

# THE DUKE OF YORK INSPIRING DIGITAL ENTERPRISE AWARD



## What is iDEA?

The Duke of York Inspiring Digital Enterprise Award - known as iDEA - is a new way for people to learn digital and enterprise skills and showcase their achievements. It's completely free - and it's endorsed by employers.

For every new skill and learning experience they master, learners will win a digital badge. Each badge carries a number of points. When participants win enough points, they will be awarded the Bronze, Silver or Gold Inspiring Digital Enterprise Award.

Designed to be easy to use either on your own, with friends, or in a classroom or workshop environment - the programme incorporates a combination of online learning modules, and event and experience based learning.



## iDEA Pioneers

iDEA is designed to inspire young people to pick up new skills and have fun while they learn. We are keen for everyone who participates to contribute their ideas and feedback to the iDEA team.

iDEA is a national programme and we want it to be the best it can be for everyone who uses it, from young people to teachers to job seekers.



FOR THE BRIGHT  
FOR THE AMBITIOUS  
FOR THE SKILLSEEKERS



Anyone can have a go at the challenges, with topics ranging from animation to automation, cybersecurity, graphic design, coding and cloud computing.

Sign up at [idea.org.uk](https://idea.org.uk)

Loads of new badges are coming - just keep an eye out for our newsletter to find out more. Early stage participants will join a special group of iDEA Pioneers. And have the chance to be part of the first group of people to win the Bronze Inspiring Digital Enterprise Award.



## A bit of background

iDEA is partnering with a broad range of organisations including global corporations, small and medium sized enterprises and start-ups to develop our exciting, diverse series of badges. iDEA is designed to accommodate a variety of learning styles, so there's something for everyone.

iDEA has four main categories, each with its own series of badges – citizen, worker, maker and entrepreneur. There are also gamer and independent ones!

Digital skills are all about developing the ability to tell a computer what to do, to make, to build, to get creative and to gain confidence. Enterprise skills set you up for success in the world of work.

iDEA is here to help equip youngsters to develop the skills they will need to impress their future employers and unlock their potential in the digital world. In partnership with others, iDEA is building this free resource for the next generation - today.

