

# The CareerTech Challenge Prize Innovator Handbook

Version 1



Unlocking  
employment  
opportunities  
for the future

**nesta**   
**Challenges**

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## How to use this handbook?

This handbook aims to support anyone interested in entering the Prize (part of the *CareerTech Challenge*). It contains all the information you need, including:

- Background on the *CareerTech Challenge*, including the Fund and the Prize;
- What the *CareerTech Challenge Prize* is aiming to achieve and the types of solutions we're looking for;
- Who can enter, and what is involved in participating in the Prize;
- The support and awards available;
- How you can enter.

You can read each section independently, but we recommend that you read the entire handbook (along with the full [Terms and Conditions](#) and Frequently Asked Questions) before you enter the Prize.

This document relates to the **CareerTech Challenge Prize** (the Prize), a challenge prize that will reward digital solutions that improve access to accurate, data-driven career information, advice and guidance.

For information about the *CareerTech Challenge Fund*, refer to the [Fund website](#).




If you've read the handbook and you still have questions, contact the team at [careertech@nesta.org.uk](mailto:careertech@nesta.org.uk).

## What is a challenge prize?

Challenge prizes offer a reward to whoever can first or most effectively meet a defined challenge. Through a public competition, challenge prizes aim to tap into and engage the broadest possible community of innovators to solve a specific problem or challenge.

Rather than specifying what a solution must look like, challenge prizes set out a clearly defined goal, along with information on how success will be measured and invite innovators to propose how they think it could be solved. This approach allows for a wide range of solutions to be considered.

## Who's involved?

<p>Supported by</p>  <p>Department for Education</p>	<p><b>Department for Education</b></p> <p>The <i>Department for Education (DfE)</i> has partnered with <i>Nesta</i> for the <i>CareerTech Challenge</i> – formerly the <i>Adult Learning Technology Innovation Fund (ALTIF)</i> – to support the development of innovative services that help people navigate the changing labour market and learn the skills they need for the future of work.</p> <p>The <i>CareerTech Challenge</i> will support the development of the <i>National Retraining Scheme</i>, which will help prepare adults for future changes to the economy, including those brought about by automation, and help them retrain into better jobs. The <i>National Retraining Scheme</i> is part of the Government's answer to the transforming world of work, where jobs are continually changing because of technological advances. The scheme will give eligible adults whose jobs are at risk of changing the support and tools they need to retrain, empowering them to redirect their careers and move into a better job.</p>
	<p><b>Nesta</b></p> <p>Nesta is an innovation foundation. For us, innovation means turning bold ideas into reality and changing lives for the better.</p> <p>We use our expertise, skills and funding in areas where there are big challenges facing society.</p> <p>Nesta is based in the UK and supported by a financial endowment. We work with partners around the globe to bring bold ideas to life to change the world for good.</p> <p>To find out more, visit <a href="http://www.nesta.org.uk">www.nesta.org.uk</a>.</p>
	<p><b>Nesta Challenges</b></p> <p><i>Nesta Challenges</i> exists to design challenge prizes that help solve pressing problems that lack solutions. We shine a spotlight where it matters and incentivise people to solve these issues. We are independent supporters of change to help communities thrive. We inspire the best placed, most diverse groups of people around the world to take action. We support the boldest and bravest ideas to become real, and seek long term change to advance society and build a better future for everyone. <i>Nesta Challenges</i> is part of the global innovation foundation, <i>Nesta</i>.</p> <p>To find out more visit <a href="http://challenges.org">challenges.org</a>.</p>

## Section 1: Introduction

### 1.1 About the CareerTech Challenge

The future of work is changing, providing opportunities for new careers and novel ways of working. We want to help prepare the workforce and provide the right tools and technologies to enable people to envision their futures.

To help achieve this, *Nesta* and the *Department for Education (DfE)* have launched the £5.75 million *CareerTech Challenge*, which encourages bold solutions to improve people's working lives and unlock employment opportunities for the future.

The *CareerTech Challenge* aligns with the work of the *DfE's National Retraining Scheme (NRS)*. The *NRS* is a programme to help adults retrain into better jobs and be ready for future changes to the economy, including those brought about by automation.

The *CareerTech Challenge* includes a Prize and a Fund:

- The Prize will reward digital solutions that improve access to accurate, data-driven career information, advice and guidance.
- The Fund will provide grant funding for innovative tech solutions which motivate people and support them to learn new skills and retrain.

Both the Prize and Fund are calling for innovations to 'future-proof' adults in the roles most likely to change.

This document relates to the **CareerTech Challenge Prize** (the Prize) - [for information about the Fund, refer to the Fund website](#).

### 1.2 About the Prize

Equipped with the right knowledge, people can plan for secure and rewarding future careers. People need to be able to understand the jobs and skills which are likely to be in demand, and the pathways to attain them. Although this information exists, it is often not accessed by those who need it most, including those in the *National Retraining Scheme (NRS)* cohort. The Prize aims to support the development of digital solutions which improve career information, advice and guidance by combining innovative uses and sources of labour market information with proactive outreach. We want people to have access to innovative digital solutions that will support them to imagine their future careers and find out about the and find routes to get there.

The Prize is open to any organisations, individuals or groups who are able to deliver their solution, provided they are based in the United Kingdom, or have a lead partner based in the United Kingdom. Entrants stand to share in a total prize pot of £1.2 million, as well as

tailored packages of in-kind support to develop, and test their solutions.

Solutions will need to be digital and provide actionable, locally relevant insights which help individuals in the *NRS* cohort plan for their future careers. The *NRS* cohort consists of individuals who are:

- Working in roles most susceptible to change due to automation;
- Employed, self-employed or working part time in England;
- Aged 24-65 years old;
- Without a qualification at degree level;
- Earning below £35,000 per annum.

### 1.3 Key dates

<b>Entries open</b>	16 October 2019
<b>Deadline for requesting additional information</b>	20 January 2020
<b>Entries close</b>	2.00pm GMT, 29 January 2020
<b>Finalists announced</b>	In April 2020
<b>Winner and Runner-up announced</b>	In March 2021

## Section 2: What we are looking for

### 2.1 Our vision

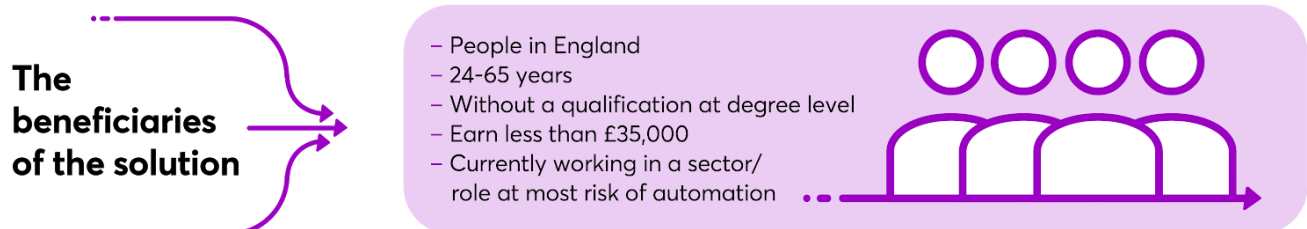
In today's world, people will likely have several careers during their working lives. Understanding the skills they have, and knowing the career options available to them in the near and longer term future is a challenging proposition, especially for those in the *National Retraining Scheme (NRS)* cohort. This does not need to be the case. The Prize will help to bridge the gap between the *NRS* cohort and their future careers by incentivising the development of digital solutions that use labour market information to make high-quality, future focused information, advice and guidance more accessible. We want people to have access to innovative digital solutions that will support them to imagine their future careers and find out about the pathways to get there.

The digital solutions the Prize supports will take an innovative approach to the use and/or sources of labour market information. This, coupled with a focus on the needs of *NRS* cohort members, will provide high-quality actionable information. This may be delivered through a variety of means, including, but not limited to:

- making local/contextual and future-facing labour market information available to a variety of users (individuals, careers professionals, local councils, media, etc.) who are either members of the *NRS* cohort or working/supporting members of the *NRS* cohort;
- using that labour market information to support users' decision making and help them consider a wider range of future jobs, training or activity.

### 2.2 Target beneficiaries

While consensus seems to be forming around technological change driving a net increase in the quality and quantity of jobs, some job roles across a number of sectors in England are projected to be more susceptible to shrinkage than others. We are looking for innovative digital solutions that will benefit people in the *NRS* cohort who fulfil the following criteria:





Examples of roles in sectors most likely to experience shrinkage include (but are not limited to):

- Retail roles including sales assistants, vehicle trades and elementary sales, records, administrative and finance roles;
- Logistics roles including vehicle trades and elementary administrative, records and finance roles;
- Manufacturing roles including process, assembly, plant and machine operatives and metal forming, welding and related trade roles.

## 2.3 What to consider when developing your solution

This Prize is a challenge prize. Challenge prizes offer a reward to whoever can first or most effectively meet a defined challenge. A challenge prize works by setting out the goal (in its Prize Statement) and how success against that goal will be measured (in its Judging Criteria) without predetermining what solutions should look like or how they should deliver.

The *CareerTech Challenge Prize* welcomes a wide range of entries. We don't know what the winning solution will look like, however our research identified a number of considerations that would help solutions deliver against the Prize's aims (as set out in the Prize Statement below).

To be effective, solutions will need to proactively engage members of the *NRS* cohort and provide them with straightforward, actionable and local recommendations to help them plan for their future careers. Innovations will need to draw on the wide range of new and traditional sources of labour market information that exist and make this information accessible and useful for the *NRS* cohort. Innovators should consider the following points when developing their solution:

### 1. Make it local

While a suitable foundation of labour market information exists at the national level, members of the *NRS* cohort need careers information, advice and guidance that is future-focused and relevant to them. There is a need to boost the quality and availability of local labour market information, and make it available to people in an exciting way. Career decisions are for the long term, so it is not enough to know what jobs are available in a local area now. Solutions could leverage the work of Skills Advisory Panels, Local Enterprise Partnerships and other sources of labour market information to help people understand the types of skills likely to be in demand in future. If done correctly, this could help to excite people in the *NRS* cohort about the future of their careers.

### 2. Make it straightforward

Solutions should make it as simple as possible to get relevant career information, advice and guidance; choose between different options; and find training providers. There is currently a gap in the market for these comprehensive services tailored for the *NRS* cohort. Moreover, in a growing marketplace of online, blended and traditional training pathways, users can be overwhelmed



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by choice and easily miss suitable providers at the same time. This can undermine people's career adaptability skills over time. There is a need for simple and comprehensive solutions that expand people's career horizons and give them the tools they need to bring their future careers to life.

**3. Make it proactive**

Solutions should acknowledge the barriers faced by many members of the NRS cohort in engaging with careers advice and guidance. Most people are focused on their everyday life and so solutions should seek to proactively engage with users, rather than relying on the users coming to them. Solutions which combine tailored support and proactive outreach to members of the NRS cohort have the potential to make significant impact.

**4. Build career adaptability skills**

A final issue is that many platforms and solutions fulfill a singular purpose - they offer careers advice, or they train people - when they should actively work to build users' career adaptability. Career adaptability is the ability of a person to be more prepared for changes to their work and the job market. Entrants are encouraged to design their solutions in a way that enable users to be more prepared for changes to their work and the job market. Approaches to build career adaptability skills and / or learner motivation could involve:

- Personalising content and delivery to meet and respond to individuals' preferences and experiences;
- Helping people feel that reskilling is attainable and achievable, even if the individual or their peer group has not previously engaged in further education, or has had a negative experience of learning;
- Increasing our target beneficiaries' motivation and agency to explore options for their future careers;
- Introducing a social component to provide additional support and direction.

## 2.4 Solutions we are open to

We encourage highly innovative entries and are open to any digital solution that could deliver against our prize statement.

The Prize is open to 'stand-alone' solutions or 'plug-in' solutions that could be added to other platforms or solutions to enhance them.

The Prize is open to completely new, early stage ideas or existing solutions that are pivoting or adding new elements or functionality. If selected as a finalist, entrants will develop and test their solutions during the Prize's 9-month finalist stage. When the Prize ends in March 2021, we expect solutions to have reached (at a minimum) an advanced prototype stage, undergone user testing and to be nearing market readiness.

## 2.5 The Prize Statement

The Prize Statement is our call to action to innovators. It articulates the Prize's aims and what we want entries to deliver, without predetermining what the solutions should look like. Finalists and, eventually, our winner will be selected on the basis of how well they meet the Prize Statement.

**The £1.2 million CareerTech Challenge Prize is looking for digital solutions that use labour market information to support people to make better-informed decisions about their future careers. Solutions should generate actionable insights, be easy to use and proactively reach out to users.**

**The solutions should benefit employed adults in England who are aged over 24 years, without a qualification at degree level and earning less than £35,000 per year, with a focus on those in roles likely to significantly change or shrink.**

## 2.6 Judging Criteria

This section outlines the criteria that will be used to assess and select our finalists and, eventually, the winner. The same Judging Criteria will be used throughout the Prize, as they allow our judges to compare very different digital solutions and how well these solutions could deliver against the prize statement.

In the initial assessment period judges will be looking for an applicant's potential to meet these criteria. Upon final assessment, to become the winner, the judges will expect each finalist to demonstrate and justify how their solution addresses each of the criteria below and meets the Prize Statement.



### Criterion 1: Innovation

Solutions should integrate and build on labour market information, in new or innovative ways, to generate actionable insights about people's future careers.

This could be achieved by:

- Combining or using labour market information in new ways to improve information, advice or guidance for target beneficiaries, including (but not limited to) insights into the future labour market and local labour market information.
- Solutions that improve the Prize's target beneficiaries' career adaptability in comparison to existing solutions.



### Criterion 2: Insight & impact

Solutions should combine insights into the future of the labour market with an understanding of the Prize's target beneficiaries, their needs, and motivations. They should expand target beneficiaries' career horizons and support their decision making, which may include helping them to discover training pathways. By the end of the Prize, finalists must demonstrate how they have developed and improved their solutions in response to their understanding of the target beneficiaries.

This could be achieved by:

- Solutions that utilise comprehensive and future-focused labour market information to generate robust insights that benefit target beneficiaries.
- Solutions that can demonstrate that their in-depth understanding of target beneficiaries has improved the information, advice or guidance provided.
- Solutions that can demonstrate that their intervention gives target beneficiaries agency by expanding their career horizons and supporting their decision making.
- Solutions that generate improved career information, advice or guidance for the target beneficiaries that is tailored to their needs, motivations and requirements.



### Criterion 3: Accessibility & usability

Solutions should demonstrate that they're easy and enjoyable to use, taking into account users' digital literacy and preferences for accessing the solution. Users should find the solution to be intuitive and reflective of their needs. Solutions should be able to service one or more profiles of users, which may include target beneficiaries and/or organisations that work with or support them. By the end of the Prize, finalists should have engaged potential users.

This could be achieved by:

- Solutions users can easily interact with, that quickly generate actionable information, advice or guidance.
- Solutions that understand and reflect the needs of diverse users, and how they're able to access and use it.

- Solutions that integrate techniques to encourage user engagement, such as gamification, nudges and/or an enjoyable user interface.
- Solutions that proactively encourage target beneficiaries' engagement, techniques could include connecting them with peers, career professionals or those that could support them.



#### Criterion 4: Market potential

By the end of the Prize, solutions should be able to demonstrate that there is a market of sufficient size to facilitate sustainability, successful commercialisation and the growth potential of their solution. They should be accessible and affordable to their potential users, and demonstrate a broader understanding of their needs. Solutions should proactively communicate with and reach out to potential users.

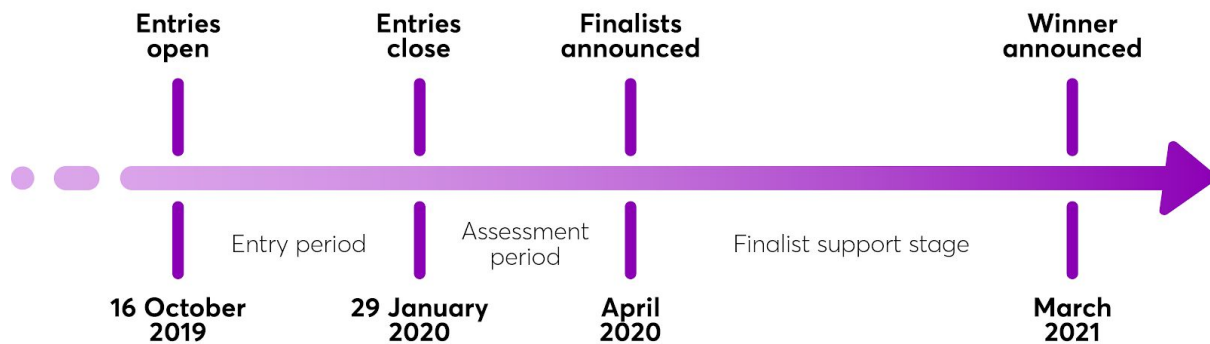
This could be achieved by:

- Solutions with a sound implementation and/or business plan, which address an identifiable need for a target market of sufficient size.
- Solutions that build on rigorous research or understanding of the market and their potential users.
- Solutions that reach out to and help potential users understand the benefits of their solution, encouraging them to engage with it.

## Section 3: What we are offering

### 3.1 Overview of the Prize Structure

#### Prize timeline



The Prize is made up of four stages:

<b>Stage 1: The entry period</b>	<b>October 2019 - January 2020</b>
Entries to the Prize open on <b>16 October 2019</b> , and close at <b>14:00 GMT on 29 January 2020</b> .	
<b>Stage 2: The assessment period</b>	<b>January 2020 - April 2020</b>
All eligible entries will be assessed and 20 finalists selected.	
<b>Stage 3: The finalist stage</b>	<b>April 2020 - January 2021</b>
Finalists will be announced via our website in April 2020. Each finalist will receive a prize of £50,000 to develop their solution over a 9-month period. During this time, finalists will also receive in-kind support and guidance.	
<b>Stage 4: Assessment &amp; announcement</b>	<b>January 2021 - March 2021</b>
Finalists will be assessed and winner will be selected to receive a prize of £120,000, with one runner-up receiving £80,000. We will announce the winner and runner-up on <a href="#">our website in March 2021</a> .	

### 3.2 Financial Support

To support innovators to develop their solutions, each of the 20 finalists will receive a £50,000 grant to develop and test their solution. In March 2021, we will announce which of our finalists has been selected as our winner and our runner-up. They will each receive further awards of £120,000 and £80,000, respectively, to help get their solutions to market.

### 3.3 Non-financial support

During the Prize, in addition to the financial support, finalists will have access to capacity development support to help develop their digital solutions. This in-kind support will be tailored to the needs of innovators while ensuring equity of support and access. The nature of this support will be discussed with finalists once they are selected.

## Section 4: Who can enter

### 4.1 Eligibility Criteria

The [Eligibility Criteria](#) articulate who can enter the Prize and conditions they will need to meet to be eligible, as well as what is required of them during the Prize.

- Open to entries from any type of organisation or group, as well as individuals aged 18 years or over. Consortium or partnership entries are encouraged.
- Entrants must have the skills and capacity to develop their solution during the Prize.
- Solutions must be suitable for beneficiaries in England.
- Entrants must be UK-based. If they are not UK-based, they must be partnered with a UK-based organisation. The UK-based organisation must be the lead partner for the entry.
- Intellectual property - entrants must own, or have written permission to use the intellectual property relevant to their entry. All entrants need to demonstrate a willingness to share information about their solution for the purposes of the Prize.
- We cannot fund activity which is party-political in intention, use, or presentation nor to support or promote religious activity.
- Employees of *Nesta*, other individuals or organisations working on the Prize, and their immediate families, are not eligible to enter.
- Successful entrants who applied as individuals must be willing to set up a legally incorporated organisation within the UK to receive funding. You will be able to use some of that funding towards reasonable expenses incurred through the incorporation process.

Please read 'Section 2: What we are looking for' of this handbook for information on the types of solutions we are looking for.

### 4.3 What's expected of me?

[All entrants to the Prize are expected to abide by the Terms and Conditions](#). Please read these in full before submitting your entry.

If you are selected as a finalist, you will be expected to use any funding received through the Prize for the purposes of developing your solution. This could include developing or



testing your solution, covering costs for staff working on your solution, or engaging external expertise or advice.

As a finalist you will be expected to participate fully in the Prize including events, monitoring and evaluation, and publicity and promotional activities relating to the Prize.

## Section 5: How to enter

### 5.1 Submitting your entry

Entries are submitted online through Submittable, Nesta's online application management platform. Entries must be submitted by **14:00 GMT on 29 January 2020**. Submittable is a third party platform. [For more information on Submittable see our Terms and Conditions](#) and [the Submittable privacy policy](#).

Before completing your form, make sure that you've:

- Read this handbook, our [Terms and Conditions](#) and the FAQs
- Set up your login on Submittable
- Reviewed the PDF version of our entry form
- Familiarise yourself with yourself with the prize statement and the Judging Criteria and make sure you clearly address them in your entry form

[If you are ready to enter, go to the entry page on our website.](#)

### 5.2 How you will be assessed

We are looking for entries that are able to address our Prize Statement. Entries will be assessed against the Judging Criteria, which have been designed to allow us to compare and assess solutions.

After the deadline (**14:00 GMT on 29 January 2020**) entries will be assessed on the basis of eligibility, quality and feasibility. This information will then be provided to our independent panel of judges who will select our finalists. We will let you know about the status of your entry by April 2020 via email.

Information you provide in your entry form may be shared with our partners (including Judges), where we are required to do so to administer the Prize. [More information on how we use your personal data is included in our Terms and Conditions and Privacy Policy.](#)



## Frequently Asked Questions

If you have questions about the *CareerTech Challenge Prize* which are not answered in the FAQs or elsewhere on the website, please contact us by emailing [careertech@nesta.org.uk](mailto:careertech@nesta.org.uk).

Please ensure you have read our [Terms and Conditions](#).

### FAQ List:

1. **What is the CareerTech Challenge?**
  - 1.1. What is the difference between the Fund and the Prize?
  - 1.2. What are the similarities between the Fund and the Prize?
  - 1.3. Are entities able to apply and enter both the Fund and the Prize?
  
2. **About the Prize**
  - 2.1. What are challenge prizes?
  - 2.2. What does this Prize aim to achieve?
  - 2.3. Who is running this Prize?
  - 2.4. What is the *National Retraining Scheme (NRS)*?
  - 2.5. Who is included in the *National Retraining Scheme (NRS)* Cohort?
  - 2.6. Why are we targeting the *NRS* Cohort?
  
3. **Who can enter the Prize?**
  - 3.1. Who can enter the Prize?
  - 3.2. Do you have to be based in the UK to enter?
  - 3.3. Do I need to be part of a company or organisation to enter? Can individuals enter the Prize? Or do you need to be registered as a sole trader?
  - 3.4. Can I enter with a pre-existing project?
  - 3.5. Will I be required to travel if I enter the Prize?
  
4. **Prize Structure and Timeline**
  - 4.1. How is the Prize structured?
  - 4.2. What are the key dates of this Prize?
  - 4.3. How are the finalists and winner chosen?
  
5. **What the Prize is looking for?**
  - 5.1. What kind of products / ideas are we looking for?
  - 5.2. What stage of development do you expect the submitted ideas / products to be in?
  - 5.3. Does my idea have to be based in England?
  - 5.4. What do we mean by career adaptability?

5.5. Why is it important that we use Labour Market Information?

## 6. How to enter the Prize

6.1. How do I enter the Prize?

6.2. How long will it take to enter?

6.3. Is there a registration fee?

6.4. Can I edit my entry once it's been submitted?

## 7. Why participate - what the Prize offers

7.1. At the end of the assessment stage what do the 20 finalists receive?

7.2. What does the final winner and runner up of the Prize receive

7.3. Is the prize money subject to taxation?

## 8. Help and Support

8.1. I have a question about my prize entry. How can I get help?

## 9. Intellectual Property Rights

9.1. Do contestants keep the intellectual property of their idea?

9.2. Will entries to this Prize be kept confidential?

## FAQ and Answers

### 1. What is the CareerTech Challenge?

#### 1.1. What is the difference between the Fund and the Prize?

	Prize	Fund
<b>Aims</b>	To reward digital solutions that improve access to accurate, data-driven career information, advice and guidance.	To provide grant funding for innovative tech solutions which motivate people and support them to learn new skills and retrain.
<b>Methodologies</b>	Challenge Prize	Grant Funding
<b>Funding</b>	20 Finalists - £50,000 each 1 Runner up - £80,000 1 Winner - £120,000	15 - 18 grants of £100,000 - £250,000
<b>Timelines</b>	Prize Entries Open 16 October 2019 Entries Close 29 January 2020 Finalists announced April 2020 Winners announced March 2021	Fund Applications Open 16 October 2019 Applications Close 9 December 2019 Successful applicants announced March 2020

#### 1.2. What are the similarities between the Fund and the Prize?

	Similarities
<b>Help and Support</b>	Contact the Fund team and Prize team via email <a href="mailto:careertech@nesta.org.uk">careertech@nesta.org.uk</a>
<b>Target beneficiaries</b>	<i>National Retraining Scheme (NRS) Cohort</i>
<b>Support</b>	In-kind support offered to Prize finalists and Fund grantees
<b>Co-funder</b>	<i>Department for Education</i>
<b>Programme online Submissions</b>	Entrants must enter the Prize and applicants must apply to the Fund online (via Submittable).
<b>Communication activity</b>	<i>CareerTech Challenge</i> communications activity is supported by <i>Forster Communications</i> .

### 1.3. Are entities able to apply and enter both the Fund and the Prize?

Yes.

## 2. About the Prize

### 2.1. What are challenge prizes?

Challenge prizes offer a reward to whoever can first or most effectively meet a defined challenge. Through a public competition, challenge prizes aim to tap into and engage the broadest possible community of innovators in the solving of a specific problem or challenge. They are particularly suited to solving problems that share some key characteristics:

- Problems that are defined well enough so that a clear goal for innovators can be set.
- Problems that would benefit from the fresh thinking that comes from new innovators; for instance, because the field is stagnant, has few players, or there is a related field that is much more dynamic.
- Problems where a prize could attract new innovators to address them, within a reasonable budget and timescale.
- Problems where the additional funding and attention of the prize could address market failures, galvanise action and accelerate progress.
- Problems where the solution could thrive in the market (or find continued funding) after the prize is awarded.

### 2.2. What does this Prize aim to achieve?

The Prize will help to bridge the gap between our target beneficiaries (the *NRS* cohort - see 2.5) and their future careers by making high-quality, future-focused information, advice and guidance more accessible. We want people to have access to innovative digital solutions that will support them to imagine their future careers and find out about the pathways to get there.

The digital solutions the Prize supports will take an innovative approach to the use and/or sources of labour market information. This, coupled with a focus on the needs of *NRS* cohort members, will result in the provision of high-quality actionable information. This may be delivered through a variety of means, including, but not limited to:

- making local/contextual and future-facing labour market information available to a variety of users (individuals, careers professionals, local councils, media, etc.) who are either members of the *NRS* cohort or working/supporting members of the *NRS* cohort;
- assessing an individual's skills, placing them in the context of the future labour market in their area, and working to expand their career horizons;

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- using local LMI to highlight training in a particular area that can help to prepare anyone in the area for a future-proof career.

**2.3. Who is running this Prize?**

The Prize is run by *Nesta Challenges* in partnership with the *Department for Education (DfE)*.

**2.4. What is the National Retraining Scheme**

The *National Retraining Scheme (NRS)* is a Government programme to help adults retrain into better jobs and be ready for future changes to the economy, including those brought about by automation.

The *NRS* will respond to the changing nature of jobs and the types of tasks people do at work. There is the need for a multi-skilled workforce to take on new and emerging jobs as businesses adapt to new opportunities that the future economy will bring. [More information is available on the Government website here.](#)

**2.5. Who is included in the National Retraining Scheme (NRS) Cohort?**

The *National Retraining Scheme* will initially support adults who are:

- Working in roles most susceptible to change due to automation;
- employed, self-employed or working part time in England;
- aged 24-65 years old;
- without a qualification at degree level;
- those earning below £35,000 per annum.

This group is known as the *NRS Cohort* and are the target beneficiaries of this prize.

**2.6. Why are we targeting the NRS Cohort?**

While consensus seems to be forming around technological change driving a net increase in the quality and quantity of jobs, some job roles across a number of sectors in England are projected to be more susceptible to shrinkage than others.

We are following the Government's lead in targeting this group as they have comparatively less access to existing government support and are most in need of adapting their skills so they can take advantage of new opportunities.

### 3. Who can enter the Prize?

#### 3.1. Who can enter the Prize?

The [Eligibility Criteria](#), listed below, articulates who can enter the Prize, conditions that they will need to meet to be eligible, as well as what is required of them during the Prize.

- Open to entries from any type of organisation or group, as well as individuals aged 18 years or over. Consortium or partnership entries are encouraged.
- Entrants must have the skills and capacity to develop their solution during the Prize.
- Solutions must be suitable for beneficiaries in England.
- Entrants must be UK-based. If they are not UK-based, they must be partnered with a UK-based organisation. The UK-based organisation must be the lead partner for the entry.
- Intellectual property - entrants must own, or have written permission to use the intellectual property relevant to their entry. All entrants need to demonstrate a willingness to share information about their solution for the purposes of the Prize.
- We cannot fund activity which is party-political in intention, use, or presentation nor to support or promote religious activity.
- Employees of *Nesta*, other individuals or organisations working on the Prize, and their immediate families, are not eligible to enter.
- Successful entrants who applied as individuals must be willing to set up a legally incorporated organisation within the UK to receive funding. You will be able to use some of that funding towards reasonable expenses incurred through the incorporation process.

#### 3.2. Do you have to be based in the UK to enter?

Entrants must be UK-based. If they are not UK-based, they must be partnered with a UK-based organisation. The UK-based organisation must be the lead partner for the entry.

#### 3.3. Do I need to be part of a company or organization to enter? Can individuals enter the Prize? Or do you need to be registered as a sole trader?

The Prize is open to entries from any type of organisation or company, as well as individuals aged 18 years or over and registered as a sole trader. Consortium or partnership entries are encouraged.

#### 3.4. Can I enter with a pre-existing project?

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Yes, the Prize is open to completely new, early stage ideas, or existing solutions that are pivoting or adding new elements or functionality. In completing your entry, you will need to demonstrate how your idea is innovative.

**3.5. Will I be required to travel if I enter the Prize?**

If you enter the Prize and then selected as a finalist, you will be expected to participate fully in the Prize including events, monitoring and evaluation, and publicity and promotional activities relating to the Prize. Some of these activities may require you to travel.

**4. Prize Structure and Timeline****4.1. How is the Prize structured?**

The Prize is made up of four stages:

**Stage 1:  
The entry period****October 2019 - January 2020**

Entries to the Prize open on 16 October 2019, and close at 14:00 GMT on 29 January 2020.

**Stage 2:  
The assessment period****January 2020 - April 2020**

All eligible entries will be assessed and 20 finalists selected.

**Stage 3:  
The finalist stage****April 2020 - January 2021**

Finalists will be announced via our website in April 2020. Each finalist will receive a prize of £50,000 to develop their solution over a 9-month period. During this time, finalists will also receive in-kind support and guidance.

**Stage 4:  
Assessment & announcement****January 2021 - March 2021**

Finalists will be assessed and winner will be selected to receive a prize of £120,000, with one runner-up receiving £80,000. We will announce the winner and runner-up on our website in March 2021.



#### 4.2. What are the key dates of this Prize?

<b>Entries Open</b>	16 October 2019
<b>Deadline for requesting additional information</b>	20 January 2020
<b>Entries Close</b>	2.00pm GMT, 29 January 2020
<b>Finalists announced</b>	In April 2020
<b>Winners announced</b>	In March 2021

#### 4.3. How are the finalists and winner chosen?

The selection of finalists, runner-up and winner shall be made solely by the Judging Panel in order to maintain the public nature and transparency inherent to a Prize. The panel will be made up of independent experts and will be announced on our website before entries close.

### 5. What the Prize is looking for?

#### 5.1. What kind of products / ideas are we looking for?

The *CareerTech Challenge Prize* welcomes a wide range of entries. We don't know what the winning solution will look like, however our research identified a number of considerations that would help solutions deliver against the Prize's aims as set out in section 2 of the Innovator Handbook.

#### 5.2. What stage of development do you expect the submitted ideas / products to be in?

The Prize is open to completely new, early stage ideas or existing solutions that are pivoting or adding new elements or functionality. If selected as a finalist, entrants will develop and test their solutions during the Prize's 9-month finalist stage. When the Prize ends in March 2021, we expect solutions to have reached (at a minimum) an advanced prototype stage, undergone user testing and to be nearing market readiness.

#### 5.3. Does my idea have to be based in England?

Solutions must be suitable for beneficiaries in England.

#### 5.4. What do we mean by 'career adaptability'?

'Career adaptability' and 'career adaptability skills' are terms we use to describe a set of abilities and behaviours that enable a person to be more

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prepared for changes to their work and the job market. The term was first proposed by the careers researcher Mark Savickas in the early 2010s, and has since been adopted by a number of academics around the world.

In its original formulation, there are four elements to career adaptability:

- **career concern** - thinks critically about what their future will be like and prepares for it.
- **career control** - feels a sense of agency and responsibility to make decisions that impact on their career.
- **career curiosity** - explores a variety of options for future roles and skills development before making a choice that builds on/are appropriate to their skills and aspirations
- **career confidence** - a person's perception that they have the ability to solve problems and overcome obstacles in order to pursue their career goals/aspirations.

As new technologies are brought into different industries and workplaces, people will need to be able to adapt to new ways of working and learn new skills to do so. The rate of change makes it likely that people will increasingly need to retrain and change jobs multiple times throughout their lives. More information can be found in the international careers adaptivity survey.

**5.5. What do we mean by 'Labour Market Information'?**

Labour Market Information can broadly be defined as any data, insight or prediction about the past, current or future state of the labour market. It comes from a variety of sources, from official surveys, academic work and experience of individual organisations. It can be local or international, and about individuals or whole industries.

The *CareerTech Challenge Prize* takes a broad view of labour market information. Entrants are encouraged to either use traditional sources of labour market information in innovative ways, or to draw on entirely new sources of labour market information to provide comprehensive pictures of what's going to happen to jobs at the local level. The challenge is to deliver new and useful insights people can use to plan their future careers.

Traditional sources of labour market information could include:

- Current and future skills demand and supply, and how they align
- The skills required to do different jobs, and how this is changing
- Wage and employment levels, and how this differs across the country
- Training opportunities for employees, and how this is utilised

Non-traditional sources of labour market information could include:

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- Analysis of how international events (like changing labour markets, trade agreements, etc.) will affect local communities
- Data on public transport and travel, illustrating accessible training options to individuals
- Surveys of the attitudes and motivations of workers
- Forecasted migration and the influence on skills supply

Some sources of labour market information could include:

- Online job adverts
- Employer, research and public survey data
  - The OECD's [Programme for the International Assessment of Adult Competencies](#)
  - The [Labour Force Survey](#)
  - [O\\*NET](#)
  - [ESCO](#)
- Course descriptions and enrollment data
- The [National Careers Service](#)
- [Universal Jobmatch](#)

### 5.6. Why is it important that we use LMI?

Labour market information forms the basis of our understanding of what the labour market looks like and where its going. It can give us insight into how individuals can match their skills to the current and future demands of the labour market, and plan their future careers.

Recent work by the Chartered Institute of Personnel and Development and analysis by the Office of National Statistics, for example, suggest a significant disconnect between the skills people have and the demands of the labour market.

## 6. How to enter the Prize

### 6.1. How do I enter the Prize?

Submit your entry online through [Submittable](#), Nesta's online application management platform. Prize entries must be submitted by **14:00 GMT on 29 January 2020**.

Before completing your form, make sure that you've:

- Read the innovator handbook, FAQs, our [terms and conditions](#) and our [Privacy Policy](#)
- Reviewed [Submittable's Privacy Policy](#)
- Set up your login on Submittable

- Reviewed the PDF version of our entry form
- Familiarised yourself with the prize statement and the judging criteria and make sure you can clearly address them in your entry form

If you are ready to enter, go to the [entry page](#) on our website.

### **6.2. How long will it take to enter?**

We have designed the entry process to be as straightforward as possible. We advise you to start your entry before the deadline because we cannot be responsible for technical difficulties after the deadline of 14:00 GMT on 29 January 2020. If you have any problems with the Submittable online form please do contact us [careertech@nesta.org.uk](mailto:careertech@nesta.org.uk).

### **6.3. Is there a registration fee?**

There are no fees to participate in the Prize.

### **6.4. Can I edit my entry once it's been submitted?**

No.

## 7. Why participate - what the Prize offers

### **7.1. At the end of the assessment stage what do the 20 finalists receive?**

To support innovators to develop their solutions, each of the 20 finalists will receive a £50,000 grant to develop and test their solution, as well as access to in-kind capacity development support through the 9-month finalist period.

### **7.2. What does the final winner and runner-up of the Prize receive?**

The final winner will receive £120,000 and the runner-up will receive £80,000 to help get their solutions to market.

### **7.3. Is the prize money subject to taxation?**

The Prize will be paid in pounds sterling and the prize winner is responsible for payment of tax and other charges in relation to the award of the prize.

## 8. Help and Support

### **8.1. I have a question about my entry. How can I get help?**

For all questions and queries, please contact the *Nesta Challenges* team via email: [careertech@nesta.org.uk](mailto:careertech@nesta.org.uk).

## 9. Intellectual Property Rights

### 9.1. Do entrants keep the intellectual property of their idea?

Entrants will retain their intellectual property.

### 9.2. Will entries to this Prize be kept confidential?

Entries will be kept confidential. Entrants are required to share information (for example, any information included in their entry) with *Nesta* for the purposes of administering the Prize. *Nesta* may in turn share this information with our partners in this Prize, subject to appropriate obligations of confidentiality and data protection. More information on how we use your personal data is included in our [Privacy Policy](#).