



# CITIES OF LEARNING



London Competition: Open Badges & Learning Pathways workshop



City&Guilds Group



# Welcome

# The Brief

**How would you create new pathways into learning and work opportunities that ignite the passion and creativity of young people in your locality, and in turn, increase wellbeing for all?**

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Your approach to the brief should consider the following points:

**Place-based**

What is the role of place and community?

**Asset-based**

What existing assets, projects and initiatives could be connected into your 'Borough of Learning' proposal?

**Co-design**

Embracing collaborative and open ways of working

**Ambition**

What would a City of Learning deliver for your locality?

# Submission Criteria and How to Apply

Entries will be judged in the following areas, which underpin the principles of Cities of Learning, and the aims of the Competition

Vision & Mission statement

Creativity & Inclusivity

Local Leadership Model

Network

Digital Technology + Pathway Themes

Viability

## How to Apply

Register online by 16th December on the Competition page on our website: [www.thersa.org/cities-of-learning](http://www.thersa.org/cities-of-learning)

Applications need to be completed by 12th March 2020.

If you are unable to submit online, contact  
[citiesoflearning@rsa.org.uk](mailto:citiesoflearning@rsa.org.uk)

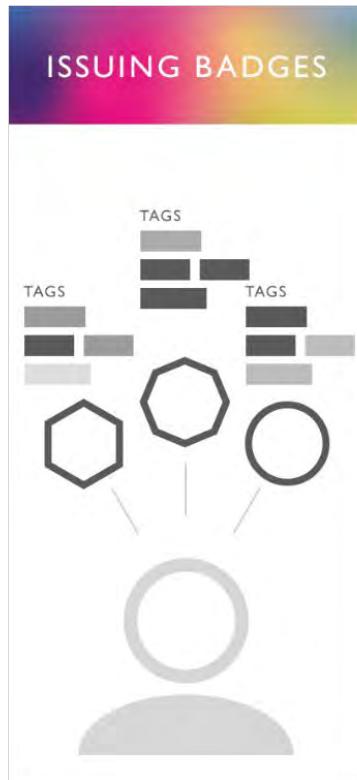
# Cities of Learning Refresher

# Taking a Cities of Learning approach

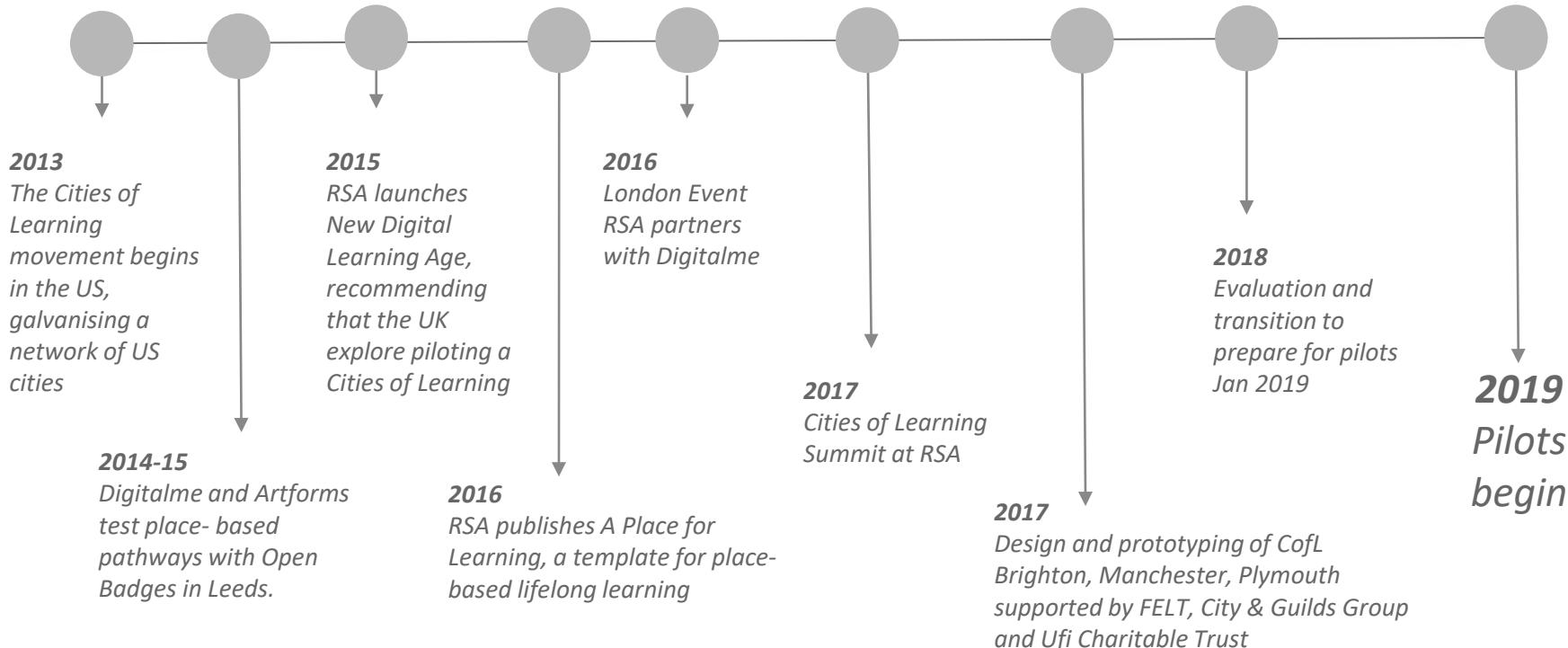
Cities of learning is a new approach which engages leadership at a city level, connects existing networks of employers, formal and non-formal learning providers, and a technology platform that uses data from these providers to create new pathways to more inclusive learning & employment.



# CofL platform overview



# The Journey so far



# Activity: recognising hidden learning

If you could award a badge to someone, to recognise their experience or a skill, what would it be? Why?

*A badge which recognises mentoring by industry experts because the workforce has a lot to gain from sharing expertise*

# Read out, discuss and mark the idea:

1= OK ----- 7 = World changing!

Score → 7

*A badge which recognises mentoring by industry experts because the workforce has a lot to gain from sharing expertise*

# Repeat

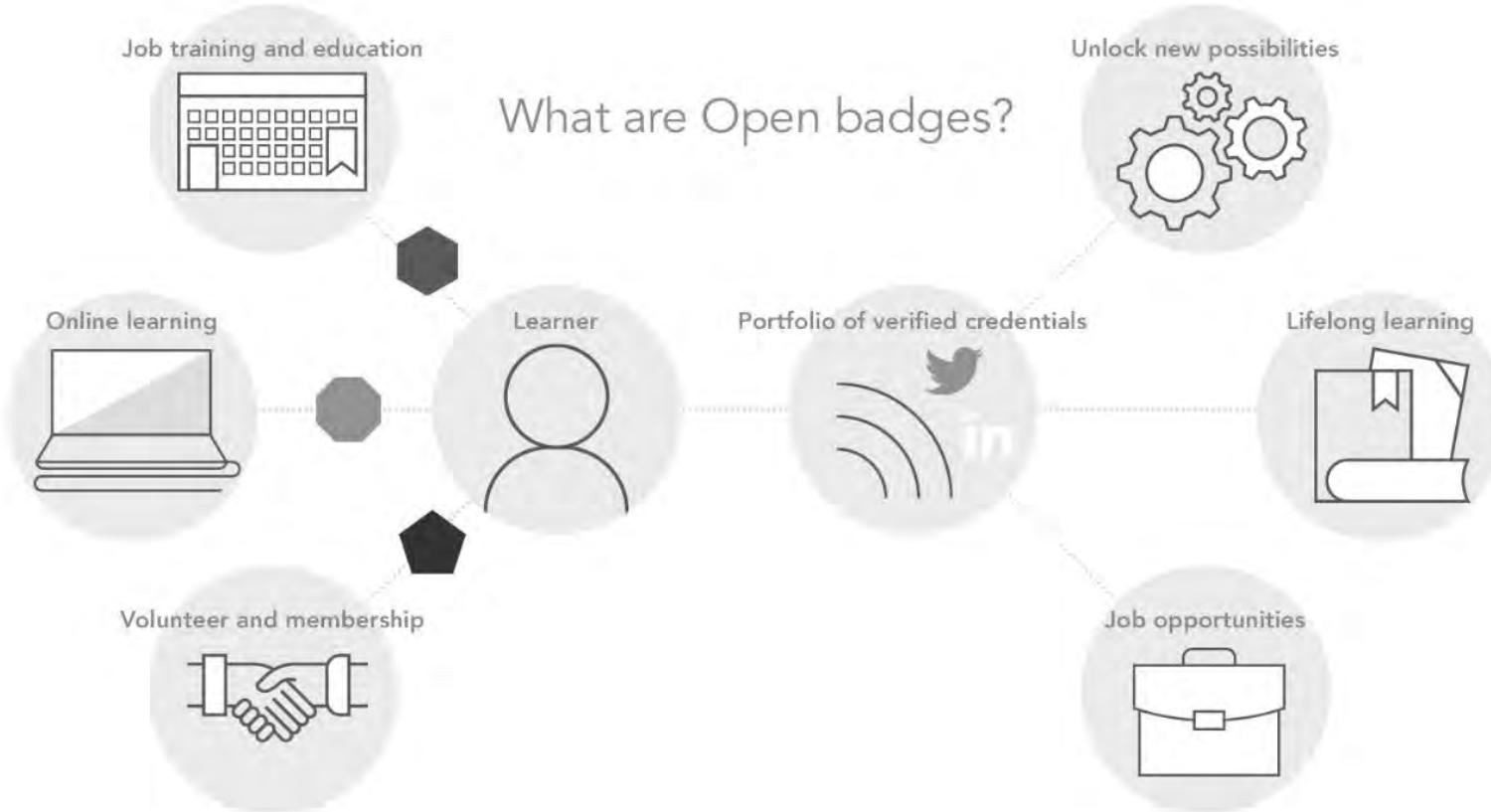
Score → 7 7 4

*A badge which recognises mentoring by industry experts because the workforce has a lot to gain from sharing expertise*

Break

# An introduction to Open Badges

## What are Open badges?



We Issue



OpenBadges

# Building Trust in Digital Credentials

| 1878...



| 2011...



mozilla  
**OpenBadges**





# Open Badges & digital credentials?



# So what are digital credentials?



The standard setter / issuer



Skill / competency

Trust / Assurance

## THEY ARE:

- Visual
- Universal
- Safe & secure
- Data-rich
- Evidence based
- Shareable
- Verifiable
- Trackable
- Portable
- Connected

Which accumulate to create a 'bank account' of verifiable skills

The screenshot shows a user profile for Juliet Ward, featuring a photo, a bio, and a section for 'JULIET'S EARNED CREDENTIALS'. Below are four examples of issued badges:

- End-point assessment: Motor vehicle service... - Issued by City & Guilds on 11/06/2017
- Thirty Hours of Volunteering - Issued by V-INSPIRED on 02/02/2017
- Technology in Everyday Life - Issued by Siemens on 14/01/2017
- Silver Duke of Edinburgh Award - Issued by DofE on 02/02/2017



Allowing everyone to see every skill with greater trust

# Going digital with an existing offer

ILM are the UK's top leadership & Management Qualification  
70,000 register for quals each year

- 3,000 Retrospective issued
- 83% Claim rate
- 640 learners shared their credentials
- Over 23,000 social media impressions

## What are digital credentials?

The next generation in showcasing your skills and qualifications online



**Brings your leadership learning to life**  
Shows a light on your capabilities  
Demonstrate that every learning experience, and every learner, is unique

**Tells the story behind the skill**  
Learners receive a credential at every stage of their training  
Credentials keep them motivated and show the journey they have been on

**Create a living CV**  
Display skills easily online  
Easy to demonstrate all competencies, not just qualifications

**ilm What's the value of a credential?**  
Leadership & Management

**Bridges the gap between job seekers and employers**  
Show how skills fit the job  
Help employers identify gaps.

**Makes skills portable**  
Instantly shareable on social media  
Make skills visible to anyone, across organisations, industries, and borders

**Cut through the jargon**  
Drills down into the detail so the benefits of learning are clear

**Essential for the**  
Perfect for leadership and management  
Recognises the value of

*"The excitement created by the launch of the WORLDCHEFS online system, both among our students and employers, has been remarkable and the career successes that these students have experienced in such a short time shows just how WORLDCHEFS Global Certification is the key that opens many doors in the culinary world."*

Hao-Chun Hsia, Vice Principal,  
Kai Ping Culinary School



Worldchefs



Worldchefs is a global body with 100 official chefs member associations representing over 10 million professional chefs worldwide

**1228 / 429**  
Badged activities



**305K / 205K**  
Badge earners



**600K / 400K**  
Badges issued



**165M / 113M**  
Social media impressions

**92% / 94%**  
Badge claim rate

**194 / 139**  
Countries

## Overall Program / IBMer Only

Jan 01, 2016 through Sep 30, 2017

**25 Million piece of  
learning recognised  
by 2019**



Open Badges a complete, shareable and verified view of all achievements

**digitalme**   
See every skill.  
A City & Guilds Group Business

See every skill.



# Activity: designing Open Badges

# Cities of Learning Badge explained



## Plymouth Badges

The screenshot shows the Acclaim platform interface. At the top, there's a navigation bar with the Acclaim logo, a search icon, and a user profile icon. Below this, the Real Ideas Organisation (RIO) profile is displayed. The RIO logo is prominently featured on the left. The main title "Real Ideas Organisation" is centered above a brief description of the organization's mission to innovate for social change. Below the description are social media links for LinkedIn, Facebook, YouTube, and Twitter. A navigation bar at the bottom includes "Badges" and "Collections". The main content area shows a grid of badges. A message at the top indicates "40 badges" and "Sort by: Most Popular". Four specific badges are visible in the grid:

- Agriculture Sector Information Activity** (Issued by Real Ideas Organisation)
- Agriculture Sector Work Experience 1-4 days** (Issued by Real Ideas Organisation)
- Agriculture Sector Work Experience 5-20 days** (Issued by Real Ideas Organisation)
- Animal Care Sector Information Activity** (Issued by Real Ideas Organisation)

Under the hood: Four layers of metadata

1. Sector
2. Specialism
3. Learning Spine
4. 'Sector specialist language'

## Brighton Badges

Acclaim

ourfuturecity

### Our Future City

Our Future City is a collective of organisations, spanning the creative industries, local businesses, charities, schools, arts and heritage, health and social services. We work as one to develop the creative potential, skills and voice of our young people. We aim to enhance and increase progression pathways to employment for all young people but especially for the most disadvantaged. We envisage a sustained shift in the recognition of informal learning, empowering young people to develop skills.

Badges Collections

Sort by: Most Popular ▾

8 badges

 AudioActive Music Leadership Theory <small>Our Future City</small>	 GBMET Work Experience <small>Our Future City</small>	 GBMET Work Experience Ready <small>Our Future City</small>	 Insights into the Creative Industries delivered by... <small>Our Future City</small>
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48 badges uploaded across Brighton and Plymouth

<h3>Users</h3> <p> Earner Who will receive the badge?</p> <p> Issuer Who will issue the badge?</p> <p> Consumer Which individuals or organisations will recognise the badge?</p>	<h3>Skills &amp; Knowledge</h3> <p> What skills does the badge represent?</p>	<h3>Value Proposition</h3> <p> What would motivate people to engage with your badge?</p>	<h3>Endorsers</h3> <p> Who could endorse the learning content your badge?</p>	<h3>Context</h3> <p> Will your badge be issued as part of a course, project or other learning activity?</p>
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<h3>Learning Pathways</h3> <p> What other badges exist in your ecosystem? Are there different levels?</p>	<h3>Resources &amp; Sustainability</h3> <p> What resources are needed for your badge to work? Eg. Technology, expertise, money?</p>
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1. Write the name of badge at top of canvas
2. Describe the users:
  - a. Earner
  - b. Issuer
  - c. Consumer
3. Fill in knowledge, skills, behaviour box
4. Value proposition box: What would make someone want to engage with your badge? - what obstacle will it help them overcome?
  - a. Personal level (intrinsic vs extrinsic)
  - b. Organisation
  - c. Consumers

# The Learning Spine



# CITIES OF LEARNING SPINE

FORMAL  
INFORMAL

LEARNING OPPORTUNITIES



## DESTINATIONS

- EDUCATION
- ENTERPRISE
- EMPLOYMENT
- CIVIC ENGAGEMENT

KNOWLEDGE  
SKILLS  
ATTITUDES & VALUES



# CITIES OF LEARNING SPINE

The Learning Spine breaks down in each layer the knowledge, skills, attitudes and values being developed, which are then recognised and communicated through an open badge.

	ENGAGEMENT LAYER	PARTICIPATION LAYER	DEMONSTRATION LAYER	LEADERSHIP LAYER
KNOWLEDGE	Acquire information	Interact with learning	Apply knowledge within real world context	Embed knowledge in different contexts
SKILLS	Actively experience	Join in	Gain experience and receive feedback to develop	Influence others
ATTITUDES & VALUES	Understand what's expected	Meet expectations	Show consistency	Take ownership and inspire



# CITIES OF LEARNING SPINE

Helping people and places tell the story of their learning

Each Layer represents a different type of learning experience.



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

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

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.

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:

- Careers fairs
- Exhibitions
- Open days
- Assemblies

Examples:

- Workshops
- Training
- Qualifications
- Clubs

Examples:

- Competitions
- Work experience
- Awards programmes
- Projects

Examples:

- Ambassador programmes
- Leadership programmes.

# Activity: mapping badges into pathways

# Connecting learning across the city to uncover pathways to learning and work

Formal & Informal Learning

FE / Apprenticeships T Levels. On programme & End Point Assessment

Professional & qualifications CDP

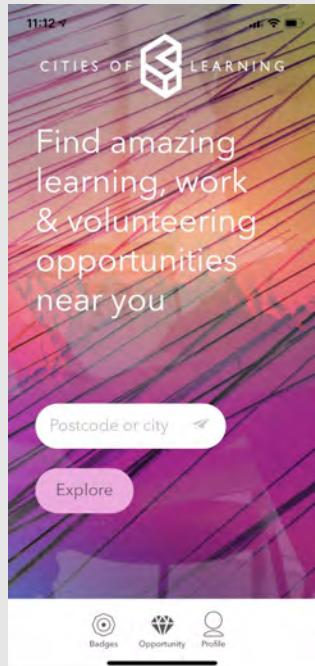


Using digital badges to capture and communicate lifelong learning

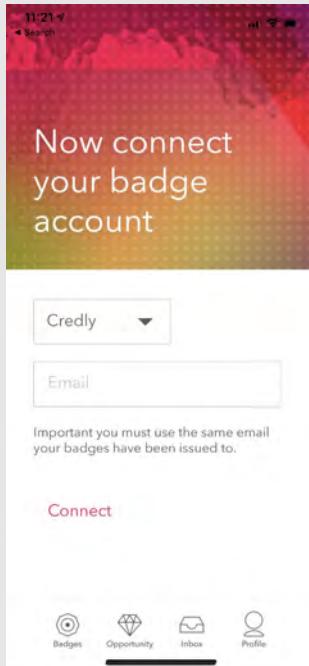


# Navigatr: the CofL Pathways tool

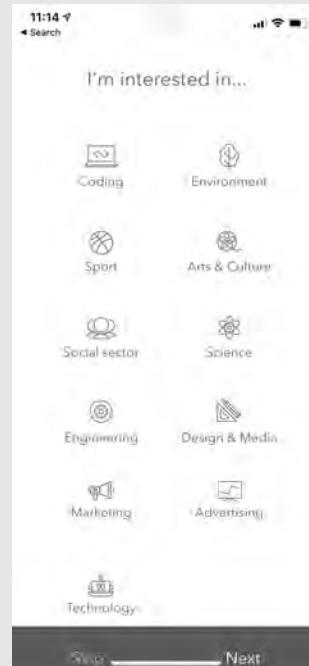
# The Navigatr App (*currently in development*) creates pathways to learning and opportunities



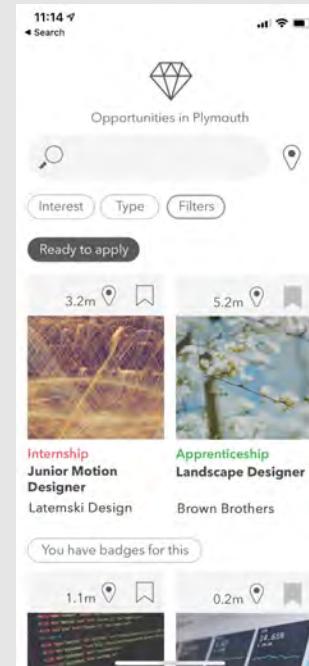
Set location



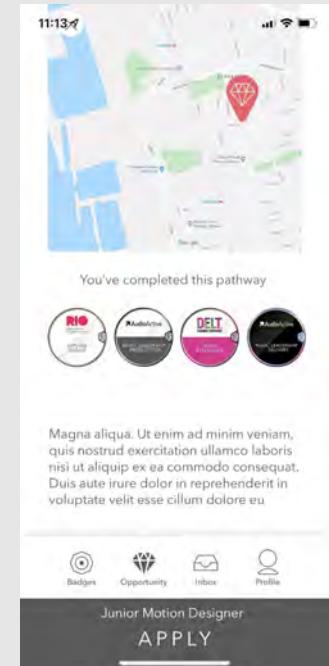
Import your badges



Explore pathways



Discover Opportunities

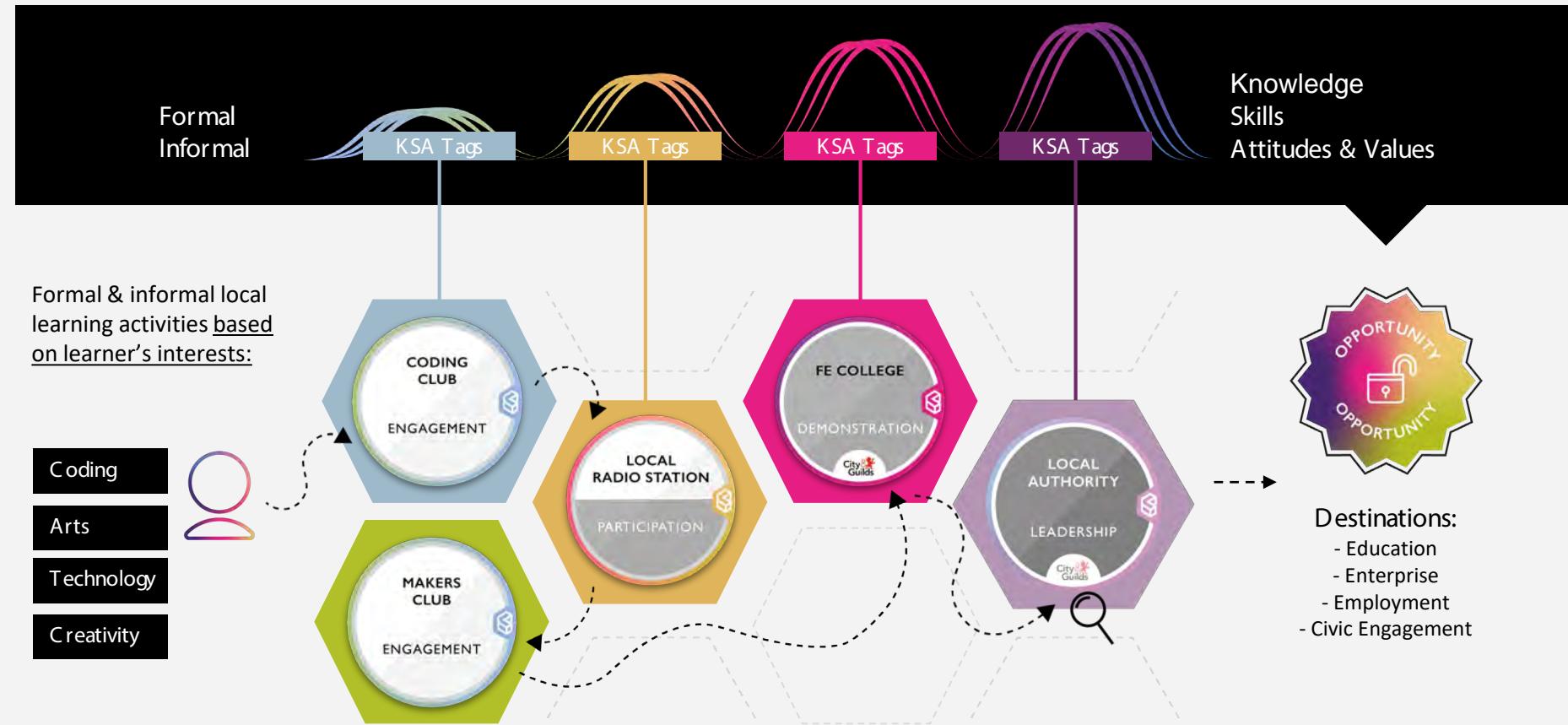


and Connect

## INTEREST - DRIVEN PATHWAY

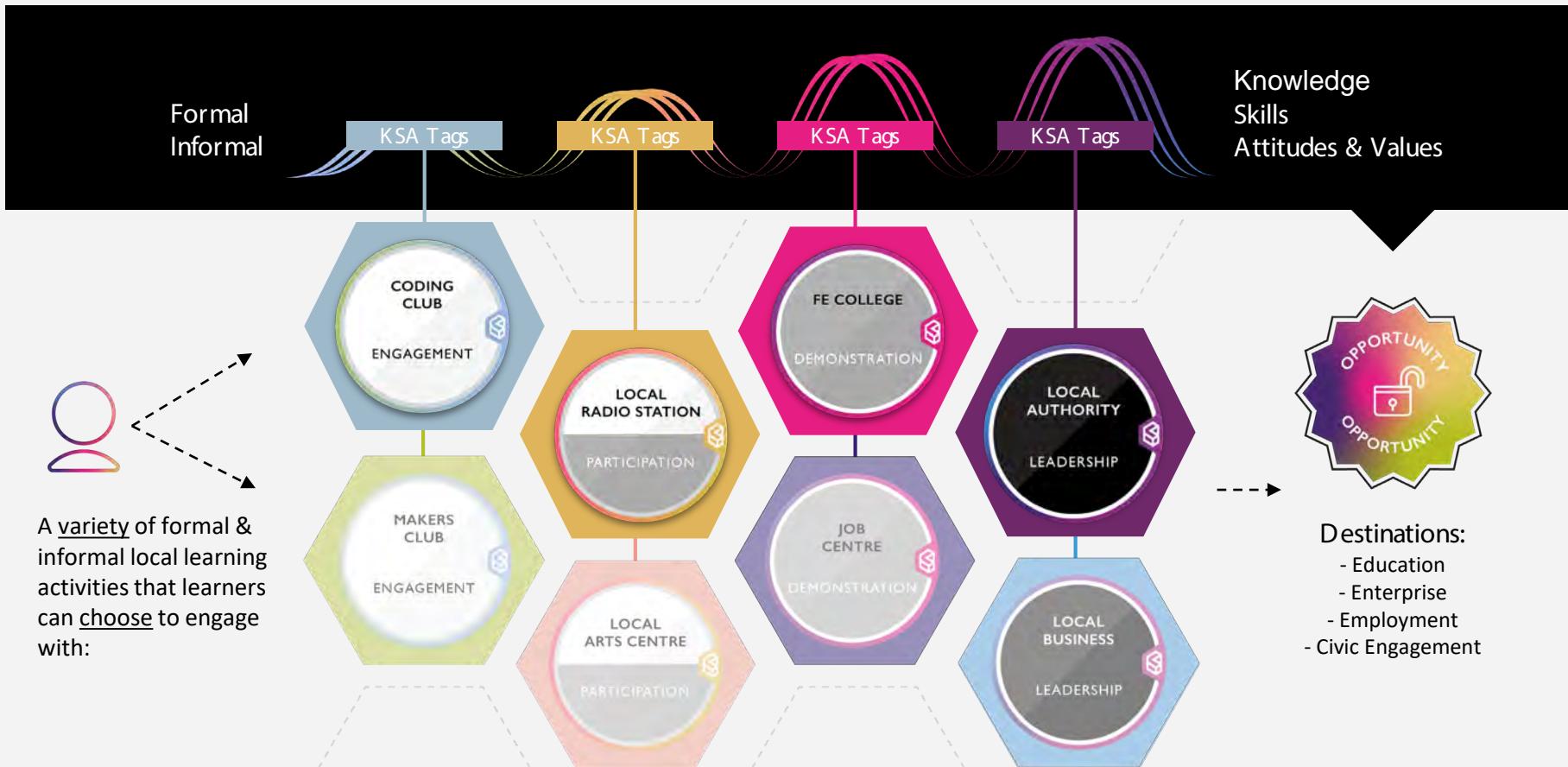
Learner creates their own pathway by exploring learning experiences they find interesting

A rules based engine suggests activities which fill in knowledge, skills, attitudes and values gaps



## DESTINATION - DRIVEN PATHWAY (Rules-based engine)

The Cities of Learning App suggests a variety of learning experiences that learners can select from to progress them towards a chosen destination



# Discussion: Q&A

## Upcoming events!

### **Workshop 3**

**Brighton Site Visit \*11th December\***

### **Workshop 4**

**Ed & Industry \*23rd January\***

### **Workshop 5**

**Fundraising \*January\***

### **Workshop 6**

**Meet, Test, Collaborate \*February\***