Press Release

DIGITAL360 LAUNCHES PEOPLE&CHANGE 360, THE NEW PORTAL DEDICATED TO HUMAN RESOURCES AND CHANGE MANAGEMENT

The DIGITAL360 Network grows to over 60 portals and web channels. The magazine is aimed at HR managers and business leaders to accompany people on their journey of change

Milan, 16 December 2022 - **DIGITAL360 S.p.A. Società Benefit, an** innovative SME listed on the Euronext Growth Milan market (formerly AIM Italy), announces the birth of **People&Change 360**, the new portal of the NetworkDIGITAL360 dedicated to human resources management and change management, which will tell models, strategies and tools to accompany the path of people in the company, enhancing skills and attitudes.

Human resources (HR) management is an increasingly central aspect in company strategies, which are used to reflect on a variety of issues ranging from employee engagement and employee satisfaction, to creating a motivating and inclusive work environment reinforcing a sense of belonging, to digital skills and new leadership models. After the pandemic, with the emergence of new working models, the expectations of employees and employers have changed, while new phenomena such as 'Great Resignation', 'Quite Quitting' and burnout growth have emerged. And according to the Milan Polytechnic's HR Observatory, the turnover rate has increased for 73% of companies in the last year, with one in two workers having changed jobs or intending to do so shortly. The impact on business is strong: according to a study by the Society for Human Resource Management, employers spend the equivalent of six to nine months of an employee's salary to find and train his or her replacement. While skills are becoming scarce and obsolete: according to the World Economic Forum, by 2030 nine out of ten jobs will require advanced digital skills and many jobs will disappear in favour of new ones.

The new portal, directed by Paola Capoferro, former Digital4HR channel manager, will offer news, research, scenario analyses (Italian and foreign), case histories, contributions by experts from the academic, institutional, business and trade association worlds, and will give voice to Italian protagonists through exclusive interviews. It will be flanked by a newsletter, dissemination activities on the main social networks, a line of podcasts and a series of webinars, with the aim of providing a package of information, updating and training services.

"In a world of work that is undergoing profound change, People&Change 360 is aimed, in particular, at those working in the HR function, to explore how best to support members of the organisation, balancing the needs of engagement and wellbeing with business requirements," explains **Raffaello Balocco**, CEO of DIGITAL360. **"**This expands the editorial offer of our Network, which today consists of over 60 portals and web channels, with an average of 2.3 million unique visitors per month. Furthermore, People&Change 360 integrates with the Advisory offer of the DIGITAL360 Group, supporting organisational change and digital transformation in organisations".

"Creating space and attention to the issues we follow and work on every day is a fundamental choice for us," says **Filippo Muzi Falconi**, CEO of Methodos Group. "In order to activate change, in fact, the first step to take is always awareness, which allows companies to understand how they are positioned and which path to follow in order to achieve new challenging goals. We believe in change and we know that telling all its facets can really help create a culture that truly considers people as a key element of any success'.

"People&Change360 was created to support organisations, HR Managers and leaders who have responsibility for people in the company along the path of change, with the aim of also encouraging discussion between HR Managers in a community perspective, to share experiences and strategies implemented", says **Paola Capoferro**, Editor-in-Chief of the magazine.

For further information: www.peoplechange360.it

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This press release is available on the Company's website at www.digital360.it.

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DIGITAL360, a company listed on the Euronext Growth Milan Market of the Italian Stock Exchange, aims to accompany companies and public administrations in the understanding and implementation of digital transformation and to encourage them to meet the best technology suppliers. DIGITAL360 pursues this objective through two business units: one, called "Demand Generation" supports technology companies (vendors, software houses, system integrators, start-ups, etc.) in communication activities, storytelling, event management, and generation of business opportunities; the other, called "Advisory & Coaching" is aimed at all companies and public administrations wishing to undertake any digital transformation path. NetworkDIGITAL360, transversal to both Business Units, is the largest network of online publications dedicated to all topics of Digital Innovation. DIGITAL360 integrates a multidisciplinary and multicultural mix of professionalism and skills thanks to analysts, journalists, consultants and experts in the digital world, united by a great passion and mission: digital innovation as an engine for the growth and modernisation of our country. For further information: www.digital360.it

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