

# Pledge process

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## Summary

**The FutureDotNow coalition brings together organisations that want to work together to accelerate the digital upskilling of their employees, customers and wider community.**

We help businesses understand the issue, build collective action and drive change.

As a powerful collective brand, FutureDotNow can have an exponentially greater reach, influence and impact. Shared ownership of the digital skills challenge gives us greater insight and maximises the reach and power of solutions. Through our members' employees, customers, and supply chains we have a reach of millions; and together we can have an exponential impact on closing the UK's digital skills gap.

It's free to join and there are no fees. Here's a breakdown of the benefits that being part of the coalition brings, as well as what we ask in return.

The FutureDotNow coalition includes Accenture, Asda, BT, Good Things Foundation, Lloyds Banking Group, Nationwide Building Society, Nominet, PwC and many more.

“ FutureDotNow is helping business understand the issue, build collective action and drive change.

We support business to develop, share and implement best practice and achieve a cultural shift in attitudes to digital skills, always focusing on the economic and personal benefits those skills bring.”



Liz Williams MBE  
CEO FutureDotNow

# What it means to be a member – and how we track success

Digitally upskilling the UK at scale is a challenge, and one we can't do alone. We'll only address this if we bring the power of the crowd around the issue, learn from each other and co-create solutions. The table sets out what we ask of coalition members.

## What it means to be a member – *the pledge*

1	<b>Empower your workforce</b>	<p>We ask you to:</p> <ol style="list-style-type: none"> <li>1. <b>Be ambitious</b> about the digital skills of your workforce</li> <li>2. Commit to <b>understanding your organisation's digital skills baseline</b></li> <li>3. Identify <b>opportunities to upskill your workforce at scale</b></li> <li>4. <b>Deliver digital upskilling programmes</b> and <b>share your progress</b> with us <i>If you are a digital skills provider this might be less relevant for you</i></li> </ol>
2	<b>Build the capability of others</b>	<ol style="list-style-type: none"> <li>5. Work with us and other members to <b>develop new ways to engage, motivate and upskill your wider network</b> - such as customers, contractors, suppliers and the community around you.</li> </ol>
3	<b>Collaborate and share</b>	<ol style="list-style-type: none"> <li>6. Take time to <b>understand the digital skills issue</b> and why this is relevant to your organisation</li> <li>7. Work with us and other members to <b>develop new ideas to tackle the most important digital skills challenges</b></li> <li>8. <b>Share knowledge, experience, resources and tools</b> so together we can accelerate change and scale impact</li> </ol>
4	<b>Play an active part in the movement</b>	<ol style="list-style-type: none"> <li>9. <b>Elevate digital upskilling</b> so it is recognised as a <b>business priority</b></li> <li>10. <b>Use your platform to profile the issue</b> &amp; showcase your actions - helping us to create attraction to the cause that grows organically over time</li> </ol>

## How we track the success of our members

We ask all our members to provide **periodic data returns**. This process focuses on how you are progressing with your pledge commitments. Don't worry it won't be excessive and we make it as simple as possible. It's important however that **we report on the difference** FutureDotNow and our members are making. Using this data we can **amplify our message to industry**; growing our coalition further. Equally as important, it allows us to tailor our offer to you, our members, to drive scale and impact.

Data returns include:

- Your **digital upskilling journey position**
- **Number of people** (employees, customers, supply-chain) trained
- Your **challenges around digital skills**, what you are working on and **how we can help**
- **Success stories** on the impact you are making on essential digital skills

# What we offer in return – our role and offer

## Being a member means partnership

We are committed to work with each of our members to drive the acceleration of essential digital skills of working age adults within the UK.

As FutureDotNow we commit to helping you with:

- Making the case for digital skills
- Learning for others
- Building your programme

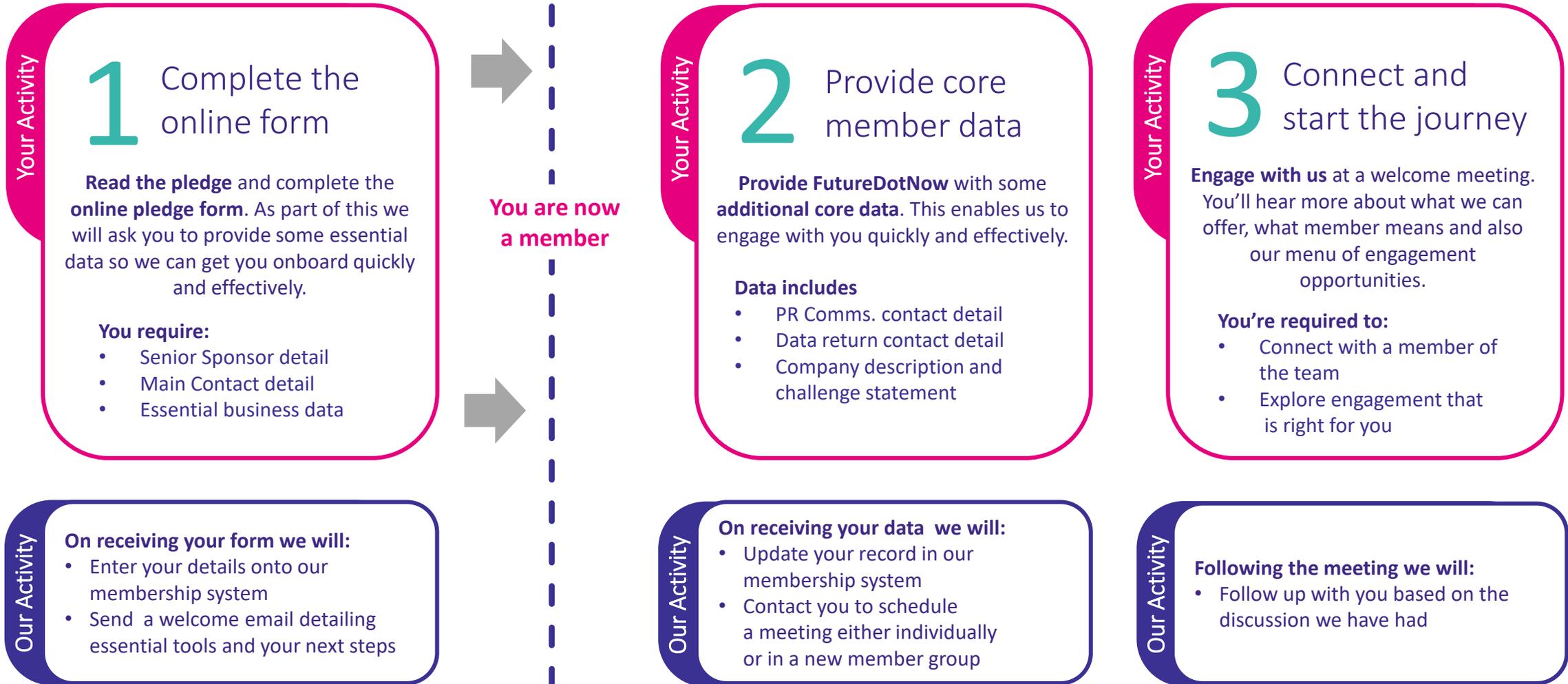
The table highlights the key benefits that being part of the coalition brings



How FutureDotNow will help you – <i>our offer</i>		
1	<b>Making the case for digital skills</b>	<p><b>You'll get access to information, resources and data that will help you:</b></p> <ul style="list-style-type: none"> <li>• define the digital skills issue, the challenges it presents for your business, and what can be done to address them</li> <li>• bring the digital skills crisis to life, informing sector-specific business cases</li> <li>• engage senior leaders and advocate for action internally</li> </ul>
2	<b>Learning from others</b>	<p><b>As part of a coalition of businesses at different stages of their digital upskilling journey, you will:</b></p> <ul style="list-style-type: none"> <li>• hear regularly from organisations that are leading the way on the issue, as they share insights and showcase best-in-class programmes</li> <li>• have the opportunity to connect with other members, across sectors and within your own, so you can learn from others on the same journey</li> <li>• gain access to current research and thinking on digital upskilling from member experts such as Lloyds Banking Group, Microsoft and more.</li> </ul>
3	<b>Building your programme</b>	<p><b>Through our shared expertise on the digital skills crisis facing industry, you will gain access to:</b></p> <ul style="list-style-type: none"> <li>• tools and approaches for each step of your digital skills journey, from identifying your starting point to scaling and measuring impact</li> <li>• opportunities to co-create new solutions with other members</li> <li>• help to scale initiatives at speed, adopting tried and tested methodologies</li> </ul>

# The pledge process – how to become a member

We aim to make the pledge and becoming a new member as engaging as possible. The process is straight-forward and again, it's free to join. We detail the steps and what to expect underneath:





# FutureDotNow

*Accelerating the UK's digital skills at scale  
through coordinated industry action*

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Thank you