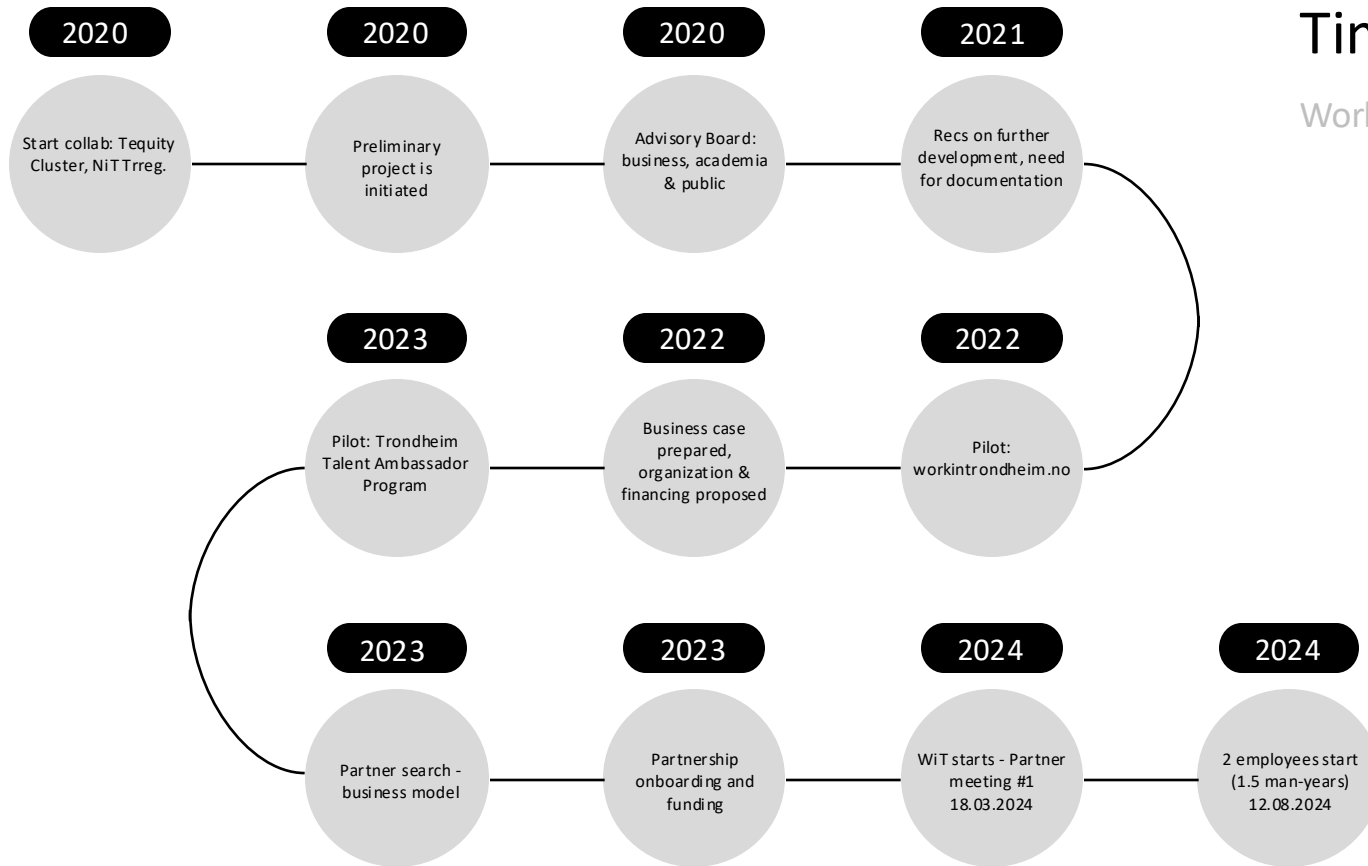
Improve ecosystem (bureaucracy, laws, regulations & schools, ++)

Other relevant projects

Background

Timeline

Work in Trondheim



Organization & Anchoring

Pre-project and Business Case Conclusions

Trondheimsregionen is a natural project owner for this type of investment into the region.

Many alternative project owner alternatives considered locally

What is the best practice internationally?

INTERNATIONAL TALENT MAP

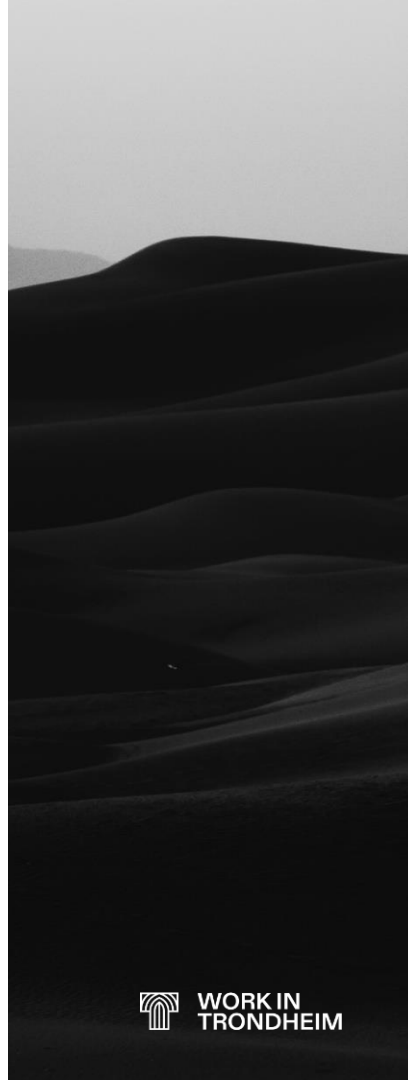
A DATA DRIVEN BENCHMARK ACROSS SELECTED EUROPEAN COUNTRIES:
Drivers and challenges regarding attracting and retaining international talent for places and employers.

INSIGHTS FROM 300+ COMPANIES AND 2600+ TALENTS









Key learnings:

- International talent chooses 'the city' over 'the job'
- Job applicants, employers and support organisations report that key barriers for relocation include: visa processing times, language barriers, access to pertinent information (in English), and integrating in local society. This reflects the trend backed by data provided by a number of other European cities.
- Companies and business infrastructure should prioritise 'integration' as part of their recruitment and hiring processes.
- Developing 'place branding and attractiveness' and international welcome services are part of the solution.

What do these regions have in common?

COPENHAGEN
CAPACITY



gothenburg



work in estonia

The region is in the
leading seat to
promote the
initiatives

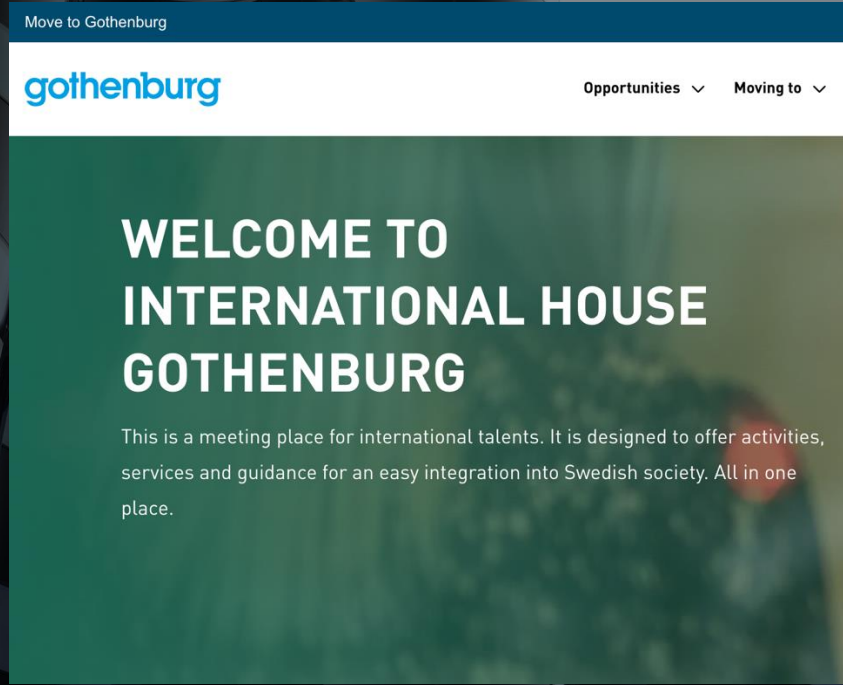
Contributes with the facilitation of what the
companies cannot solve/influence

Public – private
partnerships

The companies'
commitment

Contributes through cooperation to
strengthen what companies are good at

Example: Gothenburg

A screenshot of the Gothenburg International House website. The page has a dark blue header with the text "Move to Gothenburg" on the left and the "gothenburg" logo in white on the right. Below the header, there are two dropdown menus labeled "Opportunities" and "Moving to". The main content area has a green background with the text "WELCOME TO INTERNATIONAL HOUSE GOTHENBURG" in large white letters. Below this, there is a paragraph of text: "This is a meeting place for international talents. It is designed to offer activities, services and guidance for an easy integration into Swedish society. All in one place."

Move to Gothenburg

gothenburg

Opportunities ▾ Moving to ▾

WELCOME TO INTERNATIONAL HOUSE GOTHENBURG

This is a meeting place for international talents. It is designed to offer activities, services and guidance for an easy integration into Swedish society. All in one place.

100% publicly funded

Company's financing:

- Participation in program/activity
- Attraction promotions



Status & Future Plans

Status September 2024

Team in operation

Talent Ambassador Program activated

Partner meetings & development of action plan

Updating workin trondheim.no including partner profiling & helpful info for foreign talent.

Spouse Program launching fall 2024

WiT international community meetups launching September 24, 2024

Clarification of other collaboration partners: NAV/EURES, Onboard Norway, SUA +

Additional funding for welcome services, IMDI, managed by Trøndelag County Municipality – application submitted.

Thank you.

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TRONDHEIM**