



future
now

My Pledge

future.now aims to motivate people and businesses to boost their digital skills to thrive in a digital UK.

We can't do this without your support.

Why not come and join us?

Find out how inside...

Join the future.now coalition

The UK faces a digital skills crisis. More than 17 million people in the UK workforce lack the essential digital skills they need for their work. This is holding them, our businesses and our economy back.

The future.now coalition will operate at scale, supporting millions of people, to boost their digital skills so that they can thrive today and in the future.

Together we are stronger. With your help we will achieve our goal sooner.

Your pledge to tackle the digital skills crisis

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.

The future.now coalition is open to organisations both big and small and includes, but is not limited to, companies, third sector organisations, delivery partners, government and academia.

I commit my organisation to all three elements of the pledge. If appropriate, we may prioritise a particular aspect most critical to our work.

On behalf of: _____

Name: _____

Signature: _____

Date: _____

What you'll do as a coalition member and how future.now will support you

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.

This element of the future.now pledge matters because:

- **Our success depends on scaled, coordinated impact.** No single organisation or programme can engage everyone at every stage, communicate the wealth of digital skill opportunities that exist, or deliver the attitude shift the UK needs. There is a huge opportunity to maximise the impact of activities, both individually and collectively, by working together and by providing a variety of programmes for people at all stages of work, of life, and experience level;
- **Organisations can deliver much more together.** We all have people within our organisations, and around our organisations, who are at different points on their digital skills journey. Identifying the employees' specific needs and developing the right training can be challenging and resource-intensive. future.now offers organisations the chance to openly discuss the challenges they face and collaborate to design solutions that deliver more effective programmes targeting genuine digital skills gaps.

future.now signatories will:

- **Be active members of the future.now community and collaborate with partners.** In each organisation you'll nominate a senior representative as your digital skills champion to plan your activity, share your progress with other coalition partners, and ensure new activities add value and avoid duplication of effort;
- **Encourage others to join the coalition.** The coalition will be stronger with more support. All partners benefit from fresh insight and guidance from new members, highlighting the benefit of further engagement to prospective members;
- **Benefit from the coalition's resources and assets.** future.now has drawn together a wealth of existing resources in a digital skills directory to help coordinate and share insight across the coalition member network. Reuse of existing, tried and tested resources and content will save you time and money;
- **Share updates on progress.** Sharing details of your progress and success stories with the future.now community along with lessons learned, will help us – and you – track and drive impact.

The future.now coalition will:

- **Inspire peer organisations to join the coalition.** We will champion closing the digital skills gap to prospective member organisations. future.now will share your success stories (with your permission) to inspire others to join;
- **Curate and collate materials to consolidate research and insight.** We will benchmark UK digital capability, create targeted thought leadership in new areas and use collective expertise to shape our research pipeline. We will minimise duplication and evidence the UK business case for digital skills;
- **Map the digital landscape in the UK and magnify positive stories.** We will capture high-level initiatives across the UK, focusing on learnings, stories, and case studies that demonstrate how digital skills initiatives are making a difference. We hold and maintain toolkits and resources that can help organisations to lift and drop training, curricula, measurement models, and other tools you may need;
- **Provide a practical forum to amplify and action progress.** Our voices are stronger together. We will create multi-disciplinary and pan-sector groups to tackle specific challenges. The first will be to better tackle the motivational barriers preventing the adoption of UK digital skills.

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.

This element of the future.now pledge matters because:

- **Employees in the UK are suffering from a significant digital skills gap.** 53% of full-time workers lack essential workplace skills such as the ability to use digital collaboration tools, manage digital records and files and manage money¹. There is a growing need for a digitally savvy workforce and there's been a 15% surge in the number of employees who need to be online to do their job¹. Even if your people are highly skilled you are likely to find some who are not confident in how to use technology every day at work;
- **Developing digital skills is critical for the life and work of all UK citizens.** Digital skills are increasingly becoming "living skills" and the success of the workforce rests on everyone having a digital mindset as well as a digital skillset. Technology is transforming role descriptions and we want the UK workforce to have the skills to adapt;
- **Large employers have a real opportunity to make a difference to the UK.** Only 34% of UK employees say they receive digital skills support at their workplace². For large employers, we believe digital skills training needs to be a high priority. This will improve organisational productivity and balance sheet and ensure employees have the skills they need to succeed now and in the future.

future.now signatories will:

- **Commit to supporting your workforce on this journey.** Using the Essential Digital Skills framework³, you can assess current capabilities in your organisation and motivate people with training to close the gap. This will mean both upskilling (to help people be more productive in their current roles), and reskilling (to help people improve their chances of finding new related work);
- **Measure and mobilise to drive internal progress.** You will understand your organisation's strengths and weaknesses and the areas of opportunity to plug your employees' skills gaps. The coalition will help you to measure your progress, for example, through the use of common tools;
- **Learn from others to deliver impact.** Linking in with organisations of all sectors and sizes, you have the opportunity to learn from future.now partners, to share your best practice, and work collaboratively to build the right materials and engagement model to inspire your workforce;
- **Benefit from existing resources through future.now.** You will have the opportunity to use materials designed and shared by the future.now coalition network to support the upskilling of your employees. Coalition members are welcomed and encouraged to contribute their own resources to fill different needs.

The future.now coalition will:

- **Provide resources and toolkits to help you.** future.now has drawn together the wealth of existing resources in a digital skills directory to help you ensure all your employees have the essential digital skills for work and life. The coalition will collaborate on and share materials, resources, and information through the network to provide insight into the digital skills challenge and ways to address it;
- **Create compelling motivational materials to help you to inspire and motivate your workforce.** 75% of people with low or no digital skills say that nothing will interest them to develop their skills¹. We want to develop key messages, and a clear call to action, that will motivate the UK workforce to want to begin their digital skills development and join the path to lifelong learning.

¹ Lloyds Banking Group, May 2019, <https://www.lloydsbankinggroup.com/Media/Press-Releases/2019-press-releases/lloyds-bank/digital-skills-pay-gap-worth-over-12500-a-year-per-worker/>

² Department for Education, 2017,

https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/746493/ESS_2017_UK_Report_Controlled_v06.00.pdf

³ You can find the Essential Digital Skills framework at <https://www.gov.uk/government/publications/essential-digital-skills-framework>

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.

This pledge matters because:

- **We need to operate at scale.** Beyond challenges in your workforce, the whole UK faces a significant skills gap as we build a digital mindset. More than 17 million working people do not have the essential digital skills required for work, while almost 12 million adults lack the essential skills to access the internet, communicate, and solve problems online¹;
- **The digital skills gap extends beyond your direct workforce.** And your networks and influence go beyond your own walls. You can inspire others to take action;
- **The UK faces a significant motivation challenge on digital skills.** Mindset and behaviour change are key. It is critical for people across the UK to understand why digital skills should be considered “living skills” and to understand where and how they can get support.

future.now signatories will:

- **Identify areas for scaling digital skills within your own ecosystem.** Your biggest opportunity for impact will be beyond your direct organisation. You could choose to target indirect workforces (e.g. contractors), focus on supply chain partners, your own friends and family, and the community around you;
- **Influence your customers and raise awareness.** Beyond your own four walls, you could promote the digital skills agenda across your value chain. Your brand and your customer reach is likely to be a powerful channel to raise the awareness and behaviour change required for people look at growing their own digital skills;
- **Partner with future.now coalition signatories.** Collaborate with other coalition members that experience similar challenges or share your ideas and deliver targeted digital skills training for customers, suppliers, or the wider community;
- **Support local community providers to improve demand and tackle motivation gaps on the ground.** You could work with targeted beneficiary groups in your local communities to provide educational outreach, demonstrate the value of digital skills, and signpost available resources.

The future.now coalition will:

- **Inspire and motivate the general public and UK workforce.** 75% of people with low or no digital skills say that nothing will interest them to develop their skills¹. We want to change that. The coalition will work with experts in consumer communications and behavioural insights to build and test campaigns that have the widest and deepest impact;
- **Encourage coalition members to work together on shared challenges in their wider value chain.** The coalition will encourage members to come together and tackle shared challenges to accelerate the scaling of our efforts e.g. digital upskilling contract staff;
- **Offer an engaged network designed to share insight and learnings on cross-sector and cross-industry challenges.** Our members are passionate about digital skills transformation. As a coalition we will encourage openness and transparency about the challenges and solutions proposed. Members are also encouraged to participate in sector-specific working groups.

As part of the coalition you have the opportunity to help to shape the plan and to bring your ideas for how, together, we will help millions of people to boost their digital skills.

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Get involved
[#futuredotnow](#)

Find out more
www.futuredotnow.uk

Get in touch
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Make your pledge
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