



# Pledge pack.

Demonstrate your support.

Modern work experience.

Let's make it work.






# Modern Work Experience

Modern work experience gives every young person access to progressive, high-quality, multiple workplace experiences, throughout their education journey.

This equitable approach will facilitate a variety of experiences starting early, connecting education and young people with industry and unlocking the skills and opportunities of the future workforce. This supports the government's ambition of:

- A minimum of two weeks' worth of work experience by Year 11, made up of:
    - At least one week of work experience activities in Years 7–9
    - At least one week of placements in Years 10–11
  - Access for all students, regardless of background, ensuring equitable participation
  - Flexibility for schools, learners, and employers to design experiences that meet local and individual needs.
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# About the pledge

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Join a national movement leading the transition to modern work experience.

By pledging, you're showing your support for the CEC's mission to ensure every young person has access to meaningful, modern work experience.

Your pledge is a statement of intent. It reflects a shared commitment to the vision and values of the *Let's make it work* campaign, rather than a specific action or obligation.

Together, these pledges signal national leadership and collective responsibility in transforming how young people experience the world of work.

**Thank you.**



# How to pledge

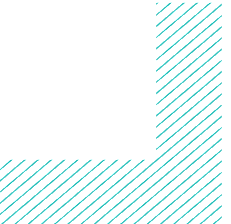
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- 1| On LinkedIn, you might want to outline the activity you are or will be doing to support the mission.

Example activities could include:

- Planning that enables 'meaningful' experiences using the Gatsby Benchmark 6 definition
- Consider how flexible models (1 day, 3 days, projects) may allow you to build your engagement (offer an experience for the first time, work with younger age groups, offer a greater range of experiences)
- Planning your offer in line with equalex learner outcomes
- Plans to support young people from some of our most vulnerable groups (SEND, Alternative Provision, FSM etc ) to access work experience

Copy the pledge beneath the activity and use the hashtags:  
**#LetsMakeItWork #IPledgeLMiW**

- 2| Use one of the official campaign assets provided on the next slide
  - 3| Tag @The Careers & Enterprise Company and others in your network you collaborate with to build momentum and join the national conversation
  - 4| Encourage your colleagues and networks to get involved and make their own pledge
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# The pledge

To post on LinkedIn:

We are committed to championing modern work experience that works for all young people: equitable, meaningful, and fit for the future.  
Together, #LetsMakeItWork #IPledgeLMiW.



Animated asset

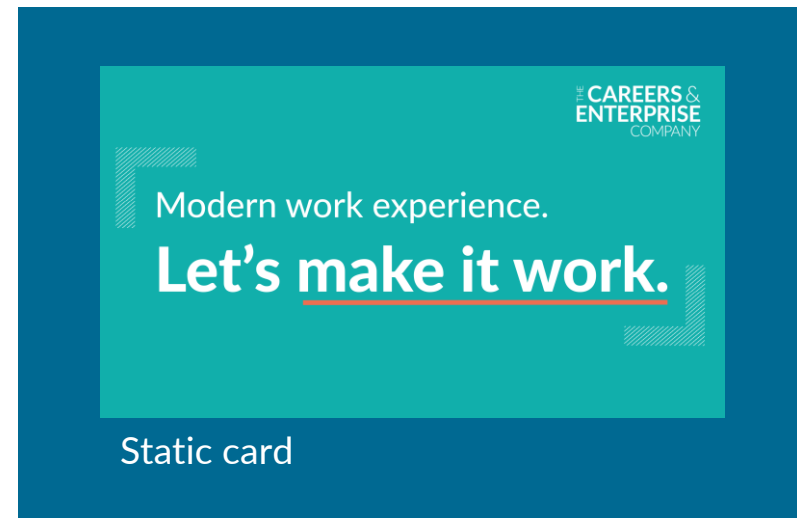


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Ctrl+ select link, right-click to save the asset and use.



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Static card





# The pledge in progress

To post on LinkedIn:

If you have already pledged and would like to update your pledge some examples are shared below and you can add your own example of progress made:

Six months on, we remain committed to championing modern work experience that works for all young people. We're continuing to reflect, adapt and strengthen our practice to ensure it is equitable, meaningful, and fit for the future.

Together #LetsMakeItWork #IPledgeLMiW

Our commitment to modern work experience continues. We are building on our pledge to help make work experience equitable, meaningful, and fit for the future for all young people.

Together #LetsMakeItWork  
#IPledgeLMiW



# Example social pledges

**The Careers & Enterprise Company** 30k followers 2d • Edited • 🌐

We have always offered work experience placements in the summer but had reached capacity. I am going to review our current placements to make sure they align with latest guidance on meaningful and look at how we can offer shorter experiences to younger year groups. We are committed to championing modern work experience that works for all young people: equitable, meaningful, and fit for the future. Together, [#LetsMakeItWork](#) [#IPledgeLMiW](#).

**Modern work experience.**  
**Let's make it work.**

325 • 103 comments • 34 reposts

Like Comment Repost Send

**The Careers & Enterprise Company** 30k followers 2d • Edited • 🌐

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**The Careers & Enterprise Company** 30k followers 2d • Edited • 🌐

I am going to book a meeting with my Head teacher to review how we can ensure the work experience our students receive is meaningful and planned with intent.

We are committed to championing modern work experience that works for all young people: equitable, meaningful, and fit for the future. Together, [#LetsMakeItWork](#) [#IPledgeLMiW](#).

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**The Careers & Enterprise Company** 30k followers 2d • Edited • 🌐

Now I know modern work experience offers more flexible models, I am going to reach out to my local Careers Hub to discuss how I can get involved. We are committed to championing modern work experience that works for all young people: equitable, meaningful, and fit for the future. Together, [#LetsMakeItWork](#) [#IPledgeLMiW](#).

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# Show your support

Show your support for modern work experience by displaying one of the badges opposite on your website and communications.

- You can add it to any web pages that talk about your workplace experience offer, partnership activity, or areas that highlight the organisations you collaborate with
- You can also include it in your email signature to help showcase your commitment to developing future talent

[DOWNLOAD](#)



Ctrl+ select link, right-click to save the asset and use.

[DOWNLOAD](#)





## Why pledge?

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Your pledge:

- Mobilises the sector - showing collective leadership and support for modern work experience
- Builds visibility for your organisation and its role in shaping the future workforce
- Creates momentum and raises awareness across education, business, and the sector
- Contributes to a national picture of the commitment to the transformation of work experience that benefits all young people

## What happens next

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- We may follow up with pledge participants in the future to understand how practice, partnerships, or approaches have evolved since pledging
- We will track the campaign hashtags to monitor engagement and sector reach
- To celebrate collective impact, CEC may feature pledge posts or organisation logos in a visual montage shared on our social channels, showcasing the breadth of organisations supporting the 'Let's make it work' campaign.



Thank you for your  
continued support.



For more information visit our website.

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