Workforce Digital Skills Charter: key messages

1. About the Charter

- The Workforce Digital Skills Charter unites employers around a joint mission to close the essential digital skills gap in the UK workforce. Coordinated by FutureDotNow, it is a shared statement of ambition for concerted action to close this critical skills gap.
- There is a significant lack of essential digital skills among working-age adults in the UK, with 21 million adults missing the digital essentials for work[1]. The rise of AI and automation, and the risk of major workforce displacement adds significant urgency to addressing this issue.
- The Workforce Digital Skills Charter represents a public commitment to take action, both individually and collectively, to build a future-fit, digitally confident workforce. Together, we can drive change at a greater pace and close the workforce digital skills gap for the benefit of us all.
- Almost 200 cross-sector organisations are already leading the way as Charter signatories, including major UK businesses like Accenture, Amey, Barclays, CIPD, Cisco, Lloyds Banking Group, M&S, Nationwide, Oliver Wyman, Nominet, PwC, Salesforce and techUK.
- To find out more and sign the Charter signatory, visit www.futuredotnow.uk/charter.

2. Social media assets

Please use the following assets to signal your support of the Charter to your networks.









DOWNOAD THE IMAGES HERE

[1] 21m working-age adults (52% of labour force) are unable to complete all 20 tasks found in the Essential Digital Skills Framework, Lloyds Bank Consumer Digital Index 2024.

3. Introducing the Workforce Digital Skills Charter

The Workforce Digital Skills Charter is a shared statement of ambition – a rallying cry for concerted and focused action to close the essential digital skills gap in the UK workforce. We are inviting you to join us and hundreds of other organisations as they pledge to:

- Raise awareness of the workforce essential digital skill gap
- Work together to supercharge action as part of a national change programme
- Empower people of working age to build solid digital foundations

The Charter has been endorsed by the Government in their Digital Inclusion Action Plan.

Signing the Charter is free and simple, and it takes less than 5 minutes – we timed it – just complete this short form here or read more about it here.

Once you join the FutureDotNow coalition as a Charter signatory, you'll receive:

- Social media assets and key messages so you can share your signatory status with your networks across all channels
- Case studies: Proven approach to essential digital skills training to help you start or progress upskilling in your organisation
- FutureDotNow stakeholder personas to help you influence and engage key internal stakeholder
- Colleague Self-Assessment guide to help you baseline the level of digital confidence in your organisation

4. Suggested text to talk about the Workforce Digital Skills Charter with your networks

We hope the below copy can inspire or be incorporated into emails or social posts to help you talk about the value of being a Charter signatory.

We've provided several versions based on different ways you might approach the subject as well as boilerplate text that introduces FutureDotNow and the Charter more broadly.

a) Collaborative approach

As a part of the FutureDotNow community, I'm working with others to help bridge the digital skills gap across the UK workforce. The Workforce Digital Skills Charter brings together organisations committed to making tangible progress. It's not just words — it's backed by government and rooted in real, shared action.

If you care about improving digital capability in your teams or the wider economy, thew Charter is a great opportunity to show leadership and join forces with like-minded peers.

b) Social impact focus

The digital skills gap affects productivity, inclusion, and opportunity across every part of the UK. That's why [organisation name] has signed the Workforce Digital Skills Charter. It's about making a public commitment to take practical steps — big or small — that improve digital confidence in the workforce.

Signing the Charter is a simple but powerful way to show you arere part of the solution.

c) Personal approach

I wanted to flag something that we've found valuable — the Workforce Digital Skills Charter from FutureDotNow. It's a way of making a clear commitment to boosting digital skills in your organisation, and it's backed by a growing community of businesses like ours. Signing up doesn't cost anything, but it does send a strong message about your intent and leadership. You can find out more at www.futuredotnow.uk/charter.

5. Introducing FutureDotNow

Over half of UK working-age adults – c.21 million people – cannot perform the digital tasks that are vital for today's workplace.

These are basic skills such as checking payslips online, setting secure passwords or using productivity tools. This challenge impacts every sector, region and age group, including high earners, those with high levels of education and young people.

FutureDotNow is a coalition of industry leaders focused on closing the digital skills gap for working age adults.

They're coordinating industry action to equip people across the UK with the essential digital skills they need to thrive in work today and prepare for our digital future.

In 2024, FutureDotNow was awarded the Tech Impact Award for Promoting Digital Skills (non-profit).

Find out more about FutureDotNow, essential digital skills and the scale of the skills gap on their website.

6. More about FutureDotNow

- FutureDotNow is uniting business to close the essential digital skills gap in the UK workforce.
- Established in December 2019, FutureDotNow is a coalition of industry leaders focused on closing the digital skills gap for working-age adults. We are uniting business to tackle this gap in fundamental digital capability and confidence and build a future-fit workforce, one that can capitalise on the opportunities of emerging technology and support economic growth, breaking down barriers to opportunity for all.
- Our action-centred coalition cuts across all business sectors.

- FutureDotNow convenes the reach and influence of industry leaders such as Accenture, Amey, Barclays, City and Guilds, City of London, Deloitte, Marks and Spencer, NHS England, Nominet, Oliver Wyman, PwC, Salesforce and UFI VocTech Trust, alongside with many others.

- Through our members' employees, customers, and supply chains, we have a reach of millions. Together we can have an exponential impact, closing the digital skills gap through collaboration and coordinated action.

- In 2023, FutureDotNow published The UK workforce digital skills gap: Why closing it matters and a roadmap for action with insight from DSIT, DfE, DWP and the Cabinet Office.

- This was followed by The 2024 Delivery Plan to Close the Workforce Digital Skills Gap and Routes to 20 million: Progress in 2025 and the 2025 plan for action. FutureDotNow has convened a group of more than 50 leading organisations to work together and deliver the objectives the plan sets out.

For further information please contact Chris Andersson, Communications and Campaign Manager, FutureDotNow at chris.andersson@futuredotnow.uk.