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Capgemini in Denmark partners with esports organization, Astralis, to boost talent brand

The collaboration agreement with Astralis is part of Capgemini in Denmark's large-scale effort to boost recruitment and improve employee engagement

Copenhagen, September XX, 2021 - [Capgemini in Denmark](#) today announced a major partnership agreement with the leading esports organization in Denmark, [Astralis](#), best known for their [most winning Counter Strike\(CS:GO\) team in history](#). Through this agreement, Capgemini in Denmark is expanding its commitment in esports and gaming, which has become a strategic and cultural focus in efforts to recruit and retain talent in the highly competitive IT job market.

The agreement with Astralis extends far beyond traditional sports jersey sponsorship. Owing to the positive experience gained by Capgemini in Denmark from previous esports collaborations, the Astralis agreement will play a key role in supporting the continued recruitment of skilled employees as well as helping to retain existing team members, in support of the company's growth ambitions in the region.

With the Astralis collaboration, Capgemini in Denmark will reach the top level in esports partnerships. As part of the agreement, Capgemini along with Astralis will be offering different employee experiences to team members based on talent interest, employee engagement, digital innovation, and societal impact. These will range from two-day team courses for young professionals joining Capgemini's graduate program on mental and physical preparation, to crash courses for all Capgemini employees, thereby providing a new perspective on team building, training and mental preparation for life as a consultant.

"We plan to boost our hiring efforts in the coming years and are committed to nurturing the team spirit and wellbeing of our employees. Embracing the key elements of esports and gaming and offering Astralis' services for our employees' professional development, provides an extra dimension in the search and support of the best talent regardless of their age. With this partnership, we are also targeting young talent, university students and young gamers who might be keen to have a career in the IT industry," says Claus Rydkjær, Managing Director, Capgemini in Denmark.

"When we enter into a collaboration with a company like Capgemini, it is inevitably much more about the talent brand and culture of the organization, rather than a logo on our player jerseys. Both parties have a strong focus on embracing a performance culture, and the collaboration will become a strategic and cultural focal point. That is exactly what esports can do to the highest degree," said Kasper Sindt, Commercial Director at Astralis.

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