



TOGETHER EVERYONE ACHIEVES MORE

T.E.A.M.

CAMPARI GROUP

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Multi-site, multi-age, multicultural & multi-language organization in an hybrid working scenario



Strategy focused on the promotion of new ways of working and the engagement of people in this new working scenario



STIMULATE CREATIVITY



GENERATE IDEAS AND SHARE VALUES



MAKING PEOPLE FEEL INVOLVED IN THE COMPANY ENVIRONMENT

*Working for people,
with people,
among people*

*"Trust the people you work for, have pride in what you do,
and enjoy the people you work with"*



C-Suite Chief Happiness Officer

In charge of the employee's happiness, this figure, close to the HR dep, is the organizer of activities. He has the role to manage interpersonal relationship (focus group to understand the needs of employees and events during the year) and leverage variety.



LANGUAGE TANDEM

Organize evenings for the real exchange of communication between employees belonging to different cultures.

- Multi-ethnic food
- Event in which employee tell stories, legends and cultural traditions

OBJECTIVES

- Leveraging variety
- Engaging employees
- Create a happy climate
- Create proactive spirit
- Strengthen bonds among employees



SPORTS TEAM

Organize matches where the different departments of the company compete, and each team will have a specific name to emphasize their role in the company

- Paddle
- Football
- Volleyball
- Basketball
- Chess



FAMILY DAY

- Offline: picnic, sports, cookies with family, orchestra with family, painting, Lego building, photo booth.
- Online: Family Quiz, Tik-Tok Style, Family Arts&Crafts, Guess the Dance Style (max 20 people per group, 2 hours)
- Place: parks (offline) and Intranet Campari (online)

OBJECTIVES

- Stimulate Human Relationships
- Build Loyalty
- Lower stress
- Abolish hierarchies
- Strengthen & enhance personal values



RESPONSIBILITY DAY

- Before the event, Campari Group asks on Yammer what employees want to do that year
- Partnership with a local nonprofit organization
- Volunteer in paid hours

Examples of programs: Animal shelters, community center, local nonprofit, helping and donating to homeless people, soup kitchen, helping organization that collects and distribute things to people in need.

When the organized event finish in order to create more engagement, Campari group should:

- Use online Gamification

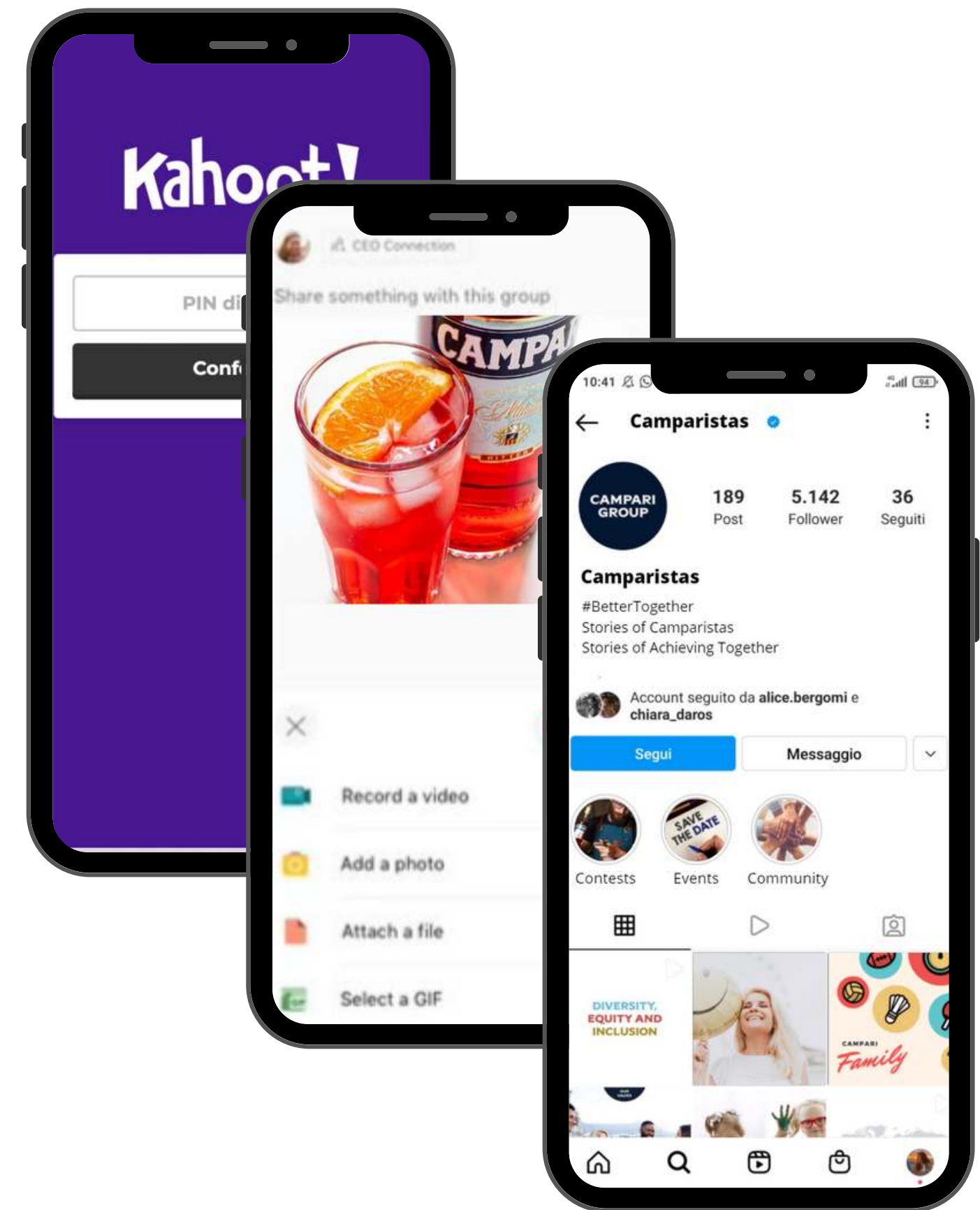


- Create contents for employees on the internal social media



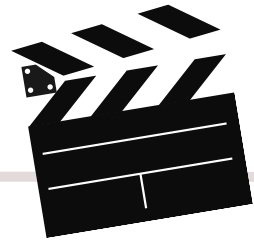
Encouraging employees to participate in the community's life:

- Creation of a Camparistas' page aimed at emphasize employees' work in the company (UGC, videos, images from corporate events)



OBJECTIVES

Facilitate upward & horizontal communication



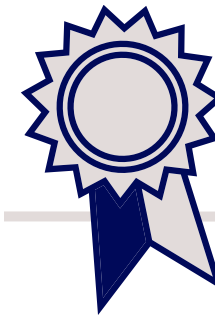
VIDEO

OBJECTIVES

Enhance #Together community

- Projected in 2/3 years ahead in time
- Focused on #Together principles
- Employees talking
- Reliefs of in presence work

Internal social media Yammer
CampariTV
Screens within the company

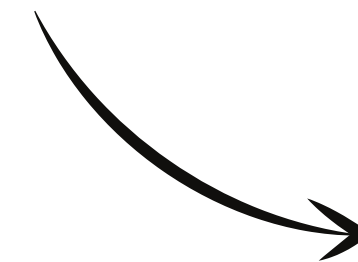


SOCIAL CONTEST

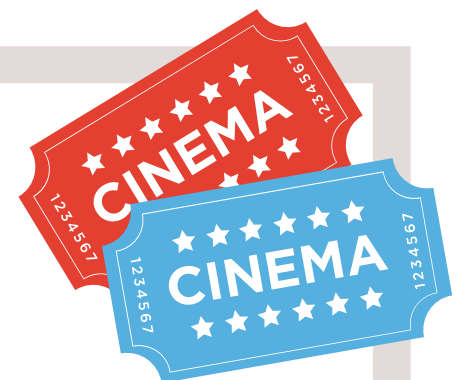
OBJECTIVES

Engage in presence work

- 1 You go to the office & You gain points
- 2 A total rank is done
- 3 Every month the first 20s gain extra-services



Entertainment,
training,
transports,
self-empowerment





NURSERY

- Create a nursery for employees' babies where they can enjoy their time while their parents are at work
- Nurseries will be in the HQ of each city where Campari Group is present

OBJECTIVES

- Improve psychological, and social well-being
- Enhance employees' effectiveness to the company success

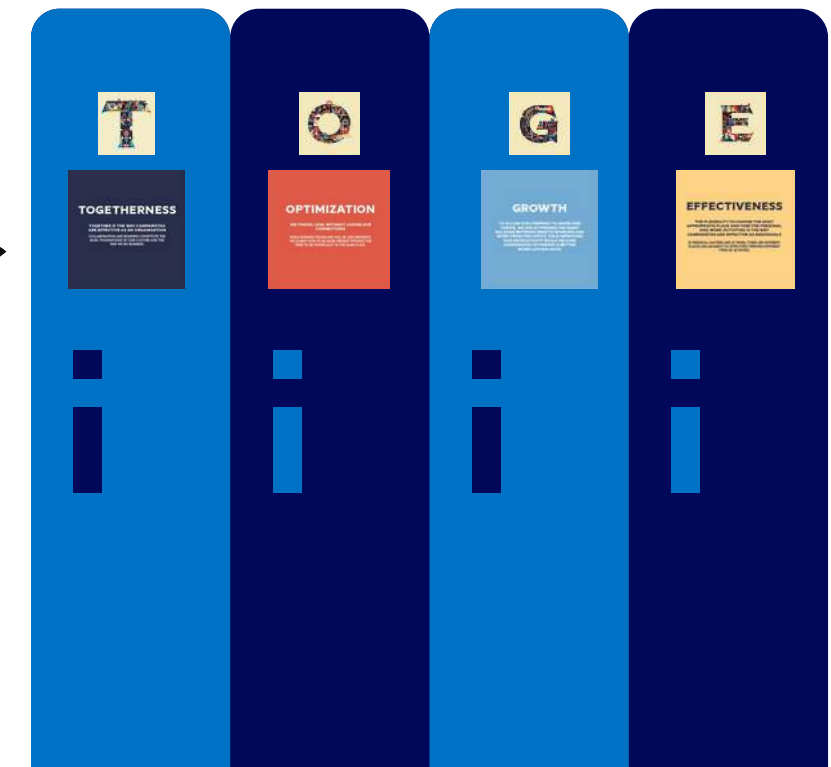
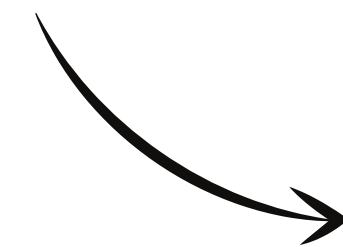


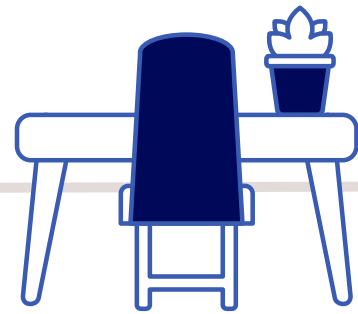
LOCKERS

OBJECTIVES

- Create a community
- "Feel at home" mind-set
- Facilitate employees' life

- Personalized lockers with touch-ID
- Lockers will be enriched with Campari's principles





SHARE DESK

- By changing the everyday place in which they work, employees will be able to meet new people and share values of the company, shaping new ideas



Campari Group Open Spaces

OBJECTIVES

- Optimize spaces
- Increase engagement



MAGAZINE

OBJECTIVES

- Strengthen the sense of Together
- Increase engagement



Drink of the month & how to make it
Employees' drawings & stories
Leisure games