

PRESS RELEASE

Clarity, respect and trust are the keywords for young Italian professionals to find motivation in their work today

Universum Research survey results: Most Attractive Employer 2020 -
Young Professionals (1-5 years of work experience)

- Young workers who work remotely are looking for a company offering an environment which respects their private life at a time when colleagues and bosses are entering their homes
- A more defined career path acquires greater importance for young professionals: surrounded by uncertainty they would like to be guided by companies in taking the next steps in their professional growth path
- Trust becomes essential to keep employees motivated: more than half of the interviewees says they are ready to stay for the next 4 years when they perceive that the company places trust in him or in her in getting their jobs done
- Lack of confidence in the vision of the organisation and in the leaders at the helm of the company increases interest in looking for another job over the next 12 months
- Word of mouth remains the most reliable and used means to understand how to work in a company. The impressions of friends and acquaintances who already work for the organisation are amplified by social media, online reviews and the opinion of people they can identify with.

The rankings of the most attractive companies on the job market in Italy for young Italian professionals have been published today, highlighting the differences between their expectations and those of university students

MILAN, 24 November 2020 - Universum Global, a leading Swedish company in employer branding, reveals which **employers are the most attractive** to young Italian professionals. The research, now in its fifth edition, recorded a broad participation this year: more than **11,700 young professionals from 35 sectors and 88 occupational groups** scattered throughout the country, wanted to give Universum their point of view on career and employers. Created to identify the career aspirations and preferences of the protagonists of the labour market, the search for the Most Attractive Employers in Italy identifies the most coveted employers based exclusively on the answers collected.

- **Ferrero, which has just celebrated the sale of its billionth Nutella Biscuit, is the most sought-after company by professionals with an economic background, followed by Google, Intesa Sanpaolo, Luxottica and Apple.** The Alba-based company, in second place for profiles with STEM degrees and in first for women in the scientific field, let the employees, an increasing number, recount the 'backstage' of the company which created Nutella. Young professionals recognise its market success and choose it as the most respectful towards its employees and among the most attentive to a work-life balance.
- **Luxottica, whose initiatives in favour of its employees have conquered the front pages of newspapers in recent months, is also the most attractive in its reference sector.** A company which operates in the fashion and luxury sectors and has a worldwide presence through its own offices and outlets, it is strongly recognised for its innovation, prestige and market success.
- **For professionals trained in the engineering area, four Italian companies occupy the top five positions: Ferrero, Ferrovie dello Stato, Ferrari, ENI.** Ferrero and FSI have gained 3 and 5 positions respectively compared with 2019, are recognised as solid companies and respectful of their workers. Ferrari and ENI continue to be strongly associated with the innovation they make possible through their internal products and processes.
- **Assicurazioni Generali improves its position by 41 places compared with 2019 for young STEM professionals:** the company's focus in proposing itself as a digital life partner and the attention paid to attracting figures related to the digital and tech world is reflected in its being recognised as a prestigious player with which to continue the learning path.
- **Boston Consulting Group (BCG), Heineken, LVMH, Esselunga, Italdesign, SNAM and TIM are the companies which have achieved at least 14 positions more compared with their 2019 ranking.** There are several reasons that lead young people to choose these organisations: the creativity of the work they think they will find, combined with the drive for innovation, the prestige of the brands and their exposure on social channels, including LinkedIn and Instagram which, in some cases, have helped to stimulate interest.
- **Dallara and Illimity are the Italian companies most associated with the topic of innovation,** believed to be a fundamental factor in choosing a company particularly by STEM profiles and considered a fundamental indicator of the current and future success of the organisation.
- **Lavazza, Nestlé, Enel, Carrefour and Accenture are among the companies which are**

most favoured by young professionals with a degree in economics, regaining between 20 and 15 positions in the ranking compared with 2019. The solidity perceived together with the awareness of working for a business which can navigate through the crisis make these companies more attractive.

- **Salvatore Ferragamo, Coop, Aldi, Casavo, Oliver Wyman and Engineering enter the ranking in 2020**, chosen by the professionals themselves as ideal destinations for their career path.

A clear path in a respectful environment

Boys and girls who are already taking their first steps in the world of work say they are interested in a **clear career path** as one of the most important qualities they are looking for in an ideal company. *“In a moment of great uncertainty” comments Federica Leotta, Country Manager for Universum Italia, “they are looking for a company which can help them draw up a medium-term path with the aim of continuing to learn and grow surrounded by new stimuli. This element of clarity of direction which they seek differs from the preferences of university students, who still feel distant from work dynamics and who instead seek opportunities for visibility and leadership in the company.”*

Compared with the younger Gen Z, the millennial attaches increasing importance to the topic of **work-life balance**: *“when working in the same space where the private life unfolds, welcoming colleagues and superiors in his/her living room, kitchen or bedroom, respect for one’s physical and intangible spaces becomes a priority to remain focused and productive at work and to maintain one’s own psychophysical well-being, to which companies are paying increasing attention.”*

The serenity and availability of colleagues also affect the satisfaction of young workers: a friendly environment is a reason for a company's preference when making a choice.

Trust as the engine of one's motivation

Trust in the company’s vision and in its leaders is an increasingly strong motivating factor: those who place it in their company are more likely to choose it for the next 4 years, on average 16% more than those who, by not sharing the long-term goals and choices, say they want to leave in the next twelve months. However, **trust must be mutual**: those who

believe that their employer does not deem them capable of completing their duties have a 23% lower propensity to remain loyal to the company than those who receive **recognition of their contribution** by colleagues and bosses.

Social media, friends and colleagues

Social media remain the primary channel through which the **possibilities of growth in the company, the working environment and the corporate culture** are talked about. The **opinions of colleagues and friends** are the most reliable source, chosen by more than 30% of the interviewees, second only to online reviews.

Young men and young women

What makes a company attractive to a young career woman is the environment and culture she will find: she seeks a **respectful, creative** environment, marked by **dynamism** and in which she can **learn and grow**. Male peers, on the other hand, prefer aspects related to remuneration, both immediate (a **competitive basic salary**) and from the perspective of future advancement (**high future earnings**). Girls define their career profile as **harmonising, entrepreneurial and idealist** while boys describe themselves as **entrepreneurs, harmonisers and leaders**.

TOP 30 Young Professionals with a degree in economics

Employer	Rank 2020	Percent 2020	Percent 2019	Trend	Employer	Rank 2020	Percent 2020	Percent 2019	Trend	
Ferrero	1	19,15%	14,86%	↑	1	Eataly	16	5,43%	5,97%	↓
Google	2	13,39%	16,24%	↓	-1	L'Oréal Group	17	5,38%	5,75%	↓
Intesa Sanpaolo	3	11,56%	12,31%	↓	0	Sky	18	5,22%	4,15%	↑
Luxottica	4	11,33%	10,89%	↑	0	The Coca-Cola Company	19	5,15%	5,28%	↓
Apple	5	9,94%	9,67%	↑	3	European Central Bank	20	5,15%	3,72%	↑
Ferrari	6	9,78%	10,35%	↓	1	Calzedonia	21	4,91%	4,86%	↑
LVMH	7	8,84%	8,46%	↑	3	IKEA	22	4,89%	4,66%	↑
Amazon	8	8,76%	10,47%	↓	-2	ENI	23	4,72%	4,65%	↑
Poste Italiane	9	8,57%	7,35%	↑	3	Nestlé	24	4,67%	3,92%	↑
UniCredit Group	10	8,17%	10,73%	↓	-5	Mediaset	25	4,67%	5,64%	↓
Lamborghini	11	7,46%	8,98%	↓	-2	J.P. Morgan	26	4,61%	6,07%	↓
BNL - Gruppo BNP Paribas	12	6,84%	7,24%	↓	1	Valentino	27	4,42%	4,27%	↑
Barilla	13	6,53%	7,90%	↓	-2	Boston Consulting Group (BCG)	28	4,35%	4,92%	↓
Ferrovie dello Stato Italiane	14	6,35%	5,76%	↑	3	Enel	29	4,30%	3,86%	↑
Giorgio Armani	15	5,64%	6,58%	↓	-1	Rai	30	4,28%	3,88%	↑

TOP 30 Young Professionals with degrees in STEM disciplines (*Science, Technology, Engineering, Math*)

Employer	Rank 2020	Percent 2020	Percent 2019	Trend	Employer	Rank 2020	Percent 2020	Percent 2019	Trend
Google	1	17,28%	19,86%	↔ 0	GE - General Electric	16	4,97%	4,55%	↑ 7
Ferrero	2	12,10%	11,41%	↔ 3	Bayer	17	4,71%	5,49%	↓ -1
Ferrovie dello Stato Italiane	3	11,91%	10,50%	↔ 5	Luxottica	18	4,65%	5,19%	↔ 0
Ferrari	4	11,79%	12,87%	↓ -2	ABB	19	4,58%	4,84%	↑ 2
ENI	5	10,95%	11,91%	↓ -2	Novartis	20	4,56%	5,13%	↓ -1
Apple	6	10,25%	11,65%	↓ -2	Poste Italiane	21	4,51%	3,84%	↑ 10
Amazon	7	9,83%	11,29%	↓ -1	Nestlé	22	4,22%	4,28%	↑ 4
Enel	8	9,23%	10,54%	↓ -1	BMW Group	23	4,17%	5,45%	↓ -6
Lamborghini	9	8,43%	9,45%	↔ 1	Roche	24	4,07%	3,39%	↑ 11
Microsoft	10	7,80%	9,47%	↓ -1	Giorgio Armani	25	3,98%	2,93%	↑ 20
Fincantieri S.p.A.	11	7,71%	8,36%	↔ 0	Ducati	26	3,79%	4,98%	↓ -6
Salini Impregio	12	7,33%	6,23%	↔ 1	Intesa Sanpaolo	27	3,79%	3,25%	↑ 10
Finmeccanica-Leonardo	13	6,91%	5,79%	↑ 1	Johnson & Johnson	28	3,78%	4,53%	↓ -4
IKEA	14	6,88%	6,71%	↓ -2	Volkswagen	29	3,75%	3,25%	↑ 9
Banila	15	5,31%	5,71%	↔ 0	Airbus	30	3,68%	3,65%	↔ 3

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About Universum:

Universum is a global leader in the field of Employer Branding. Our mission is to help the world's leading employers attract and retain talent. With more than 25 years of experience, we are a reality present in 60 markets with 15 offices. Our solutions are represented by research, strategic consulting and communication solutions. We are pioneers in social media solutions in the world of branding aimed at Talents. We are the trusted partner of over 1,700 customers, including many Fortune 500 companies, and of global media that publish our annual rankings and trend reports. We collaborate with 2000 partner universities around the world where we conduct research on the top Talents' careers and preferences towards employers. The Universum Survey is based each year on a sample of over 1,500,000 students and professionals from around the world.

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