Why an awarding body that is over 140 years old is making the move from paper-based certificates to digital credentials

Kirstie Donnelly MBE, CEO at City & Guilds Group
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Who we are?

City & Guilds is the UK’s leader in vocational training and skills.

We are a Royal Charter body and charity focused on our sole purpose – helping people and organisations develop the skills they need for economic success and growth.

We provide Government, employers and individuals with advice and support for skills development through our policy guidance and our training, assessment and certification services.

Our City & Guilds Foundation enables access to employment for disadvantaged groups and celebrates and promotes excellence in skills development through our Princess Royal Training Awards.
Our credentials journey...

Everything we do builds quality and trust in skills recognition. Our investment in and expansion of digital credentials built on the open badge standard is designed to support people into a job, in the job and progress onto the next job.

We initiate a strategy to embed digital credential issuing within all our qualifications and accreditation services.

We support organisations to create, issue and recognise learning through our expanded digital credential solutions.

We invest in digital credential solutions provider DigitalMe to support learners to have a portable records of skills.

We issue over 95,000 credentials to our learners in this last year alone to validate and promote their skills.

Through integrating digital credentials into our core offer we are also raising awareness of the how they can support people gain recognition and communicate their skills to unlock opportunities in life and work.
The role of a skills convenor

City and Guilds supports 3.5 million learners each year to achieve qualifications or engage in technical education learning programmes with accredited outcomes. We are a global leader in Technical and Vocational Education & Training. Recognised as a thought leader on Skills Education Policy
What is accreditation of a learner?

“the action or process of officially recognising someone as having a particular status of knowledge or being qualified to perform a particular activity.”

The recognition being made by a trusted independent third party to ensure currency and value of the outcomes
What are/were the value features of a paper certificate?

- Offered better portability options
- Could easily serve as proxy for independent validation (crest and signature)
- Able to carry trusted brand status linked to quality of production
- Evolving standardised formats allowed easy understanding
- Gained currency to provide access to institutions or work
The natural evolution to digital credentials

- Offers even better portability options
- Easily serves as proxy for independent validation (crest, digital signature and link to authentication)
- Still able to carry trusted brand status linked to quality of production
- Evolving standardised formats allow easy understanding of data
- Gaining currency to provide access to institutions or work

Plus much, much more …

“...It is not the strongest of the species that survives, nor the most intelligent, but the one most responsive to change.”

- Charles Darwin, 1809
How are we using now?

- Leading by example in recognising internal CPD and awards programmes through digital credentials so staff can showcase their skills.
- Increasing the number of products and services we offer that include digital credentials as standard.
- Supporting organisations design, deliver and recognise learning through digital credentials.
- Creating communities of best practice to support traction in the market for digital credentials.
- Sharing our story to help inspire others to adopt a digital first approach and support learners through digital credentials.

Working with employers, schools, colleges, universities and direct to learners
Every City & Guilds Group Digital Credential issued, builds quality and trust online.

<table>
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<tr>
<th>We promote our purpose.</th>
<th>We evidence learning and development.</th>
<th>We provide 1-click authentication of certified skills.</th>
<th>We raise awareness of professional profiles.</th>
<th>We recognise our partnerships.</th>
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BRAND AWARENESS | LEARNING & DEVELOPMENT | CERTIFIED SKILLS | PROFESSIONAL COMPETANCIES | PARTNERSHIPS |
Where are we going and what more could we do?

- **Skills Bridges** – connecting displaced workers (now) or career switchers (future) to new work opportunities
- **Sector career frameworks** – plotting education to employment journey underpinned by making lifelong learning a reality
- **Progression mapping** – automatically signposting to occupational skill profiles or job opportunities to ensure development is connected to destination
‘Step into’ Skills Bridges: Taking people direct to jobs

Transition from industries losing parts of their workforce to fulfil the growing recruitment needs of the social care sector

**Target audience**
Individuals impacted by COVID-19, interested in working in social care:
- Displaced
- Want a different job

**Recruitment partners**

**Digital recognition**
Digital credentials links to job opportunities

**END RESULT:**
DIRECT TO JOB
Digital credential links to job opportunities

**DISPLACED WORKFORCE**
From sectors impacted by the pandemic (e.g., Tourism, Hospitality, Aviation)

**SOCIAL CARE EMPLOYERS**
Challenges around recruiting the right staff and retaining talent

**Online learning**

**Skills Tags**
Caring Mindset - the right values and behaviours to work in the Care sector

**Assessment Criteria**
Recipient
Issue date
Issuer
Image
Description
Skills Tags
Assessment
Criteria

**Digital credentials are full of data**

A City & Guilds Group Collaboration
1. A global professional development framework for the hospitality industry (the first and only one in the world)
2. Sets a global benchmark (a minimum standard) for job roles
3. Co-created with employers for employers
4. Designed to recognise skills and experience of full-/part-time and/or casual staff
5. Helps employers:
   • Attract more people into hospitality
   • Promote career opportunities in the sector
6. Works with existing/in-house recruitment, training and appraisal systems and processes
7. Added value for training programmes and qualifications
8. Recognises work experience
9. In partnership with WorldChefs
10. Created and quality assured by City & Guilds
Progression Mapping: Creating transferable skills matching
Our ambition for the future …

- Today we award 3.5m qualifications
- So far we have awarded about 100k digital credentials this year
- Over the next 3 to 5 years we intend to:
  - Deliver 1 million digital credentials in the coming year on a global scale in education and employer settings
  - Reimagine how we recognise and validate stackable and portable skills that take us beyond conventional qualifications
  - Ensure they are accepted as a valid currency for helping people to progress from education into work and through their careers

In achieving this ambition we predict that in 10 years time 10m plus people worldwide could benefit from having been issued with a City & Guilds credential to get them into a job, progress in the job and move onto the next job.