

Inclusion and community care through education

Training program for employment and labour reinsertion in the marketing communication industry.

Within the framework of our Corporate Social Responsibility and Moore Social Ambition initiatives, we developed a training program to improve the opportunities for students to get a job or reinsert in companies of the marketing communication industry in Argentina.



The country environment was quite a challenge:

- Annual inflation rate over 80%
- A huge and unstoppable monthly devaluation of the currency.
- A country suffering of 10 years of recession
- 10% average unemployment rate since the beginning of the pandemic
- Companies that couldn't find staff with the right skills to fulfil their needs.



At the end of 2021, the Ministry of Education of Buenos Aires City presented a program for the training of students to acquire experience that could help them to get jobs, inviting companies to join the program and receive the students in their offices.

As we deeply believe that better education leverages the opportunities and inclusion, and due to our involvement and knowledge of the

Marketing Communication Industry, we decided not only to join the program but also to develop a special training program to prepare students in specific skills and capabilities to improve their possibilities to get quality jobs in the finance and administrative departments of companies of the marketing communication industry.

Knowing the skills and knowledge demanded, students could be prepared to fill these roles, granting a high probability of immediate employment, by being able to connect the offer with the demand.

All the training program and its material was based on digital platforms to be careful also about the environment.



The program was presented to Soledad Acuña, Minister of Education of Buenos Aires City and Eugenia Cortona Subsecretary in charge of the Apprenticeship Agency, who then connected us to three educational institutions to start working with them.

The plan consists in different stages combining teaching, practice, and coaching.



The program is bringing its fruits as the students are getting hired for better jobs.

We are very enthusiastic about this project because it allows us to collaborate with the community, contributing with all our experience, giving the students the demanded skills to fulfil the demand, while developing activities that match with the five pillars of Moore Social Ambition (Quality & Supply Chain; Our Natural World; Equity, Diversity & Inclusion; Community Care; Education,

People & Development) because we are convinced that more and better education contributes to greater inclusion and therefore better communities.

Our aim is to keep increasing the participation of students and companies each year while improving the labour insertion and reinsertion rate.



Matías Tejero (CEO) and Nelson Escalona (Moore Social Ambassador)