

JOIN

THE MOVEMENT

NEW accessible

SILVER

Sponsorship package

GENERATION LOGISTICS™

➤ Prospectus

Unite with industry for a second ground-breaking year to raise awareness of logistics, and its careers opportunities.



The Chartered
Institute of Logistics
and Transport

LOGISTICS UK

Join the **pioneering sponsors and partners** that made

GENERATION LOGISTICS™ happen!

GENERATION LOGISTICS™ GOLD SPONSOR



GENERATION LOGISTICS™ SILVER SPONSOR



GENERATION LOGISTICS™ BRONZE SPONSOR



As well as our Gold, Silver and Bronze sponsors, **Generation Logistics** has been supported by the most influential trade associations across the sector, creating a powerful, unified voice in the best interests of all of their members.

GENERATION LOGISTICS™ OFFICIAL PARTNER



LOGISTICS UK





FOREWORD

Phil Roe

Executive Sponsor,
Generation Logistics
President,
Logistics UK

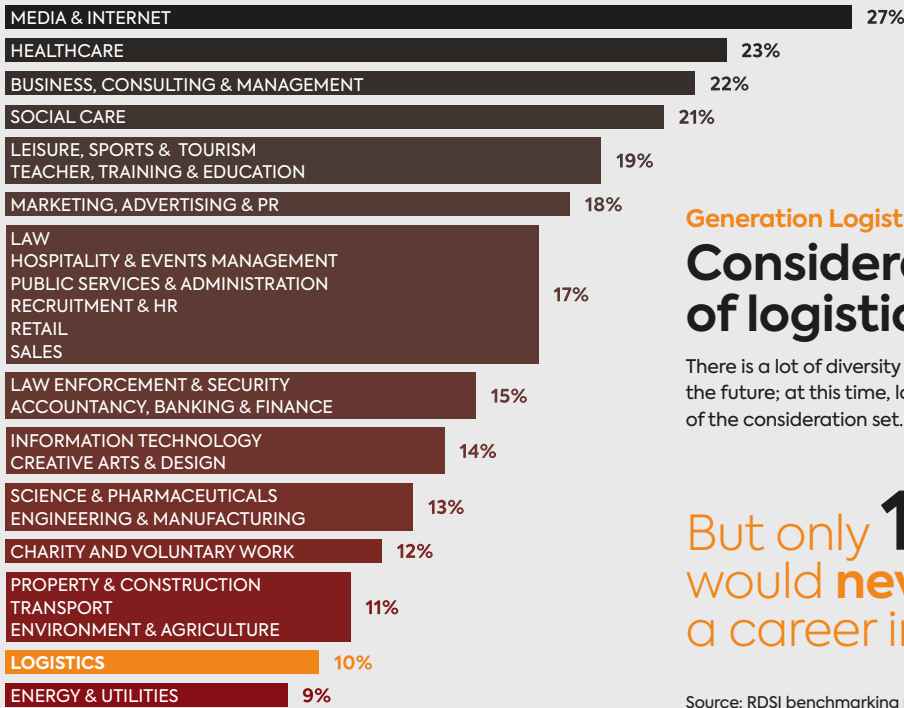
We're really proud of how the industry came together, along with the Department for Transport (DfT), to invest in and support the launch of **Generation Logistics**. It's a major careers awareness campaign designed to keep the nation's supply chains protected by addressing skills shortages and attracting more diverse talent into roles across the industry. Just over a year ago, it was little more than an idea, and we only started to tell the rest of the world about **Generation Logistics** when it launched in mid-August 2022. Results to date are really encouraging - these first 11 months have created over 3 million engagements with our campaigns, [generationlogistics.org](https://www.generationlogistics.org) has attracted over 640,000 visits, and our activity has created over 450 million opportunities to see the message.

Our aim is to increase awareness of logistics and to get lots more people considering it as a career of choice. We're helping to build the future for freight and a long-term plan for skills and attractiveness of a key part of the economy. But if we want to avoid a rapid return to critical shortages, shore up the supply of talent across a wide range of jobs across the whole sector, and compete for people against other industries experiencing skills shortages, then we need to make logistics a leading destination for jobseekers – like media, tech, healthcare and business management. That means **Generation**

Logistics has to build on what it achieves in its first full year and develop from a campaign into a movement!

Year 2 is shaping up to be equally exciting. There are plans to deepen awareness amongst young people of all backgrounds, by engaging with educators in schools and colleges and making [generationlogistics.org](https://www.generationlogistics.org) a one-stop shop for information, advice and support about careers in logistics. We're also delighted to have seen the rapid expansion of our network of **Generation Logistics** Ambassadors, representing their employers, and primed to deliver their personal messages of endorsement for our industry to those curious to find out more.

So we've started the campaign and we've come together as an industry with one voice, leveraging the invaluable and unified support from major trade groups. We are reaching millions of people with our message, but this is just the start. It's a massive prize, but to turn a campaign into a movement we need industry, government and trade group support to make that happen. Please don't just watch from the sidelines, or there may be nothing to watch. Get in touch to find out how your sponsorship and support can significantly benefit you and the sector at large.



Generation Logistics research into

Consideration of logistics careers

There is a lot of diversity in the careers people are considering for the future; at this time, logistics sits near the bottom of the consideration set.

But only **12%** would **never** consider a career in logistics.

Source: RDSI benchmarking research, July 2022

WHAT IS GENERATION LOGISTICS?

The mission

Generation Logistics is a major careers awareness campaign designed to keep the nation's supply chains protected by addressing skills shortages and attracting more talent into roles across the industry.

After all, in 2021 the logistics sector contributed £163bn (12%) to the UK economy (Gross Value Added, or GVA) and at last estimate in 2022, it employed over 2.7 million in logistics occupations, around 8.2% of the UK's total employment.¹

For the first time, leading logistics brands have come together, along with unified support from leading trade groups, to raise awareness and consideration of a career in the sector.

It's about keeping food on the shelves and providing our factories, shops, hospitals and schools with the supplies they need.

It's bigger, even, than an unprecedented vaccine response to an unprecedented global health crisis.

It's about being part of an industry critical to how we live. Being part of a sector at the vanguard of innovation and technology, of artificial intelligence, advanced robotics, autonomous vehicles and the decarbonisation of the supply chain.

The challenge

While logistics is vital to keeping Britain trading, it's not well understood, and so it's not a top career

choice. **Generation Logistics'** benchmarking survey confirmed what we all suspected, that consideration of a career in logistics is near the bottom of a range of sectors.

Negative perceptions of the sector must be addressed and the availability of attractive, fulfilling jobs at all levels of the industry need to be given greater visibility so that the diverse workforce of tomorrow can be recruited. Now is a critical time to build upon the growing recognition and importance of the logistics sector, brought into focus as a result of the pandemic, and take action to attract the workforce of tomorrow.

The opportunity

The acute driver shortages of recent times may have eased slightly, but if we want to avoid a return to a critical situation, shore up the supply of talent across a wide range of jobs across the whole sector, and compete for people against almost every other industry experiencing skills shortages, then we need to make logistics a leading destination for jobseekers. There's such a richness and scale to the careers on offer that logistics could and should be considered alongside other top roles.

We've started the campaign, we've come together as an industry with one voice, we are reaching millions of people with our message, but this is just the start. That's where you come in...

¹ Source: Logistics Report 2023, Logistics UK

In the **first 11 months**, our campaigns have created:

640,000+
visits to the web site

450 million+
opportunities to see the message

3 million+
engagements with potential recruits



A GREAT START TO BUILD UPON

At the start of last year, **Generation Logistics** was just an idea. By Easter 2022, the DfT had injected significant funding into the campaign. By June, most of our visionary founding sponsors and partners were on board; we had a small dedicated project team, and had appointed a leading marketing and PR agency. **Generation Logistics** launched in mid-August. For the first time, our industry had come together to fund and deliver a high-profile, national campaign to shift perceptions and recruit the next generation of key workers.

To target these hard-to-reach groups, including young people, career switchers and other under-represented groups, the campaign has been very social and very digital, combined with more traditional PR and live events. We've used Tik Tok, Instagram, Snapchat and Facebook, worked with social influencers, and tapped in to popular culture references and icons. It's not the type of campaign our industry is used to, but it's the one it needs to reach the next generation and change thinking.

All of the outreach is aimed at pulling targets to a central online hub, full of resources, learning materials and recruitment opportunities designed to educate, excite, stimulate, change perceptions, and guide prospects into their logistics career. We've created online resources such as the 'Find Your Logistics' quiz, a fun, interactive tool that helps to identify the sorts of roles visitors might be most suited to. Our growing library of almost 100 case studies from our sponsors and partners has driven real engagement with our social campaigns

– real people, talking about real jobs, with real passion. We've researched our market well so that our campaigns and web content press the right buttons about the things our audience care most about when thinking about careers, such as salary prospects, work-life balance, and career progression.

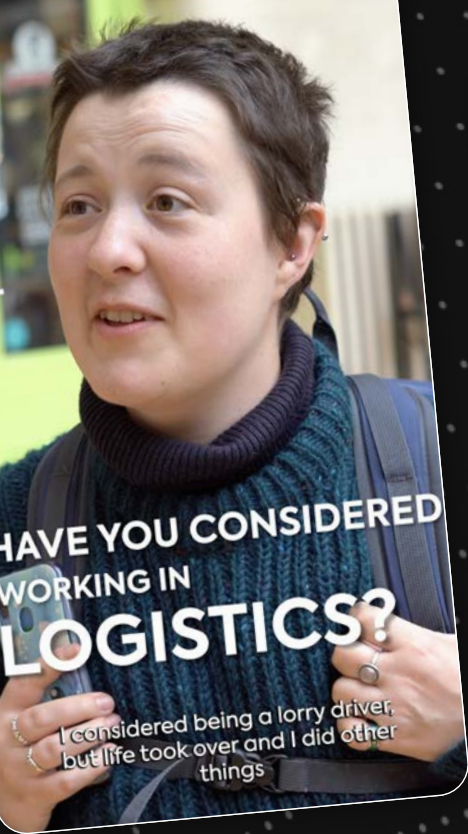
And, through our sponsors, partners, and the wider logistics community, we are mobilising a growing team of **Generation Logistics** Ambassadors. In fact, there are over 290 of them! These are talented employees, socially networked, with a great story to tell about how they got into logistics and the experiences and opportunities open to them.

To start that journey to achieve consideration when career planning, we set some pretty ambitious targets for Year 1 – to increase awareness of logistics by 25% and positive sentiment by 40%. Now, 11 months into the year-long campaign, we have achieved some amazing results.

Within 11 months:

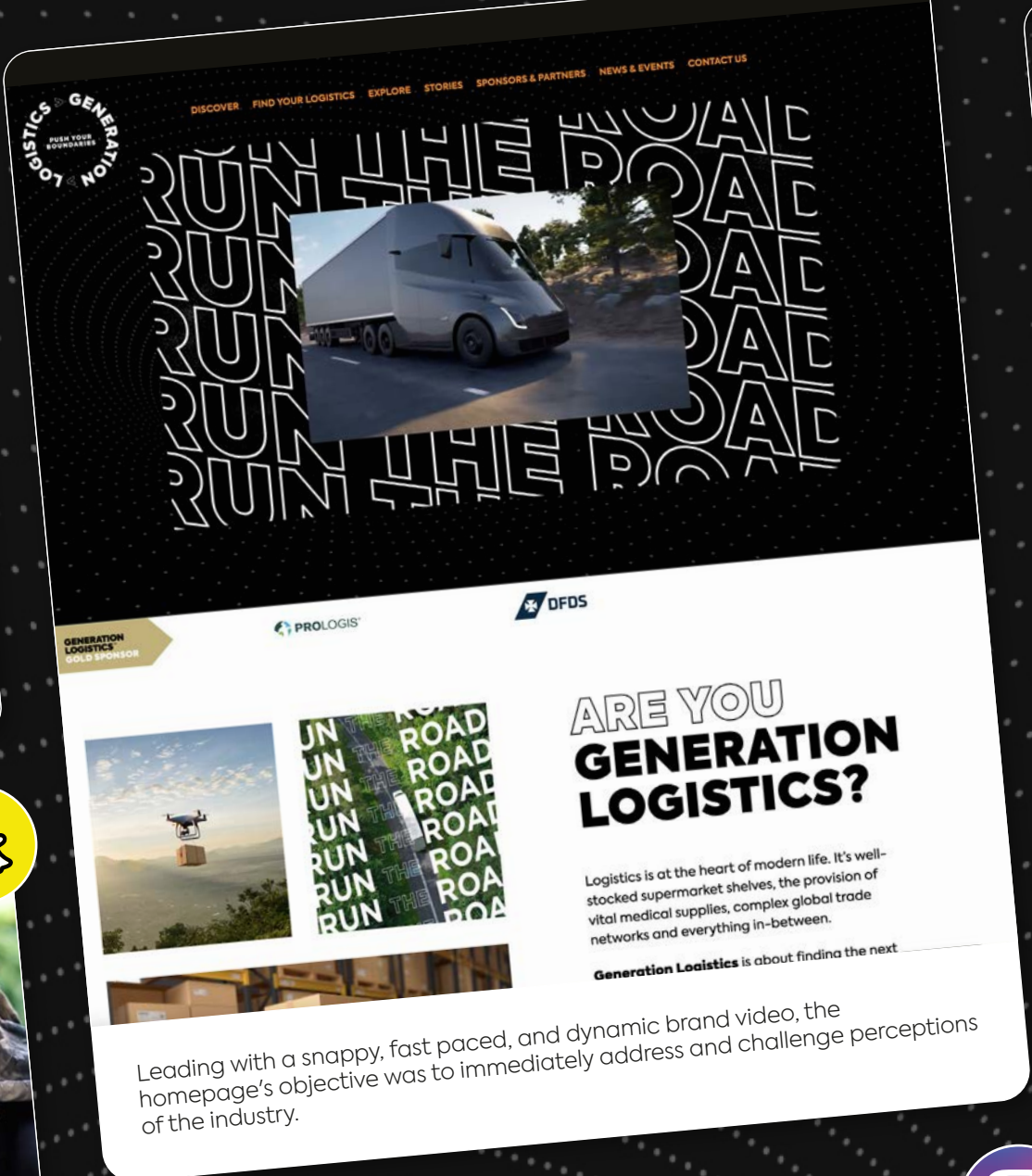
- There have been over 3 million engagements with our campaigns.
- Generationlogistics.org has attracted over 640,000 visits.
- Our campaigns have created over 450 million opportunities to see the message.

We've achieved all of that primarily through some great creative and direct campaigns to our target groups – some of which you can see over the next two pages.



HAVE YOU CONSIDERED WORKING IN LOGISTICS?

I considered being a lorry driver, but life took over and I did other things



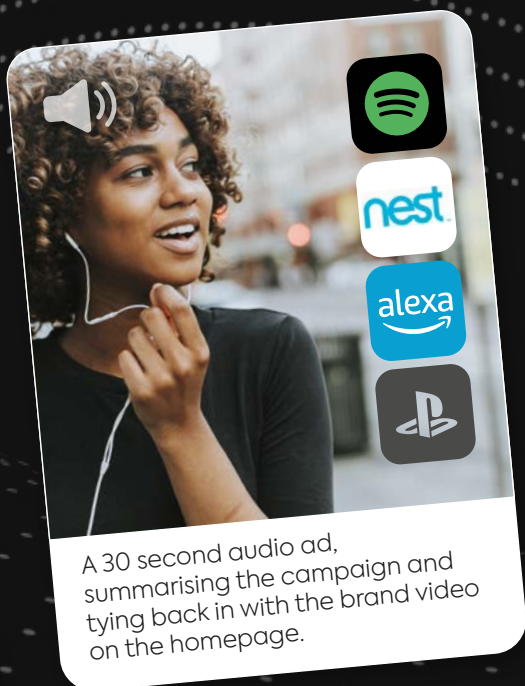
Leading with a snappy, fast paced, and dynamic brand video, the homepage's objective was to immediately address and challenge perceptions of the industry.



WHAT IS LOGISTICS?

Erm logistics is...

Instantly engaging and funny vox pop series, underlining a core campaign objective to highlight and then address some of the misconceptions and misunderstandings that surround logistics



A 30 second audio ad, summarising the campaign and tying back in with the brand video on the homepage.



Part of an ongoing series designed to highlight the diversity of roles connected to logistics. Used across Instagram, Facebook, Display and LinkedIn.





An interactive careers finder tool for communicating the breadth, scale and scope of jobs across the sector.

TRANSPORTATION

Operations Team

What: This is the planning and physical transportation of the goods (whether they are going just round the corner or to the other side of the world) to their destination.

Roles: Delivery Drivers / Driver Trainers / Freight Forwarders / Planners & Compliance / Managers

[FIND OUT MORE](#)



I know I have a personality that gets bored fairly easily

LOGISTICS GENERATION
PUSH YOUR BOUNDARIES

Part of a series of filmed case study interviews designed to highlight real-world stories and real-world opportunities within the sector. Used across Instagram, Facebook, TikTok, and Snapchat.

CAREERS THAT KEEP THE COUNTRY CHEERING

GENERATION LOGISTICS

A series of topical posts designed to tie into the ongoing World Cup and shared across Instagram and Facebook.

Notices the postman walk to the door with a mountain of parcels...

TikTok @amberrknight

A partnership with influencer Amber Knight, in which she produced this TikTok.

KEEP FR

GE LO



In our **second year** we want to:

Generate

3 million

engagements with our social campaigns²

Attract

500,000

visits to the web site³

Increase positive sentiment by a further

25%⁴

Increase awareness of logistics by a further

20%⁴

AN EDUCATION FOCUS FOR YEAR 2

Generation Logistics is designed to keep the nation's supply chains protected by addressing skills shortages and attracting more talent into roles across the sector. The industry also has a heavy male bias, not just on the front-line with drivers, but across all roles and levels. **Generation Logistics** is tackling this, as well as promoting diversity and attracting talent representative of the nation our sector serves.

While we have achieved a lot in the first year, we still have a long way to go to turn logistics into one of the main career destinations of choice. Increasingly, the importance of logistics is in the news, building interest in the sector, and people are starting to realise there's a huge diversity of careers and skills on offer, with attractive salaries, work-life balance and career development.

Our vision for the next year of **Generation Logistics** is to focus our firepower on young people from all walks of life aged between 13 and 24. We'll do that by building on our innovative campaigns across the platforms they use on social and digital media – and start reaching and inspiring young people by providing curriculum-relevant material to educators in schools and colleges.

We want to reach as many young people as possible, change how they think about logistics, and give them

the inspiration and the tools to build their careers.

Generationlogistics.org will be expanded to be the one-stop shop for anyone thinking about a career in logistics. With new resources for educators, and the only place bringing together information on available entry schemes, including apprenticeships and graduate opportunities, we can really build the impact and the engagement of the site.

And, through our sponsors, partners, and the wider logistics community, we want to extend our growing team of **Generation Logistics** Ambassadors – talented employees, socially networked, with a great story to tell about how they got into logistics, and the experiences and opportunities open to them.

Even though young people are a harder group to reach and influence, and the shift in awareness gets harder over time, we've still set some new demanding targets for Year 2.

It was always the ambition and the vision to develop **Generation Logistics** from a one-year campaign to a movement dedicated to winning the battle for talent across our economy. But to do that, we need the industry to stay joined up and focused on the prize, and for new and existing sponsors to invest in Year 2.

It's a bold vision, but one that our sector deserves.

² Engagement with our content is much more important than simple reach and means that people have interacted with our campaigns in some way, such as a click, a like, a listen or a comment.

³ Young people are increasingly less likely to click through from social platforms to the web. Therefore 150,000 of this target will come from new 'In-App' experiences where users interact with more of our content on platforms such as Snapchat and Instagram.

⁴ Compared to our 2023 benchmark research due to be completed in September 2023.



Launch our
2024
careers booklet

Secure
2,500
downloads of
curriculum material

Launch a
Generation
Logistics
Week

Grow
ambassador
activity

Get our
message into
All schools &
colleges in the UK

BUILDING THE EDUCATION CHANNEL

Our vision for Year 2 of **Generation Logistics** is to keep engaging directly with the next generation through our social media and advertising campaigns – but also to get logistics into the curriculum and start reaching and inspiring young people through educators in schools and colleges.

Because young people are such an important part of the next generation of logistics talent, it's critical that the information they receive throughout their journey in education encourages them to consider a career in logistics.

We want to make the [generationlogistics.org](https://www.generationlogistics.org) hub the first port of call for educators for information

and curriculum-mapped activities that make lesson planning simple, provide high-quality content that helps to create awareness of the logistics sector and sparks interest in a career in logistics.

We will work with a world-leading education provider to get our message direct to teachers in all schools and colleges across the UK.

We will also expand our advertising and social media campaigns to directly target educators in schools and colleges to encourage them to use our content in key subjects and in careers discussions with young people.

GROWING THE AMBASSADOR PROGRAMME

Our **Generation Logistics** Ambassador Network is a collective of talented employees who help to inspire the next generation of logistics recruits through inspiring stories about how they got into logistics, and the experiences and opportunities open to them.

Ambassadors spread the logistics message across their social networks, and can help develop and facilitate partnerships between our sponsors and education. Ambassadors are a great way to engage

the next generation because people want to learn from real people about reward, opportunity and progression in the sector.

Being an Ambassador also brings its own rewards, with access to a professional network, personal development, building their profile and more.

Creating an education channel, and growing our Ambassador Network are two big changes for Year 2 of the campaign which will help reach, inspire and engage the next generation of logisticians.

SPONSORSHIP FOR ALL

The ownership and direction of **Generation Logistics** belongs with every industry sponsor and partner. Your active participation matters to the campaign's continued success and its team will seek to maximise the value of your contribution.

Our 2023-24 silver sponsorship package provides sponsor benefits at price points to reflect your organisation's annual turnover, while making it easier for smaller organisations to be part of the campaign.

Contact the team TODAY via: generationlogistics@logistics.org.uk

NEW low entry-cost for smaller organisations*

Silver £15,000 £2,000	Gold £30,000
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Industry & government

Speaker slots in official industry campaigns		✓
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The Hub (www.generationlogistics.org)

Promotion of entry-level schemes	✓	✓
Use of hub registration data for sponsor's own campaigns		✓

Press and social (Facebook, Twitter, Instagram, TikTok, Snapchat, LinkedIn)

Sponsors listed on press release/boilerplate		✓
Boosting of sponsor posts through campaign channels	✓	Priority
Case studies and comments in official press releases		✓
Opportunities to offer up spokespersons for media activity		✓

Branding & affiliation

Opportunity to place content in curriculum resources for schools and colleges		
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Collateral and events

Participation in Generation Logistics Week	✓	Priority
Opportunity to place case studies in the 2024 Careers Prospectus		✓
Opportunity to place case studies on the website and for use in campaigns	✓	Priority
Branding and presence at official live events	✓	Priority

Governance

Membership of campaign Steering Group		✓
Sponsor 121s on demand		✓
Post campaign learning from Agency	Report	1 day workshop

THE CORE PROGRAMME

Industry & government

- ✓ House of Commons celebration event

The Hub (www.generationlogistics.org)

- ✓ Company profile
- ✓ Events listing
- ✓ Backlinks from hub
- ✓ Promotion of entry level schemes

Press & social (Facebook, Twitter, Instagram, TikTok, Snapchat, LinkedIn)

- ✓ License to place your own press releases

Branding & affiliation

- ✓ Part of the tiered brand lock-up
- ✓ License to use scheme branding and association
- ✓ License to organise your own campaign events
- ✓ First refusal on continued sponsorship

Governance

- ✓ Regular campaign updates

*Organisations with a turnover below £20m qualify for the reduced-price Silver Sponsorship!



GET INVOLVED

We want to reach as many people as possible, change the way they think about logistics, and give them the inspiration and the tools to build their careers in logistics.

Taking **Generation Logistics** beyond Year 1 is a huge opportunity to shift perceptions and position logistics as a career of choice. But it will only happen if the industry continues to collectively invest in the vision by supporting it financially.

Financing of the campaign is managed by the Chartered Institute of Logistics and Transport in the UK (CILT (UK)) through a separate restricted fund.

We're looking to raise at least £800,000 to continue and extend the campaign to Year 2; a similar amount of funding to the first year. That will be made up from existing and new sponsors, plus continued funding and support from DfT.

Will you support **Generation Logistics**?

Contact the team TODAY:

generationlogistics@logistics.org.uk

Every reason to join:

- Shape the future of the campaign.
- Be seen by customers, staff and government to be part of this important initiative.
- Get your brand into schools and colleges, and help forge local partnerships.
- Leverage the Generation Logistics brand in your PR, public affairs and recruitment.
- Boost your profile and brand on the Generation Logistics website and through case studies and content in social media.
- Drive interest and engagement with your entry talent programmes and initiatives.
- Provide professional development opportunities for your rising stars, and boost your brand, through engagement with the Ambassador Network.
- Networking event with Ministers and supporting government departments.
- Run your own campaigns to visitors to generationlogistics.org.
- Shared learnings from a leading agency on how to engage effectively with young people through social marketing.

GENERATION
LOGISTICS

PUSH YOUR BOUNDARIES



The Chartered
Institute of Logistics
and Transport

LOGISTICS UK

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