



# ANCHOR PROJECT

E-NEWSLETTER  
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## ENHANCING LABOUR MARKET GOVERNANCE IN THE DANUBE REGION

The ANCHOR project brings together 12 partners from 8 countries, along with 7 associated strategic partners, to improve labour market governance in the Danube Region. Its main objective is to strengthen institutional capacities to tackle the challenges arising from demographic changes, while addressing territorial and sectoral distinctions.

The project focuses on three specific objectives:

1. Develop strategies and action plans for better governance, fostering collaboration among stakeholders at local, regional, national, and transnational levels.
2. Develop and test innovative solutions to improve labour market governance, including initiatives to enhance job attractiveness, retain talent, and integrate vulnerable groups.
3. Disseminate and capitalise on the improved governance model, providing a Practical Guide and policy recommendations for broader adoption across the Danube Region.

Partners will establish local and transnational labour market forums to coordinate actions and share best practices. Pilot actions will test tools and programmes to make workplaces more attractive and inclusive. Finally, all results will be compiled into a Practical Guide, supporting stakeholders across the region in improving labour market governance. The project promotes collaboration among diverse stakeholders, including governments, educational institutions, NGOs, and employers. By implementing tested solutions, ANCHOR aims to reduce labour shortages and better integrate vulnerable groups.



ANCHOR  
E-NEWSLETTER

### TABLE OF CONTENTS

Editorial • P. 1

Meeting report • P. 2

Partners's news • P. 4-15

Join us • P. 16

Interreg  
Danube Region



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ANCHOR

# MEETING #1

The ANCHOR project kick-off meeting officially began in Nyíregyháza, bringing together partners from across the Danube Region. The event featured an inspiring discussion on labour market balance and cross-sectoral collaboration, highlighting challenges and opportunities for better alignment between employers, educational institutions, and public actors. The afternoon included a visit to LEGO Manufacturing Nyíregyháza, where participants explored the production process and engaged in discussions on attracting and retaining talent, addressing labour shortages, promoting inclusive employment, and strengthening partnerships between the private and public sectors. The meeting showcased how effective collaboration can support the ANCHOR project's goals of improving labour market governance and fostering sustainable, inclusive development across the region.



24-25 JUNE  
NYÍREGYHÁZA (HUN)

Day 2 of the ANCHOR project kick-off meeting is in full swing in Nyíregyháza! The morning started with a Digital Activity Training, and we are now in the middle of an Interactive Training Session on Assessing Governance Structures. We began by building a common understanding of what governance means in the context of our project. Then, together we identified the key elements we believe are essential for a well-functioning governance model. In the next phase, partners are evaluating these elements in relation to their own cities, with support from the knowledge providers. This joint reflection and analysis will serve as the foundation for all future project work – towards more coordinated, inclusive and effective labour market governance across the Danube Region.

A photograph of a person wearing a white shirt and a white cap, standing on the deck of a boat. They are looking towards a small, white, lattice-structured tower or lighthouse situated on a rocky island in the middle of a deep blue sea. The water is choppy with white foam from the boat's wake. The sky is a clear, deep blue.

# WHAT WE ACHIEVED SO FAR

The ANCHOR project officially set sail in April 2025, and already, our partnership has been busy charting the course for impact. Period 1 has been about getting organized, setting up structures, and starting the first activities that will shape the rest of the project.

One of the most exciting activities has been the stakeholder mapping. Each partner has been identifying key players in their local labour markets – from municipalities and education institutions to businesses and civil society actors using a common methodology developed by our knowledge providers. This exercise is the anchor point for establishing Local Labour Market Forums (LLMFs), multi-stakeholder groups that will accompany the project throughout its lifetime. These forums are spaces for dialogue, co-creation, and validation of local actions, ensuring that ANCHOR is tied to real needs and perspectives.

We also launched work on partner profiles, collecting structured information about each territory: governance structures, challenges, opportunities, and priorities. At the Nyíregyháza kick-off meeting, partners took part in an interactive training on governance frameworks and carried out a first self-assessment of their local systems. The results of partner profiles will be a shared knowledge base that showcases the diversity of territories and the unique strengths each partner brings on board.

Period 1 saw the drafting of the Communication Plan alongside the digital activity training, combining a session in Nyíregyháza with an online follow-up training to strengthen partners' skills in using online tools for project communication.

Partnerships don't run on documents alone. Therefore, we also held online check-in meetings to review activities, share updates, and address challenges together. These sessions are not just about tasks and deadlines; they also give space for lighter exchanges that keep the partnership spirit strong.

## WHAT'S NEXT?

As Period 1 comes to a close, we are preparing for our 2nd Partner Meeting in Varna, Bulgaria, where we'll dive deeper into pilot action planning and begin shaping the activities that will bring ANCHOR's vision to life on the ground. A key milestone will be developing the Transnational Strategy under SO1. Just as importantly, we'll begin translating the strategy into Local Action Plans, tailored to each partner's territorial context.

With a solid first leg of the journey behind us, ANCHOR is ready to head into deeper waters. We're excited for the journey ahead and look forward to achieving the next milestones together!



# PARTNERS' NEWS

INTRODUCTION OF THE ANCHOR PARTNERSHIP

## ACADEMIA D.O.O. (SLO)

Pozdravljeni!

We are Academia, a higher vocational school from Maribor, Slovenia's lively city on the Drava River, the economic, educational, and cultural centre of eastern Slovenia. For more than 25 years Academia has been shaping future-ready professionals in fields such as business, computer science, media production, civil engineering, mechanical engineering, and security engineering by combining knowledge with hands-on experience.

Academia is a proud holder of National Excellence Award (best case-study in Slovenia in quality education, Slovenia Quality Assurance Agency Report 2021) and the Athlete Friendly Education Certificate for its well-developed approach towards promoting of dual career paths (supporting students building both careers and sports success). Each year, around 400 students from different countries (23 countries in 2024/2025), guided by 100+ industry experts, dive into programmes where 40% of studies happen in the real world – in companies, labs, and projects. Our study programmes follow the Bologna Process (120 ECTS) and are also recognised internationally – with UK Higher National Diplomas (Level 5) awarded by a UK awarding body.

With our international network of 50+ partner institutions and our digital learning hub e-Academia, we connect Maribor with Europe and beyond – preparing our students to succeed anywhere.

In ANCHOR, we are the knowledge driver. Our role? To:

- Map and engage stakeholders for strong labour market governance
- Co-create pilot actions that make jobs more attractive and workplaces more inclusive
- Develop the Practical Guide and Training Programme for good governance
- Help set up the Online Transnational Labour Market Observatory

Our passion is connecting education and employment. Through ANCHOR, we bring students, educators, and employers closer together – helping young people stay in the region, supporting vulnerable groups, and inspiring companies to embrace inclusive and future-oriented workplaces.

For us, ANCHOR is more than a project – it's a chance to futureproof the Danube Region's labour market and make it a place where everyone can thrive.



## ACADEMIA

College of Short-Cycle Higher  
Education Slovenia



Žan Dapčević



Vida Perko



Natalija Žunko



Barbara Jožič



Nina Gaube



# PARTNERS' NEWS

INTRODUCTION OF THE ANCHOR PARTNERSHIP

BULGARIAN ASSOCIATION FOR TRANSFER OF TECHNOLOGY AND INNOVATION (BUL)

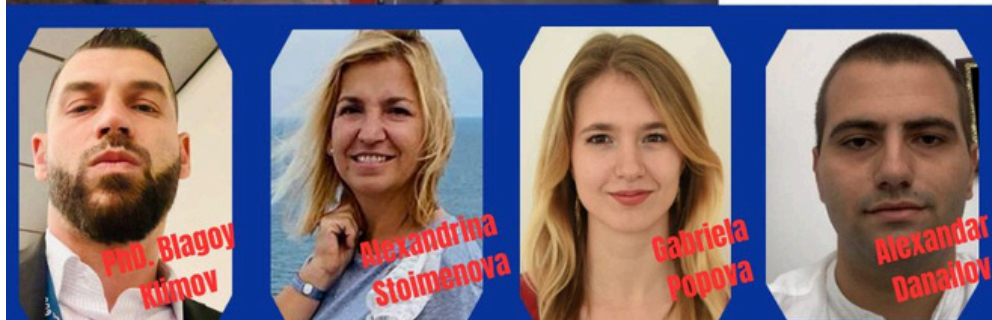


Здравейте,

Hello from Varna - Bulgaria's sea capital, where the Black Sea breeze mixes with big ideas! We are the Bulgarian Association for Transfer of Technology and Innovation (BATTI), a non-profit organisation with curious minds and bold innovators. Since 2013, we've been on a mission to turn bright ideas into real solutions and to make our region smarter, greener, and a better place to live.

Who are we? Matchmakers. We bring together startups with universities, NGOs with public institutions, and businesses with technology. Our job is to spark innovation, share know-how, and help ideas grow into something that truly makes a difference.

Over the years, we've joined more than 60 national and international projects and built a vibrant network of 400+ partners across Bulgaria and the world.



We've dived into modern technologies, e-business, web-based magic, and creative educational programs. And because we love crossing borders (in the good sense!), we've also worked through the Black Sea and Danube cooperation programs.

Some of our favorite adventures? Mapping the seabed to reveal hidden underwater archaeological gems, and developing a smart web-based solution that helps in crises. Big or small, every project we take on is about blending creativity with purpose.

So, think of Varna as our sunny stage, us at BATTI as the storytellers and innovators, and our projects as the adventures that connect people, unlock talent, and shape the future.

Now, let's talk about the ANCHOR project - our latest adventure. Why are we in? Because demographic change is one of the biggest puzzles in the Danube Region, and we're determined to help solve it. Brain drain, vulnerable groups left behind, job mismatches - we know these challenges, and we believe innovation and cooperation can untangle the knot.

As a pilot city partner, we get our hands dirty in the best way possible:

- We'll dig into how local governance structures really work and map them out.
- We'll design a local action plan inspired by the big-picture ANCHOR strategy.
- We'll set up a brand-new local labour market forum and send our voice to the transnational one.
- We'll join digital trainings, spread the word far and wide, and make sure the ANCHOR story gets told.
- We'll pilot two exciting activities: one to make jobs and workplaces more attractive, and another to help vulnerable groups step confidently into the labour market.
- And finally, we'll share what we learn, feed into the transnational observatory, and push forward policy proposals that can make a real difference.

In short, ANCHOR gives us the chance to do what we love most: connect people, test bold ideas, and build bridges across borders. With Varna as our stage, we at BATTI are ready to co-write this new chapter of innovation, inclusion, and smarter labour markets for the whole Danube Region.



# PARTNERS' NEWS

INTRODUCTION OF THE ANCHOR PARTNERSHIP

## CHAMBER OF ECONOMY OF SARAJEVO CANTON (BIH)

Pozdrav svima!

The Chamber of Economy of Sarajevo Canton, as a non - governmental and independent organization, with its members and other economic entities, business partners from the country and abroad, using high standards, partnership cooperation with the competent authorities and chambers in the country and abroad, is focused on the mission to create a new and successful market economic structure and achieve a higher level of development of the Sarajevo region and Bosnia and Herzegovina.



CHAMBER OF ECONOMY OF SARAJEVO CANTON



Muamer  
Mahmutović



Darko  
Vujović



Lejla  
Halkić



Elvira  
Baždar Kadrić



Elvira  
Begović



Dino  
Višnjić

Beyond our expertise in local labour market dynamics and policy development, our Education Centre and programs for economic empowerment of youth significantly enrich our contributions. Our Education Centre serves as a hub for skills development, vocational training, and educational programs tailored to meet the needs of individuals facing socio-economic challenges. By offering targeted training and support, we empower vulnerable families and youth to access opportunities within the labour market, thereby fostering inclusivity and economic resilience.

Beyond our expertise in local labour market dynamics and policy development, our Education Centre and programs for economic empowerment of youth significantly enrich our contributions. Our Education Centre serves as a hub for skills development, vocational training, and educational programs tailored to meet the needs of individuals facing socio-economic challenges. By offering targeted training and support, we empower vulnerable families and youth to access opportunities within the labour market, thereby fostering inclusivity and economic resilience.

The role of our organization within the project is multifaceted, drawing upon our diverse knowledge and resources to contribute significantly to its success. Drawing upon insights from our economic empowerment programs for disadvantaged individuals, we will advocate for inclusive approaches that address the needs of vulnerable populations. The Chamber will engage stakeholders at multiple levels, including businesses, government agencies, educational institutions, community organizations (CSOs) and NGOs.

Through workshops, trainings, and networking events, we'll build capacity among stakeholders to actively participate in governance initiatives and contribute to positive labour market outcomes.



# PARTNERS' NEWS

INTRODUCTION OF THE ANCHOR PARTNERSHIP

DEVELOPMENT AGENCY NORTH - DAN LTD. (CRO)



Filip

Nataša



Snježana



Marin



Pozdrav!  
Greetings from Development Agency North - DAN Ltd., a public institution based in the beautiful city of Varaždin, Croatia. Established in 2005, our mission is to support local and regional development by providing assistance to public institutions, SMEs, and civil society. We specialize in project development and management, business planning, strategic development, and implementing sustainability initiatives. Varaždin, our home city, is known for its rich cultural heritage, strong entrepreneurial spirit, and growing innovation ecosystem. We work closely with local governments, educational institutions, and the private sector to drive sustainable growth, promote social inclusion, and respond to key regional challenges like demographic decline, labour market gaps, and climate adaptation.

As a partner in the ANCHOR project, our role is to contribute to better governance of labour market policies through innovative public-private partnerships. Our motivation comes from daily experience - we see the challenges of an ageing population, youth migration, and labour shortages across sectors.

Through ANCHOR, we aim to strengthen cooperation between labour market stakeholders, enhance policy frameworks, and co-create pilot actions that can bring real impact to our communities. We are excited to exchange ideas and best practices with partners across the Danube Region and to build solutions that are practical, inclusive, and future-ready.



# PARTNERS' NEWS

INTRODUCTION OF THE ANCHOR PARTNERSHIP

## NETWORK FOR REGIONAL DEVELOPMENT FOUNDATION (HUN)

Jó napot kívánunk!

Greetings from Nyíregyháza, Hungary! We are HÁRFA – the Network for Regional Development Foundation. Founded in 2006, HÁRFA's mission is to foster balanced territorial development and strengthen the social fabric by building connections between economic, academic, civil, and public sector institutions. Through networking, events, knowledge-sharing, training, and joint projects, we work to promote the sustainable development of Hungarian cities and regions. With more than 15 years of experience in Hungarian, cross-border, and transnational projects, HÁRFA develops, tests, and shares innovative, practical solutions with stakeholders, civil actors, businesses, and local communities. From regional strategies to employment initiatives, we bring hands-on expertise to improving labour market performance and local development.



HÁRFA also implements its own innovative programs. We are especially proud to contribute to TINLAB – the Social Innovation National Laboratory, a national flagship initiative coordinated by the Ministry for Innovation and Technology and the National Research, Development and Innovation Office. TINLAB aims to implement social innovations that improve well-being, quality of life, and strengthen cooperation in society.

In the ANCHOR project, HÁRFA is proud to be Lead Partner – from the proposal phase through to full implementation. In this role, we manage the partnership's finances and daily coordination, ensure strong collaboration among partners, support local actions, and monitor progress on all deliverables. We are responsible for the project's communication activities, as the project's communication manager is also part of our team, ensuring clear, engaging, and consistent messaging across the partnership. HÁRFA also leads SO1, focusing on improving labour market governance by coordinating assessments, strategies, and action plans. We are responsible for developing the Good governance training programme and the Online transnational labour market observatory – both key outputs that HÁRFA will maintain after the project ends.

HÁRFA also had the pleasure of hosting the project's Kick-off Meeting right here in Nyíregyháza – a great start to what we're sure will be an inspiring and impactful journey.



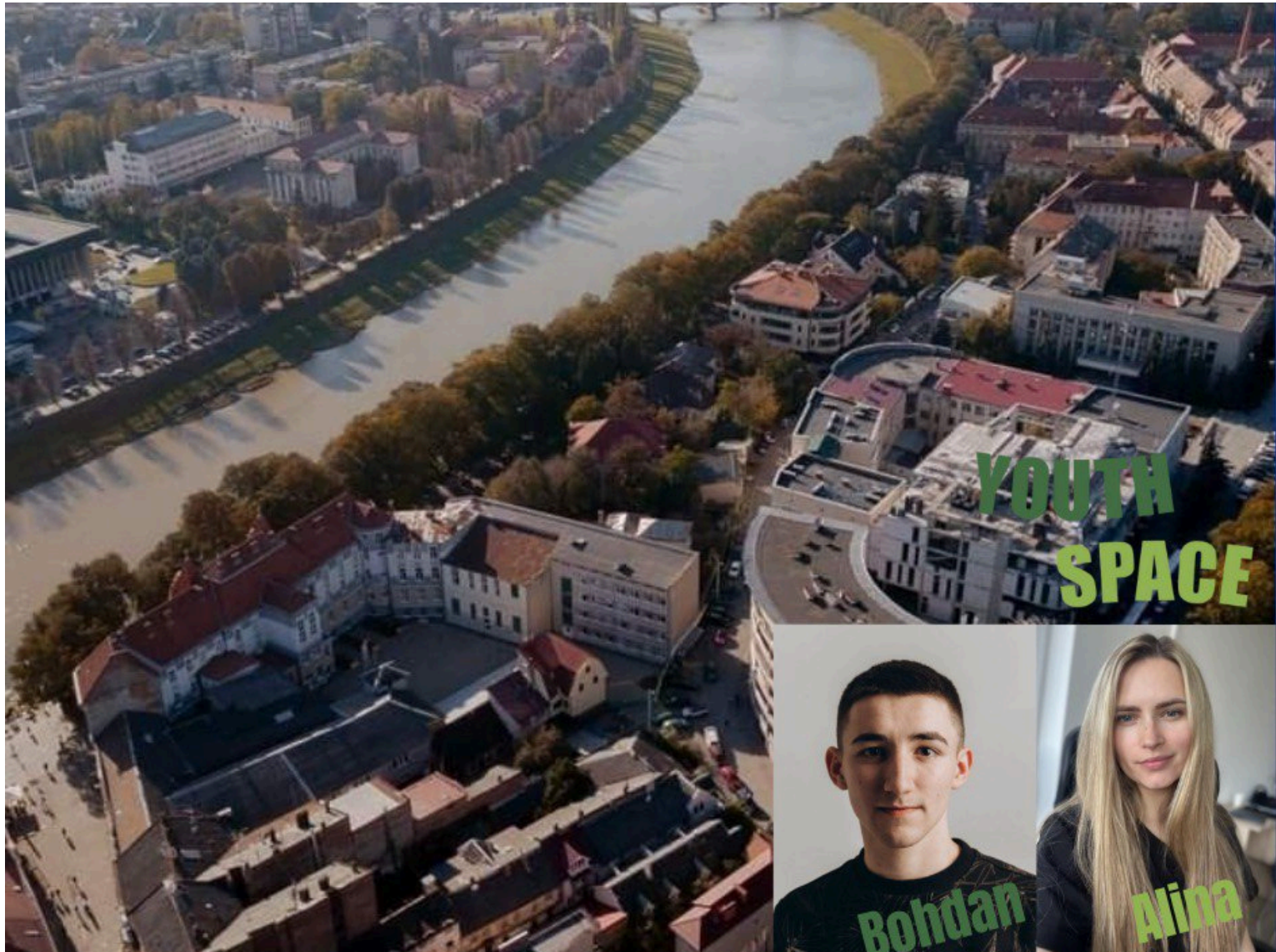
# PARTNERS' NEWS

INTRODUCTION OF THE ANCHOR PARTNERSHIP

NON-GOVERNMENTAL ORGANIZATION "YOUTH SPACE" (UKR)

Привіт!

Uzhhorod is a small but incredibly welcoming city in western Ukraine, located near the borders with Slovakia and Hungary. Our city is known for its cozy streets, the blend of diverse cultures and traditions, and an active youth community. During the war, tens of thousands of people from the eastern and southern regions of Ukraine found refuge here, and today Uzhhorod has become a true space of new opportunities and mutual support.



Our organization, Youth Space, works to give young people more opportunities to develop, learn, and create change in their communities. We implement projects in the fields of education, culture, entrepreneurship, and social support, and we cooperate with universities, municipalities, and civil society organizations. It is important to us that young people see prospects for their future at home, in Ukraine, even during challenging times.

Within the ANCHOR project, we take on a role that combines analysis and practice: we help explore how the labor market functions today, search for new approaches to make it more flexible and ready for future challenges, and work together with other partners to create solutions that can truly make a difference. We actively engage local communities and will organize labor market forums where people can discuss challenges and propose their own ideas. For us, it is essential that the project's results do not remain only on paper, but are put into practice and bring real benefits to both our region and Europe as a whole.



# PARTNERS' NEWS

INTRODUCTION OF THE ANCHOR PARTNERSHIP

## MUNICIPALITY OF NYÍREGYHÁZA CITY WITH COUNTY RIGHTS (HUN)

Üdvözlét!

Nyíregyháza is Hungary's seventh-largest city with a population of 116,282. It is a vibrant and dynamically developing regional center in the northeastern part of the country. As the seat of Szabolcs-Szatmár-Bereg County, the city plays a key role in the cultural, economic, and social life of the region. It covers nearly 274 km<sup>2</sup> and is home to thriving industries such as construction, rubber and plastics, and metal processing, as well as major international companies like LEGO, Michelin, Hübner, Eissmann, and Contitech. Its well-developed infrastructure – highways, railway connections, and proximity to airports – further strengthens its role as a regional hub.



The city boasts a rich cultural life and beautiful green areas. Museums, the city theatre, and numerous festivals celebrate cultural diversity. The Sóstó Zoo, one of the largest zoos in Central Europe, is a must-see attraction, while Sóstógyógyfürdő offers spa facilities, wellness services, and family-friendly attractions. Sports also play a prominent role: the recently renovated City Stadium, the Continental Arena, a swimming complex and an Athletics Centre serve as a community gathering place, and the “Move Nyíregyháza” program provides numerous free recreational opportunities for residents. Nyíregyháza is also an educational centre, home to the University of Nyíregyháza, which provides a wide range of academic programs and contributes to the city's innovative and knowledge-based development. All of this is framed by a strong commitment to sustainability: from green urban planning to promoting eco-friendly transportation and investing in energy efficiency, Nyíregyháza strives to remain a liveable and attractive city for future generations as well.

The role of Nyíregyháza in the ANCHOR project:

Nyíregyháza assesses labour market governance, identifies challenges, defines development measures, and prepares an action plan for the necessary interventions in cooperation with local stakeholders. To address demographic challenges, it designs, implements, and validates innovative labour market development solutions. Furthermore, Nyíregyháza gathers and analyses relevant data for the online transnational labour market knowledge platform. The city also participates in trainings and shares its experiences at both transnational and local levels.



# PARTNERS' NEWS

INTRODUCTION OF THE ANCHOR PARTNERSHIP

MUNICIPALITY OF CENTAR SARAJEVO (BIH)



**Haris  
Sijarić**

**Munevera  
Hodžić**

**Elma  
Tuzlić**

**Adelina  
Džanković**

**Ilma Gazija**



Dobar dan!

Greetings from Sarajevo, the capital of Bosnia and Herzegovina. We represent the Municipality of Centar, which is located in the very heart of Sarajevo. As one of the most developed municipalities in the country, Centar is known for its cultural heritage, historical landmarks and strong commitment to innovation and sustainable development. Our municipality focuses on improving the quality of life for citizens by supporting education, culture, environmental protection, tourism and digital transformation.

Within the ANCHOR project the Municipality of Centar plays an important role as a local government institution dedicated to fostering international cooperation and knowledge exchange. Our motivation for participating in this project comes from our long-term vision of building a modern, inclusive and green community that actively involves its citizens in decision-making processes. By taking part in ANCHOR we aim to share our experiences, learn from our partners and jointly develop new approaches for sustainable local development.

We strongly believe that cooperation and creativity are the keys to building resilient communities and we are excited to contribute to this joint effort.



# PARTNERS' NEWS

INTRODUCTION OF THE ANCHOR PARTNERSHIP

## MODERN EDUCATIONAL APPROACH (SRB)

Zdravo svima!

The Association "Savremeni pristup obrazovanju" (Modern Approach to Education) is a non-profit organisation from Paraćin, Serbia, founded in 2011. From the very beginning, our focus has been on education, innovation, and connecting young people with opportunities.

We've participated in both local and international projects, collaborated with universities and municipalities, and even trained as innovation coaches. Along the way, our members received recognition for their work, including awards for

technological innovation and scientific development.

One of our proudest achievements is leading the largest national research on digital technologies in education, involving over 3,000 students and teachers from across Serbia. This experience continues to inspire us to create new ways of making education more modern, accessible, and impactful.

Over the last four years, we have also gained valuable experience in the labour markets of Serbia and Croatia, where we conducted large-scale scientific research and worked directly with employees and business owners. Through innovative approaches, we created new opportunities and ensured that all parties were actively engaged in the process.

Now, we are ready to share our knowledge and contribute as part of the ANCHOR project.

Our main motivation for participating in ANCHOR is rooted in our mission: to foster stronger connections between education, employment, and societal development. We believe that demographic challenges require innovative and cooperative solutions that bridge the gap between the public and private sectors. By sharing our experiences and learning from our partners, we aim to strengthen regional cooperation, support labour market resilience, and provide young people with better opportunities for employment and lifelong learning.

We see ANCHOR as a unique chance to implement European standards, expand our international collaboration, and directly contribute to tackling the pressing demographic shifts affecting the Danube Region. For us, this project is not only about exchanging knowledge but also about building a sustainable future for the next generations.





# PARTNERS' NEWS

INTRODUCTION OF THE ANCHOR PARTNERSHIP

## TU WIEN (AUT)

Guten Tag!

The TU Wien is Austria's largest research and educational institution in the field of technology and natural sciences. More than 4,000 scientists are researching "technology for people". As a driver of innovation, TU Wien strengthens the business location, facilitates cooperation and contributes to the prosperity of society. The Transport Planning and Traffic Engineering Research Unit at TU Wien conducts interdisciplinary research focused on sustainable mobility. Since the 1980s, the unit has examined all aspects of transport, shifting its focus from a car-centric approach to a mobility system centred on people and the environment. Our research connects transport to key areas of life, including human behaviour, social issues, the economy and environmental impacts. Particular attention is given to the relationship between mobility and workplaces, where commuting patterns and logistics play a decisive role in environmental challenges and everyday quality of life. By analysing these interconnections from an interdisciplinary perspective, we help to shape a holistic, forward-looking approach to mobility. Collaboration across disciplines has always been part of our DNA. Our team has extensive experience of working within diverse, interdisciplinary groups, ensuring that our mobility solutions are scientifically robust and socially relevant.



RESEARCH UNIT OF  
TRANSPORT PLANNING  
AND TRAFFIC ENGINEERING



Within the ANCHOR project, TU Wien will contribute expertise in sustainable economics, system-level modelling, stakeholder engagement and policy frameworks. The team will play an active role in research, analysis and strategic planning, providing insights that will strengthen the project's response to the challenges posed by demographic changes in the labour market. TU Wien is strongly committed to making a substantial contribution to the ANCHOR initiative, promoting sustainable solutions and generating positive outcomes for all stakeholders involved.

Photo credits: Credit\_Stadt\_Wien-Christian Fürthner & tu\_wien-Matthias-Heisler



# PARTNERS' NEWS

INTRODUCTION OF THE ANCHOR PARTNERSHIP

## CITY OF VALJEVO (SRB)

Zdravo!

The City of Valjevo, situated in the heart of the Kolubara District in Western Serbia, is a dynamic regional center with a long-standing tradition in industry, culture, and education. Nestled between surrounding mountains and intersected by the Kolubara and Gradac rivers, Valjevo blends its rich historical heritage with strong development potential. The city boasts a diversified economy – from defense and metal industries to household appliances, textiles, food processing, and tourism. One of its jewels is the Divčibare mountain resort, which has become one of Serbia's fastest-growing tourist destinations.

With around 82,000 inhabitants, Valjevo is committed to continuously improving the quality of life of its citizens. The City Administration plays a key role in fostering innovation, supporting employment and entrepreneurship, enhancing social services, and promoting sustainable mobility and inclusion. By working closely with local institutions, businesses, and civil society, the administration is building a resilient and future-oriented city for all generations.



Our participation in the ANCHOR project reflects this commitment. Valjevo's main motivation is to strengthen local labour market governance and to test innovative approaches that can make our labour market more inclusive and attractive. Through ANCHOR we will establish a Local Labour Market Forum, bringing together employers, schools, employment services, and NGOs to design better solutions for jobseekers and companies alike. We are particularly motivated to address the challenges of long-term unemployment, skills mismatch, and youth outmigration by piloting creative initiatives such as co-branding of Valjevo as a place to live and work or opening workplaces for students and vulnerable groups.

By working with our partners across the Danube region, we believe Valjevo will not only improve its local labour market governance but also contribute to a shared vision of resilient, inclusive, and innovative regional development. For us, ANCHOR is more than a project – it is a chance to connect people, ideas, and opportunities across borders.

Warm greetings from Valjevo!



# PARTNERS' NEWS

INTRODUCTION OF THE ANCHOR PARTNERSHIP

## ZRS BISTRA PTUJ (SLO)

Dober dan!

Ptuj, Slovenia's oldest city where Roman soldiers once marched! The cobblestone streets, medieval squares, and dreamy Drava river views make you feel like you've jumped into a time machine. And towering above it all is Ptuj Castle, a hilltop marvel turned museum, brimming with tales of knights, art, quirky Kurent masks, and more.



Behind the scenes of this historic city stands ZRS Bistra Ptuj, the friendly research and regional development agency. We are matchmakers - pairing academia with business, governments with startups, and turning spunky and sometimes crazy ideas into real-world solutions. For more than 30 years, Bistra's been the spark behind innovation in Spodnje Podravje. We have crafted bridges and boosters for smart regional growth through EU-funded magic, local projects, and endless cups of coffee

What happens when Ptuj's charm, Bistra's regional genius, and the power of EU teamwork merge? You get the ANCHOR project: a bold, transnational mission to fix the knot of labour market issues in the Danube Region.

Picture this: aging communities, brain drain, job mismatches, and vulnerable groups left out. ANCHOR brings stakeholders, i.e. governments, educators, NGOs and employers into a labour market forum that actually brings home the bacon.

And in Ptuj, we want to keep talents where they belong, hence, we will organise plenty of workshops to help them understand how important home is and how many chances they have here when it comes to employment possibilities. We will guide them through embracing modern approaches and helping them turn their clever ideas into reality. On the other hand, we will work hard to bring policy recommendations to those who are in charge and to make impact and improvements in the field of employment and labour market.

So, think of Ptuj as the storybook setting, Bistra as the clever narrators, and ANCHOR as the epic plot twist that builds connections, unlocks talent, and transforms policy.



**JOIN US!**

**Interreg  
Danube Region**



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