



Good practice

Retour aux pays: Digital platform for countering brain drain

Working Group: Territorial

Member State, Region: France, Guadeloupe

Thematic areas: Jobs and Skills, Digital and Physical Connectivity

Basic project details

Lead organisation:

Association Alé Vini Guadeloupe - France

Partner organisations:

- Regional Council of Guadeloupe,
- Ministry of Overseas,
- The French Overseas Agency for Mobility

Initiative duration: February 2022 - Ongoing



Overview and objectives

The initiative aims to enhance the visibility of candidates returning to Guadeloupe among local employers and to make it easier for employers to find skills not represented in the region. The goal is to facilitate visibility for returning candidates and smoothen the process for local employers to find needed skills. This is done through partnership agreements with economic, institutional and associative stakeholders in the region. The partners involved are either sources of co-financing, service providers, operational players, or relays of information to the target audience. The initiative also makes it possible to support project leaders and entrepreneurs. The platform provides access to institutional and economic actors, including the Guadeloupe Regional Council, which offers tailored support for business creation and development. Young entrepreneurs, in particular, benefit from the Action Youth Plan, which provides targeted assistance to facilitate their integration into the local economy.

Context

The initiative addresses two key challenges:

- **Lack of connection between returning talents and local employers** – Many professionals willing to return struggle to find job opportunities due to a lack of visibility and networking;
- **Limited support for project leaders and entrepreneurs** – Returning individuals who wish to start a business in Guadeloupe often face administrative complexities and difficulty accessing institutional and economic support.

By bridging these gaps, the initiative fosters both professional reintegration and local economic development.

Target groups

The target group of the initiative encompasses several key stakeholders. First, it includes returning candidates, individuals who have previously participated in educational or volunteering programs and are looking to reintegrate into the community with new skills and experiences. Additionally, local employers are a vital part of the initiative, as they can provide job opportunities and support local economic development. The initiative also aims to engage entrepreneurs and project leaders who are seeking to launch new ventures or lead community projects, thereby contributing to local innovation and growth. Lastly, institutional and economic actors, such as government agencies, non-profits, and economic development organisations, play a crucial role in shaping policies and providing resources that support community initiatives.

Actions

The following actions are undertaken under this initiative:

- Signing partnership agreements with institutional, economic, and associative stakeholders to strengthen the initiative;
- Co-financing and service provision to ensure the platform's sustainability and efficiency.
- Regular information relay to both returning candidates and local employers;
- Supporting returning candidates by providing guidance on employment opportunities and entrepreneurship;
- Facilitating networking between returning talents, the Guadeloupe Regional Council's services, and other institutional and economic actors to enhance professional reintegration and business creation.

Financial allocation

Total budget: EUR 55 000

EU co-funding: No

Sources of funding:

- National funding: EUR 40 000
- Regional funding: EUR 15 000



Working Group Insights

“In agreement with the other members of the Territorial WG, I selected this good practice because it addresses a major challenge faced by many regions: the difficulty for returning talents to reconnect with the local job market. By facilitating the connection between local employers, economic and institutional actors and expatriate professionals wishing to return. This initiative represents an innovative solution to combat brain drain and strengthen regional economic development in a context where the region aims to retain and attract talent while fostering the growth of new entrepreneurial ventures.

By implementing a dedicated digital platform, the initiative has facilitated the visibility of returning candidates' profiles to local employers, while making it easier to find rare skills in the region. This initiative has not only strengthened the region's attractiveness for returning talents but has also allowed local businesses to access a highly skilled workforce that is often difficult to recruit. It also supports project leaders in their efforts to establish or develop a business in Guadeloupe”.

PRISCILLA SYLVESTRE

Project Manager at the Regional Council of Guadeloupe

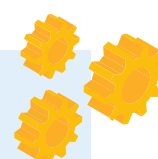
Results

The initiative has helped retain talent by making it easier for returning candidates to find employment in Guadeloupe. Additionally, it has facilitated the creation of new businesses by connecting entrepreneurs with key institutional and economic stakeholders. Thanks to support programmes from the Guadeloupe Regional Council, particularly the Action Youth Plan (PAJ), several young entrepreneurs have successfully launched their businesses, contributing to the region's economic vitality.



Success factors

Success factors include a constant connection with the business sector, ensuring that the platform remains aligned with market needs. The partnership with the Guadeloupe Regional Council plays a crucial role in supporting project leaders. Additionally, the identification and development of new partnerships with companies across various industries strengthen the platform's impact. The initiative is also highly effective as it focuses on targeted outreach to professionals abroad, providing them with detailed employment and entrepreneurship opportunities in the region. It also focuses specifically on job search assistance, addressing high-demand professions and skills that are scarce in the region.



Implementation challenges

- Securing continuous funding and keeping content updated was challenging. The challenge was mitigated by forming strategic partnerships with businesses and public institutions to maintain operational sustainability;

- Ensuring regular content updates, including new job offers and candidate profiles, to keep the platform attractive for both employers and returning talents;
- Maintaining long-term financial stability to sustain the platform's operations and outreach;
- Adapting the platform to evolving needs, whether in response to labour market changes or shifts in how returning candidates plan and organise their reintegration into the local economy.



The conclusion of our expert Priscilla Sylvestre, Project Manager at the Regional Council of Guadeloupe

“What really made Retour aux pays successful, was the fact that we managed to have partnership agreements with all the relevant economic, institutional and associative stakeholders in the region, with each of them contributing to the effort in their own way”.

Useful sources

Official website: <https://www.alevini.fr>

<https://www.regionguadeloupe.fr/les-aides-les-services/guide-des-aides/aides-aux-entreprises/#>

Contact

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