



RANA
UTVIKLING

TALENT ATTRACTION - HR NETWORK

Yasna Mimbela

Stian Bohlin

VEKSTMOBILISERING



VekstMObilisering
PE: Ole M. Kolstad



Airport &
Business
development

Ole M. Kolstad



Communicaton

Jarl Håkon
Olsen



Onboarding,
Welcome Mo i
Rana

Yasna Mimbela



Campus &
Competences

Petter
Svendsen



Reputation

Iselin Breirem



Infrastructure

Reidar Ryssdal



Recruitment

To be annonced

BatteryChain
Nordic Battery Belt
Venture North

THE LABOR MARKET NEEDS PEOPLE AND COMPETENCE



- 3000 jobs unoccupied in Nordland 2021
- 17.8% \geq 65 years old in Norway 2021
- 40% of businesses in Rana depend on the skills of non-local workforce



1. april 2022 kl. 10:28 Arbeidsledigheten har aldri vært lavere i Nordland • I mars 2022 er det registrert 1 837 helt ledige arbeidssøkere i Nordland. Dette utgjør 1,5 prosent av arbeidsstyrken og er den laveste ledigheten noen gang i fylket. 325 av de helt ledige er permitterte. Det forventes at de fleste av disse kommer tilbake i arbeid.

A HISTORIC OPPORTUNITY



3000

New jobs

5000

more people





CHALLENGES

SPEED

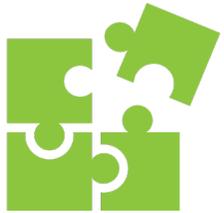
- FREYR will produce its first battery cells by Christmas this year
- Will hire rapidly and in large volumes
- Quarterly influx of aprox. 60 families from 2023-2027





TACKLING THE CHALLENGES

STRATEGY



**STRATEGY
BUILDING**



**ARENAS FOR
PARTENERSHIP**



ACTION PLAN



**MONITORING &
EVALUATION**



HR NETWORK MANDATE



The HR network aims to support and engage the business community in Rana region to take concrete actions regarding:

- **Advertise open positions**
- **Consider if all open positions can be held by English speakers**
- **Create advertisements in English**

ORGANISATION



- Workshop
- Competences building
- Decision making
- Monitoring
- Advocacy
- Access to tool





ADVERTISEMENT IN ENGLISH



January: 5/72

February: 7/77

March: 5/85

April: 21/89



First municipality to sign an agreement with the UN migration agency

INCLUSION CAPITAL OF NORWAY



- Talent attraction and inclusion is a key factor to succeed in the green shift
- The tools and solutions we produce will be relevant for other cases in Norway and in Europe



A NATIONAL AND INTERNATIONAL PILOT



Step 1: Pilot Mo i Rana

Step 2: Scale up for Norway

Step 3: Scale up for Nordic Battery belt



GOOD AMBASSADOR -
HELGELAND BETONG

KAMPEN OM ARBEIDSKRAFTA

Bygg og anlegg den klart største kategorien
på finn.no i Rana

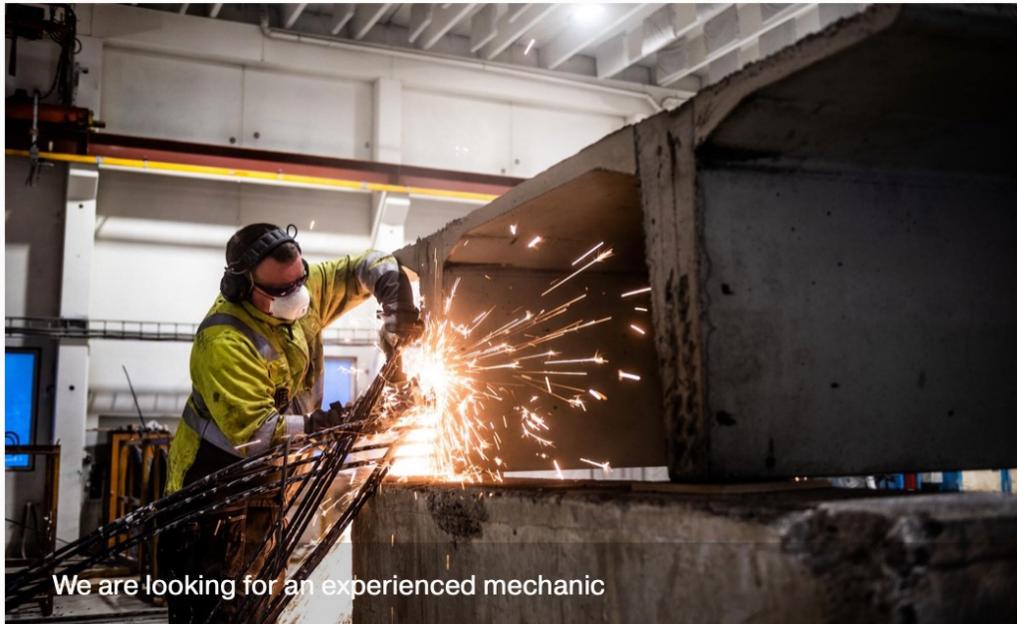
Stor konkurranse om arbeidskrafta

Et forsøk på å attrahere flere utenfra,
fremfor å stjele fra hverandre



Stillinger

Hjem → Stillinger



We are looking for an experienced mechanic



Are you our new production worker?



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