

Porto TERA — municipal strategy to attract, develop and retain talent

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Quality score: 76/100

Evidence strength: Strong

Summary

TERA (Talent, Evolve, Retain & Attract) is Porto's municipal talent strategy. Since 2022: 433k+ platform visits, 124k job applications, 9,000 employability sessions, 2,260 digital-skills learners. Porto_4_All: 73% of migrants entered employment. Eurocities Awards 2024 winner.

Key dimensions

Dimension	Score
Evidence of impact / measured results	2/3
Transferability / demonstrated replication	3/3
Scalability	2/3
Sustainability / continuity	2/3
Innovation	2/3
Inclusiveness / equity	3/3
Multi-stakeholder collaboration	2/3

Evaluated by C-NAPSE

Data sources

[C-NAPSE web research](#) — accessed 2026-06-20

[Câmara Municipal do Porto](#) — accessed 2026-06-20

[Porto TERA — official platform](#) — accessed 2026-06-20

[Eurocities Awards 2024 — Porto TERA \(independent review\)](#) — accessed 2026-06-20

[InvestPorto — Porto creates 47% of Portugal's talent](#) — accessed 2026-06-20

[Eurocities Awards 2024 — talent category](#) — accessed 2026-06-20

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