



CELEBRATING 10 YEARS OF
2013 **2023**
MOVEMENT TO WORK

10 Years of Movement to Work
CAMPAIGN PACK



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BACKGROUND

About Movement to Work

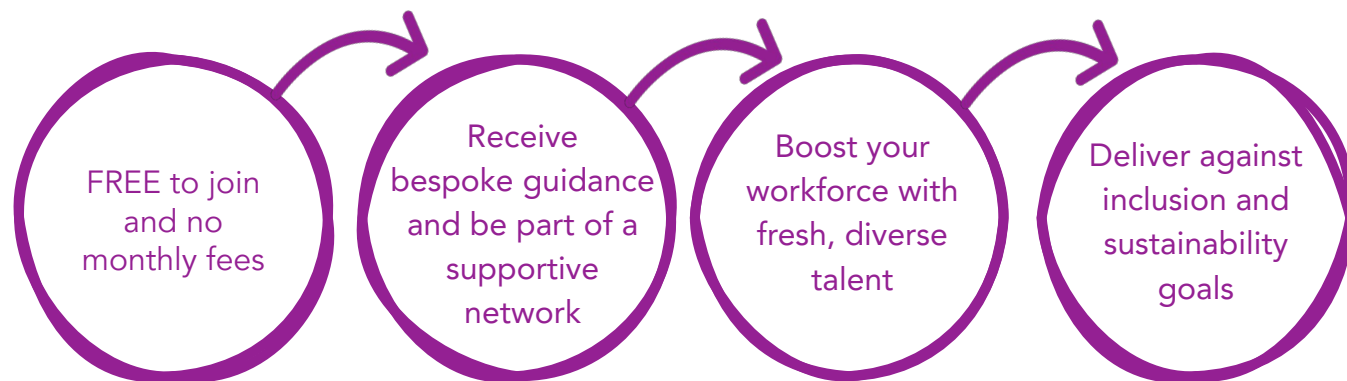
WHO WE ARE

Movement to Work (MtW) helps employers deliver high quality employability opportunities for young people aged 16-30 who face barriers to work.

We are a registered UK charity offering **100% no-cost support** to businesses interested in youth employment. All we ask is that you join our community and create worthwhile experiences for young people.

WHY WE DO IT

We believe that young people are our future. The more we invest in them, the more we secure the wellbeing of younger generations and the country's growth. With almost **800,000 young people not in education, employment or training**, we have a responsibility to help them into work and set them up for success. Young people are our future.



What we offer

FREE 1-2-1 SUPPORT

You can count on a dedicated account manager to help you every step of the way, from designing, reviewing or updating your programme, to making connections from across our network.

FREE TOOLS & INSIGHTS

We can help you stay in the loop with latest trends alongside providing you with access to our Member Area filled with tools to measure and make the most of your programmes.

FREE EVENTS & NETWORKING

From intimate peer-to-peer forums to large summits and awards, our events are fantastic opportunities to showcase your employer brand, network, and learn from the MtW community.

Key facts: Youth unemployment

- The unemployment rate for 16–24-year-olds is 11.3%, nearly three times the national average of 3.9%.
- The number of young people aged 16 to 24 years and not in education, employment or training (NEET) is currently estimated to be 770,000 (January to March 2023) - these rates remain higher than pre-pandemic levels.
 - Of this, an estimated 475,000 young people are economically inactive and 295,000 are unemployed.
- [The Prince's Trust NatWest Youth Index 2023](#) reveals young people's overall happiness and confidence remains at an all-time low, as the pressures of a cost of living crisis weigh heavily on their minds. It also reveals:
 - For many young people, financial security and good mental health are among their biggest goals in life.
 - More than half of young people (59%) agree that having a job is, or would be, good for their mental health.
 - One in four young people or 26% feel like they are going to fail in life, rising to 35% among NEET young people and 36% among those from poorer backgrounds.





THE CAMPAIGN



Marc Bolland, Founder of Movement to Work

10 years of Movement to Work

In 2013, while CEO of Marks & Spencer, Marc Bolland kickstarted a Movement of businesses, civil servants and charity leaders committed to helping young people struggling to get into employment.

Flash forward to 2023, Movement to Work has helped employers deliver more than 155,000 opportunities. Together, we create quality experiences for young people whilst building inclusive and diverse workplaces fit for the future.

Campaign objectives

Our young people need us now more than ever, with nearly a million young people not in education, employment or training. So to mark our 10th anniversary, we are showcasing the power of the Movement. The campaign will showcase employers telling us all they've gained from being involved, alongside the young people whose lives have been changed through being given that all-important chance to shine.

Our aims

Employer engagement

- **Generate new leads**
- **Raise brand awareness**
- **Deliver more opportunities for young people**

"If you want to go fast, go alone. If you want to go far, go together."*

By showcasing our stories through a combination of LinkedIn ads and organic social and digital engagement, we hope to capture the attention of as many UK employers as possible and inspire them to join the Movement.

Power of the collective

- **Share the content**
- **Create your own**
- **Re-use existing**

We are looking to our network to join the rallying cry! Our social media following is small compared to combined the pulling power of our amazing partners. During this 10th anniversary year, we are counting on YOU to get involved. We want to encourage you to use this as a moment to shout loud and proud about all the great work we do together. Please support us and we'll support you in whatever way we can!



*African proverb

Campaign heroes

You're in good company – see below for a reminder of the brands who are featuring and supporting this campaign (alongside our wider network members and partners).



BAE SYSTEMS

Marriott
INTERNATIONAL

Spokespeople

- Accenture: Lisa Rose, Michelle O'Neill
- BAE Systems: Richard Hamer, Anastacia Jamfrey
- BT Group: Gee Uddin
- Diageo: Gillian Dalziel, Frazer Wesenraft
- DWP: Ryan Bushell
- M&S: Heather Graham, Kevin Lennon
- ManpowerGroup: Georgina Huntley, Aaron Christie
- Marriott: Joanna Chugh, Rachel Langley
- Tesco: Emma Taylor
- Salesforce: Zahid Jiwa
- Unilever: Zoha Khan



M&S
EST. 1884



TESCO

DIAGEO

accenture

BT Group



KEY MESSAGES



Key messages

About the campaign

1. 2023 marks 10 years since Movement to Work was founded. During this anniversary year, Movement to Work is calling for more employers to join the fight against youth unemployment.
2. The 10 year anniversary campaign features major UK employers and young people who have benefitted from their programmes including: Accenture, BAE Systems, BT, Diageo, M&S, ManpowerGroup, Marriott, Salesforce, Tesco, Unilever, The Department for Work and Pensions.
3. Young people need us more than ever. With the unemployment rate for 16–24-year-olds nearly three times the national average, we must take steps to invest in our future workforce now.



Key messages

About MtW

1. Movement to Work offers free support to help employers create quality work and training opportunities for young people facing barriers to employment, helping to equip them with the skills and support they need to succeed, now and in the future.
2. By running a Movement to Work programme, businesses play a key role in helping to drive social change and can make a significant impact in the communities in which they operate, by creating life changing employment opportunities for those who need it most.
3. The charity helps employers to build a more sustainable and diverse workforce which is reflective of the world we live in, helping to address talent gaps and build workforces in sectors experiencing labour shortages - all helping to drive business performance with a pipeline of fresh ideas, perspectives and energy.
4. Working with its employer and partner network, the charity has helped to deliver more than 155,000 opportunities to young people across the UK since its inception in 2013, with 89%* progressing into jobs, apprenticeships or returning to education.
5. Movement to Work wants to help even more young people realise their potential; it's the right thing to do for our young people, for business and our economy. Join us!

* positive outcomes based on 2022 delivery reporting



ACTIONS



OUR ASK TO YOU

Young people need us now more than ever. We want to use the occasion of our 10 Year anniversary to raise awareness across our networks and beyond. From now and until the end of 2023, we will be creating content across our channels to help amplify the great work we're doing together - please get involved!

We would like your support by being active via your own personal social media channels and rallying the support of your organisations social and digital teams to further amplify MtW content. Whether you **use our comms pack**, take the opportunity to **find your own stories**, or **re-share some of your existing content once again** - please join us and use this moment to celebrate your involvement with the Movement and encourage others to join us.

- **Step 1: FOLLOW** - Please ensure you are following all Movement to Work channels.
- **Step 2: AMPLIFY** - We will be posting weekly from 26th June - please keep an eye out for posts and please **COMMENT**, **TAG** your colleagues, **LIKE** and **RE-SHARE** our content on your channels.
- **Step 3: POST** - Please see our suggested social media copy and content to post and tag **@Movement to Work #YoungPeopleWork** so we can track engagement and amplify.
- **Step 3: ENGAGE** - For this 10th Anniversary year we want to hear more about **YOUR stories**, why YOU support the mission of Movement to Work and why others should get involved. Please get creative and let us know if there's anything we can do to support!

The content



All content will live as YouTube videos on our dedicated campaign webpage*:

Pre-launch password: mtw10

Please use our links in all your comms to help drive employer engagement back to MtW.

*Will go live Monday 26th June

X2 'Hero films"

1 longer 3.5 mins, 1 shorter 1.5 mins video which will include snippets from various conversations we had with employers and young people in March which will serve as promotional material for the Movement and our collective mission.

X8 Young Person Employment Stories


Eight stories from young people who have been through a MtW programme and are now employed across: *Accenture, BAE Systems, Diageo, M&S, ManpowerGroup, Marriott, Unilever, The Department for Work and Pensions*

All video content is supplied as YouTube videos in 16:9 format

The plan

Our approach is to officially launch on our website and social media channels on Monday 26 June with the hero film content followed by a staggered release of employment story content (alphabetically) allowing a 2-week 'employer spotlight' per brand between 3 July and 22 October 2023. This is to maximise the engagement and longevity of the campaign across our anniversary year.

Embargoes

- Hero films are embargoed until Monday 26 June.
- Each employment story is embargoed until the employer spotlight moment as detailed here 

Once the embargo is lifted on each content, you can continue to use it as you please. We would be delighted if you could keep sharing and engaging with MtW throughout the year and beyond.

- Videos will be hosted on our special campaign page (via YouTube) www.movementtowork.com/10-years.
- Please use this link in all your comms to help drive engagement back to MtW.

Key dates for your diary

Provisional campaign staging of **hero videos** and **employment stories** release dates (subject to change):

- **26 June – 2 July: Launch / MtW “hero” videos release**
- 3 July – 16 July: Accenture
- 17 July – 30 July: BAE Systems
- 31 July – 13 August: Diageo
- 14 August – 27 August: DWP
- 28 August – 10 September: M&S
- 11 September – 24 September: ManpowerGroup
- 25 September – 8 October: Marriott
- 9 October – 22 October: Unilever

Other dates of note:

- 3–7 July: Youth Employment Week
- 8 August: SQA results
- 12 August: International Youth Day
- 17 August: AS level, A level and T Level results
- 24 August: GCSE results

Comms planning

Please brief your comms colleagues and spokespeople and encourage them to **tag Movement to Work** and **use our campaign URL** in all activity. Please also follow the campaign timeline and **Like, Share,** and **Comment** on our posts and we will do the same with yours. In addition to the content we will provide, please do think creatively about how you might leverage the 10 year anniversary and the launch of this content further to maximise engagement and raise awareness of our partnership i.e.:

- Organic social media posting tagging MtW
- 'Paid for' social media posting / ads, again tagging MtW
- Inclusion on your website
- Blogs (website / LinkedIn based - could your CEO or senior leadership share the videos on their channels?)
- Media & PR engagement
- Advert / advertorial content

As ever, we're very happy to support any/all campaign related efforts. Just let us know what you've got in mind!



Idea: Why not tie-in special activity to align with the below key dates?

- 3-7 July: Youth Employment Week
- 8 August: SQA results
- 12 August: International Youth Day
- 17 August: AS level, A level and T Level results
- 24 August: GCSE results

Leadership advocacy

We know we have powerful influencers in the MtW network who have large audiences that could really help with the visibility of the campaign and Movement to Work more generally.

Please support your MtW Steering Group members, campaign spokespeople and senior leaders to engage with the campaign content and use this moment to create their own posts to help drive engagement amongst their followers.



Charles Woodburn
Chair & Trustee, Movement to Work
Chief Executive Officer, BAE Systems



Olly Benzecry
Trustee, Movement to Work



Ed Petter
Group Corporate Affairs Director, BT



Simon Eaves
Market Unit Lead, Accenture



Sacha Berendji
Retail, Operations & Property Director, M&S



Kevin Rowan
Head of Organising, Services and Learning, TUC



Richard Sharp
Head of Unilever UK and Head of HR for Unilever UK & Ireland



Joanna Chugh
Area Vice President, UK, Ireland and Nordics, Marriott International



Emma Taylor
Chief People Officer, Tesco PLC



Tristram Roberts
Group Human Resources Director, Barclays



Jonathan Townsend
Chief Executive Officer, The Princes Trust



Zahra Bahrololoumi
Executive Vice President and CEO of Salesforce UK



Debbie Alder
Director General of Human Resources, Department of Work and Pensions



VIDEO CONTENT



Hero videos

TYPE	LINK	RELEASE DATE
LONG (3.5 mins) / 16:9 / YouTube	https://bit.ly/4437oze	26 JUNE 2023
SHORT (1.5 mins) / 16:9 YouTube	https://bit.ly/3CwcsAd	26 JUNE 2023
YOUNG PERSON SNIPPET (15 secs) / 9:16 & 1:1	GDrive file download	26 JUNE 2023
EMPLOYER SNIPPET (15 secs) / 9:16 & 1:1	GDrive file download	26 JUNE 2023



Young person employment stories

BRAND	LINK	RELEASE DATE
1. Accenture	https://bit.ly/3XcFy1i	3 JULY 2023
2. BAE Systems	https://bit.ly/3XccHKv	17 JULY 2023
3. Diageo	https://bit.ly/3XhnT8v	31 JULY 2023
4. DWP	https://bit.ly/3N3Srpq	14 AUGUST 2023
5. M&S	https://bit.ly/3X7oyJG	28 AUGUST 2023
6. ManpowerGroup	https://bit.ly/3NxK872	11 SEPTEMBER 2023
7. Marriott	https://bit.ly/3NyD75Y	25 SEPTEMBER 2023
8. Unilever	https://bit.ly/3CyG4gg	9 OCTOBER 2023



SOCIAL MEDIA

Content inspiration

Some prompts to get the creative juices flowing as you draft your social posts, blogs and more!

GENERAL PUBLIC

- Passionate about opportunities for young people from diverse backgrounds? Post about it!
- Why do you think should employers get involved with Movement to Work?
- What was your journey into the world of work like? What barriers did you face and what helped?

MTW EMPLOYERS

- Why are you proud to be involved with Movement to Work?
- What are some of your success stories?
- What benefits has it brought to your business?
- What's your message to fellow employers?

MTW PARTNERS

- Why are you proud to be involved with Movement to Work?
- What are some of your success stories?
- Why is it important we invest in our young people's training and skills?
- What's your message to employers?

MTW AMBASSADORS

- Why are you proud to be a Movement to Work ambassador?
- What was your journey into the world of work like? What barriers did you face and what helped?
- What's your message to employers?
- What's your message to young people who are at the start of their employment journey?

EXAMPLE SOCIAL COPY:

SHORT TWITTER FRIENDLY COPY

- *Proud to support @MovementtoWork who help employers to develop employability programmes for young people. U.K. youth need us now more than ever so join the Movement and get involved! #YoungPeopleWork [ADD CAMPAIGN URL].*
- *Happy 10th anniversary @MovementtoWork! Proud to support their mission, helping young people to realise their potential. Join us and be part of something which is changing the lives of U.K. youth #YoungPeopleWork [ADD CAMPAIGN URL].*
- *Calling all business leaders! Join @MovementtoWork today for free and work together develop employability programmes and boost your workforce with diverse, young, talent. #YoungPeopleWork [ADD CAMPAIGN URL].*

LONG / LINKEDIN / INSTAGRAM / FACEBOOK

- *We're proud to be celebrating 10 years of Movement to Work! Together we are supporting young people to realise their potential whilst bringing amazing fresh talent into our workforce. Our young people need us more than ever so join today and be part of the Movement which is committed to helping to tackle youth unemployment. It's the right thing to do for our young people, for business and our economy #YoungPeopleWork [ADD CAMPAIGN URL].*

If you'd prefer to write your own posts, please at a minimum remember to TAG Movement to Work and link to the CAMPAIGN URL. Thank you!

MtW CHANNELS

- CAMPAIGN URL
www.movementtowork.com/10-years
- MTW WEBSITE
www.movementtowork.com/
- LINKEDIN
<https://www.linkedin.com/company/movement-to-work/>
▪ @Movement to Work
- TWITTER
<https://twitter.com/movementtowork>
@MovementtoWork
- INSTAGRAM
<https://www.instagram.com/movementtowork/>
@movementtowork
- FACEBOOK
<https://www.facebook.com/MovementToWorkUK/>
@Movement to Work
- YOUTUBE
@movementtowork5969
- #YoungPeopleWork

EXAMPLE SOCIAL COPY:

PARTNERS (Ref young person employment story)

- So proud to have been able to support [ADD NAME] to overcome barriers to work and find their next step on their employment journey with [ADD COMPANY]
- Through being a part of the @Movement to Work #YouthEngagementNetwork we are able to support employers to plan and deliver youth employability programmes that really make a difference. Feeling inspired? Join the Movement to find out more. [ADD CAMPAIGN URL] #YoungPeopleWork

MTW YOUTH AMBASSADORS (Ref young person employment story)

- I'm proud to be a @Movement to Work Youth Ambassador and help celebrate 10 years of helping young people into work. Thanks to Movement to Work and [ADD COMPANY], I was able to overcome barriers to work and find employment. I know first-hand the power employers have to change young people's lives for the better.

[OPTION - ADD MORE INFO ABOUT YOUR EMPLOYMENT JOURNEY AND WHY YOU'RE PASSIONATE ABOUT MTW]

If you're an employer and want help to create an existing youth employment strategy join the Movement to find out more. [ADD CAMPAIGN URL] #YoungPeopleWork

If you'd prefer to write your own posts, please at a minimum remember to TAG Movement to Work and link to the CAMPAIGN URL. Thank you!

MtW CHANNELS


- CAMPAIGN URL
www.movementtowork.com/10-years
- MTW WEBSITE
www.movementtowork.com/
- LINKEDIN
<https://www.linkedin.com/company/movement-to-work/>
▪ @Movement to Work
- TWITTER
<https://twitter.com/movementtowork>

@MovementtoWork
- INSTAGRAM
<https://www.instagram.com/movementtowork/>

@movementtowork
- FACEBOOK
<https://www.facebook.com/MovementToWorkUK/>

@Movement to Work
- YOUTUBE

@movementtowork5969
- #YoungPeopleWork



PHOTOGRAPHY, LOGOS, FONTS, SOCIAL CARDS



PHOTOGRAPHY

[DOWNLOAD HERE](#)

['BTS' CAMPAIGN PHOTOGRAPHY](#)

SOCIAL CARDS

[DOWNLOAD HERE](#)

LOGOS

[DOWNLOAD HERE](#)

FONTS

Rofitaste

RECENT EVENTS

1. [2023 CEO Summit & Awards](#)
2. [2022 Youth Summit](#)
3. [2022 CEO Summit & Awards](#)
4. [2021 Youth Summit](#)

GLASTER STENCIL.

Avenir

If you have any issues accessing these digital folders please reach out
info@movementtowork.com



MEDIA ENGAGEMENT



Press, Media & Public Relations

As we do not have a formal PR team and budget for media agencies at this time, we would love you to challenge your internal PR teams and external agencies to use the campaign as an opportunity to talk to media about youth employment and your involvement with Movement to Work.

We stand ready to support with any media stories, interview requests, press releases, quotes, or any further media assets required to help sell this in.

Please let us know if you're planning any media activity so we can help to de-conflict activity across the multiple partners involved in the campaign!

Key targets

- Business news
- Social affairs
- Trade: HR, Talent, Training, Recruitment

Idea: Why not tie-in conversations with media with some of the key dates below?

- 11 July: Labour Market overview (ONS) **released monthly**
- 3-7 July: Youth Employment Week
- 8 August: SQA results
- 14 August: Youth unemployment statistics (House of Commons library) - this date is an estimate / **released quarterly**
- 12 August: International Youth Day
- 17 August: AS level, A level and T Level results
- 24 August: GCSE results
- Youth Voice Census / Youth Employment UK (expected release September 2023)



MEASUREMENT & EVALUATION

We need to measure our success!

As a small charity with limited resources, this campaign means a lot to us and we are committed to learning as much as we can about what works and what doesn't.

Please help us measure and evaluate this campaign by:

- **Keeping us in the loop** with what / when / how you might engage with the campaign so we can track progress alongside you.
- **Remember to tag us** @Movement to Work #YoungPeopleWork.
- **Use the campaign url www.movementtowork.com/10-years** in all your activity where possible to help drive leads back to us and so we can measure traffic.

Input into our tracker

Simply copy & paste URLs of all social, digital or media content generated into our campaign tracker [HERE](#).

Our KPIs

- Primary - sign up 10 new organisations to the Movement
- Secondary - increase LinkedIn follower count from current (3500) to 5000+
- Tertiary - increase engagement rate by 5-10% across organic posts. This is currently between 2-6%



CONTACTS



Key contacts

- Please direct any queries to info@movementtowork.com and they will be forwarded to appropriate member of the team



THANK YOU!

PEOPLE WORK

visitor visitor visitor visitor visitor