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•now

Our first year of action

October 2019 – October 2020

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FutureDotNow aims to accelerate the UK's digital skills, at scale

Digital skills drive employment, productivity, economic prosperity and inclusion and help the UK compete in a digital world. FutureDotNow is co-ordinating industry action to ensure that working-age adults across the UK are given every chance to develop the digital skills essential to thrive in life and work.

17.1M

17.1 million people don't have digital skills for work*

23%

Only 23% of the workforce has had digital skills training from their employer*

9M

9 million people are unable to use the internet or their devices without assistance*

109

Coalition members



With a potential reach of **millions**

of employees, customers and in the community

Building Digital Motives research published

2 large employer Trailblazers



Parliamentary appearances

3

First annual Digital Skills Week

6 events **27** speakers **350** attendees

750+ attendees across all events



Rapidly rising social media following

2 live media appearances



18 events held in 12 months

11,000+

individuals connected during Covid-19 via DevicesDotNow



Gillian Keegan MP

Parliamentary Under Secretary of State for Apprenticeships and Skills

“Technology has revolutionised our world and daily lives. That's why it's vital we ensure that everyone is able to gain the tools they need to navigate the digital world. Covid-19 has shown that digital exclusion is a reality for far too many people in this country.

“We are committed to making sure everyone, no matter what their starting point, is able to gain the digital skills they need to get ahead and it's fantastic to see employers and charities coming together to support this. I look forward to continuing to work with FutureDotNow to level up opportunity across the country.”



Our first year accelerating the UK's digital skills

A message from our chair

Sir Peter Estlin

“The pace of digitisation is having a profound effect on our work and home lives. However, this rapid shift is excluding millions of people without digital skills. COVID-19 highlighted this even more, and while some have adapted, many have not. As we recover, the UK must invest in digital skills like never before to remain competitive and productive and ensure we achieve a more inclusive society.

“I’m proud we’ve launched an organisation that is already impacting the UK’s digital skills in its first year, even against the backdrop of a pandemic. We have appointed our first CEO and built an excellent team, developing programmes and working with coalition members. These organisations are helping us reach the millions of people who are missing out on life and work opportunities through a lack of digital skills.

“None of this would have been possible without our dedicated board members: Accenture, BT, City of London Corporation, Good Things Foundation, Lloyds Banking Group, Nominet and PwC, to whom I’m extremely grateful. They recognised this issue and are tackling it with us.

“Over the next 12 months our network of organisations, with complementary impacts and common objectives around digital skills, will continue to boost the Essential Digital Skills of our employees, customers and communities.”

A message from our chief executive



Liz Williams MBE

“It seems hard to imagine that FutureDotNow has only been around for one year; the coalition has already made rapid and significant impact on awareness of the need to digitally upskill the nation at scale. It has helped some of the UK’s largest employers upskill their workforces and supply chains and magnify their impact on the UK’s digital skills through combined action.

“Our research on the motivation to get online has unleashed practical ways to encourage people to ‘get digital’. And during the difficult times of Covid-19, we quickly mobilised our emergency response ‘DevicesDotNow’ to digitally connect the most vulnerable and provide ongoing training support. This successful campaign connected over 11,000 people.

“Although 2020 has proven to be a challenging year, the opportunities that have presented themselves have only emphasised the importance of our mission: to enable everyone to thrive in a digital UK. You can find out more about this, who we are, why we do it and why you should join us in this, our first annual report.

“Scale matters: as a coalition we are greater than the sum of our parts, and together we can make a real impact on digitally upskilling the nation.”

What is FutureDotNow and why are we here?

FutureDotNow is a coalition of leading companies and civil society organisations.

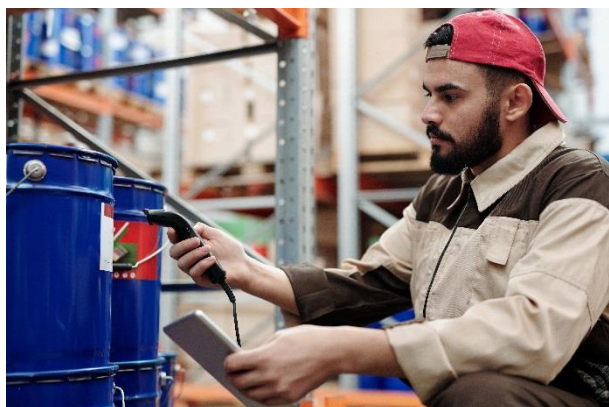
Our mission is to accelerate digital upskilling through co-ordinated industry action and help achieve a 100% digitally included UK through improved skills and the motives to build them.

Already we have over 100 members and a reach of millions of people through their employees, customers, supply chains and communities. Together we will have a multiplier effect on tackling the UK's digital skills gap through common goals, complementary and coordinated action, learning and best practice.

Today, over half of the UK's workforce (17.1 million) lack workplace digital skills and 11.7 million (22%) adults are without the skills needed for everyday life. These figures have remained stubbornly consistent for years. Perhaps not so surprising when only 23% of the UK workforce report having had any digital skills training from their employer*.

As society moves more and more online; the sheer speed of digitisation is leaving many behind. This is damaging the UK's competitiveness and productivity, and preventing individuals and businesses taking full advantage of digital technology. The UK has a thriving tech sector but all businesses now require some digital expertise. However, many businesses are struggling to recruit people with the digital skills they need.

A 100% digitally included UK, with everyone equipped with and confident of their digital skills, would build a resilient economy and a levelled-up nation. Today millions of people can't get online, don't have the skills to make the most of being online and have no motive to change.



And it's easy to assume digital exclusion is an issue that only affects older people but it's not as simple as that: over 40% of those offline are of working age.

FutureDotNow is working to inspire behavioural change across society to achieve a cultural shift in attitudes to digital technology. We're working with businesses and other organisations to help ensure everyone has the will to get online and the digital skills to thrive in life and work.

* Stats sourced from the Lloyds Bank UK Consumer Digital Index 2020

FutureDotNow is:

<p>creating the impetus for change</p>	<p>By making it clear what the issue is, where the challenges are and what can be done to address them, together with sector-specific data and insights.</p>
<p> <i>making it easier to profile the issue and gain traction with business leaders</i></p>	
<p>helping industry to make it happen</p>	<p>By working with members to identify their starting point and next 10 moves, providing direct access to a marketplace of tools and digital skills providers, and by making connections to others on the journey.</p>
<p> <i>making it easier for members to get going quickly and minimise wasted effort</i></p>	
<p>creating momentum with a strong community.</p>	<p>By bringing together leading voices on the issue, showcasing best-in-class programmes, and connecting organisations for mutual benefit.</p>
<p> <i>making it easier for members to learn from others and be part of a material societal shift</i></p>	

Our members pledge to:

<p>build collective action</p>	<ul style="list-style-type: none"> • Collaborate and share existing resources and tools, working within the coalition to develop new ideas to tackle the most important digital skills challenges, accelerate change and scale impact.
<p>empower their workforce</p>	<ul style="list-style-type: none"> • Be ambitious about the digital skills of their workforces. • Commit to understanding the areas where they can help them improve and identify scale opportunities for employees to develop the Essential Digital Skills for life and work.
<p>build capability of others</p>	<ul style="list-style-type: none"> • Develop ways to engage, motivate and upskill others such as customers, contractors, suppliers and the community around them to recognise the urgent need to improve their own digital skills and those of the people they work with.
<p>be part of the movement.</p>	<ul style="list-style-type: none"> • Elevate digital upskilling to become a business priority. • Use their platform to profile the issue and showcase their actions.

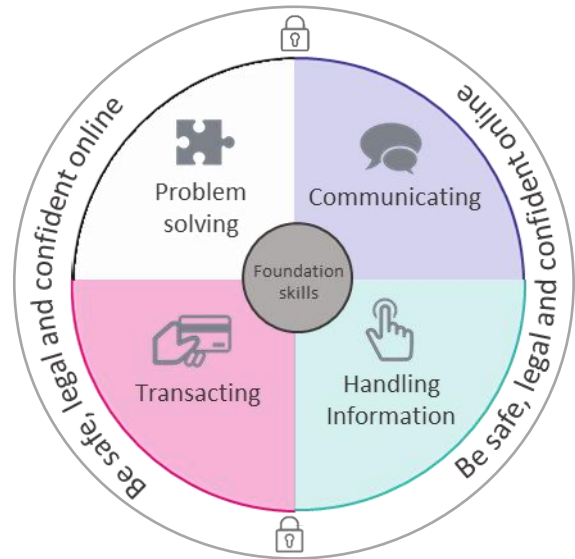
What are Essential Digital Skills?

The Essential Digital Skills (EDS) Framework reflects the range of skills people need to benefit safely from, participate in and contribute to the digital world of today and tomorrow, in life and at work. At this time an estimated nine million* people are unable to use the internet without assistance and six and a half million* people cannot open apps.

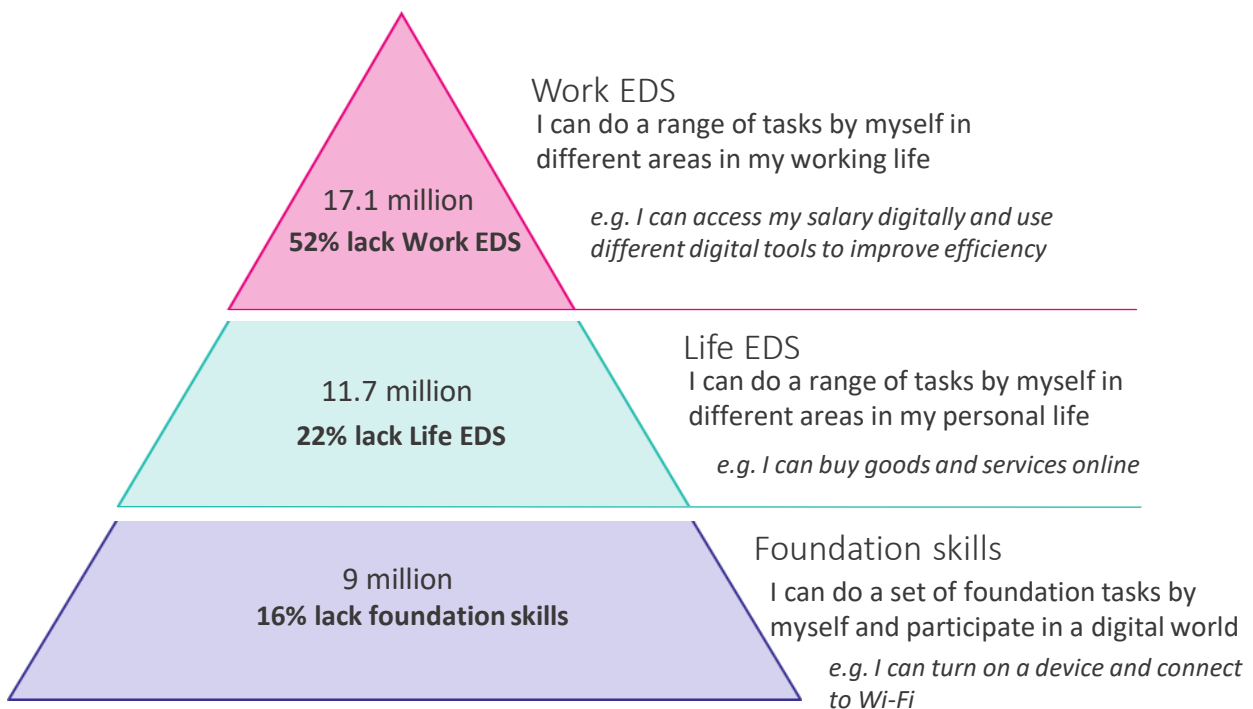
This Government-owned framework was built with employers, charities, national and local government departments, academics and individuals, and outlines five key skills:

The framework outlines five key skills:

- communicating
Communicate, collaborate and share online.
- handling information and content
Find, manage and store digital information securely.
- transacting
Apply for services, buy and sell, and manage transactions online.
- problem solving
Find solutions to problems by using digital tools and online services.
- being safe and legal online.
Keeping secure online, understanding privacy and recognising suspicious messages.



[The Essential Digital Skills Framework](#) also provides examples of tasks that people should be able to complete to demonstrate each skill. The UK's progress is benchmarked each year in the [Lloyds Bank UK Consumer Digital Index](#). Now in its fifth year, this survey uses the behavioural and transactional data of one million consumers to build a view of digital engagement in Britain.



* Stats sourced from the Lloyds Bank UK Consumer Digital Index 2020

Action case studies from the FutureDotNow coalition

During lockdown, nearly 160,000 learners joined Accenture Digital Skills courses, including a new Digital Skills for Work and Life course. This new course demonstrated the link between motivation and confidence are critical to learning new skills. To access Accenture's free online learning programmes, click [here](#).



Claire's story

Claire Halligan didn't enjoy school, creativity was her passion. After enrolling in an art & design course she found the confidence to follow her dreams and launch a jewellery business. She credits Accenture Digital Skills with giving her a new-found confidence in using technology. She studied the social media module and, after completing it, saw a change in the number of people visiting her website.

Claire said: "You don't have to have huge qualifications to do something. You don't have to come from a really good area or have tons of money – the hard work does pay off."

“ Today, digital skills are critical to bring great ideas to life. By digitally upskilling people we can help to narrow the social divide and allow creativity to flourish. Accenture is determined to do everything we can to help bring digital skills to as many people as possible because, in the end, virtually everything we do, use and enjoy depends on having these skills.”



Olly Benzecry
Managing Director and Chairman,
Accenture UK & Ireland

Each year thousands of people, including job seekers, small businesses and charities, get digital training from the [Lloyds Bank Academy](#) – an online and face-to-face resource providing free training.



“ The UK has seen an amazing pace of technological development with huge growing digital demand. Lloyds Banking Group realised early on that, whilst readily adopted by many, digital services were not and still are not available to all. Providing access, motivation and skills has never been more relevant and our 2020 Lloyds Bank Consumer Digital Index reflects that.

“FutureDotNow and its coalition is responding to the crucial nature of this issue to the UK. It's vital we work together to level up society through its new foundation of digital skills.”



Lord Blackwell
Chairman, Lloyds Banking Group

Mitch's story


“The current situation has proved an excellent opportunity to practise and share my digital skills. I've taught my parents how to use WhatsApp and online shopping, to keep them connected and well fed during their lockdown period. And on the weekend my wife and I hosted a Zoom video call with my parents to keep everyone connected. It's a great way to combat self-isolation and mental-health concerns.”

Caroline's story

“I have been working closely with managers and their teams to scope and build their homeworking risk assessments. We have collaborated on the assessments using Lync, which was a great opportunity for me to get everyone comfortable and confident in using them in their remote-working day. Some have commented it's been a 'game-changer' and many say they will use this new skill to stay in contact with their teams whilst working from home.”

Our work with members

FutureDotNow has made rapid and significant impact on awareness of the need to accelerate the UK's digital skills, at scale

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- We have been working with the UK's largest employers to help define their approaches to upskilling their workforces and supply chains and magnifying their impact. We have helped them navigate the digital skills provision opportunities and build activity that motivates and inspires people to build their digital skills.
 - Asda and Nationwide have been established as our large employer Trailblazers in the retail and finance sectors and this has set the tone for our work with other large employers.
 - Our Motivation Gap research has unleashed practical ways to bring about behavioural change.
 - During the difficult times of Covid-19, we quickly mobilised our emergency response 'DevicesDotNow' to digitally connect the most vulnerable and provide ongoing training support. This successful campaign connected over 10,000 people.
 - Although 2020 has proven to be a challenging year, the opportunities that have presented themselves have only emphasised the importance of enabling everyone to thrive in a digital UK.

Introducing our Trailblazers

We work with our Trailblazer companies on a more intensive basis to help shape their strategy and delivery plans to advance Essential Digital Skills amongst their employees, customers and supply chains. This involves testing, learning and bringing experts alongside as needed to address particular areas of action. The outputs are shared with the coalition to advance collective knowledge and develop best practice amongst all our members. We're delighted to have Asda and Nationwide part of the FutureDotNow family, acting as our Trailblazer companies for the retail and finance sectors.

Here are their perspectives on the past year.

Digital skills are a priority for Asda. We are increasingly utilising technology and don't want colleagues to be left behind, feeling less productive because they don't have Essential Digital Skills. We signed FutureDotNow's pledge to raise the capabilities of our people, customers and suppliers. We have taken part in workshops to get an impartial view of where we are and get access to a network of others going through the same challenges.

It's given us a real focus and truly demonstrates that it makes commercial sense to improve colleagues and customers' digital skills. Our upskilling strategy has evolved; we're concentrating on understanding motivations to going online, like wellbeing resources and access to pay information, and upskilling people now with essential digital skills on collaboration tools like Teams.



“ Providing people with improved digital skills makes commercial sense for Asda. We kept hearing that digital skills are the future, but the future is now; the tech works but working the tech is key. With FutureDotNow we're tackling these digital skills challenges.”



Andrew Crowe
Senior Manager, People PMO, Asda

“ At Nationwide, we ask ourselves: “Does our workforce reflect our future digital self?”. More than ever it's important to create a culture of learning and ensure we remain fit for the future. Part of providing a great customer experience is building confidence in digital; it's embedded across our lives. We must help build the motives to 'go digital' and being part of FutureDotNow is helping us accelerate.”



Carole Layzell
Channel Service Director, Nationwide

Nationwide joined FutureDotNow in April and participated in the Senior Leaders Council. We attend monthly collaboration sessions, gaining significant learning and sharing with others facing similar challenges.

We became a Trailblazer to work on reinvigorating our contact centres and branches to become the 'most digitally confident colleagues in the UK'. We have set up a cross-community team and are taking a Design Thinking approach to how we identify, experiment and scale with the right digital skills tools. We are about to commence our first experiment with 80 colleagues.

Digital skills means different things to different people, so we take time to understand what it means to individuals and help them access relevant skills. And it's important to enable our colleagues to share their learning with our members. Identifying the motive for 'getting digital' has been key in how we bring this to life. Our member-facing colleagues are our current priority, but we will scale this across the whole of the Society.



Building digital motives

Coalition member Oliver Wyman, the business management consultancy, conducted a six-week review on this important topic in partnership with FutureDotNow. Our joint report, *Building Digital Motives*, provides insight into the issue, alongside practical steps organisations can take to build programmes that talk to people's personal motives.

The review identified five key themes:

- **a clear correlation between digital exclusion and social exclusion**
It was reported that would-be apprentices without access to email were unable to apply for roles, despite being Snapchat and Instagram experts
- **it's possible to influence behaviour change, but not digital behaviour change**
Find the hooks (motive, not motivation). Frame digital learning as being the way to solve 'real-life' challenges
- **use inclusive language that doesn't alienate end users**
Don't talk about digital skill 'levels' or imply there is some 'benchmark' that needs to be reached
- **the voice of the end user is missing from all the literature reviewed**
Avoid projection. Our audience doesn't see itself as 'digitally deprived'
- **many studies try to quantify digital skills in order to measure them, but they don't resonate with real people 'on the ground'**
Harness the power of the network to succeed.

The review developed these principles to help people develop their digital confidence and skills

Mind your language

Avoid using the word 'digital'. 'Digital' can mean different (sometimes scary!) things to different people

To promote digital, use analogue technology

Use traditional methods, you don't need a computer to develop motives to go online

Teaching others is the best way to learn

Helping others with a 'bit of digital' that you know provides confidence to go further

Digital means different things to different people

Anything from a digital watch to Excel spreadsheets to advanced robotics...

There is no master template

Digital is about improving lives and everyone's life is different

Don't start with the digital solution, start with the problems that digital can solve...

From what to cook tonight to managing money, and more...



Deborah O'Neill
Partner and Head of UK Digital, Oliver Wyman

“ One of the biggest opportunities and challenges is understanding how to build motivation, or more precisely motives, to go online. Many people, unconvinced by the need to 'go digital' will go online if it helps them do something they need to do, if they see a reason to do so.”

Responding to Covid-19 motives to get digital

Lockdown was a frightening time for many, and some of the nation was able to turn to its digital skills to stay connected.

In a change to its normal advertising strategy, BT, a FutureDotNow founding partner, responded with a ground-breaking approach: partnering with ITV to help the nation boost its digital skills through ad-break takeovers.

In 12 individual ad-breaks, famous faces shared their knowledge and experiences, including Clare Balding explaining how to use WhatsApp, Rylan Clark-Neal on podcasts and Fearne Cotton on using online services to help with physical and mental wellbeing.

BT's starting point was researching the most Googled tech-tips questions. By identifying and responding to people's needs, BT could find ways to engage them. Working with trusted personalities to help people do the things they were struggling to know how to do, the team was able to help people connect with each other and access online services and information that they were motivated to learn about.

This is an example of the FutureDotNow digital motivation research results in practice, showing the importance of starting from people's needs.

The TV ad campaign reached millions of people and was complemented by print, social and digital media with 'cut-out-and-keep' educational guides in print titles, and 'how to' PDFs available for free download, for users to share via email or WhatsApp. The ads and content can be found at BT.com/tech-tips.



“ BT Top Tips on Tech showed with great integrity and authenticity what big business can do when it steps into the public service space. Lockdown was, for many, a frightening, intimidating and uncertain time. Top Tips on Tech played a vital role helping millions across the UK feel a bit more confident about using tech. By using what would have been advertising revenue to help people BT showed we're here to help, and we care.”



Professor Kerensa Jennings
BT Group Director of Digital Impact



and all the other organisations not pictured who supported the campaign in so many ways



DevicesDotNow

Our emergency response to Covid-19

Covid-19 highlighted the UK's digital inclusion gap as never before. As many turned to digital to carry on with day to day life, those without digital skills and connectivity were severely affected, particularly the 1.9 million households in the UK without internet access, many of whom were among those instructed to shield due to wider health concerns.

FutureDotNow and its coalition members mobilised the DevicesDotNow emergency campaign to reach the most vulnerable households with devices, connectivity and support, with calls for help coming from all parts of society, from young adults to the elderly.

We exceeded our target of helping 10,000 people and shone a light on this vital issue at a time of national crisis, with coverage in national and international media. As a result of our work we were requested to give evidence to the DCMS Select Committee Inquiry into the impact of Covid-19 on DCMS sectors.

Whilst the initial phase of the programme ended in July, the legacy continues. The team at Good Things Foundation continues to manage the distribution programme and has also brought the issue of 'personal access' deep into its forward strategy.

Alongside Accenture, we've published insights into what we've learnt about digital inclusion as a result of the pandemic, including the importance of personal access through devices and connectivity.

A new comprehensive toolkit for organisations and individuals wishing to create similar local campaigns, collecting and distributing old digital kit has been developed consolidating our learning. Project Reboot is being led and managed by our partner, Nominet. Further information can be found at rebootproject.uk.

11,437
Devices secured

£1.4M
Fundraising
total



A few of the faces we've helped across the UK



DevicesDotNow
in the news

The Daily Telegraph

London
Evening
Standard

CNN

The
Guardian



Looking ahead

As we move into year two, we are more focused and even more ambitious.

OUR AMBITION	To accelerate the UK's digital skills at scale.
OUR RATIONALE	Digital skills drive employability, productivity, economic prosperity, inclusion.
OUR TARGET GROUP	Working age adults across the UK.
OUR APPROACH	To accelerate digital upskilling through coordinated industry action.

To accelerate digital upskilling through coordinated industry action we will be focusing on:

1. **large employers**
 - Supporting large employers to upskill employee groups at scale.
 - Growing the coalition in sectors we know to be digital outliers, such as retail, construction, manufacturing and services.
2. **working with members on a common framework for upskilling customers**
 - Collaborating with customer-facing organisations to build an approach to upskilling customers that uses common terminology and recognises individual identity.
3. **using digital motives research to improve outcomes**
 - Sharing research insights with members to make upskilling programmes more meaningful to their people and increase the likelihood of their success.
4. **building the tools marketplace.**
 - Providing direct access to tools that are relevant for employers at each step of the digital skills journey and creating new routes to market for digital skills providers.

We will measure our impact on the reach of our coalition into the employee and customer base and by the percentage of coalition members that are delivering skills programmes. In addition we will measure impact on these metrics within the Lloyds UK Consumer Digital Index:

	2020	2023 ambition
% Adults receiving digital training from their employer	23%	75%
% Adults with the Essential Digital Skills for work	48%	75%

Join the FutureDotNow coalition

We need hundreds more organisations to join FutureDotNow and work together to accelerate digital upskilling through co-ordinated industry action. It's critical for individuals, our communities and country. It's free to join, there are no fees.

This is what you will get from joining FutureDotNow coalition:

- access to industry best-practice, knowledge and tools from organisations like yours to identify and close employee and customers' Essential Digital Skills gaps
- help to identify your starting point, next 10 moves and an understanding of what would motivate your employees and customers to do more digitally
- data and insight to support sector-specific business cases and how to magnify impact through your supply chain and networks.

Thank you

Our thanks to all the organisations who have voted with their feet and joined FutureDotNow in our launch year.



Science, Engineering & Manufacturing Technology Alliance, Community, Ivanova Studios, That's a Nice Idea, Catch 22, Venture Trust Scotland, Sanderson Government & Defence, Round Midnight, TGD, A1 Community Works Ltd, Digital Ministry Ltd, SETPOINT London East, Skills Parlour Limited, Brandseye, Digital Ministry Ltd, Shadow Factory, Evidence Agency, Gramvikas

Our particular thanks to Sir Peter Estlin, our chair, and our board:

- Accenture, Camilla Drejer
- BT, Pete Moorey, Lauren Khan (from September 2020)
- Good Things Foundation, Helen Milner OBE
- Lloyds Banking Group, Jemma Waters
- Nominet, Eleanor Bradley
- PWC, Sunil Patel.

And to the team who have worked at FutureDotNow this year including: Victoria Attridge, Holly Chate, Adam Collins, Amy Grisdale, Paulina Martinez, Nadia Mensah, Tom Nicklin, Richard Park, David Pincott, Abbi Pownall-Gray, Rowena Webster, Liz Williams MBE.

One year of FutureDotNow

OCT 19

- FutureDotNow launch
- Creation of FutureDotNow pledge
- First Senior Leaders Council

NOV 19

- FutureDotNow officially launched as an incubator within Nominet
- First coalition members join FutureDotNow

DEC 19

- First coalition member meeting, focused on the Essential Digital Skills Framework

JAN 20

- 2020 strategy and priorities defined

FEB 20

- Motivation research launched with coalition partner Oliver Wyman
- Monthly newsletter launched, delivered to over 400 contacts

MAR 20

- Asda becomes first trailblazer employer for the retail sector
- DevicesDotNow emergency campaign launched with support of DCMS

APR 20

- First virtual coalition meeting
- Senior Leaders Council
- First 1300+ devices placed with vulnerable individuals through DevicesDotNow

MAY 20

- Nationwide joined as employer trailblazer for finance sector
- Our first digital skills week

JUN 20

- Virtual coalition meeting attended by 70+ members
- DevicesDotNow in the news, including *The Independent* and *Evening Standard*

JUL 20

- DevicesDotNow emergency campaign closes with 11,000+ devices allocated
- PWC joined the board

AUG 20

- Coalition reaches more than 100 members
- Reboot launched by Nominet to help community organisations provide digital access

SEPT 20

- CEO formally appointed and executive team expanded

Why join FutureDotNow?

17.1m people lack the digital skills essential for everyday life and work, 9m people are unable to use the internet or their devices without assistance, but only 23% of the workforce has had any digital skills training from employers...

...So, FutureDotNow is breaking the digital skills mould and ensuring that digital skills are fundamental to everyone's lives. We need hundreds more organisations to join FutureDotNow and work together to accelerate digital upskilling through our members working together. It's critical for individuals and our communities and country. It's free to join, there are no fees. So, the real question is: why not?

Drop us a line at hello@futuredotnow.uk to get the conversation started.