



**Talents home!**

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# The Problem

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- There are more people leaving the country than returning
- Globalization of the companies – need for more diverse experiences and knowledge
- How to engage those who do not intend to return but want to keep identity



# The Solution

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- Start systematic activities and work with our citizens abroad
- Match-make employers and potential returners (job seekers, internship places, start-ups)
- At least make an effort towards countrymen/women abroad



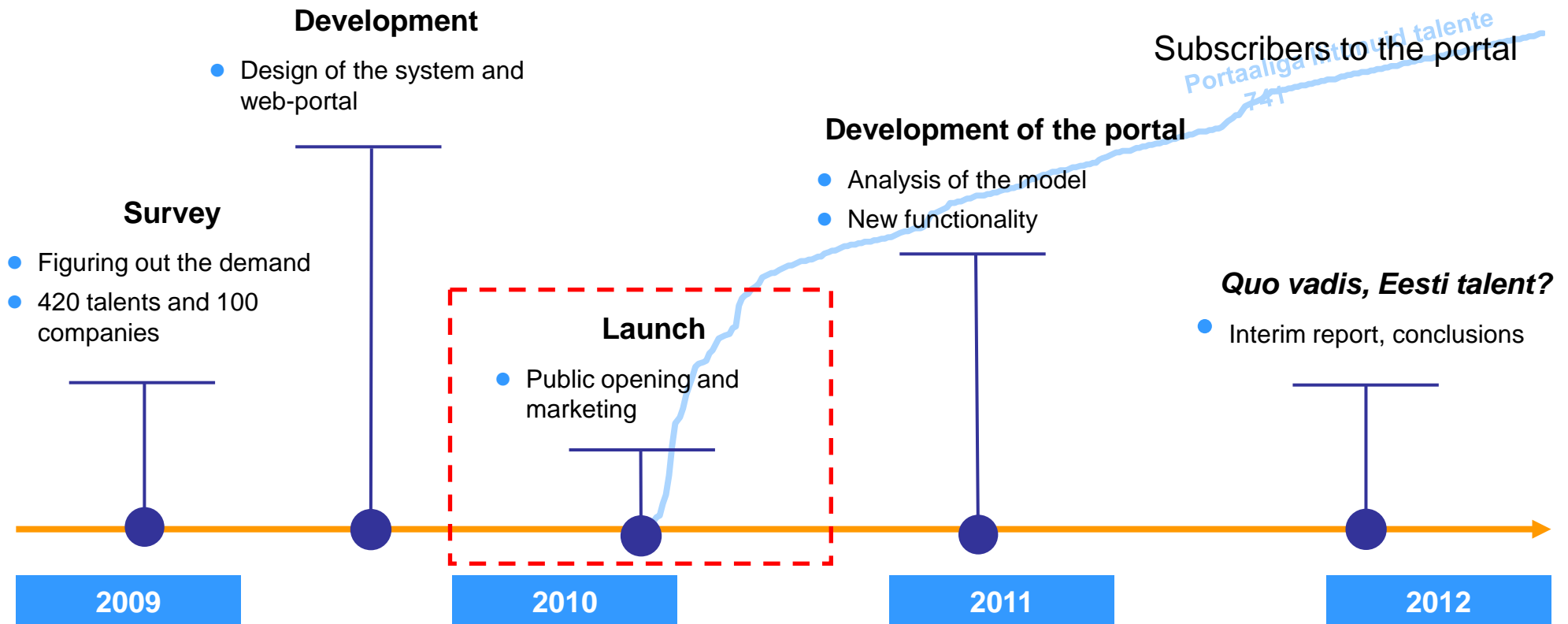
# The Focus

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- Degree students and recent graduates from universities
  - people in the verge of a career choice
- People with relevant, long term working experience
- People in a „natural“ stage of returning to homeland – graduates, families with pre-school children



# Timeline



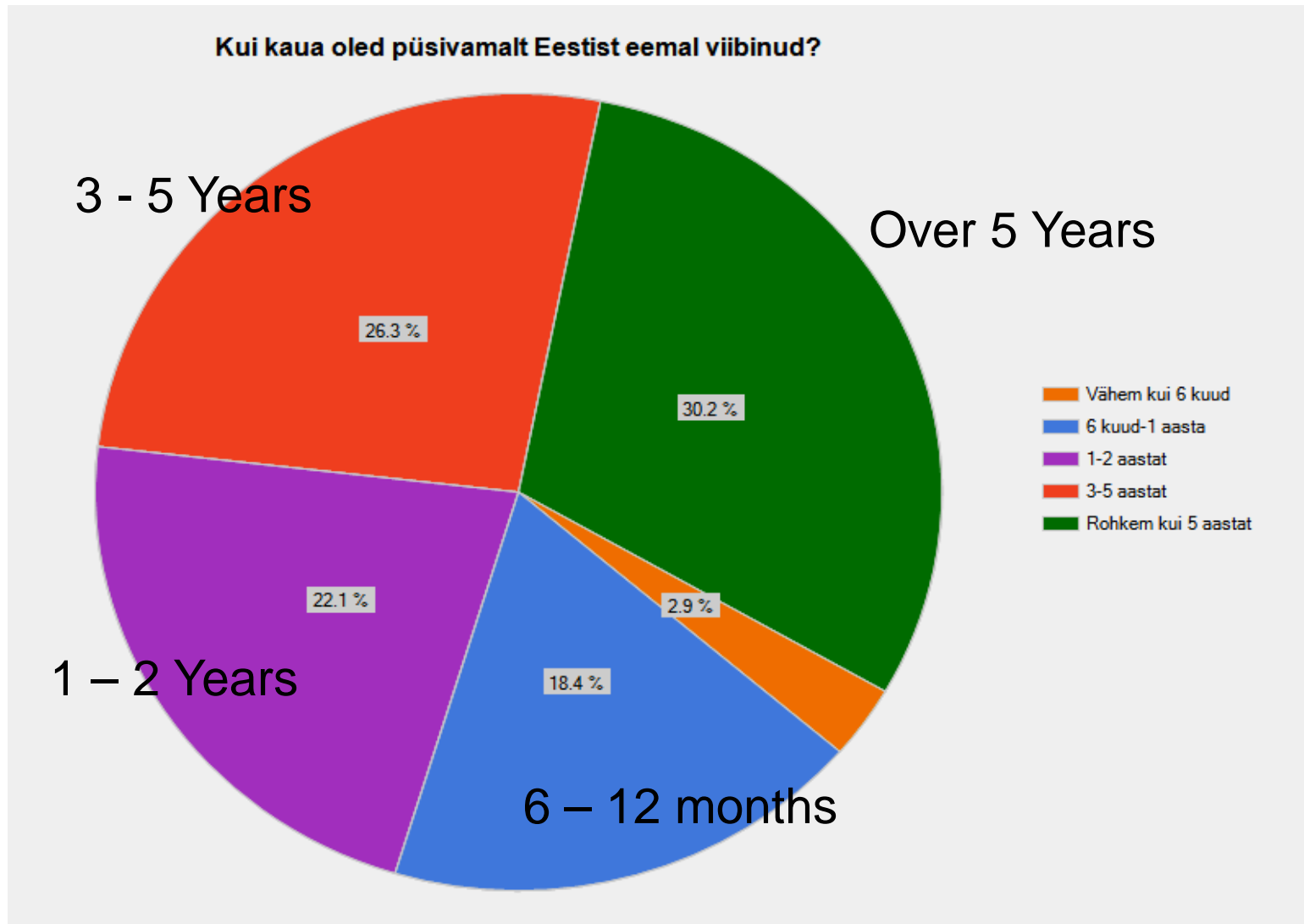
# The Survey

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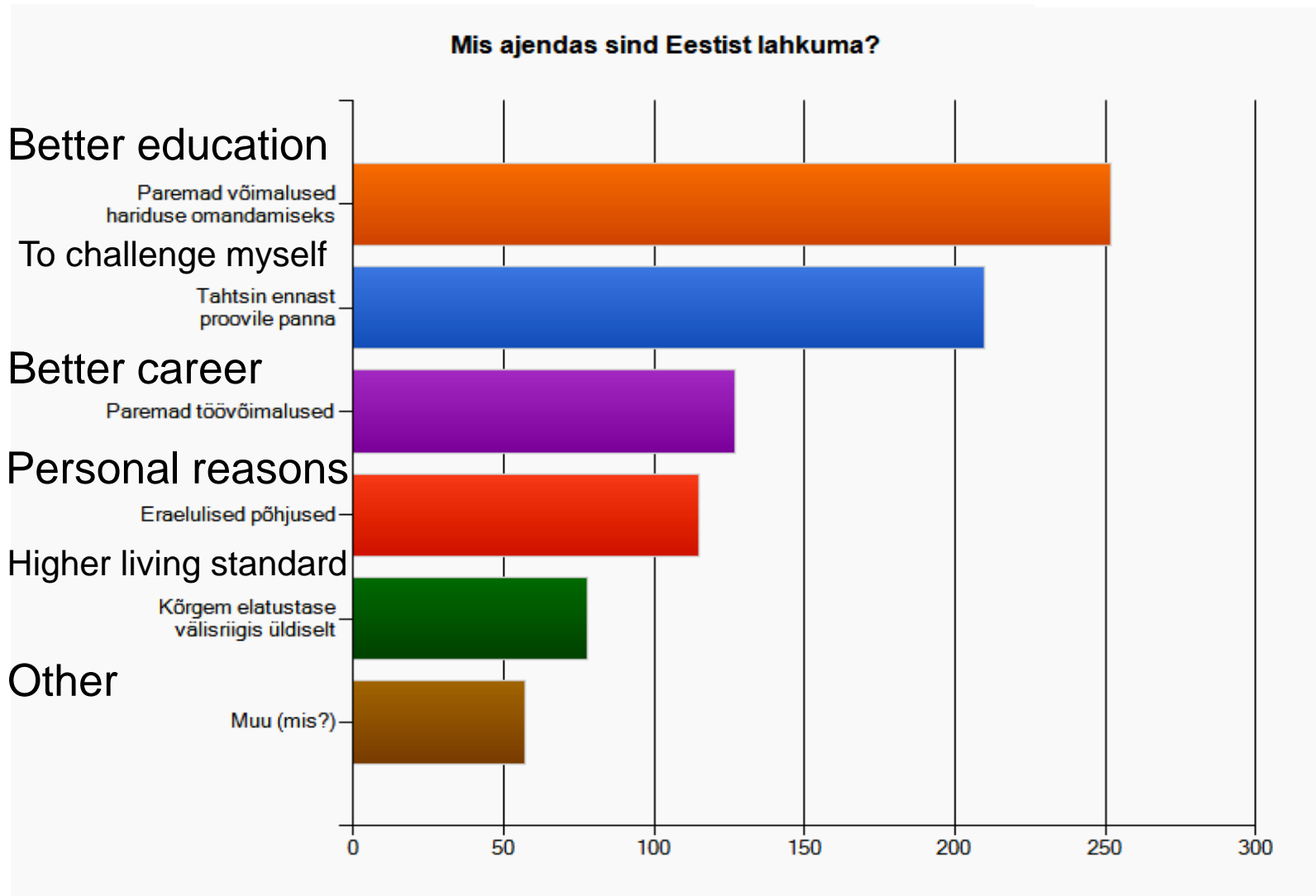
- 420 talents and 100 companies
- Focus group interviews
- Talents reached through personal contacts and social media – like a „bushfire“
- 11,1% said they will never return
- 91,2% showed readiness to work for Estonian companies



# How long have you been away?



# Why did you leave?

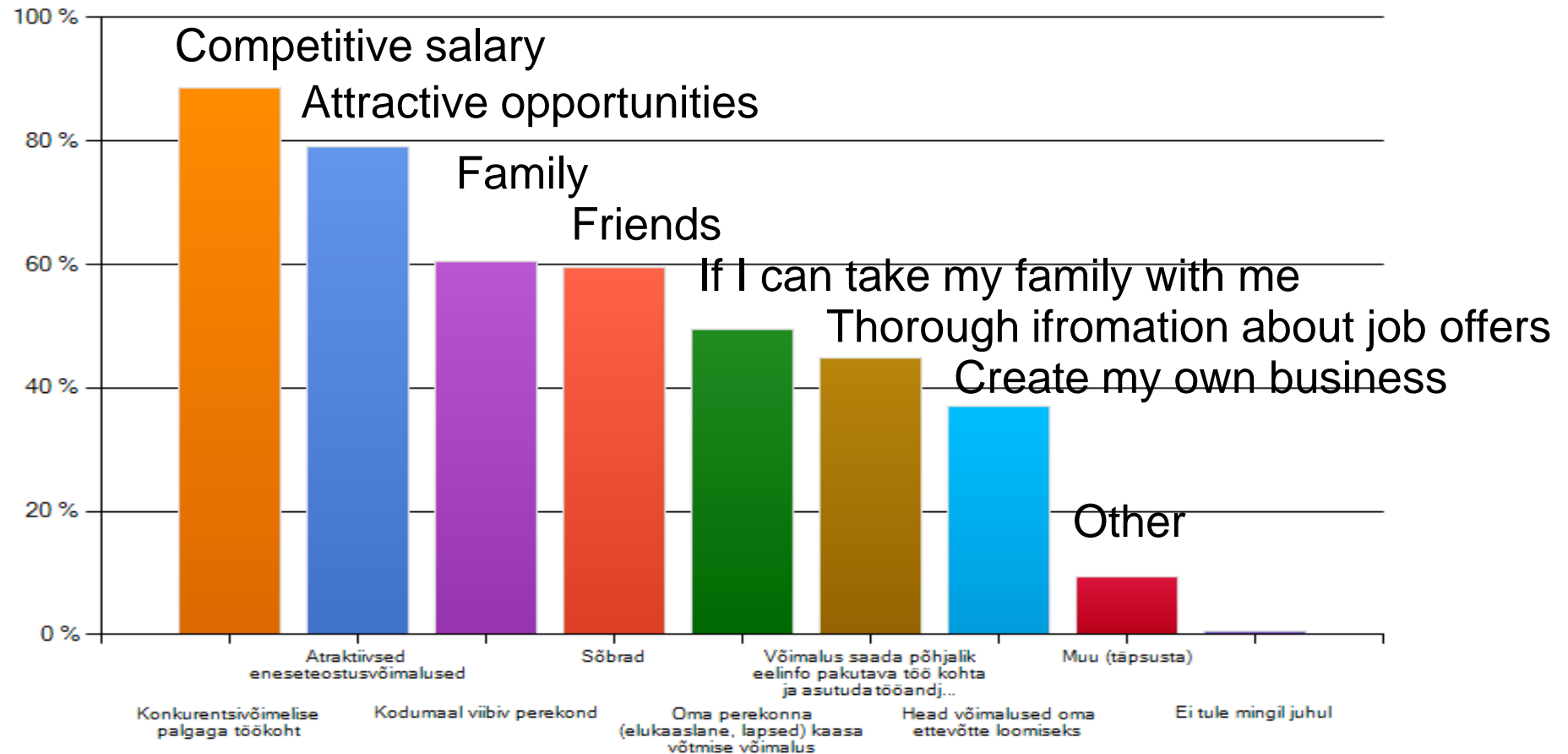




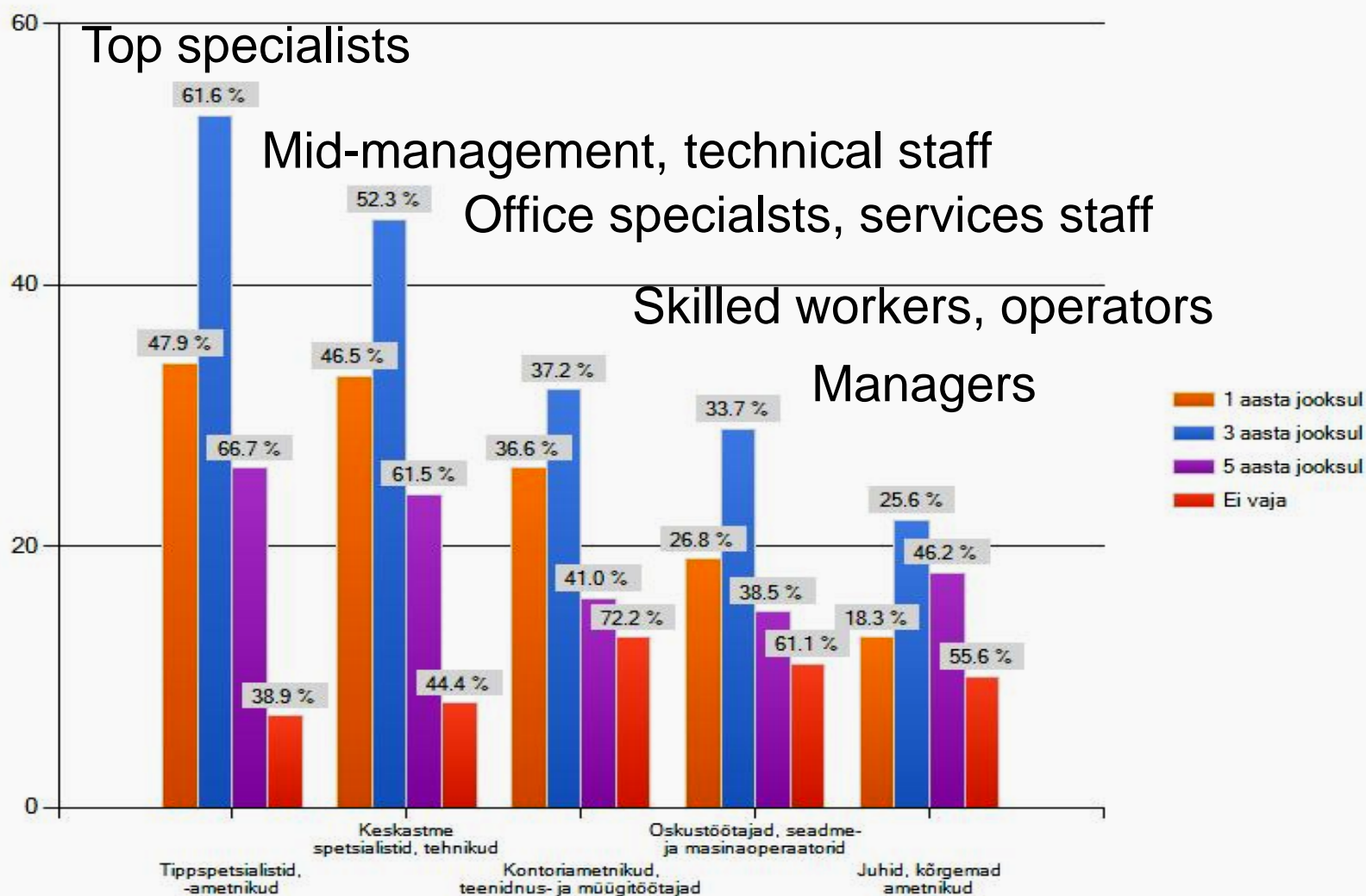
# What would make you think about returning?



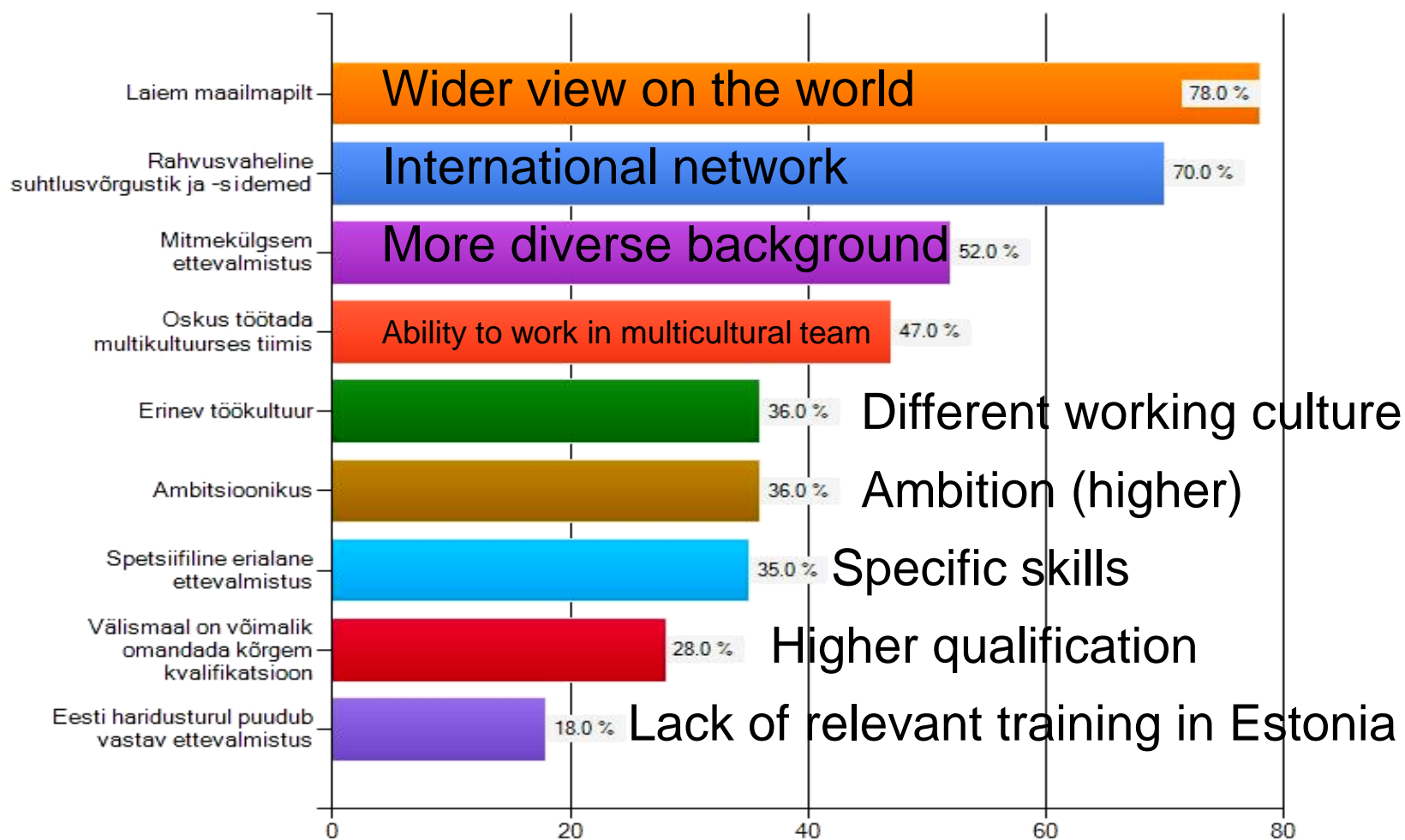
Mis ajendaks sind enim Eestisse püsivalt tagasi tulema? Märki kõik enda jaoks olulised vastusevariandid.

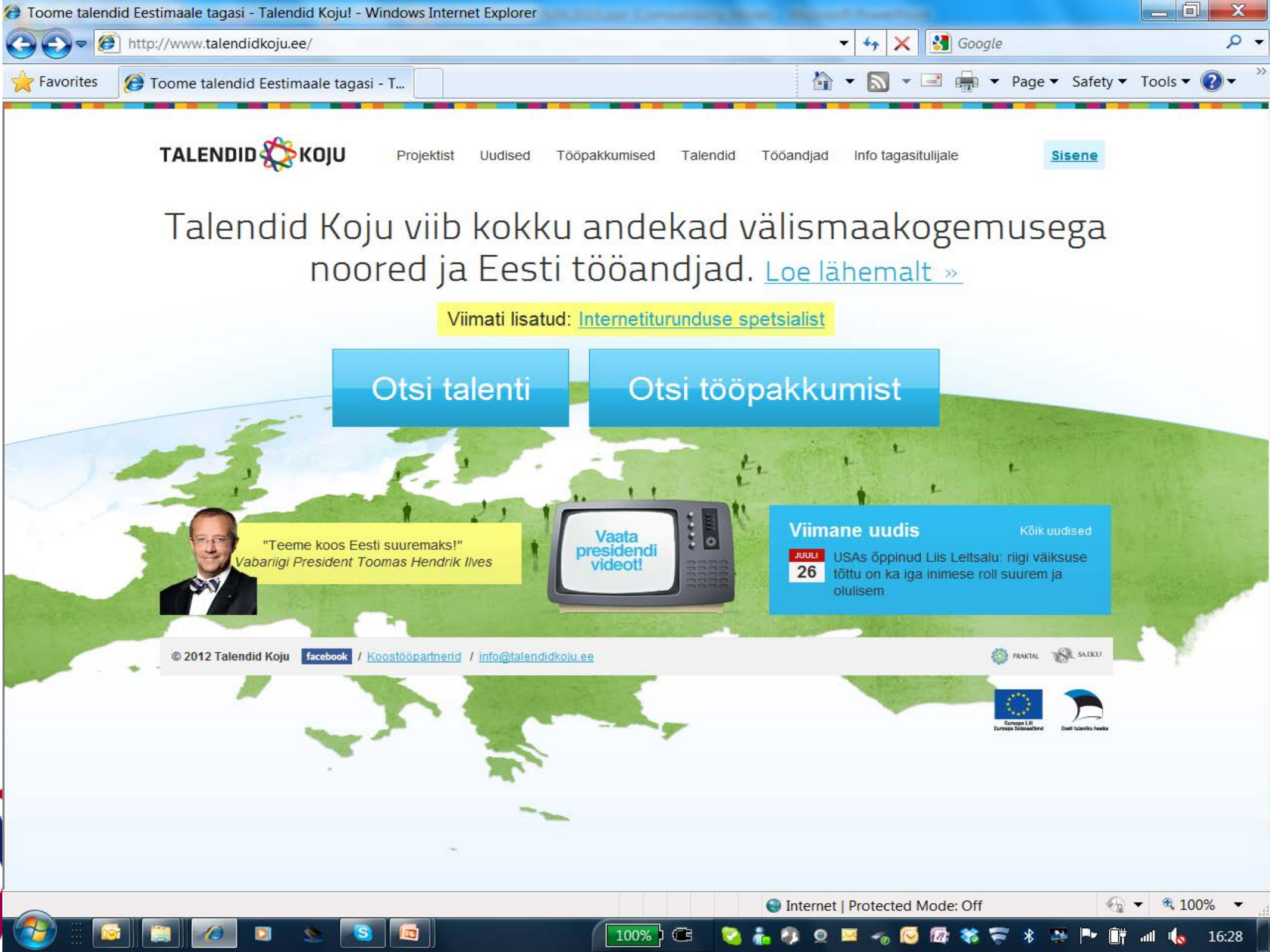


# Do you need to hire new people?



# What makes foreign education and experience valuable for you?





# Talendid Koju viib kokku andekad välismaakogemusega noored ja Eesti tööandjad. [Loe lähemalt >>](#)

Viimati lisatud: [Internetiturunduse spetsialist](#)

Otsi talenti

Otsi töopakumist



"Teeme koos Eesti suuremaks!"  
Vabariigi President Toomas Hendrik Ilves

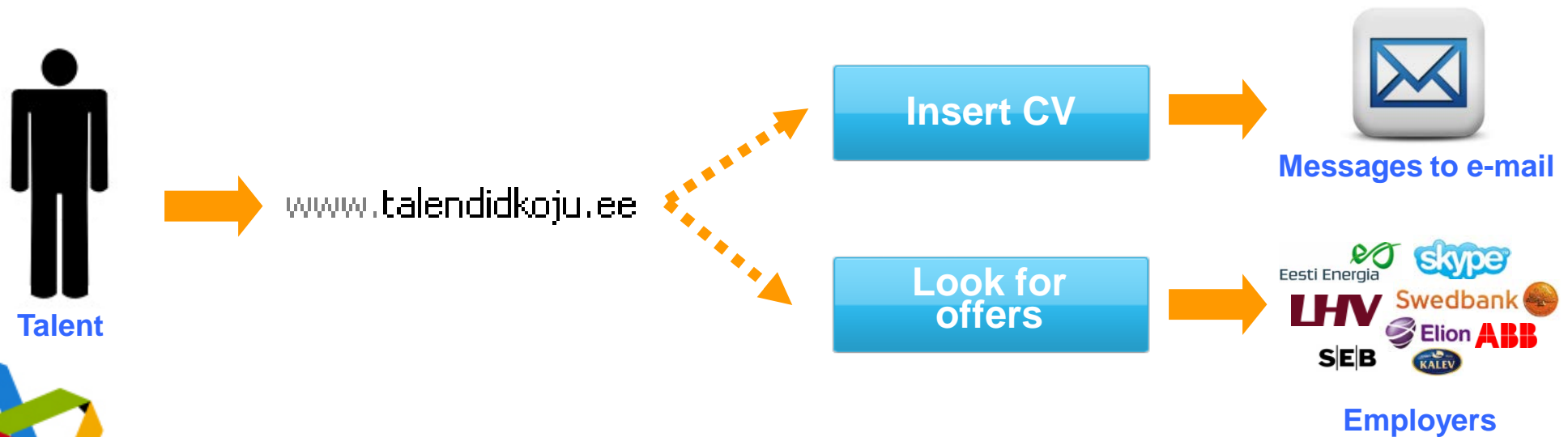
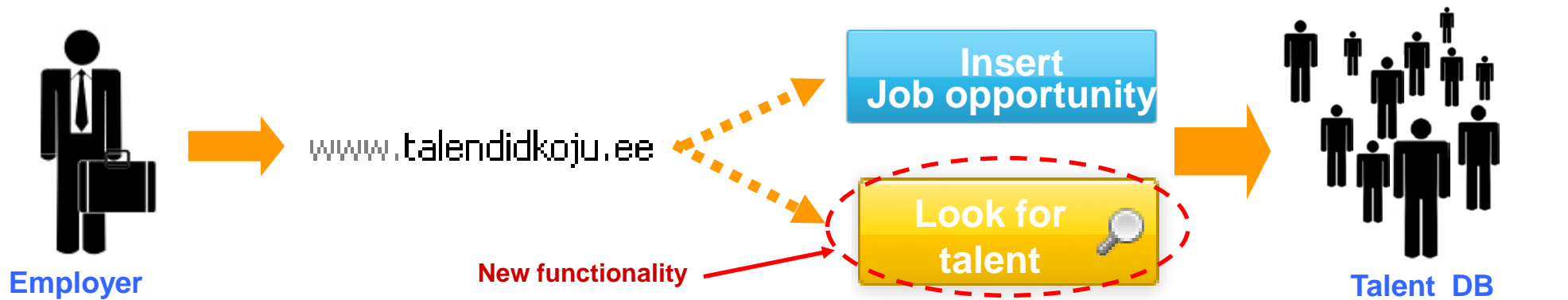


**Viimane uudis** Kõik uudised

**JUULI 26** USAs õppinud Liis Leitsalu: riigi väiksuse tõttu on ka iga inimese roll suurem ja olulisem



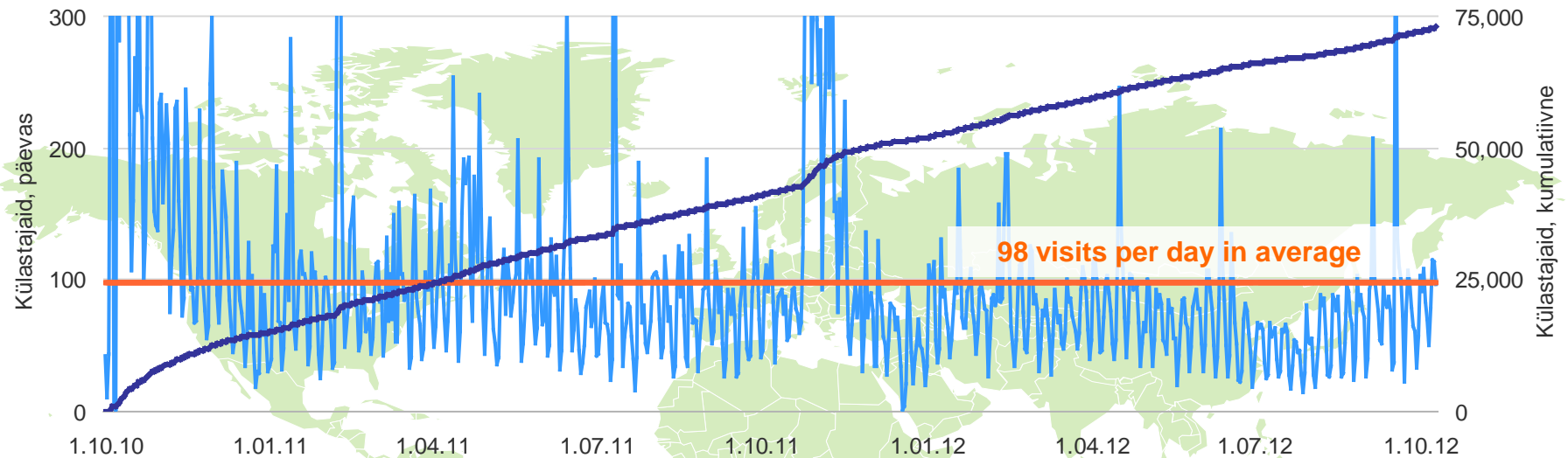
# The Model





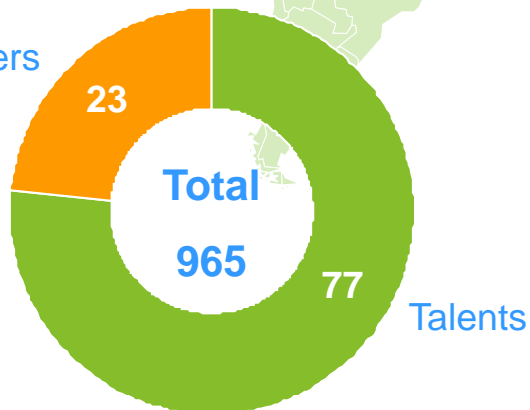
# Portal users

## Dynamics



## Users





Employers



- Visitors from 120 countries
- Largest and most progressive employers well represented + public sector opportunities
- Totally 76,046 visits; 98 a day in average
  - 50,848 unique visitors
- 27 success-stories

# Conclusions

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<b>The issue</b>		<ul style="list-style-type: none"><li>• Very strong resonance in the society and active feedback</li><li>• Massive media attention and coverage, exhibitions, concerts, advertising</li></ul>
<b>Problems with employers</b>		<ul style="list-style-type: none"><li>• Lack of long term personnell policy (0,5-1a)</li><li>• Lack of understanding of multicultural environments, low evaluation of foreign experience</li><li>• Accepting diversity</li></ul>
<b>Problems in government level</b>		<ul style="list-style-type: none"><li>• Burdensome bureaucracy</li><li>• No central service/information point for assistance</li></ul>
<b>Problems of Talents</b>		<ul style="list-style-type: none"><li>• Practical matters of returning home – living partner's living permissions, kindergarten etc</li></ul>



# Poposals

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## Next possible steps

1

### **Consultation and information**

Create a consulting function to provide face to face assistance + online advice on practical issues of moving back

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2

### **Government talent policy: making Estonia attractive for talents**

Systematic and strategic activities to increase competitiveness – making Estonia into a talent destination and moving obstacles





# Final question?

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***Will Estonia be a donor or a beneficiary of talent circulation?***

