

## Cities and migration

**Task 1: Read the text. What are 'magnets'? What is 'glue'?**

### Magnets and Glue

Cities have to be competitive in the global economy. Cities which are not competitive decline – they begin to lose population. To be competitive, they have to attract skills and talent from all over the world. The most successful cities attract the best skills and talent, and become even more successful.

Harvard Business Professor Rosabeth Moss Kanter coined two terms to express this idea: magnets and glue. Magnets are the elements of a city which attract people and investment. Glue is what keeps people in the city, what convinces them to stay in that city. Both magnets and glue are fundamental if a city wants to grow and thrive.

**Task 2: Are these examples of 'magnets' or 'glue'? Listen to the interview.**

1. educational opportunities
2. availability of jobs
3. access to community activities
4. affordable housing
5. presence of other migrants
6. possibility of setting up own business
7. a variety of job opportunities
8. a city's reputation
9. cultural and recreational activities

**Task 3: Work in groups. Take turns to give definitions of these words. The first person to say the correct word wins a point.**

growing   declining   feature   urban area  
competitive   talent   affordable   availability  
growth   migrant worker   opportunities   skills  
investment   global economy   magnet   glue  
knowledge   reputation   accessible   events