



future  
•now

**Empowering everyone  
to thrive in a digital UK**

*Brochure*



# Welcome

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“

We are, without doubt, in the midst of the Fourth Industrial Revolution. The boundaries between different industries are becoming blurred, just as our physical, biological and digital worlds are fusing together.

”



The Rt Hon The Lord Mayor of the City of London  
**Alderman Peter Estlin**

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# The UK faces a digital skills crisis

The way we live and work is changing. While the UK is a world leader in digital, the speed of change is leaving many of our people behind.

From the day to day tech skills you need in any job just to stay in touch. The way you buy things online or arrange appointments electronically. To the more advanced skills required to fill a variety of digital jobs. There is a **growing skills gap**. And it's not just those people with little or no skills – we all need to boost our digital skills for the future, whatever level we are at today.



**17.3 million** working people do not have the **essential digital skills** required for work



**11.9 million** adults lack the **essential digital skills** to access the internet, communicate, and solve problems online



Within 20 years, **90% of all jobs** will require **digital skills** to some degree

We are on the verge of a digital skills crisis that could impact us all and hold us back as a country. A crisis that could not only damage our productivity and competitiveness, but also prevent individuals and businesses from taking full advantage of the benefits that technology will bring over time.

# The call to action

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## future.now is a call to action

So, digital exclusion and the skills gap matter, but **what's the answer?**

The risk is looking for solutions in the wrong place. More training sounds appealing, but in truth there's no lack of training out there. What holds us back is a **motivation gap** and a lack of understanding of what's really needed.

Too many people don't see the point in taking the time out to keep up with new technology. And even when they commit, it's hard to know where to start. It can be a **bewildering landscape** – along with strong demand for technical skills like programming and app development, there's an urgent need for human-centred skills such as creative thinking, problem-solving and negotiating.

future.now is bringing together organisations to **motivate people and businesses across the UK to boost their digital skills**. We need hundreds of organisations to get involved and drive change.

Our vision is to **empower everyone to thrive in a digital UK**. Helping people to understand the digital skills they need for life and work. Inspiring them to invest time in the tech they need. And supporting them by signposting the training they want to realise their ambitions.

It's a **call to action** to business, government, charities and education providers. Together, we can shift perceptions of digital skills from boring and niche to fun and vital, then help people make sense of the opportunities these skills can bring them.

Find out more about future.now – please email [info@futuresdotnow.uk](mailto:info@futuresdotnow.uk)

Make your pledge to future.now – please email [pledge@futuresdotnow.uk](mailto:pledge@futuresdotnow.uk)

# future.now – leading by example

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## Boosting the UK's digital skills

future.now is a **new coalition** of leading companies and civil society groups working in collaboration with government to boost the UK's digital skills.

Our aim is to **inspire behavioural change** across society that could lead to a genuine cultural shift. We're putting the focus on lifelong learning and developing the digital skills people require for work – helping them identify the skills they need and showing them where to get them.

**Scale matters.** We want as many organisations to get involved at the start of the future.now journey – to come together to help us all address the digital skills crisis. The more of us on board, the better our insight and focus will be. Driving action and impact.

As major employers with significant reach, the **six founding partners of future.now** are leading the charge. With our employees and our brands to inspire others to want to build their skills.



# Our strategy

## Mobilise – Motivate – Map – Magnify – Measure

To achieve our objectives, we have a **structured approach** that both acknowledges and embraces the pace of change. future.now will drive collaboration and coordination within and across sectors and geographies to:

### Mobilise

*We will:*

- **Grow** membership to build the coalition's power and influence;
- **Build** a support network so no employer is alone in addressing the digital skills challenge;
- **Create** forums for coalition members to accelerate the scaling of impact, for example sector-specific, demographic or regional issues.

### Motivate

*We will:*

- **Raise awareness** and understanding of the digital skills gap in the UK and the need for action;
- **Inspire** employers to reskill and upskill their employees to ensure they have the digital skills they need and potentially support their contractors, supply chain and customers too;
- **Work** with experts to understand how different audiences can be motivated to acquire and grow the digital skills they need for life and work;
- **Use** those insights to develop and deliver behaviour change campaigns encouraging individuals to take responsibility for acquiring and updating their digital skills.

### Map

*We will:*

- **Map** the existing digital skills training and support landscape to identify what initiatives and resources already exist;
- **Identify** what works best and why and what learnings can be drawn from that;
- **Understand** in depth where the greatest gaps are in training and support and what can be done to address those – potentially launching new digital skills initiatives to fill those gaps;
- **Share** these insights with coalition members and support collaboration to act on them to accelerate the closure of the digital skills gap.

### Magnify

*We will:*

- **Signpost** employers to the most effective existing initiatives – and potentially support the launch of new initiatives to address unmet needs;
- **Recognise** and celebrate the achievements of those who commit to being a Living Skills employer by pledging to upskill all employees to have the essential digital skills for life and work.

### Measure

*We will:*

- **Adopt** simple KPIs to measure the impact of future.now and its members;
- **Create** an open source toolkit for organisations to monitor their effectiveness.

# Our mission

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**future**  
**•now** brings together organisations to motivate  
people and businesses to boost their digital skills to  
thrive in a digital UK

# The pledge

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future.now has been set up by **six founding partners** with a collective ambition to help the UK stem the digital skills crisis. Each of the six has committed to the following pledges – and are encouraging other organisations to join in and do the same:

## **My organisation pledges to:**

### **1: Build collective action**

Collaborate and share existing resources and tools, work together to develop new ideas, and attract new partners to tackle the most important digital skills challenges, support change and scale impact. We will be part of something that makes a very real difference to people's lives and the economy.

### **2: Build our own capability**

Be ambitious about the digital skills of our workforce. We are committed to understanding the areas where we can improve, highlighting the benefits of safe digital use and skills, and providing opportunities for our employees to develop the essential digital skills for life and work.

### **3: Build capability of others**

Motivate and support others – such as our customers, our contractors, our suppliers, our families and friends, and the communities around us – to recognise the urgent need to improve their own digital skills and those of the people they work with.

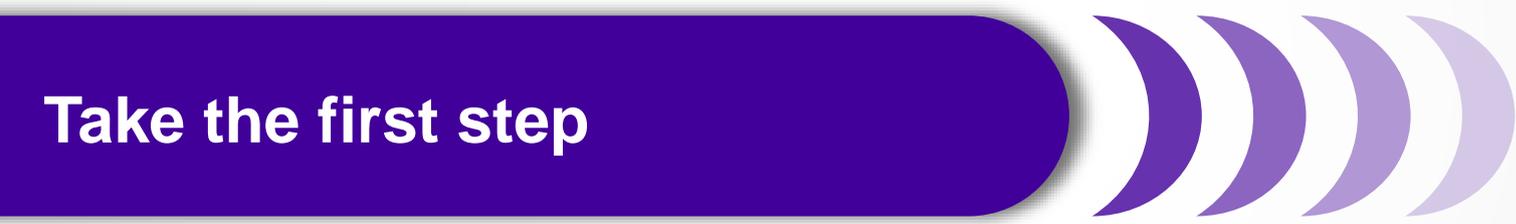
A number of other organisations have already confirmed their commitment to the future.now coalition.

# Pledge now!

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**This is your opportunity** to deliver something of real value to your organisation, upskill your workforce, and have a significant social and economic impact on the UK's digital future. Organisations can support to stand up the future.now coalition by making a **pledge of support**.

**Take the first step**



Please use the **expression of interest** in your pack to take the first step to pledge your commitment!



## Founding partners

accenture



## Coalition



BRUNSWICK



Deloitte.



Get involved  
[#futuresdotnow](#)

Find out more  
[www.futuresdotnow.uk](http://www.futuresdotnow.uk)

Get in touch  
[info@futuresdotnow.uk](mailto:info@futuresdotnow.uk)

Make your pledge  
[pledge@futuresdotnow.uk](mailto:pledge@futuresdotnow.uk)