

Fater SpA in Tissue and Hygiene (Italy)

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Abstracts

To promote a company culture that fosters the use of technology, Fater SpA is working on a human resources programme called “Become Digital Natives”, aimed at getting its employees more acquainted with the digital world and its tools. The idea behind the project is to get this done internally, so that employees will find it easier to support digital promotional activities that companies will look at implementing in the future.

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