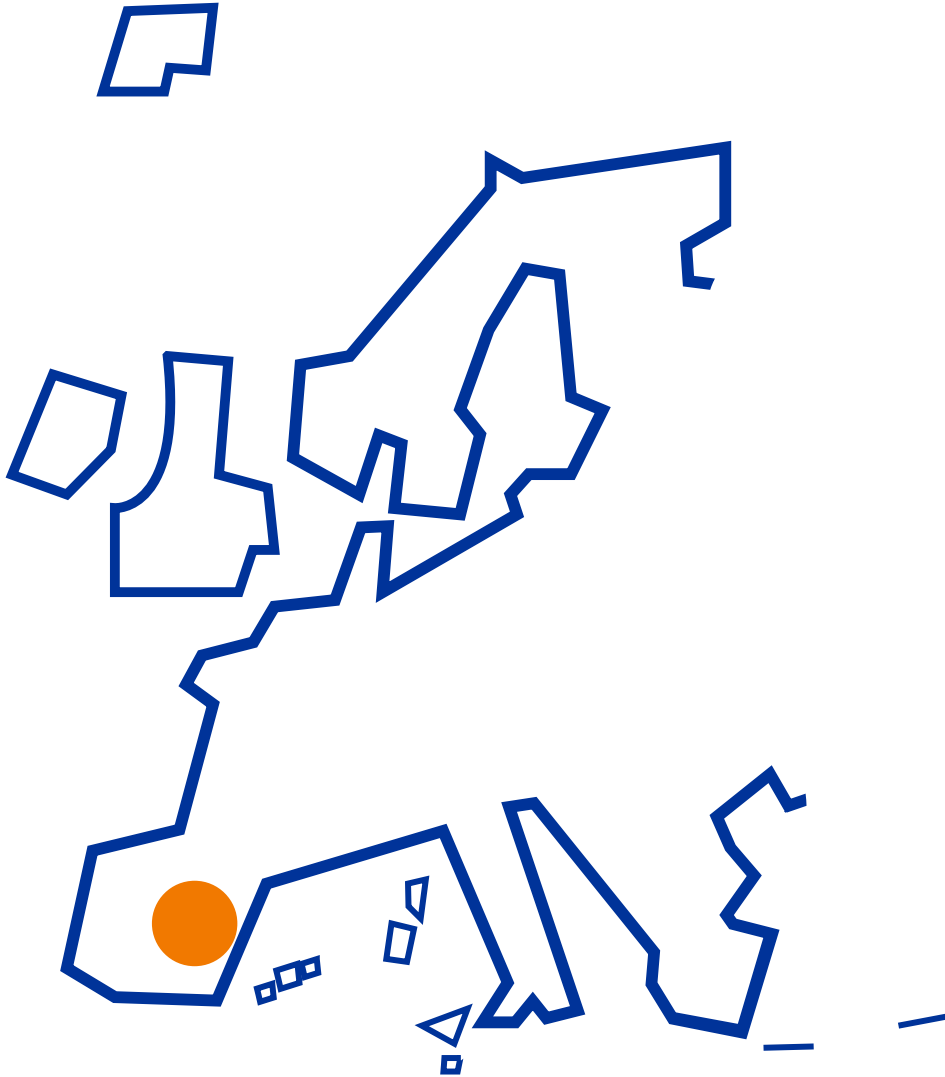


ESPON



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**U23**  
SPANISH PRESIDENCY  
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# ESPON Seminar

## Small and medium-sized cities in Europe

15-16 November 2023 in Cuenca, Spain

*Session keeping talent in the territory: young and old people as city change makers*

*Juana López Pagán, General Director of Policies against Depopulation,  
Ministry of Ecological Transition and Demographic Challenge*

## PRIORITY OF SPANISH PRESIDENCY

### European Conference on Talent and Territory

3<sup>rd</sup> November

#### Objectives

1. Promoting employability opportunities for young people in rural areas
2. To foster the first generation of young people committed to territorial development
3. Promoting a European Rural Campus



## KEEPING TALENT IN THE TERRITORIES



### Spanish National Program



#### Main magnitudes:

- **1000 students** from **39 universities**
- **3.2M€ budget**
- **Balanced representation** of women and men in the program (60% women and 40% men)
- More than **400 municipalities** involved
- 21% of students do their internship in a autonomous community different from where they studied
- **Public and private participation** (54% public companies and 46% private companies)
- Students from **157 different studies**



## EU PERSPECTIVE

- Brain Drain
- Toolbox Demographic Challenge
- VP Demography and Democracy (EC)
  - > Parents
  - > Youth
  - > Older persons
  - > Migration

#### A toolbox to address and manage demographic change

Demographic change requires comprehensive and integrated solutions. Reforms and investments are needed, using a combination of EU and national-level instruments, to maintain the EU's competitive edge. The demography toolbox draws on experiences from across the EU and sets out a comprehensive approach to demographic change structured around 4 pillars.



 Promote economic prosperity and well-being in all regions with place-based policies.