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# BAS

## DEVELOPING DIGITAL BUSINESS ATTRACTION SKILLS IN THE LOCAL PUBLIC SECTOR

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*Business attraction if understood and carried out properly, is a key element for the future of medium size municipalities. The main challenge for these municipalities is not only promoting themselves as a place to visit – tourism and events – but also to become an attractive place where to work and invest.*

*BAS will develop a range of new competences and skills among the partners' employees; nurturing a competitive business climate, create tailor-made place value propositions and put together cross-functional teams with the necessary capabilities to attract and facilitate investments.*



CARDET



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## GENERAL OBJECTIVE

The general objective of the BAS project is to raise the business attractiveness of the European cities through an up-skilling of staff of local authorities.

## SPECIFIC OBJECTIVES

- ➔ To equip managers and civil servants from Municipalities with digital competencies in the field of business attraction;
- ➔ To exchange and identify innovative experiences on business attraction strategies among municipalities in Europe;
- ➔ To develop an online training module to help managers and civil servants.

**THREE PROJECT RESULTS WILL BE DEVELOPED AND FREELY ACCESSIBLE ON [WWW.BASPROJECT.EU](http://WWW.BASPROJECT.EU)**

### + TRAINING NEEDS MAPPING AND ANALYSIS

The report will include the best practices identified pertaining Business Attraction, research and analysis derived from questionnaires

### + TOOLBOX ON BUSINESS ATTRACTION MANAGEMEN

The toolbox will focus on how to organize and manage the Business Attraction capabilities and how to bring together different actors in attracting, welcoming and supporting investments.

### + E-COURSE ON DIGITAL BUSINESS ATTRACTION SKILL

The online training course will be articulated as:  
Module 1 – Team and local partnership building processes;  
Module 2 – Digital Business Attraction and Soft landing strategies