

**Movement to Work**

# **BRAND BOOK**

**EXTERNAL**

YOUNG  
PEOPLE  
WORK

Let's DO  
SOMETHING

*amazing*



# What is Movement to Work? (Long)

Founded in 2013 and provoked by the global financial crisis, Movement to Work (MtW) was born out of a commitment made by a small collective of business leaders and civil servants to fix the endemic problem of youth unemployment in the UK, aiming to break the vicious circle of 'no experience, no job' that so many young people face.

Today it is a vibrant not-for-profit community of UK employers, youth-outreach organisations, training providers and government allies – all aiming to level the playing field for young age people aged 16-30 facing barriers to work. As a robust delivery partner, we work with employers to design and implement brilliant work experience and vocational solutions for their organisation, either in-house or through one of our recommended training providers. With hundreds of organisational members, Movement to Work has a proven track record of driving social mobility with over 125,000 work placements delivered to date, made possible by employers, charities and Government working together. Collectively we have provided young people with diverse and empowering experiences ranging from hospitality to engineering, with regional hubs working in London, the Midlands, North East and North West to make a real difference nationwide.

Our team is diverse and dynamic – mostly seconded from employer partners, bringing in bright minds from a range of industries committed to putting their skills to tackling youth unemployment. We are formally B2B and our sweet spot is fuelling powerful partnerships where everybody wins.

We are active – we run a steady flow of events throughout the year, from small forums to large-scale awards ceremonies, and we continue to raise our profile in spheres of influence to ensure youth employment remains on the agenda for political and business leaders alike. In 2020 we launched our MtW Youth Ambassador group, whereby young people share ideas and run projects within our organisation to ensure we continue to engage directly with them as well as for them.

We help #YoungPeopleWork – it works for them, it works for business, it works for society.

# What is Movement to Work? (Short)

Movement to Work (MtW) is a vibrant not-for-profit coalition of UK employers, youth-outreach organisations, training providers and government allies – all aiming to level the playing field for young age people aged 16-30 facing barriers to work. As a robust delivery partner, we work with employers to design and implement brilliant work experience and vocational solutions for their organisation, either in-house or through one of our recommended training providers. With hundreds of organisational members, Movement to Work has a proven track record of driving social mobility with over 125,000 work placements delivered to date, made possible by employers, charities and Government working together. Collectively we have provided young people with diverse and empowering experiences ranging from hospitality to engineering, with regional hubs working in London, the Midlands, North East and North West to make a real difference nationwide.

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# What makes us unique? USP

## 1. Our perspective.

We position ourselves as a voice for business – but we are so much more than that.

Our community includes **employers**, **youth-outreach organisations**, **training providers** and **government**.

We are a **diverse team** seconded from various industries. We have **youth ambassadors** who inspire us to think differently.

We are able to see the problems and solutions holistically - and yet our strong business sense allows us to design and implement **practical** action plans.



# What makes us unique? USP

## 2. Our network.

Our network is our net worth – with a steering group comprising of leaders of some of the biggest businesses in the U.K. and hundreds of organisations working in collaboration with MtW, we speak from a place of credibility fuelled by knowledge and experience.

Despite our impressive network, we don't forget who we really serve: **young people** - MtW's 'main client' and who we advocate for every step of the journey. We have worth because we continue to advocate for, uphold, and value young people and their potential, and we seek to work yet more closely with them.







# Reasons to believe

- FREE to join – no cost for you or your organisation
- Receive bespoke advice from industry experts
- Access additional funding with experienced guidance
- Unlock diverse talent and boost CSR and PR
- Be part of a network sharing best practice and thought leadership



**100+**  
member organisations  
nationwide  
**125,000+**  
work placements  
delivered



# Reasons to believe



*"The business case for supporting Movement to Work is very simple – it provides you with access to great, diverse talent, it energises your existing employees and offers them considerable personal development as mentors."*

Olly Benzecry, MtW Chairman, Chairman and Managing Director of Accenture UK&I



*"Being employed gives opportunity and confidence not only to the individual, but to the generations that follow them."*

Zoha Khan, Unilever MtW Breakthrough Star 2020



*"It's a great opportunity for recruitment – helping us to keep bringing diverse talent into the business"*

Natasha Adams, Chief People Officer, Tesco

# Who is our audience?



## FIRST

### EMPLOYERS

Started by business for business – a huge part of our day-to-day is recruiting businesses to engage with Movement to Work's core values and to create and continue high quality work experiences for young people. With this audience place, we focus on promoting best practice.

## SECOND

### GOVERNMENT

We engage with government movers and shakers to ensure that policy works for businesses, works for young people, works for society. We make sure the voices of our network are heard alongside advocating for young people who do not have a voice, wherever possible.

## THIRD

### YOUNG PEOPLE

Through working with partner youth outreach organisations, and empowering the young people who come through Movement to Work related programmes, we seek to make them feel welcome in our network and give them opportunities to share their views and influence what we do and say.

# How do we speak?

- Trusted **thought-leader**
- **Professional** and ambitious
- **Smart** – academic, based in **facts** and reality
- **Bold** – we talk honestly and frankly about the world as it is
- **Appealing** to decision-makers
- **Approachable**, collaborative
- **Inspirational** – we give people **practical** solutions and good examples to follow





# Our channels

## Website

- Our digital brand home can be found at [www.movementtowork.com](http://www.movementtowork.com)
- Good place to FIND out about our story, our people and helpful tips and guides for employers (primary) and young people (secondary)

## Blog

- We share regular news and updates from across our network via our blog [here](#). We also regularly share latest research related to youth employment [here](#)

## Social media

- We are active on LinkedIn, Twitter, Instagram and Facebook where we share latest youth opportunities, news and updates from across our network, and latest news and research from a range of reputable sources related to youth employment.
- @MovementtoWork #YoungPeopleWork

## Newsletters

- We sent out newsletters every 8-weeks across our network of employers and partners.

## Events

- We have a steady stream of events throughout the year from 'Leadership Forums' to our annual awards.
- We are also keen to support, attend and speak at relevant events to raise awareness around the Movement.

## Talent Portal

- Powered by our partners at GetMyFirstJob we promote a range of our supported youth employability programmes on our website [here](#). We also promote other opportunities such as virtual WorkEx and signpost various 'Pathways' for young people to consider.

## Youth Ambassadors

- Movement to Work has a network of young people, mostly those who have been through our programmes, who are committed to supporting our efforts and sharing their stories.

## GR

- We have close contacts across government and the Civil Service and we are actively communicating best practice to support improved policy around youth employment

# Visual identity

**COLOURS:** We have three hero brand colours – **pink**, **green** and **purple** (and generally black text on white background)

**FONTS:** We have three hero brand fonts: *Rofitaste* **GLASTER STENCIL** *Avenir*

**PHOTOGRAPHY:** Wherever possible we try to show our **young people** looking **empowered** and active in the work place.

**LOOK AND FEEL:** Our visual identity aims to be **bold, bright and positive**, whilst appealing to both **professional** and **younger** audiences.





# OUR VALUES

## Purpose

To work with employers and partners to create great opportunities for young people to build their careers.

## Vision

To level the playing field for all young people by removing barriers to employment through quality work placements and vocational training.

## Ambition

- 100,000+ placements delivered December 2020.
- 125,000+ placements delivered to date.
- 2021 onwards... 200,000 placements delivered faster and stronger than ever before.



# Our values

## **Honesty**

We are honest. We're not interested in playing games. We are not afraid to talk frankly and openly about things as they are. We're not trying to sell you anything you don't need, we are trying to get you to buy into a more equal and fairer society. We're here to help, and we believe that what we're promoting just works.

## **Passion**

We are passionate. We care about what we do and we know why we do it. We know that if we do our work right it will lead to a fairer and more successful society, and we're proud of that.

## **Smart**

We are smart. We like facts and we learn fast. We are driven by efficiency and results, and we look for practical solutions to problems.

## **Adaptability**

We are adaptable. The nature of our high-turnover team means that we are often changing and we like it that way. It keeps things fresh and keeps us nimble. We are open to innovation and finding diverse and unexpected solutions to problems and challenges. Challenges become something not to dread, but to seize and enjoy working through.

## **Optimism**

We are optimistic. We talk honestly about the world but we have no time for pessimism. We don't create problems we find solutions. We believe in the potential of humanity to come together and do amazing things.

## **Collaboration**

We collaborate. We believe in the power of working together, sharing resources and learning from one another. We're open minded - you'll find no chips on our shoulders.

# Our enemy

## Complacency

There are a lot of people out there who want things to stay just as they are. Who are quite happy with the status quo because it serves their interests. Organisations that pretend to do good work but seek to do the bare minimum. We're curious about what's possible and we challenge you and ourselves to do better.

Our structure is flat and our eyes are open – if there is something that needs to be done, we do it. If someone needs help, we help them. If we need to rip up the book and start again, we will. We are small but we are mighty, our team is limited but our ambition is not.



YOUNG  
PEOPLE  
WORK



The end.

