

# DEFINITION AND DESIGN OF THE ARABA TALENT STRATEGY 2025

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[Euskampus Fundazioa](#), a driving force in positioning the Basque Country at the international forefront of the knowledge society, will be supported by Naider in the definition and design of the Araba 2025 Talent Strategy.

The main objective of this initiative is to strengthen the ecosystem of the Historic Territory of Alava, matching people's skills with the needs of the productive fabric and promoting an attractive environment for local and international talent. To achieve this, Naider will carry out a diagnosis of the current situation of talent in Alava, an analysis of best practices at national and international level, and the design of the Talent Strategy with its action plan.

This strategy will define the objectives, lines of work and projects necessary to promote the attraction, development and retention of talent in Alava, covering key aspects such as training, the link between academia and business and the promotion of innovation. Through this project, we will contribute to sustainable economic and social growth in Alava through the strategic management of talent.

