**TALENT MATTERS...**

Crucial for innovation and technological progress

Contributes to stronger economic growth

Key to mitigating an aging and shrinking population and labour force

Important for filling skills shortages

**...AND IT MATTERS FOR LITHUANIA, TOO**

Lithuania has a shrinking and aging population, largely due to emigration

**POPULATION**

<table>
<thead>
<tr>
<th>Year</th>
<th>Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>1990</td>
<td>3.7 M</td>
</tr>
<tr>
<td>2019</td>
<td>2.8 M</td>
</tr>
<tr>
<td>2050 (predicted)</td>
<td>2.1 M</td>
</tr>
</tbody>
</table>

Population has decreased by 24.4% due to emigration.

**WHO IS A TALENT?**

(Highly) skilled professionals

International students

Returning skilled emigrants

Entrepreneurs

**HOW DOES MIGRATION FIT IN?**

- 74% of migrants are citizens of Ukraine, Belarus and Russia
- 90% of non-EU labour migrants fill shortage occupations
- 5% of higher education students are from abroad
- 1% of permits are Blue Cards

*All data from 2019

**TALENT ATTRACTION + RETENTION**
STATE OF PLAY

PROGRESS: A SHIFT FROM AD HOC ACTION TO STRATEGIC POLICY PLANNING

- Increased focus on international student attraction
  - Development of Internationalism of Higher Education Project
- Programme to attract migrant entrepreneurs
  - Startup Visa Programme
- Development of migration and integration framework
  - Strategy for the Demographic, Migration, and Integration Policy 2018-2030
- Evidence-based and inclusive methodology to guide future talent management efforts
  - TAENTAS Project
- Pilot of bilateral cooperation on labour migration
  - Digital Explorers
- ‘One-stop-shop’ to provide information and advice
  - I Choose Lithuania
- Co-location of services
  - International House Vilnius
- Eased access to the labour market for shortage occupations
  - List of shortage occupations
- Development of migration and integration framework
  - Strategy for the Demographic, Migration, and Integration Policy 2018-2030

OBJECTIVE: A COMPETITIVE AND GROWING LITHUANIA

...BUT CHALLENGES REMAIN

- No centralised and coherent talent policy
- Insufficient stakeholder coordination
- Retention and integration overlooked
- Less implementation outside capital
- Goals not fully supported by migration framework
- Case for choosing Lithuania not optimised
- Difficult work-study pathway
- Limited interactions between migrants and local populations
- Scarce data
**TALENT MANAGEMENT CHECKLIST**

**ECOSYSTEM**
- User-friendly migration procedures
- Tailored integration programming
- Promoting balanced narrative on migration
- Shortage occupation list
- Eased access to the labour market
- Fast track procedures
- Job search visa
- Path to permanent residency
- Possibility for family members to join and work
- Bilateral agreements on labour migration
- ‘One-stop-shops’ to centralise services
- Information portals

**REPUTATION**
- Inclusive branding
- Targeted, ongoing communications
- Alumni and talent ambassador networks
- Standing out from the crowd of competitors

**ATTRACTION**
- Online marketing
- Pre-arrival information
- Active job matching
- Entrepreneurship support
- Student financial assistance
- Relocation support

**INTEGRATION**
- Professional networks
- Study-work pathways for students
- Mentoring
- Targeted trainee/internship programmes
- Language classes
- Career advice and networking events

**RECEPTION**
- Soft-landing support
- Welcome events and programmes
- Global talent services
- Mentoring

**WHAT SHOULD WE DO?**
- Focus on developing a strong reputation among potential employees and stakeholders.
- Utilize targeted, ongoing communications to engage with current and future talent.
- Build alumni and talent ambassador networks to leverage existing connections.
- Differentiate from competitors by standing out in the market.

**ECOSYSTEM**
- Promote an ecosystem that supports professional networks.
- Offer study-work pathways for students to facilitate their integration.
- Provide mentoring and targeted trainee/internship programmes.
- Include language classes and career advice for professional development.

**ATTRACTION**
- Invest in online marketing strategies to reach a wider audience.
- Provide pre-arrival information to prepare incoming talent for their arrival.
- Offer active job matching services to quickly connect candidates with opportunities.
- Support entrepreneurship with resources and funding.
- Offer student financial assistance and relocation support to make the transition easier.

**INTEGRATION**
- Build professional networks to connect talent with potential employers.
- Establish study-work pathways for students to facilitate their transition.
- Provide mentoring and targeted trainee/internship programmes.
- Include language classes and career advice for professional development.

**RECEPTION**
- Implement soft-landing support to ease the initial adjustment.
- Host welcome events and programmes to integrate new talent.
- Offer global talent services to attract international candidates.
- Provide mentoring to support personal and professional growth.
RECOMMENDATIONS

**ECOSYSTEM**

- Better explain why talent should choose Lithuania
- Build on existing ambassador initiatives
- Attract students to both study and stay to work
- Encourage employers to hire returnees while they are still abroad
- Boost online recruitment
- Optimise job matching using internet-based tools
- Promote returnee-responsive employers

**ATTRACTION**

- Make migration processes user-friendly and supportive of strategic goals
- Facilitate retention via the easing of bureaucratic requirements
- Make conditions for HQ workers more favourable and accessible

**RECEPTION**

- Foster a welcoming environment to support (re)integration
- Create a more balanced narrative
- Offer spaces for networking and socialising

**INTEGRATION**

- Increase spousal and family integration support
- Support professional and social integration
- Scale up language classes

**REPUTATION**

- Improve the quality and reputation of Lithuanian higher education
- Improve quality and recruitment standards
- Create communication platforms

**WHAT NEXT?**

With funding by the European Union via the Structural Reform Support Programme and in cooperation with the European Commission’s Directorate General for Structural Reform Support.