How you can get involved and support

**SkillingNow** provides an interactive, global dialogue on the rapidly changing world of work. This discussion is more important than ever, as today’s world of work driven by a series of megatrends – globalization, technology, demographics and climate change. These trends affect the composition of the workforce, the nature of tasks, the way work is organized, and they are creating new opportunities and roles that were unforeseen even a decade ago.

Unlocking these opportunities to the benefit of all stakeholders requires a proactive and collective response by government, businesses and individuals of all ages to continuously build the skills needed to meet evolving labor market demands; a window of opportunity exists today for us to understand and proactively shape how we respond. **SkillingNow** provides a platform, engaging people from diverse sectors and backgrounds in an exchange about building the skills we need for a future of good work through work-based learning, including apprenticeships.

As a GAN member, you are a trailblazer in the field of work-based learning, setting examples for others to follow and providing thought-leadership globally and in countries around the world. The **SkillingNow** campaign gives you a global platform to tell your stories and share your experiences with an international audience, extending the reach of your communications to new communities. We invite you to get involved in every aspect of this dynamic campaign. Contribute a thought-piece, lead a twitter summit on a topic that matters to you, tell your story through a podcast, and show the world through photos what lifelong learning means in your company; or what the return on investment of skilling is for your company, employees and communities; or even how you’re working with small businesses to build a robust and competitive sector through joint-skilling programs.

The campaign will also give you a platform to interact with new audiences, build new partnerships, and learn from other companies and stakeholders around the world.

**ACTIVITIES**

1. **Participate in SkillingNow activities**
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2. **Encourage your networks to take part in SkillingNow**
   As an international campaign, **SkillingNow** gives you a unique opportunity to involve your markets in a global discussion about building skills for a future of good work. Invite them to respond to the global thought-pieces by presenting their own view and showcasing through photos and text what they are doing; we welcome them to play an active role in the twitter summits, record soundbites for our podcast and contribute photos for Instagram that show what our **SkillingNow topics** mean to them.

3. **Show your support on social- help us create a digital movement**
   We're asking for your support on social media to comment and react to the posts and contributions of other GAN members, networks and campaign partners. We welcome you to share and like the posts, but at the heart of **SkillingNow** is our goal to create a global discussion, highlight and seek to understand diverse perspectives and experiences, and show the world we’re all in this together.