

Cities of Learning Summit

Join us as we showcase the work of the RSA's flagship lifelong learning and skills programme

Thursday 25th March 2021
2pm – 5pm

Hosts

Anthony Painter, Tom Kenyon, Olivia Finn

Presenters

Anna Sheard, Lisa Andronova, Olivia Finn, Jonathan Clitheroe, Rachel Carter, Katharine Courtney, Tom Kenyon, Michael Osbaldeston



“

Welcome and Check in!

In the chat write **your name, organisation**
Why you are interested in Cities of Learning?

And - one thing that's made you feel optimistic
recently?



The RSA Cities of Learning Team



Anthony Painter
Chief Impact
Officer



Olivia Finn,
Programme
Manager



Lisa Andronova,
Cities Development
Manager



Tom Kenyon,
Programme Lead

Event etiquette

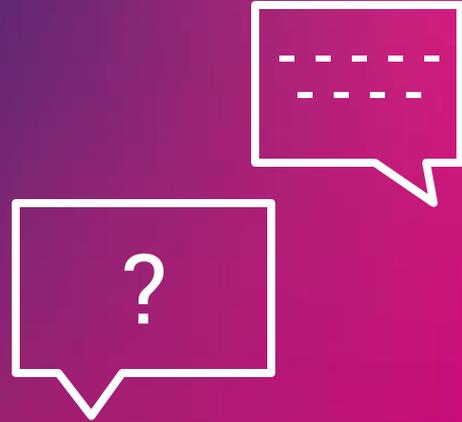
Display name: change to your name and org.
(Via the three dots on your screen)

Mute when you are not speaking

Video: switch on your video if possible, we'd love to see who we're talking too!

Chat: post your **questions** for us.

Capture doc. note your for break-out room discussions.



Towards a Learning Society



Anthony Painter
Chief Impact Officer
The RSA



[THERSA.ORG/APPROACH](https://www.thersa.org/approach) #RSACHANGE



Why do we need a Learning Society?



The 2020s: the Covid-19 decade, skills and lifelong learning

- A divided labour market.
- 45% or so able to work at home, a third are key workers many of whom have been stretched to the limit and need better future support and skills progression, and an unlucky one in four who have been grounded by Covid who need help to reskill.
- **Three in five** jobs lost have been in the **18-24 age group**
- Impacts on BME- unemployment rate rose by **3.7% v 1.4%** for white workers
- Huge **skills gaps** emerging whilst lifelong learning associated with health and well-being.
- **New Skills Strategy** and increased Government investment in play (through DfE and DWP).
- UK productivity, levelling up and Zero Carbon challenges require action on skills and learning at scale.
- Industrial Strategy Council find **7 million** workers could be under-skilled by 2030.

Covid and Automation: acceleration, polarisation and risk concentration

Figure 1: Relationship between furlough take-up and automation risk (RSA analysis of HMRC Coronavirus Job Retention Scheme statistics and ONS, the probability of automation in England)

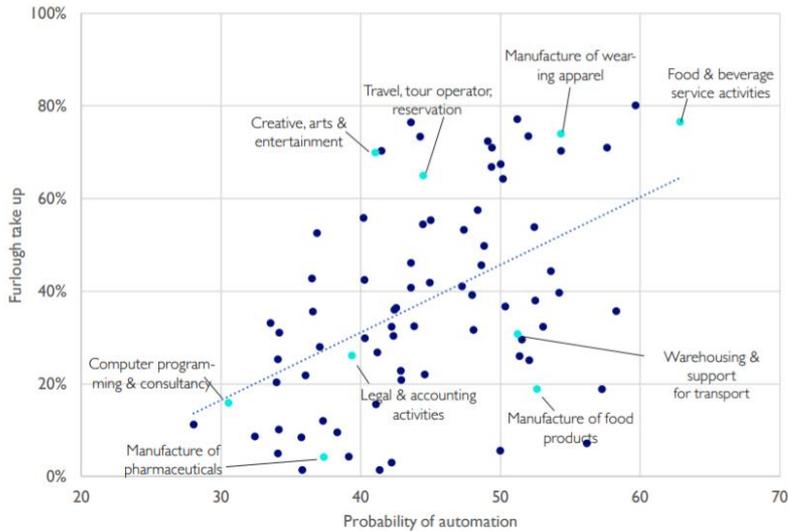


Table 2: Demographic characteristics of at risk/resilient industries

	Average hourly earnings (£)	Percentage of workers who are women	Percentage of workers who are under 30	Percentage of workers with degree or equivalent
All workers	16	48	23	37
High Covid-19, high automation	12	40	30	17
High Covid-19, low-medium automation	18	31	22	42
Low-medium Covid-19, high automation	11	51	27	20
Low Covid-19, low automation	18	58	18	55

Further Challenges

Three in five employers expect reliance on digital skills to increase in the next decade (World Skills/LWI).

Almost **one in four employers** say their current workforce lack basic digital skills.

Reaching hard to engage learners, requires:

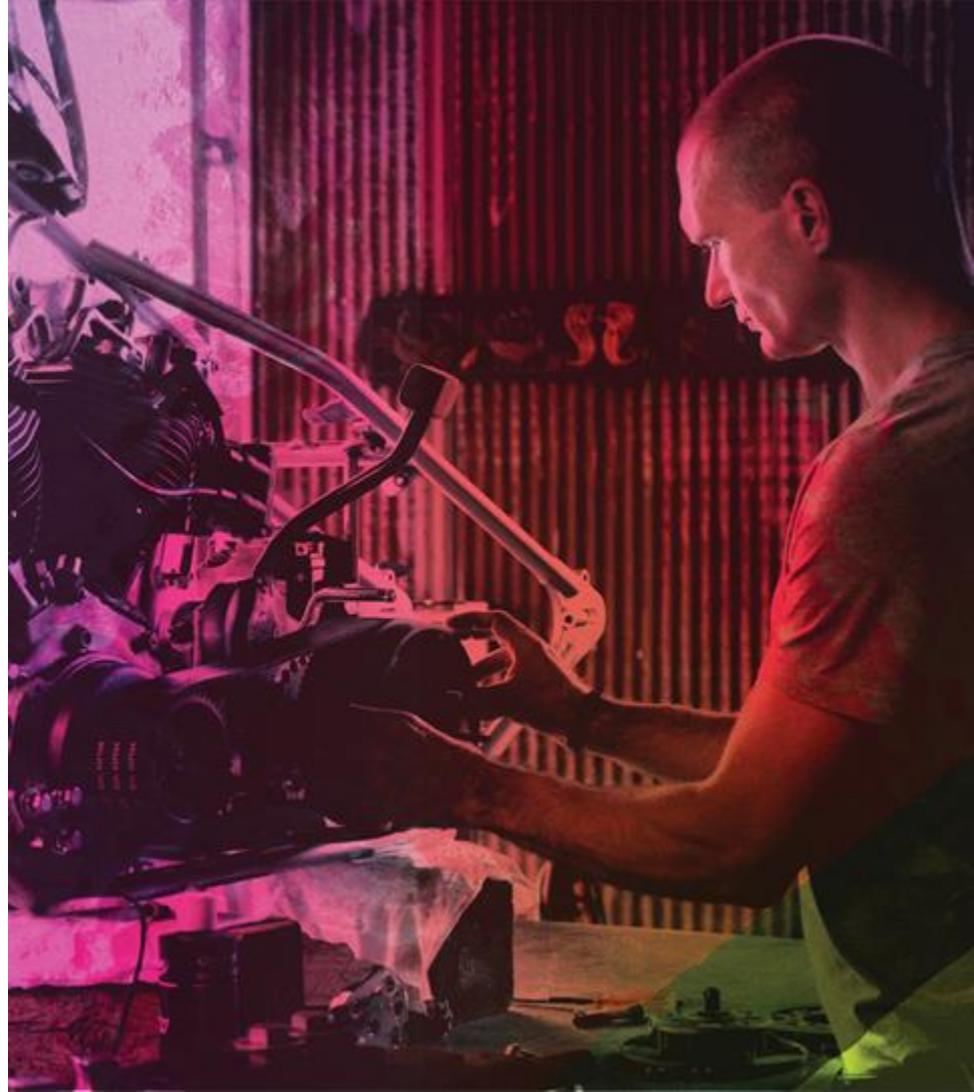
- Digital upskilling
- Technology
- Boosting confidence
- Learning to be seen as a community activity

(UfI VocTech Trust Green Paper)

Centenary Commission on Adult Education both finds that participation in adult learning is declining and stresses the

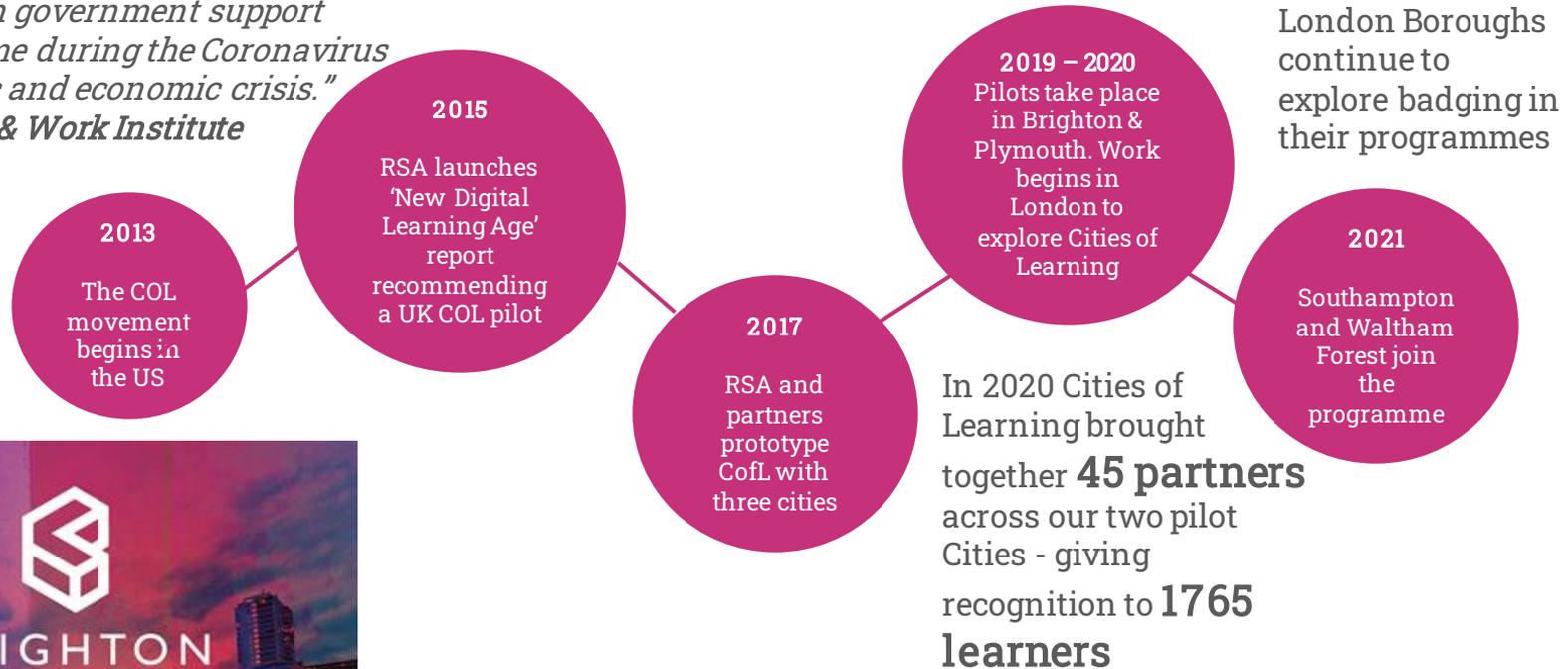
“...profound importance of adult education and lifelong learning to **democratic life, social cohesion, economic prosperity, and individual wellbeing....**”

Why Cities of Learning and what has it taught us?



How we've got here – the pilots

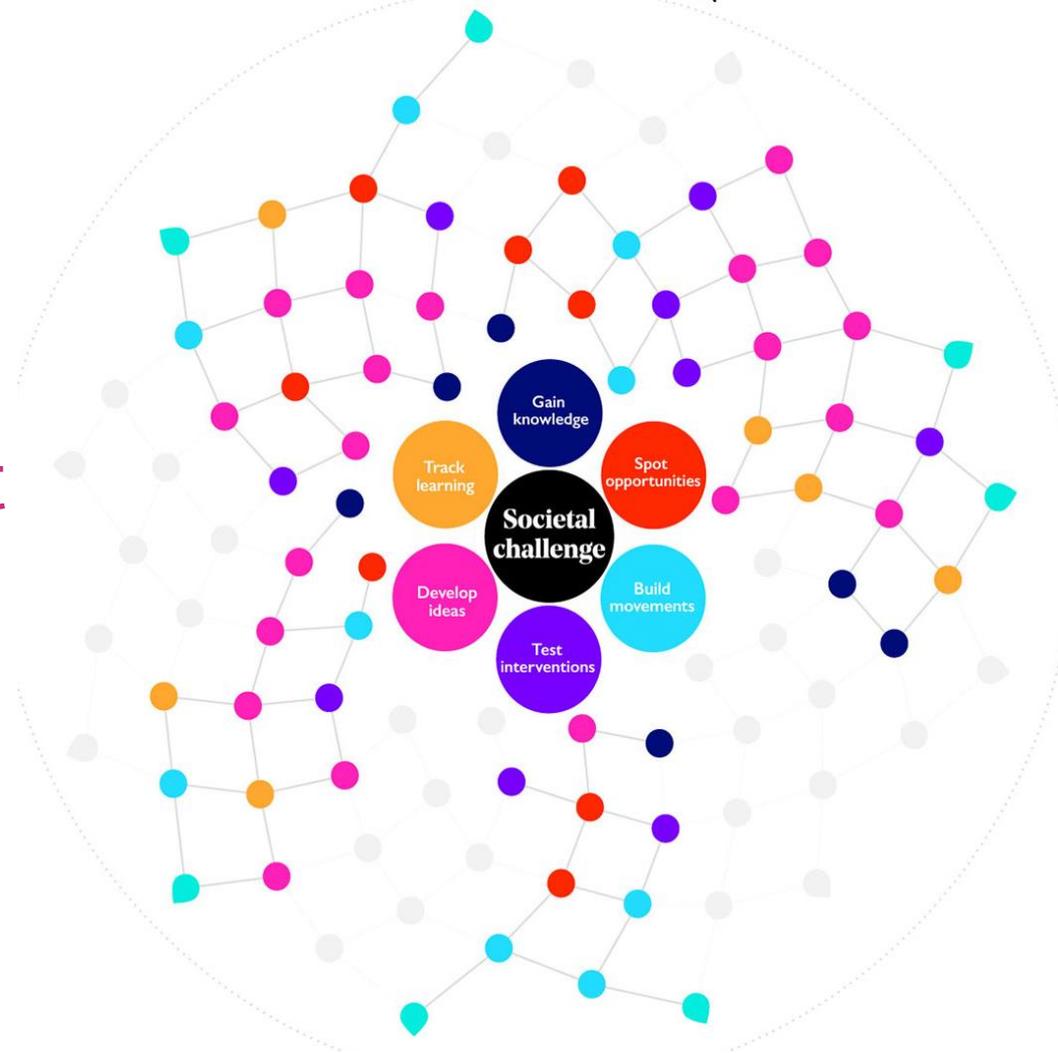
“Cities of Learning and digital badges are clearly in a strong position to respond directly to the needs of young people as well as to align with government support programme during the Coronavirus pandemic and economic crisis.”
Learning & Work Institute



We've worked with a diverse group of funders and partners to develop and test Cities of Learning



Action is needed –
a collective mission
to innovate, connect
and share



Learning Society

“A society that enables, recognises and values learning for everyone, throughout life, and across multiple settings, to promote economic security, social equity and individual wellbeing.”

An RSA programme to explore:

- How we think about change
- How we discover possibilities
- How we act
- How we grow



Our ambition

Grow the programme

As a major part of this initiative Cities of Learning is now looking to work with new places (not just cities!) around the UK with a new streamlined approach for rapid development.

From Summer 2021

We are seeking to develop the next cohort of up to six localities learning together and from existing Cities of Learning.

New Partners

We are particularly interested in hearing from:

- Place representatives from the public, private and voluntary sectors
- National partners from trusts and foundations;
- Major voluntary sector organisations; and
- Employers

A Big Ambition

A City of Learning in every region and nation of the UK by the end of 2023.

250,000 learners by 2025 engaging with badges, badge standards and Cities of Learning enabled by the City of Learning Partnership.

What do you think?
Breakout group discussions
(10mins)

Nominate someone to chair your discussion!

Please take notes and write down names of speakers

Question 1: What **innovations** have you seen that point the way to a more equitable learning society?

Question 2: How can we **better prepare** people for the future of work?

Agenda

2:27 – 3:27 Event 1: Digital Badges & the Badge Nation Movement

- City & Guilds Credentials & Lifelong Learning
- The Badge Standard
- Badging & Action
- Badge Nation
- Q & A

Break (5mins)

3:35 - Event 2: Our place-based learning model

- The new Cities of Learning offer
- Navigator platform
- Q&A
- City & Guilds

How to get involved

- Start your own City of Learning
- Join a network
- Sign up to badge school

Thank you & Close



Event One

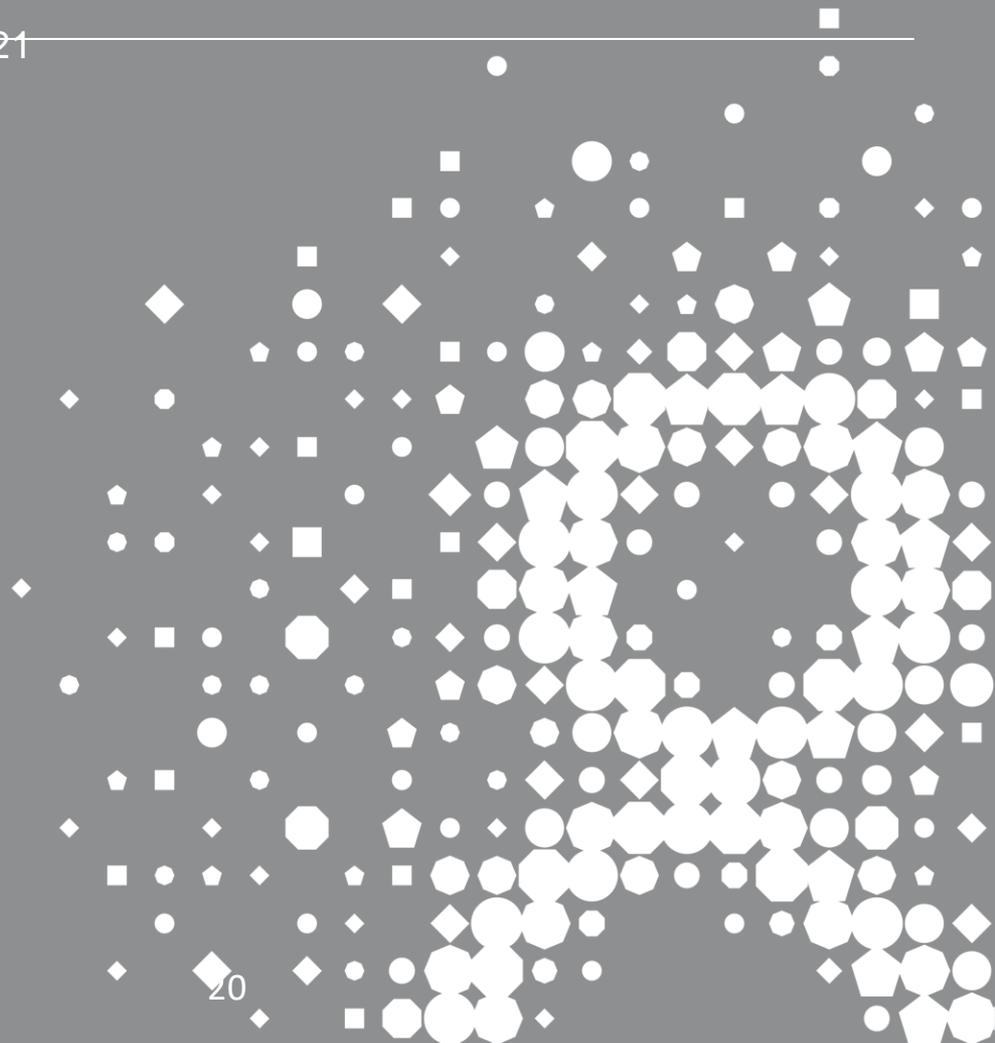
Digital badges & the Badge School Movement

26 March 2021

City & Guilds Group Digital
Credentials proposition and
taxonomy

Digital Credentials

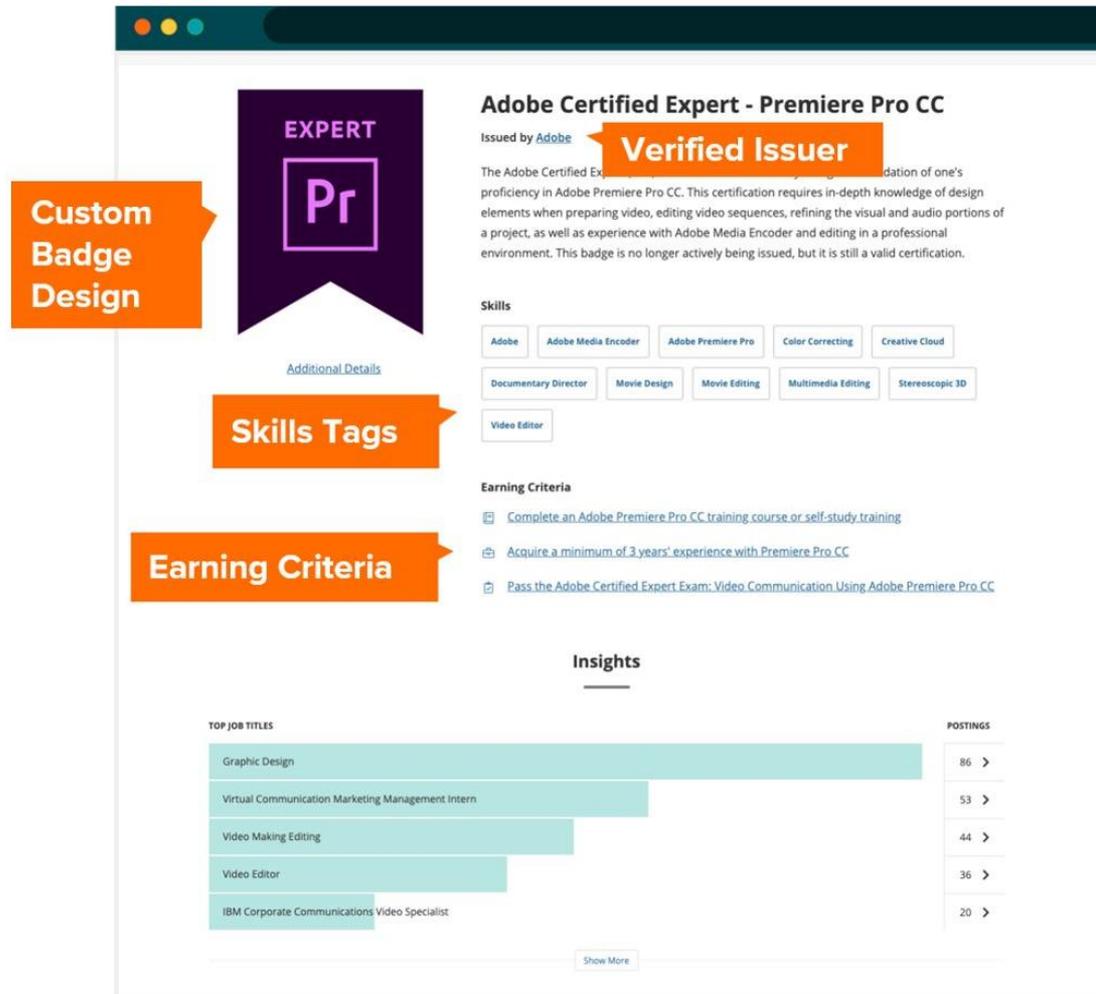
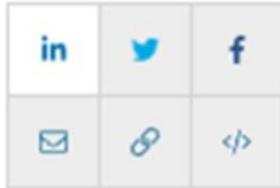
Anna Sheard
Strategic Commercial Manager
City & Guilds



Digital Credentials

Portable. Verified. Data-Rich.

- Extensive Metadata
- Easily Shareable



Custom Badge Design

Skills Tags

Earning Criteria

Adobe Certified Expert - Premiere Pro CC

Issued by [Adobe](#) **Verified Issuer**

The Adobe Certified Expert certification is a validation of one's proficiency in Adobe Premiere Pro CC. This certification requires in-depth knowledge of design elements when preparing video, editing video sequences, refining the visual and audio portions of a project, as well as experience with Adobe Media Encoder and editing in a professional environment. This badge is no longer actively being issued, but it is still a valid certification.

Skills

- Adobe
- Adobe Media Encoder
- Adobe Premiere Pro
- Color Correcting
- Creative Cloud
- Documentary Director
- Movie Design
- Movie Editing
- Multimedia Editing
- Stereoscopic 3D
- Video Editor

Earning Criteria

- Complete an Adobe Premiere Pro CC training course or self-study training
- Acquire a minimum of 3 years' experience with Premiere Pro CC
- Pass the Adobe Certified Expert Exam: Video Communication Using Adobe Premiere Pro CC

Insights

TOP JOB TITLES	POSTINGS
Graphic Design	86 >
Virtual Communication Marketing Management Intern	53 >
Video Making Editing	44 >
Video Editor	36 >
IBM Corporate Communications Video Specialist	20 >

Show More



A City & Guilds Group Collaboration

Recognising Excellence

Digital Credentials Design Catalogue.

We are committed to providing the quality and trust when people view skills online as they have had in our products and services since 1878.

So we issue City & Guilds Group digital credentials, built on the open badge standard.

26 March 2021

City & Guilds Group Digital Credentials proposition and taxonomy

26 March 2021

City & Guilds Group digital credentials mean everyone can:

Share achievements and validate skills anywhere, anytime.



We issue digital credentials through Credly, the largest credentialing network in the world.

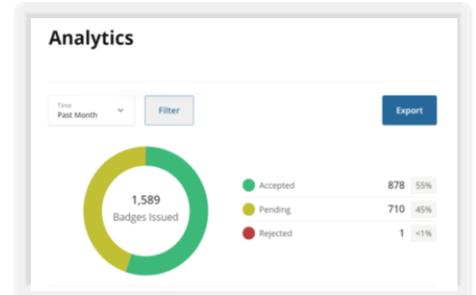
Credentials proposition and taxonomy

We raise awareness of our brand and charitable purpose to help people progress into a job, on the job and into the next job.

View City & Guilds credentials [here](#)



Credly



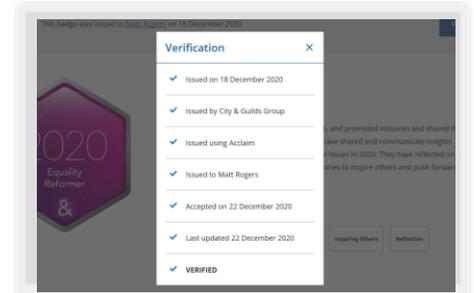
Real time analytics help City & Guilds track the impact of our purpose led events and activities.

City & Guilds Group Digital 26 March 2021

Credentials proposition and taxonomy

We provide one click authentication of certified skills to help learners communicate their achievements.

View City & Guilds credentials [here](#)



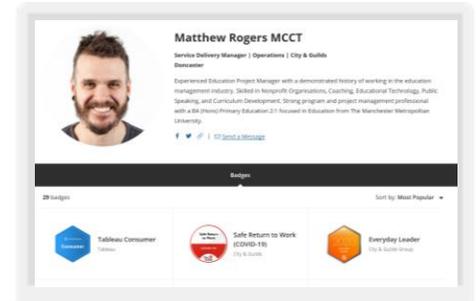
There is a verification feature that enables anyone to validate skills, anywhere, anytime.

City & Guilds Group Digital 26 March 2021

Credentials proposition and taxonomy

We evidence learning and development to empower people with portable, verified skills records.

View City & Guilds credentials [here](#)



Learners have a skills profile and credentials can link to local labour market information.

City & Guilds Group Digital 26 March 2021

Credentials proposition and taxonomy
We raise awareness of professional profiles to enable people
build connections.

View City & Guilds credentials [here](#)

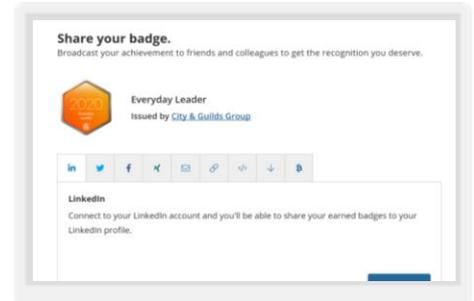


Professional Profiles

Subject Title

Role title

YEAR



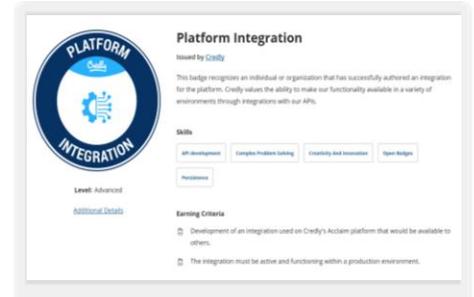
Credentials can be shared to social platforms and attached to digital CV's and email signatures.

City & Guilds Group Digital 26 March 2021

Credentials proposition and taxonomy

We recognise our partnerships to help organisations communicate their relationship with us.

View City & Guilds credentials [here](#)



Credentials can be issued to organisations and embedded within their websites.

Building credential programmes



We worked with APM to launch their digital badges programme. They have issued over 50,000 badges.

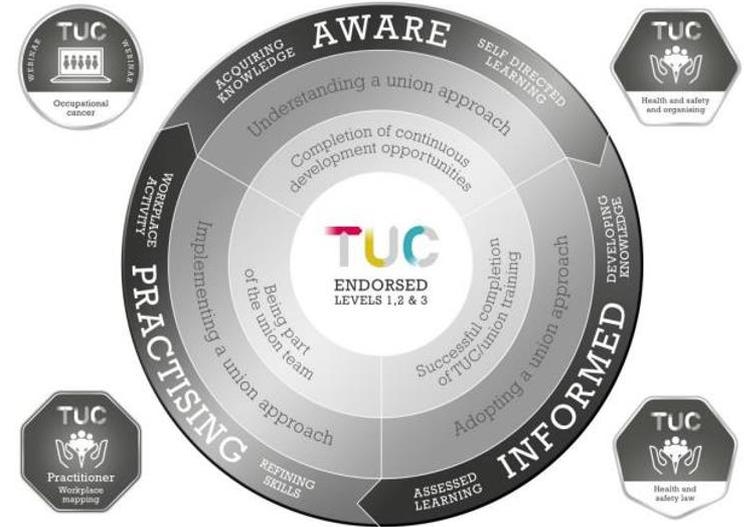
Unlike paper certificates, digital credentials make it easy for you to demonstrate your competencies and achievements to employers, clients and peers online. Each digital credential has a unique URL that can be shared electronically via social media, in your email signature, on your CV and more.

TUC provide access to knowledge and skills development tools for people to stay aware, get informed and make a difference in their workplace.

We have developed a structure for their workplace learning to help people navigate the learning opportunities available and understand, adopt and implement a Union approach for their learning.

To help people track, evidence and amplify their learning we have introduced digital credentials as part of our offer.

We have worked with TUC to develop a workplace structure for learning. This is to support a sustainable and scalable approach to credentials across unions enabling more people to access TUC education content and take their learning from the classroom into the workplace.



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Employability Skills

The Cranfield Competency Framework is embedded across the curriculum to enhance students' employability in order to formalise these "soft skills" into a recognition framework. These Digital Credentials (digital badges) provide evidence of and showcase professional skills that may not otherwise be explicit in an MSc course title or description. It enables Cranfield University in supporting the professional development of its students.



Badge 1 - Self evaluation for success



Engage Layer

Information is given to learners to engage them with a topic and encourage them to undertake further learning opportunities in this area.

Examples:

- Careers fairs
- Exhibitions
- Open days
- Assemblies



Participate Layer

Learning is interactive and undertaken with other people to deepen knowledge of a subject. Activities have specific learning outcomes to help learners progress.

Examples:

- Workshops
- Training
- Qualifications
- Clubs



Demonstrate Layer

Learning is contextualised in a real world setting and learners are given the opportunity to present their work and receive feedback to help them grow.

Examples:

- Competitions
- Work experience
- Awards programmes
- Projects



Lead Layer

Learners are given the opportunity to embed their knowledge in different contexts. Through their work they can show how they have inspired and influence others.

Examples:

- Ambassador programmes
- Leadership programmes

Why badges for Cities of Learning?

- Focus on **non-formal and informal** learning provision *e.g. volunteering, work experience, apprenticeships, school clubs, training programmes etc.*
- These activities teach **employability** and **transferable skills** crucial for finding work and personal development
- Learning provision is often **fragmented and undocumented**
- Badges can be linked together, to form **pathways**



What do Cities of Learning Badges Capture?



Why the badging standard?

Designed for flexible lifelong learning application

- Designed to capture any learning experience in a simple way
- Flexible structure and can be combined across different providers / places
- Layers, not levels – focus on **TYPE** of learning experience, not **LEVEL**
- Facilitates non-linear learning journeys, as well as progression
- Is a useful framework for organisations not as experienced in recognising skills
- Perfect for use for 'soft' skills which cannot be easily quantified, standardised or measured.

No assessment. More akin to a credible reference.



Cities of Learning Badge standard

Engage

Participate

Demonstrate

Lead

What do badges at each layer demonstrate?

The earner has acquired information about the topic through an active experience

The earner has interacted with a learning activity

The earner has gained experience applying knowledge & feedback in a real world context

The earner has embedded knowledge in different contexts & influenced others

What kinds of learning activities should I map to this layer?

*Career fair
Exhibition
Open Day
Webinar*

*Workshops
Training
Courses
Club*

*Work experience
Competitions
Awards
Projects*

*Ambassador &
Leadership programmes*

Examples from the Pilot in Brighton





It's helping us to ...look more closely at what we're offering them. I think the way that it's broken down into various sections...engage, participate, demonstrate, really helped us build and develop our programme across the year, to link in with what fall into these categories.

Mentoring Organisation in Brighton

'[Digital badges have] given us a reason to talk about their future, more than just the next dance session...I can actually see it changing what the charity does, to an extent.'

Dance Charity in Plymouth

FUTURE LEARNERS
CREATORS
THINKERS



Rachel Carter - Strategic
Lead - Learning, Skills &
Enterprise, Future
Creators.

REAL
IDEAS



Jonathan Clitheroe -
Head of Learning and
Skills
Real Ideas

“

How badges
were used in
the pilot



The story of our issuers

NSPCC



MET

Greater Brighton
Metropolitan
College

eden project

**MAKE
(GOOD)
TROUBLE**

Vistry 
Partnerships



Badge Nation?

Collective of employers, schools, colleges, training providers, and informal educators.

Led by Real Ideas and Future Creators

Using digital badges to recognise learning, achievement, and accomplishment outside of formal accredited learning.

All badges are written using the Cities of learning badge standard endorsed by City & Guilds and the RSA.



Digital Badges

Badge Nation Style

All badges are written using the Cities of learning badge standard endorsed by City & Guilds and the RSA

Written as part of community (we don't believe in badging alone)

Designed to recognise and make credible (not assess)

Issued through the Badge Nation issuing account on Credly



What is

Badge School

'Badge School' is Badge Nation's membership and badge creation area.

Quickly create, design, use and award your own bespoke badges

Share learning and knowledge with other Badge Nation members.



PLYMOUTH
COLLEGE
of ART



SMART
CITIZEN



What is included?

12-month organisation membership:

- Access to Badge School and members platform.
- Award badges to an unlimited number of individuals.
- 6 badge templates, designed, quality assured and published by Badge Nation.
- Personalised support to create and use your own badge collection.
- Consultancy services by arrangement (additional cost).



TR14ERS

TRUSTEE/
DIRECTOR



What is the process?

- Identify the activity you would like to badge, in line with Badge Standard.
- Receive badge writing training.
- Complete a form detailing the awarding criteria.
- Receive support to use Acclaim by Credly.
- Badges are quality assured.
- Badges published to Acclaim by Credly.
- Award the badge to earners who have achieved the criteria.



What are the costs?

- 12-month membership is **£200 +VAT (£240 inc.) per organisation.**
- Quality assurance can be purchased for additional badge templates **£25 +VAT (£30 inc.) per template.**



WORKSHOP
EXPERIENCE



Next Steps

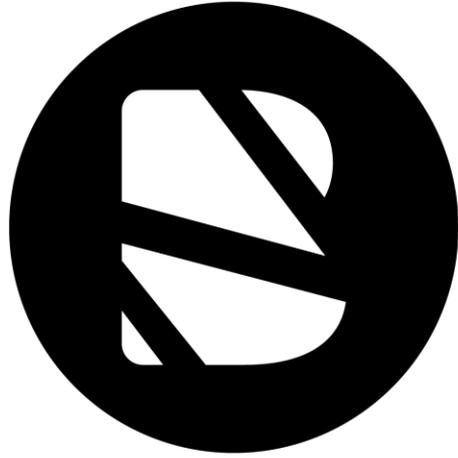
Attend a workshop and learn all you need to know for writing your first badge!

Enquire with our team at badge.nation@realideas.org

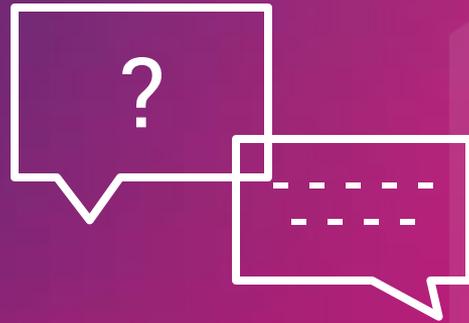




Being
**A Badge
Champion**



BADGE
NATION



Q&A



Comfort Break

Grab a hot drink

Event Two

A model for place-based learning

What we set out to achieve



“Cities of Learning is a new approach for **activating a grassroots, city-based, mass-engagement movement around learning and skills**. It brings together learners, learning, work and civic as well as learning and work opportunities to form purposeful city-wide networks”



Narrow opportunity, achievement and skills gaps



Improve industry relevant/employability skills



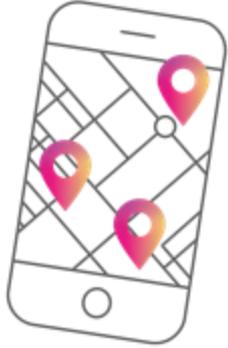
Foster inclusivity, civic pride and increase wellbeing



Improve social mobility

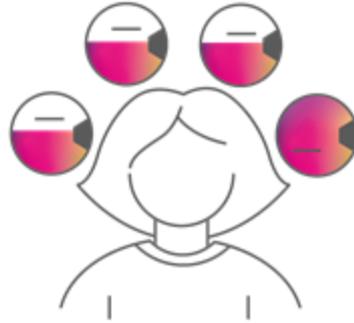


Our aim is to make learning...



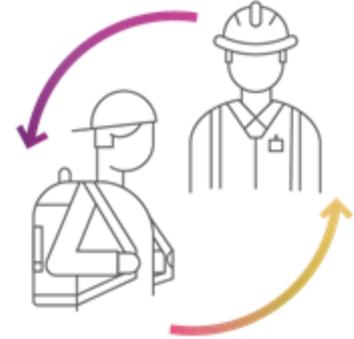
Visible

By making all the points of learning in a city visible, learners are empowered to discover and take advantage of the opportunities on their doorstep.



Measurable

Using digital badges to track what learning takes place and where, learners have a new currency (beyond exam results) to showcase their talents.



Connected

The platform connects learners with learning providers and employers, creating pathways into further learning opportunities and employment whilst also helping employers find the people who are right for the job.

Pilot Leadership

Vision for change | Networked organisations | Entrepreneurial capability



FUTURE **LEARNERS
CREATORS
THINKERS**



RIO Real Ideas
Organisation

5 Highlights from the pilots

1. Direct Impact

“Cities of Learning and digital badges are clearly in a **strong position to respond directly to the needs of young people** as well as to align with government support programme **during the Coronavirus pandemic and economic crisis.**”

Learning & Work Institute

“Rather than just saying, 'I did this thing,' you can say, 'Here are the things I've got which prove I can do these things.'”

Learner, Plymouth



1765 learners



49% completed more than one badge



53 connected organisations

2. Rapid COVID response

"Especially the Covid responder badges and the community badges, for those students that might not be as academic, they're within reach for lots of the students that might, ordinarily, not do a research badge or something that might put them off. I do think that we've got a range of badges that provide for all students across the school."

Secondary School, Brighton

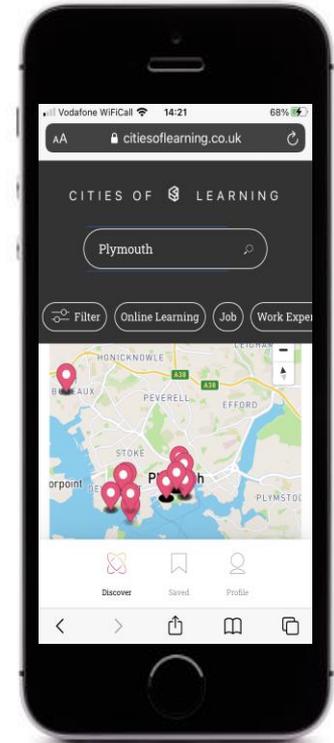
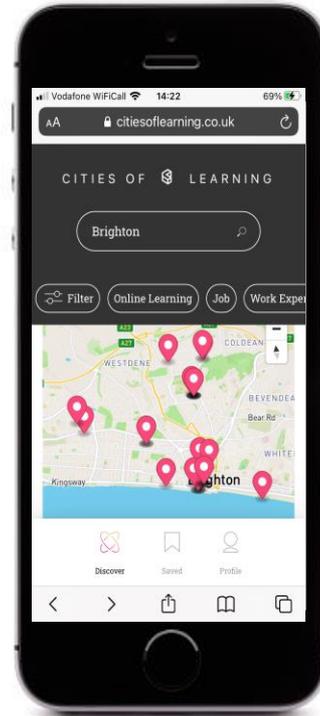


3. Sharing Practice Between Cities



4. Sustaining the programme

- Pool of learning opportunities continues to grow in Brighton and Plymouth
- The programme has spread beyond the city boundaries
- New Badge Nation approach allows places to get involved at the smallest scale and build from there – all you need is one engaged issuer and the programme can grow.



5. Two new start ups



5 Lessons from the pilots

1. Think like an Ecosystem, Act like an Entrepreneur

Strategy for impact



Energy for change

2. Show don't Tell



Type: Validation

Level: Intermediate

Time: Weeks

Cost: Free

[Additional Details](#)

Future Enterprise Programme Entrepreneurial Competitor by London Borough of Waltham Forest

Issued by [Navigatr](#)

Earners of this badge have demonstrated the knowledge and skills to aid them in the world of business and build sustainable enterprises within the borough. They publicly pitched for seed funding online to nurture businesses and promote growth. Earners developed their business plans throughout the process, attending workshops and using lean canvas models as the basis for their pitch with support of a network of mentors, partners and peers.

Skills

Adaptability

Business

Business Development

Career Development

Confidence

Constructive Feedback

Contribution

Determination

Enthusiasm

Entrepreneurship

Goal Setting

Initiative

Innovation

Management Of Financial Resources

Mentee

Personal Development

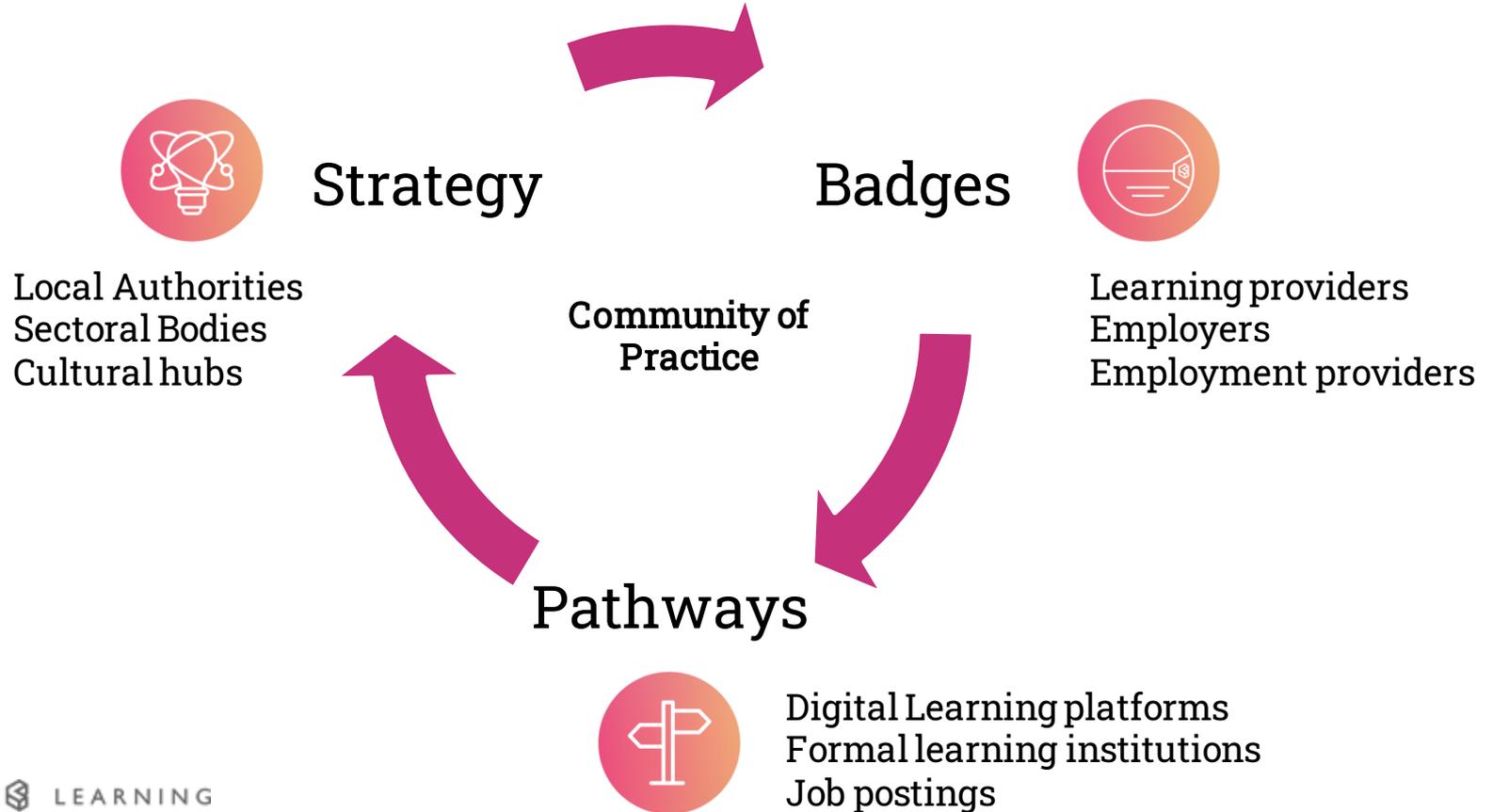
Presenting

Professionalism

Relationship Building

Self Reflection

3. Different entry points for different stakeholders



4. National Reach = Local Impact

National Employer Networks

National Schemes e.g. Kickstart

**National Skills Frameworks
e.g. Skillsbuilder**

Shared skills priorities



5. Platform development a product of change not pre-requisite

The screenshot displays the 'CITIES OF LEARNING' website interface. At the top, there is a search bar and a navigation menu with buttons for Filter, Online Learning, Job, Work Experience, Information, Event, Course, Volunteer, Workshop, Project, and Apprenticeship. Below the navigation, the current location is 'Now BR34HG' with a 'Change' link and a 'View map' button. The main content area features a 'Pathways' section with the subtitle 'Badges linked together to help you reach your goals' and a 'See All (23)' link. This section contains five pathway cards, each with an image, a title, a description, a distance, and a category. Below the pathways is an 'Engage' section with the subtitle 'Short activities to help start building your skills' and a 'See All (106)' link.

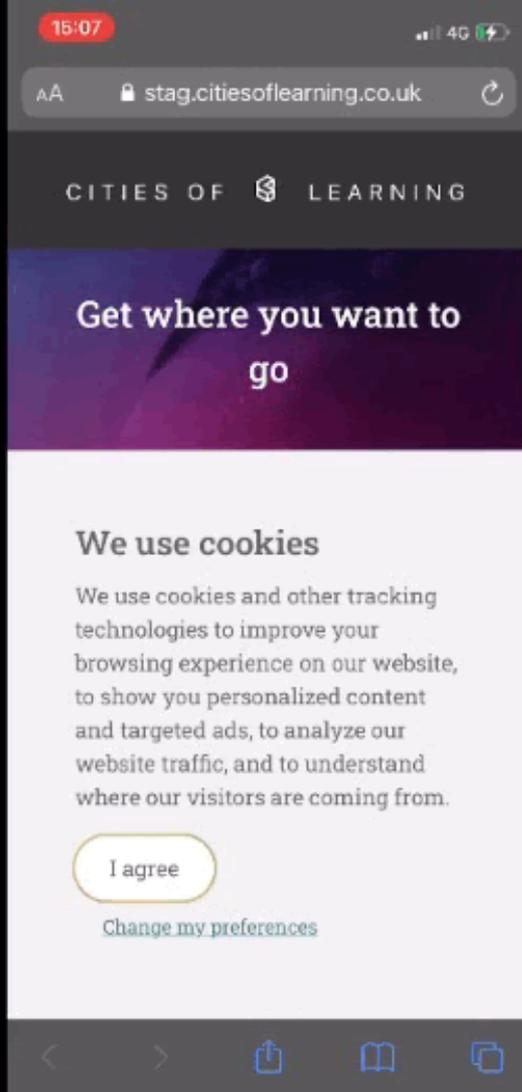
Pathway Name	Location	Distance	Category
SEND Supporter	Brighton & Hove Music & A...	45.94 miles	EVENT
Career Explorer	Patcham High School	44.69 miles	ONLINE LEARNING
Independent Research	Varndean School	45.74 miles	ONLINE LEARNING
Career Investigator	Blatchington Mill School	46.88 miles	ONLINE LEARNING
Explore Digital Media	Make (Good) Trouble	47.13 miles	WORK EXPERIENCE

Pathways to meet the needs of places

NAV/GATR 

Discover

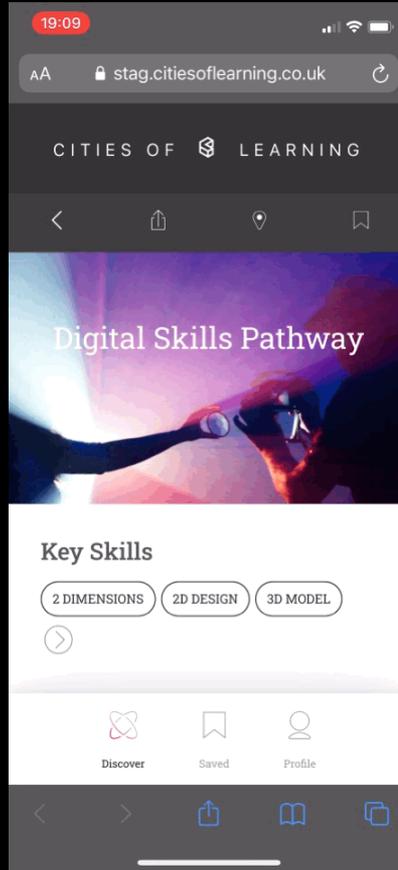
- Visual map of all activities across a city or region
- Find nearest activities using mobile phone
- Accessible to most Apple and Android users



Pathways

Providers

- Search large collection of badges based on skills need to progress & create pathways
- Collaborate & signpost between organisations
- **Link to opportunities**



Learners

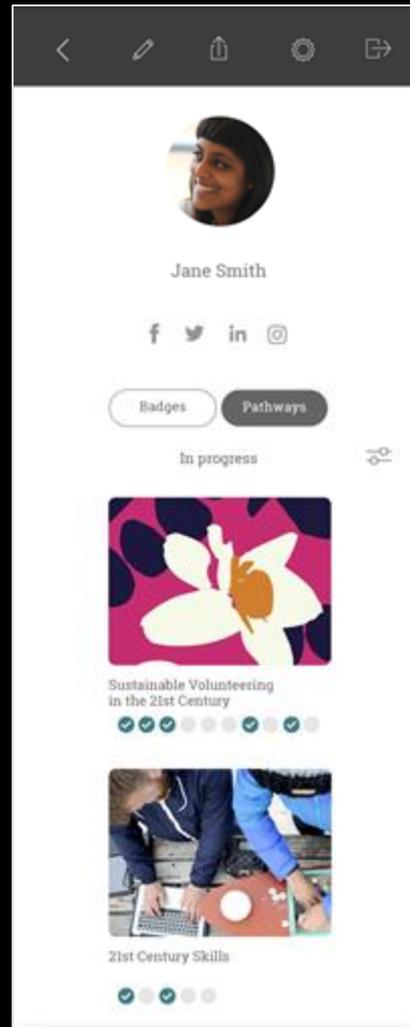
- Reveals steps to master a skill or access an opportunity
- Personalise pathway based on interests
- Shows where badges can take you



Connected

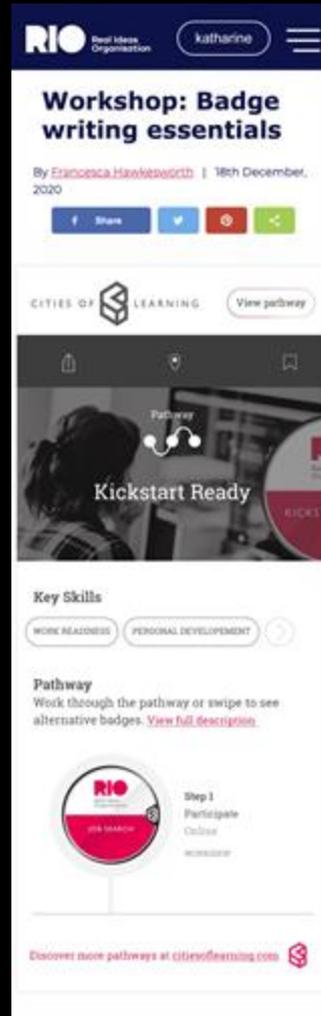
Profile

- A tangible way to demonstrate learner skills
- See skills gaps and how to address them
- Stay motivated by working towards end goal
- Show your progress towards your next goal



Share via LinkedIn and
Whatsapp

Embed



- Embed was a feature that was highlighted through the co-design process with cities and allow providers to promote pathways on their own websites





navigatr.org

A view from City & Guilds



Michael
Osbaldeston

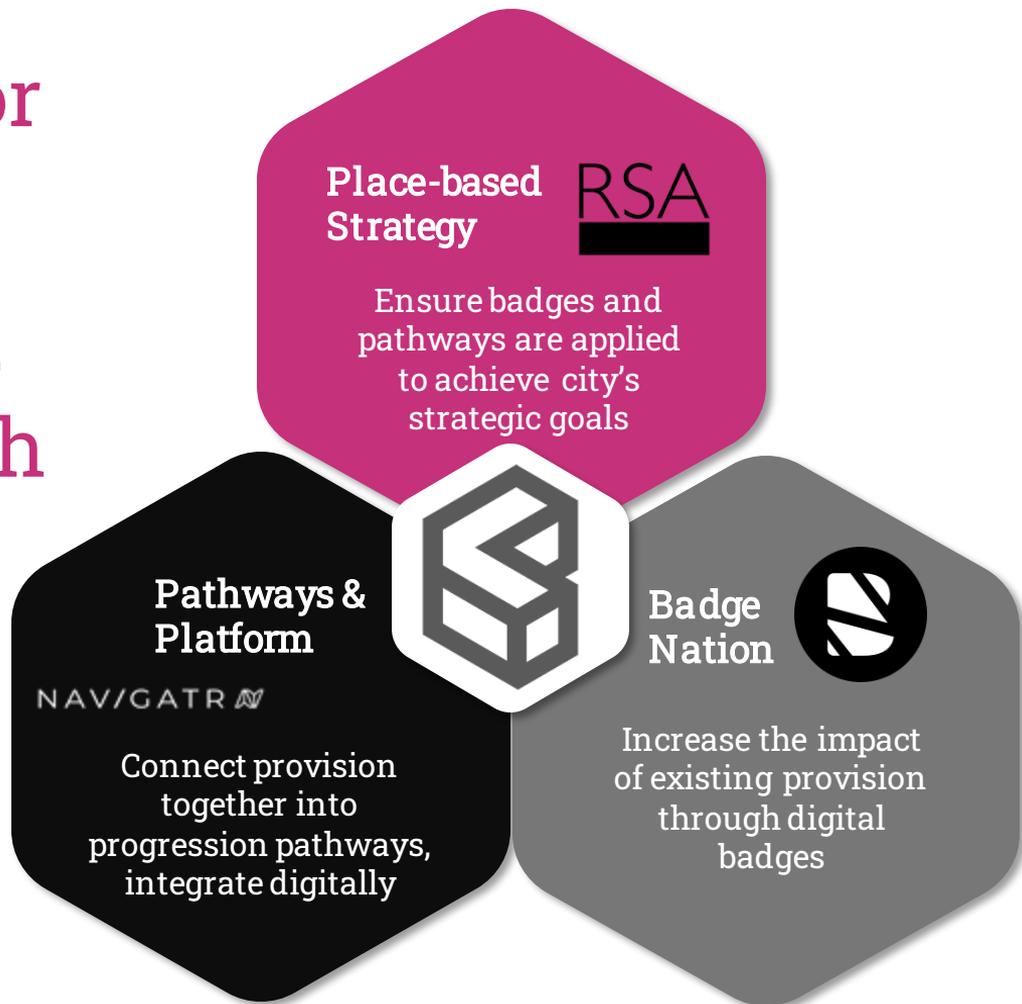
Special Adviser &
Skills
Ambassador



What comes next?

A partnership for Change...

... a sustainable model for growth





SOUTHAMPTON

A CITY OF LEARNING

Southampton: A City of Learning

Skills priority mapping from labour market information to meet the needs of the Future of Work.

Connecting badging and pathways activity to the city's **existing strategic priorities**, helping the city to **curate** their learning provision.



Cities of Learning Service Model

Research

Diagnostic Support to identify needs, opportunities and strengths

Strategy

Convene stakeholders to build a shared eco-systemic vision which will deliver on existing city priorities

Action Planning

Activate your networks and strengthen your partnerships

Project management & knowledge sharing

Make things happen & grow the movement

Engagement

Engage employers and policymakers to amplify impact

- RSA support for up to **2 places** per quarter, **6 places** join between 2021 - 2022
- Focus on **Covid-19 recovery** strategies for places
- **Sectoral focus** to support key industries & marginalised groups
- **Co-design projects** that connects with other RSA work and areas of interest

**REGENERATIVE
FUTURES**

**THE
FUTURE
OF WORK**

How can you get involved?



Join the movement

Start your own City of Learning:

work with the RSA to set up your programme.

We have openings for **up to four new places** in Q3 and Q4 this year.

Please email us.



Help us to scale

Are you a **national / regional body** who can help us to scale?

Please email us.



Community of Practice

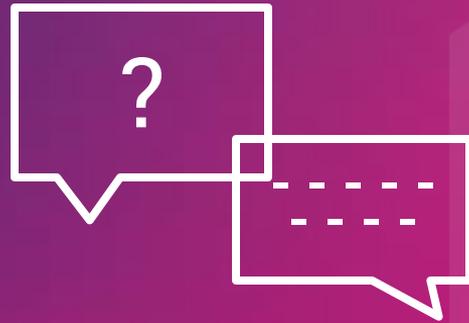
Interested in participating at the forefront of the lifelong learning agenda?

Express an interest in our Cities of Learning community of practice by signing up on our website.



Building a Community of Practice

- Convene a Cities of Learning **community of practice** around learning and place
- Bring **experts and practitioners** together, including Cities of Learning leads, learning providers, educators, employers, other learning city initiatives and policymakers
- **Disseminate** the expertise through RSA networks
- Our long-term vision is to create **open-source tools** for places to build their own **leadership capacity**, create their own **pathways** and implement **lifelong learning best practice** in their place



Q&A



Next Steps

Please register your interest in the programme on our website - theresa.org/cities-of-learning

To explore a partnership or a new city conversation please also email **Lisa Andronova** Cities Development Manager at Lisa.Andronova@rsa.org.uk



Thank you!