



Navarra International Declaration on Talent: Navarra undertakes to manage talent

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The First World Forum on Talent, which took place in Pamplona (Navarra, Spain) in February, was the chosen venue for the issuing of this Declaration.

Thought leaders such as Richard Florida (the author of “The Rise of the Creative Class”), Sir Ken Robinson (a recognised expert on creativity), international speakers from Europe, the United States, India, Latin America, and, representatives of the European Commission, and the OECD, among others, took part in the Forum. Florida and Robinson, who took part for the first time at the same event in Europe, are ambassadors of the Year of Creativity and Innovation.

After intense debates on talent and its applications to the current society of knowledge, ÁGORA TALENTIA concluded with the presentation of the Navarra International Declaration on Talent, in which Navarra calls for “locating human development in the heart of the formulation of economic and social policies”, and at the same time commits itself to “actively encouraging new talent, which will be necessary in order to develop a sustainable, creative, intellectual, and humanistic social model”.

The Declaration begins with a global call for the current crisis to be considered as a historic opportunity for “governments, businessmen, educational institutions, and private individuals to commit themselves to the developing and encouraging of talent”. The text mentions that “talent consists of a multitude of characteristics and personal and social experiences which determine success, adaptability, and satisfaction”. On the scenario which is now emerging, professional challenges require “technical talent, innovating talent, enterprising talent, civic and ethical talent, social talent, and emotional talent”. Likewise, in order to achieve a society based on talent, four types of action must be encouraged: “Creating and identifying talent, attracting it, retaining it, and activating it”.

With this text Navarra stresses the fact that it is now “the time for leadership; the time to create fruitful structural conditions that allow talent to flow and prosper in our organisations and communities; the time to enjoy our cultural diversity and to optimise and improve our talent base by means of a greater commitment to the development of human capital”. In order to achieve this objective, Navarra commits itself to “encouraging and developing talent in our families, communities, and organisations. We are prepared to be inspiring models, dedicated mentors, and energetic defenders of a greater investment in human capital, in ethical development, in talent, and in skills”.

Finally, the text calls on “ÁGORA TALENTIA 2011 to share our achievements and experiences. Together we can and will make the difference”.

Moreover, this Declaration recognises various European Union initiatives which contribute towards the era of knowledge and talent. Examples include the European Year of Creativity and Innovation that aims to increase social awareness, the New Skills for New Jobs Programme, and the reflection “After the 2010 Lisbon Agenda”, the objective of which is to establish the next strategy for creation and employment.

The Navarra Declaration is the result of an extraordinarily successful cooperation process between Navarra and the prestigious think tank The Lisbon Council. To date over 50 institutions from all over Europe and over 70 people have joined; we therefore invite all individuals and institutions to do likewise and to act in these crucial areas.

The Declaration can be found on the official web site of Agora Talentia:

<http://www.agoratalentia.es/index.asp>