

Regional Law of Puglia No. 13 of 6 August 2025

Measures for the attraction, enhancement, circular mobility and retention of talent in Puglia

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Unofficial translation into British English. Only the Italian text is legally binding. Source: [Bussola Normativa – Consiglio regionale della Puglia](#).

Article 1 – Principles and aims

1. The Region acts to enhance the talent present in the regional territory, to attract new skills from other territories, to encourage the return of talented people who have left Puglia and to stimulate the circular mobility of talent, as a dynamic model of growth and cross-fertilisation of skills that fosters exchange and mutual enrichment between individuals and territories.
2. The Region, in line with the relevant EU, national and regional strategies, including the Regional Smart Specialisation Strategy, the Puglia Region 2030 Agenda Strategy for Sustainable Development and the #mareAsinistra Strategy for attracting and enhancing talent, aims to develop and strengthen advanced skills in research and innovation in the primary sector, industry and technology, the sciences and the arts, in order to contribute to the progress and growth of the regional territory and to increase the attractiveness, innovation, quality and sustainability of its development.
3. The Region undertakes to guarantee full gender equality and to remove other forms of inequality in access to the services and measures governed by this Law.

Article 2 – Definition and scope

1. For the purposes of this Law, “talent” means people such as students, workers in employment or seeking employment, artists, digital nomads, start-uppers and persons inclined towards self-employment who possess advanced skills and specialisations, or intend to obtain them, in sectors of strategic importance for economic, social and cultural development, and who intend to base their study, work or life project in Puglia, either temporarily or permanently.
2. The Regional Executive, having consulted the Regional Technical Unit provided for in Article 5, shall by resolution establish the definition of talent on the basis of further requirements concerning the possession of specific qualifications or the attainment of particular professional experience for certain measures or sectoral areas, taking into account the Regional Smart Specialisation Strategy, the 2030 Agenda for Sustainable Development and the #mareAsinistra Strategy.
3. This Law applies to all talented people present in the regional territory, as well as to those resident in Italy or abroad who express an interest in moving to, or establishing their study, work, business or research activity in, the Puglia region, or in developing life projects there.

Article 3 – Objectives and lines of action

1. The Region aims to:

- a) promote the attraction and mobility of talent, fostering its enhancement within the regional context;
 - b) strengthen connections with European and international networks, promoting cooperation in research and innovation, including through the adoption of successful models for attracting talent and the study of systemic barriers, including those relating to administrative simplification and taxation;
 - c) support the productive and research system, encouraging the recruitment of highly specialised professionals;
 - d) create an environment conducive to the growth of talent through incentives, reception services and support for local businesses and bodies;
 - e) stimulate the creation, acceleration and growth of innovative businesses through dedicated support and collaboration with bodies and investors;
 - f) strengthen the synergy between talented people and the productive system, including through digital tools and matchmaking initiatives;
 - g) foster the circular mobility of talent and its integration into the local socio-economic fabric;
 - h) promote the creation of a regional community of talent, facilitating its connection with and participation in activities and opportunities;
 - i) manage communication and promote the widest possible dissemination of information on the opportunities, resources and tools available to talented people.
2. In order to achieve the objectives listed in paragraph 1, the Region, within the framework of the programming instruments adopted, may:
- a) promote partnerships and agreements with other regions and with national, European and international institutions, as well as with local authorities, Third Sector bodies, districts, business associations, trade unions, universities, research centres, higher education institutions for art, music and dance, higher technical institutes and other actors in the regional research, training, innovation and business system, with the aim of developing projects to attract talent and facilitate its mobility, enhance talented people's careers in the regional context and contribute to the economic, social, cultural and scientific development of the territory;
 - b) encourage participation in European and international networks aimed at developing projects and collaborations with other actors in the value chains of the regional smart specialisation strategy;
 - c) support the productive systems of employment, research, higher education and vocational training, supporting their participation in regional, national, European and international programmes aimed at enhancing and attracting specialised and highly skilled professionals;
 - d) foster the internationalisation of public and private educational, school, university and training services, as well as of services relating to cultural, recreational and leisure provision;
 - e) support, including through specific incentives and in conjunction with regional support instruments, reception services for talented people and their families, and in particular through:
 - 1) integrated actions, including active residency programmes in historic villages and small towns, supported by measures for the recovery and enhancement of unused or abandoned real estate and by the promotion of cultural,

- business and social innovation initiatives, with the aim of attracting talent to settings with high potential for territorial regeneration;
- 2) facilitating access to the territory's primary services, healthcare, local public transport and housing, with particular reference to safe housing;
 - 3) support for entry into education, training and employment pathways and for access to cultural and academic provision;
 - 4) active promotion of the inclusion and psychological and physical well-being of students with vulnerabilities or disabilities, in accordance with the principles set out in Article 1;
- f) promote participation in associations and in Third Sector activities, fostering integration into the local community;
- g) promote information and training actions to strengthen the capacity to attract, welcome and enhance talent, aimed at businesses, local authorities, business associations, trade unions, vocational training centres, accredited employment services, Third Sector bodies, universities, research centres and other actors in the research, innovation and business ecosystem;
- h) promote collaboration protocols with the administrations responsible for immigration and the issuing of visas, in order to facilitate the entry of talented people into the regional territory;
- i) encourage incentive measures for the recruitment of talented people, in synergy with regional programming and with businesses' policies for the development and enhancement of human resources;
- j) facilitate the matching of labour supply and demand, including through the involvement of its instrumental bodies;
- k) promote programmes for professional and entrepreneurial mobility in Europe, in collaboration with the EURES network and the Erasmus+ programme for young entrepreneurs;
- l) promote and support, in accordance with State aid rules and also in collaboration with other regional, national, EU and international actors, services, spaces and events aimed at:
- 1) creating and accelerating innovative start-ups, involving investment funds, business angels and incubators;
 - 2) strengthening research laboratories and infrastructure to foster connections with the productive system, including in relation to the emerging strategic sectors identified in the Regional Smart Specialisation Strategy and to applications in design, cultural production and digital creativity, thereby strengthening the innovative and competitive capacity of the regional ecosystem;
 - 3) facilitating the matching of talented people with businesses through matchmaking platforms and the notification of job opportunities;
 - 4) promoting networking and competitions to stimulate the local entrepreneurial ecosystem;
 - 5) attracting specialised talent through advanced digital tools;
 - 6) developing information systems for anticipating and analysing skills needs, actively involving local businesses and actors in the regional research and innovation ecosystem;

- 7) promoting, in line with the principles of open innovation, interaction between start-ups, investors, businesses of all sizes, institutions and local resources through events, competitions and networking activities, in order to encourage an open and collaborative entrepreneurial ecosystem, fostering the exchange of knowledge, widespread innovation and the sustainable growth of the territory;
- m) develop facilitation tools for Apulian talented people who choose to return to the region.

Article 4 – Three-year strategic agenda

1. In order to achieve the aims and objectives referred to in Article 3, on a proposal from the Regional Minister responsible for economic development, the Regional Executive shall approve the three-year Regional Strategic Agenda (hereinafter “the Agenda”) and any annual updates, including through other programming instruments and documents.
2. The Agenda, drawn up in collaboration with the bodies referred to in Articles 5 and 6:
 - a) analyses and identifies the areas and priorities for action to foster the attraction, enhancement, circular mobility and retention of talent in the regional territory;
 - b) sets the specific objectives to be achieved for each area of action;
 - c) specifies, for each specific objective, the targets, actions and financial resources required within the programming instruments adopted;
 - d) identifies the regional measures to promote and support talent, also with a view to rationalising and optimising the available financial resources;
 - e) provides for tools to analyse and monitor the implementation of the Agenda.
3. The Agenda shall be approved within 120 days of the date of entry into force of this Law by resolution of the Regional Executive, on a proposal from the Regional Minister responsible for economic development.
4. By 31 March each year, the Regional Minister responsible for economic development shall report to the Regional Executive on the state of implementation of the Agenda, and in particular on:
 - a) the measures implemented to attract talent;
 - b) the incentives granted, the effectiveness of the measures and their impact on the territory;
 - c) any critical issues encountered in implementing the Law.
5. The report provided for in paragraph 4, which takes into account the activities carried out by the Alliance for the Development of Talent referred to in Article 6, shall be communicated annually to the competent Committee of the Regional Council.
6. In order to ensure the consistency, synergy and greater effectiveness of the measures, the activities provided for in the Agenda shall be coordinated with the main regional legislative and strategic measures. In particular, account shall be taken of:
 - a) the update of the #mareAsinistra Regional Strategy for attracting and enhancing talent, in line with the guidance of the European Commission’s Harnessing Talent Platform – Pillar 1 – Technical Assistance, incorporating elements inspired by European and international good practice on professional mobility and territorial attractiveness;

- b) the implementation of the National Strategy for Inland Areas, with targeted measures to counter depopulation and strengthen services in the vulnerable areas identified in Puglia;
- c) the initiative supporting open innovation and artificial intelligence, involving businesses, universities and research centres, with reference to Regional Law No. 4 of 14 April 2025 (Measures to promote open innovation and artificial intelligence and miscellaneous provisions);
- d) the technology transfer process, from the research system to the market, which includes, among other things, the identification of new technologies and their industrial application, with reference to Regional Law No. 29 of 21 November 2024 (Establishment of the Regional Agency for Technology, Technology Transfer and Innovation);
- e) the instruments for pursuing Youth Policies.

Article 5 – Regional Technical Unit

1. A Regional Technical Unit (hereinafter “the Unit”) shall be established by resolution of the Regional Executive, coordinated by the Regional Minister responsible for economic development, as an advisory and driving body with support and monitoring functions on policies to promote the attraction, circular mobility, retention and enhancement of talent in Puglia.
2. The Unit shall be composed of the directors of the regional Departments and of the Strategic Agencies, and of the other bodies and companies controlled by and/or in which the Region holds an interest.
3. The Unit shall perform the following tasks:
 - a) drawing up the Agenda provided for in Article 4 and its updates;
 - b) supporting and coordinating the initiatives, activities and proposals provided for by this Law and by the Alliance for the Development of Talent referred to in Article 6;
 - c) monitoring the implementation of this Law and evaluating its results;
 - d) contributing to the content of the Communication Plan provided for in Article 7.
4. Participation in the Unit entails no cost to the regional budget and gives no entitlement to remuneration or reimbursement of expenses.

Article 6 – Alliance for the Development of Talent

1. The Alliance for the Development of Talent (hereinafter “the Alliance”) shall be established by resolution of the Regional Executive, composed of public and private bodies that express an interest in the enhancement, attraction, circular mobility and retention of talent.
2. The Alliance operates as a forum for interaction on an equal footing, aimed at sharing knowledge and at discussion and collaboration among its members.
3. Each member of the Alliance may submit proposals for the development of policies on the attraction, circular mobility, retention and enhancement of talent. The proposals submitted, whose consistency with the strategic objectives and compliance with the evaluation criteria are verified and ascertained by the Unit, shall be incorporated into the Agenda, for the drafting and updating of which the Alliance collaborates with the Unit.
4. The Alliance shall also perform, including in collaboration with other existing regional observatories, the functions of an Observatory, for the purpose of collecting data and analysing the phenomena of talent mobility and circulation.

5. The Alliance shall also be responsible for the following functions:
 - a) processing, analysing and updating data on growth opportunities, the mobility and circulation of talent, employment trends and training needs;
 - b) observing trends and monitoring the objectives set out in the Agenda;
 - c) promoting meetings, studies and debates.

Article 7 – Communication plan for attracting and enhancing talent, local service desks and talent communities

1. In order to ensure full accessibility to the measures and initiatives referred to in this Law, a Communication Plan shall be approved by resolution of the Regional Executive, with the aim of:
 - a) strengthening information on objectives, strategies and results;
 - b) involving stakeholders in the opportunities and in the detailed planning of the planned activities, as well as in the results, in order to ensure timely, accurate and transparent information that is based on networking ability, is inclusive and takes account of the different types of recipients;
 - c) providing widespread information to the recipients referred to in Article 2 through tools that allow wide dissemination of the message, using traditional methods and more innovative solutions aimed at increasing public interest and interactivity. Priority shall be given to tools differentiated by target group, using plain language and beneficiary assistance systems, with communication materials and portals accessible to persons with disabilities, in accordance with the most up-to-date technologies;
 - d) developing the specific lines of action defined in the Agenda.
2. Measures and initiatives shall also be communicated:
 - a) through local networks and service desks, set up in or hosted by existing public spaces;
 - b) through the network of Associations of Apulians around the World entered in the Regional Register pursuant to [Regional Law No. 23 of 11 December 2000](#) (Measures in favour of Apulians around the world), as additional points of contact and dissemination of information, including for Apulian communities abroad. These associations may promote specific projects consistent with the Communication Plan provided for in paragraph 1.
3. The service desks provided for in paragraph 2:
 - a) act as a “one-stop shop” to strengthen and simplify the tutoring and mentoring system for talented people who decide to move to the regional territory and for foreign businesses intending to invest in Puglia, ensuring immediate, multilingual and inclusive digital procedures free of bureaucratic barriers, using artificial intelligence and modern technologies as enablers of more efficient and personalised processes;
 - b) provide useful information on the regional ecosystem.
4. The Region shall promote the establishment of regional talent communities, including through a dedicated multilingual portal, with the aim of:
 - a) attracting talent from abroad, promoting professional opportunities supported by incentives, favourable ecosystems and strategic networks;
 - b) fostering the circulation of talent, activating measures for circular mobility and for the development and cross-fertilisation of skills;

- c) mapping regional experiences, recording initiatives and projects relating to the attraction, enhancement, circular mobility and retention of talent, including testimonials of people who have returned, the geolocation of historic villages and housing or job opportunities, and connections with businesses and territories, promoting active tools to support return or relocation;
 - d) creating meeting spaces and fostering the entry of talented people into the world of work through events, networking and collaboration with companies and institutions;
 - e) promoting regional excellence by spreading knowledge of significant industrial, scientific, artistic and technological organisations in order to attract talent;
 - f) monitoring progress, assessing the impact of the initiatives and the level of awareness of the programmes launched;
 - g) publishing calls for proposals and notices, making available the regional opportunities for the attraction, enhancement and mobility of talent.
5. The activities referred to in this Article shall also be implemented through programming instruments and documents activated as part of the initiatives provided for in Article 4(6).

Article 8 – Evaluation clause

1. Three years after the entry into force of this Law, the Regional Executive shall inform the competent Committee of the Regional Council of the state of implementation and the effectiveness of the Law, by submitting an annual report by the end of March.
2. The report shall contain at least:
 - a) data and information on the state of implementation of the Agenda referred to in Article 4(4) and (5);
 - b) the outcome of the monitoring and evaluation of results provided for in Article 5(3)(c);
 - c) the outcome of the observation and monitoring of the objectives referred to in Article 6(5)(b);
 - d) the outcome of the monitoring of progress and of the impact assessment of the initiatives, and data on the level of awareness of the programmes launched, in relation to Article 7(4)(f).
3. During the Committee's examination of the report provided for in paragraph 1, the possibility of revising this Law shall be assessed, also with the contribution of the Regional Ministry responsible for economic development.
4. The report and the decisions of the Committee shall be made public on the institutional website of the Regional Council.

Article 9 – Financial neutrality clause

1. The implementation of this Law shall not give rise to new or increased charges on public finances. The administrations concerned shall carry out the activities provided for by this Law using the human, instrumental and financial resources available under current legislation.

Article 10 – Entry into force

1. This Law shall enter into force on the day following its publication in the Official Bulletin of the Puglia Region.

Final provisions

This Law is published in the Official Bulletin of the Puglia Region pursuant to and for the purposes of Article 53(1) of [Regional Law No. 7 of 12 May 2004](#) “Statute of the Puglia Region”. All those whom it may concern are required to observe it and ensure that it is observed as a law of the Puglia Region.