

# ATTRACTION & RECRUITING

## OUR MISSION

*“Defining Group strategy, framework and guidelines on Employer Branding and Recruitment to **attract, engage and retain** international and diverse talents, promoting the Group as **employer of choice.**”*

## REFERENCE CULTURE VALUE



**INTEGRITY**



**OWNERSHIP**



**CARING**

Our Values **are embedded** in all our most **relevant activities**:

- **Employee Value Proposition (EVP)**
- **Unified Careers portal** groupwide and recruitment process harmonization
- **Group Internship and Graduate Program frameworks**

## KEY FACT



We promise to **“Unlock a better tomorrow”** for our current and future employees. This is our Employee Value Proposition which encapsulates who we are as an employer. It impacts every stage in the employee lifecycle, from attraction & onboarding, going through all the steps up to offboarding.

# RECRUITING – CLIENT SOLUTIONS

## OUR MISSION

Widen **diversification** of people attraction in Client Solutions

Implemented attraction **activities tailored to CS** target

**Company visit** as a new valued format

Knowledge sharing **volunteering and Attraction** through **on-the job-experience**

## MAIN ACHIEVEMENTS

**12**  
events  
held



- 6 Career fairs
- 6 Activities for CS



### Referral program

- 15 CVs collected:
  - (27% Female)
  - 9 CVs engaged

**8**  
universities  
engaged



**NEW**

1. Cunef Madrid
2. Luiss
3. Sapienza



### Company visits

- Initiative held in UniCredit office to introduce university students to UC Client Solutions

## NEW INITIATIVE



### Zurich International School rotation

UniCredit **shares know-how** and time with **3 high school students** from Zurich International School to **support** them **choosing the right University path**

- Knowledge sharing volunteering
- Attraction through on-the job-experience

# EMPLOYER BRANDING ITALY

## OUR MISSION

“Following Group strategy, framework and guidelines, Employer Branding Italy aims to **attract, engage and retain** the Italian diverse talent pool, promoting the UniCredit as **employer of choice.**”

## MAIN GOALS



ATTRACTION



POSITIONING



EFFECTIVE  
COMMUNICATION

Are embedded in all our most relevant activities:

- To attract young people in an engaging and interactive way
- To recognize UniCredit as an outstanding entity in the banking environment
- To successfully interact with candidates

## NEW IDEAS FOR 2024



we have once again decided to go beyond traditional tools and launch a new initiative: **Discover UniCredit: Orientation Day.**

It is the first time in a long while that the bank opens its doors to share its story with young people, through engaging and interactive Experience Days filled with innovative activities and showcasing career opportunities in the professional business sector, giving them an immersive experience from the inside.