

JOIN

THE MOVEMENT

GENERATION LOGISTICS™

➔ Prospectus

Unite with the sector for a third ground-breaking year to raise awareness of logistics, and its careers opportunities.



The Chartered
Institute of Logistics
and Transport

LOGISTICS UK

The pioneering sponsors and partners that make it happen.

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GENERATION LOGISTICS™ SILVER SPONSOR



GENERATION LOGISTICS™ OFFICIAL PARTNER

Funded by UK Government

LOGISTICS UK



FOREWORD



Phil Roe
Executive Sponsor
Generation Logistics
President
Logistics UK

In October 2023, the end of **Generation Logistics'** first year, we surveyed 18-24 year olds and careers switchers on their perceptions of a career in the logistics sector. In just one year, positive sentiment about the appeal of working in the sector increased by 170%. We're proud of how the sector came together to promote its variety – from supplying clothing and healthcare to festivals and more – and the depth and breadth of opportunities it provides to new entrants.

Generation Logistics is a first-of-its-kind careers awareness campaign designed to secure the future of the nation's supply chains by addressing skills shortages and attracting more diverse talent into roles across the sector. Our sponsors are at the heart of **Generation Logistics** and critical to realising these ambitions. We invite you to be a part of this dynamic and growing campaign. Alongside our sector partners, government has supported the early years of the campaign and we aim to secure agreement from the new government for this to continue.

Since the start of the campaign in August 2022, we have collectively achieved:

- 1.2m website sessions from visitors on our dedicated **Generation Logistics** websites, complete with interactive tools
- 5.7m engagements with people on social media
- Created a reach for the **Generation Logistics** brand of **1.47bn**. That's over 1.4 billion opportunities to see the word "logistics" alongside real people, doing real jobs, with real passion – a call to action to become the logisticians of the future

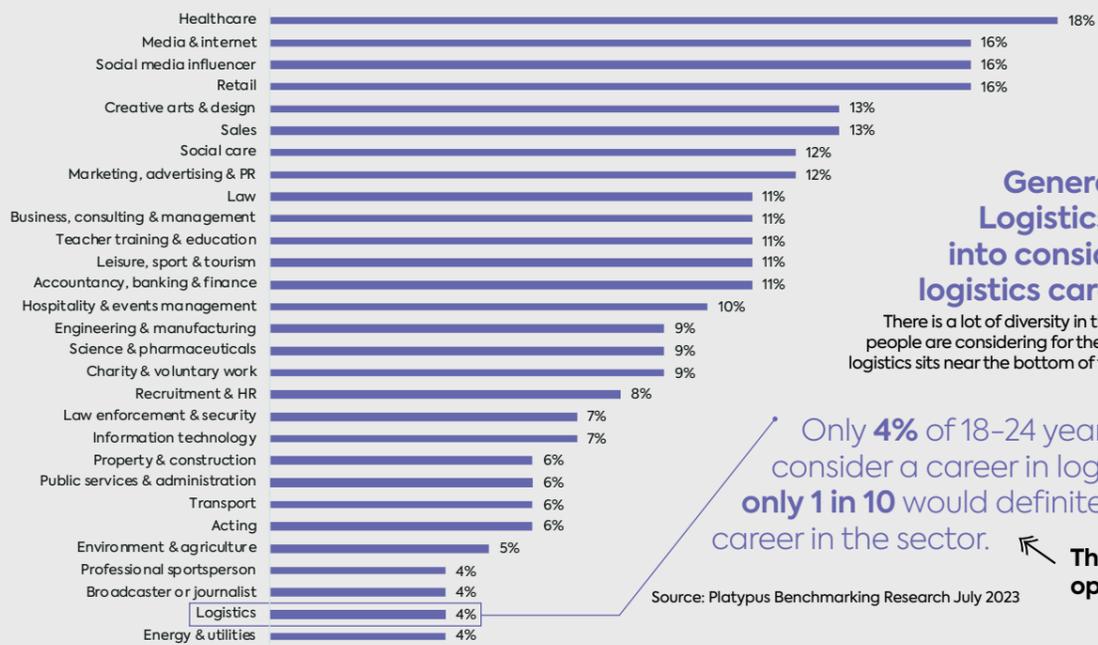
In the second year of the campaign, we have deepened awareness of the sector among young people of all

backgrounds, by engaging with educators in schools and colleges. Alongside our providers STEM Learning and National Careers Week, we have launched the inaugural **Generation Logistics Week**, helping us to achieve over 3,000 downloads of our curriculum-mapped materials from our Education Hub since October 2024.

The **Generation Logistics** Education Hub and the **Generation Logistics** Ambassador Network continue to work hand-in-hand to represent the very best of the sector to educators, delivering interest, excitement and tangible opportunities for teachers and careers leads to link the subjects their students love with the careers that our sector desperately needs.

As the movement heads towards its third year, Year 3 looks to expand into primary education, ensuring that all children aged 7-18 have educators that understand the role the sector plays in keeping Great Britain moving. Teachers and careers leads can enthusiastically share age-appropriate knowledge and our Ambassadors can bring that experience to life in the classroom. We will continue to create inspiring and informative campaigns across social media, with content carefully tailored to 13-24 year olds, building awareness and supporting them to take their first step into a career.

We are already reaching millions of people with our message, but we must keep pushing: if we don't, other sectors will surely fill the gap we leave. Please don't just watch from the sidelines either - 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 young people are considering for the future; at this time, logistics sits near the bottom of the consideration set.

Only 4% of 18-24 year olds would consider a career in logistics but only 1 in 10 would definitely rule out a career in the sector.

This is where our opportunity is!

Source: Platypus Benchmarking Research July 2023

To date, our campaign has created:

1.2 million

visits to the websites

1.47 billion

opportunities to see the message

5.7 million

engagements with potential recruits

The journey so far

With over 50 sponsors and partners dedicated to the cause, renowned providers in both the education and creative spaces, and a small, dedicated project team, **Generation Logistics** has become a high-profile, national campaign, actively shifting perceptions and helping to recruit the next generation of logisticians.

To target the hard-to-reach groups of 13-24 year olds, and educators of those aged 13-18, the campaign has thought differently about how to best represent our sector. Our social and digital presence is strong, using TikTok, Instagram, Snapchat and Facebook, working with social influencers, and tapping into popular culture references and icons. It's not the type of campaign our sector is used to, but it's the one it needs to reach the next generation of workers and change their thinking.

Our 13-24 audience has been split into two, to ensure we are engaging the younger ages and informing those at an age where careers education becomes increasingly relevant. Our 13-16 year olds have the newly-created GenNxt GameHub, with games focusing on festivals, films and more.

The **Generation Logistics** Hub, our central campaign website, provides those aged 17-24 with resources 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 over 160 case studies from our sponsors and partners has driven tangible engagement with our social campaigns – real people, talking about real jobs, with real passion. We've researched our market thoroughly to ensure our campaigns and web content press the right buttons; that it engages with the things our audience care most about when thinking about careers, such as salary prospects, work-life balance, and career progression.

Educators of 13-18 year olds – key stakeholders in the careers of young people – have seen **Generation Logistics** in leading publications, showcasing the breadth and depth of careers available to their charges, as well as providing them with curriculum-mapped resources that put logistics alongside curriculum subjects teachers and students understand and enjoy. The **Generation Logistics** Education Hub has over 30 resources for teachers and careers leads, including our sponsor-led careers booklet, and activities created in conjunction with leading providers like STEM Learning and MEI (Mathematics Education Innovation).

Our first year targets were ambitious – and we achieved them. Furthermore, we launched the sector's first careers booklet that brought 13 job families together, including areas as diverse as transport, customs compliance, HR and finance. Our end-of-year survey showed that perceptions of a career in logistics had improved by 170% in our target groups.

Our second year targets are no less ambitious – and we have achieved some of them in the first nine months of the campaign. The campaign to date for year 2 has achieved:

- Social engagements: +2.4m
- Web traffic: +500k
- PR & social reach: +659m
- Downloads of curriculum material: +3,000

We've achieved all of that through some great creative and direct campaigns to our target groups, and with thanks to strong support from our sponsors to bring the sector to life. You'll find some examples of our campaigns aimed at young people over the next two pages.

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 diverse talent into roles across the profession.

In 2022¹ the logistics sector contributed 185bn to the UK economy (Gross Value Add, or GVA). The sector employs over 1.8 million workers directly, and 2.7 million in total when logistics occupations in other sectors are included. This equates to 8.3% of all employment (Labour Force Survey, ONS, Q3 2022)

For the first time, leading logistics brands have come together, along with unified support from leading trade groups and the Department for Transport, 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 about being part of a sector 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.

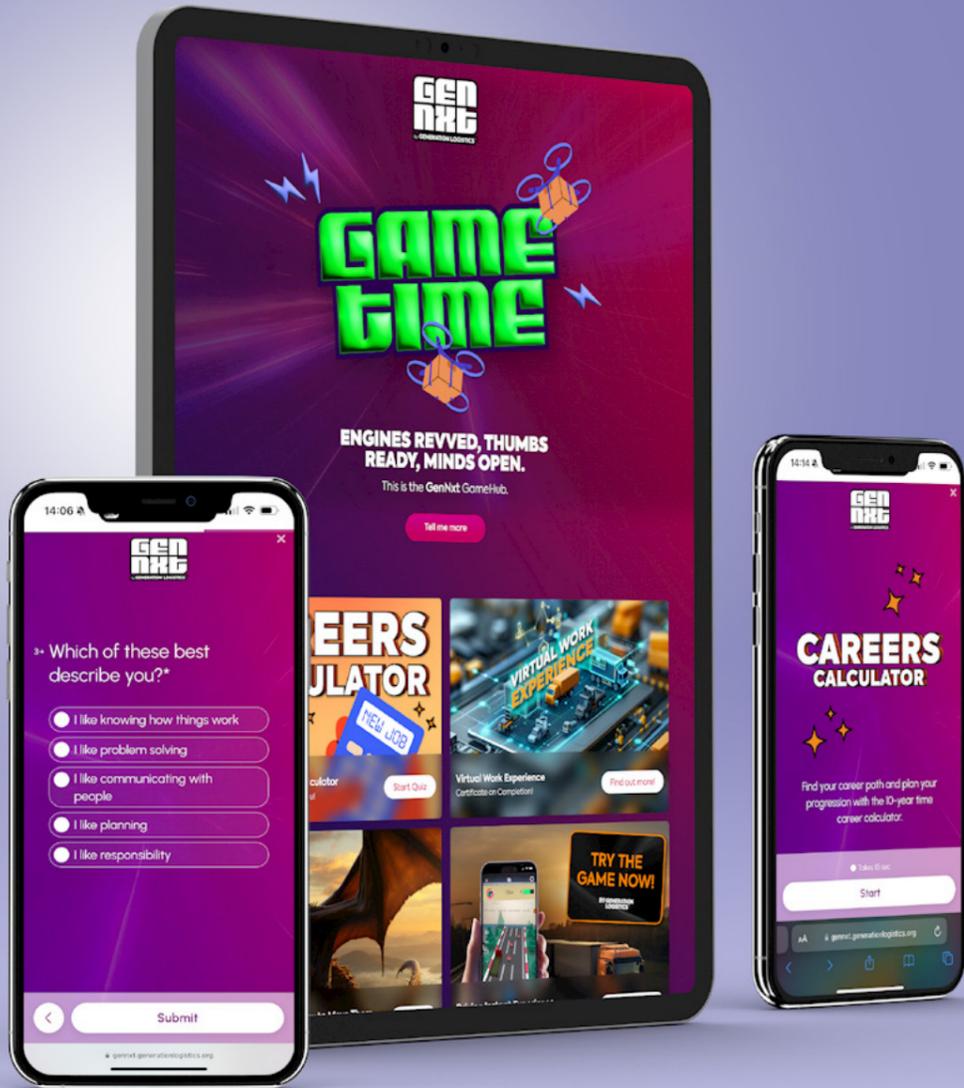
Negative perceptions of the sector must be addressed and the availability of attractive, fulfilling jobs at all levels of the sector need to be given greater visibility so that the diverse workforce of tomorrow can be recruited. Now is a critical time to build upon the growing recognition and importance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

The opportunity

If we want to avoid a return to a critical workforce shortage, shore up the supply of talent across a wide range of jobs across the whole sector, and compete for the best people, 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.

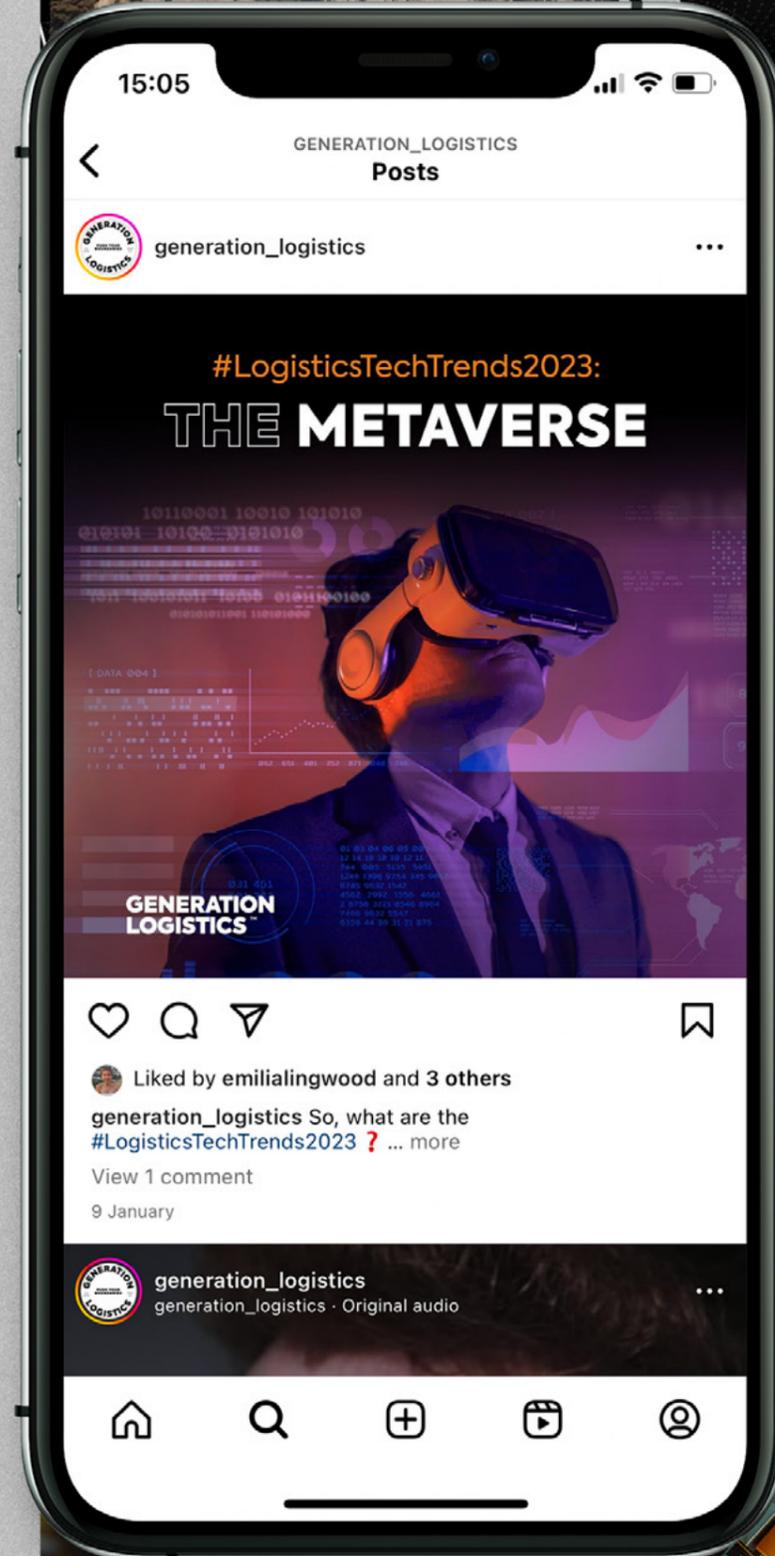
We're growing the campaign into a movement, one that unites the sector with one voice to inspire the next generation. Representation of the fast-paced, well-paid world of logistics is crucial; that's where you come in...

¹Source: Logistics Report 2024, Logistics UK

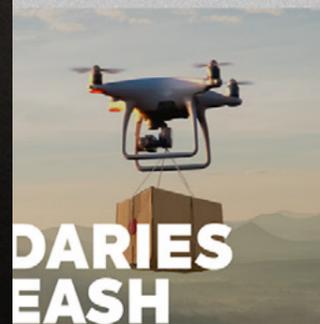


+190,000
NEW LOGISTIC
ROLES SINCE 20

#TIMETOCHANGE



RATION
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In our **third year** we want to:

1 million ² education campaign reach	2,500 interactions with curriculum material	Launch facilitated work experience
Generate 3 million engagements with social campaigns ²	Increase positive sentiment by a further 25% ³	Attract 500,000 ² visits to the website
		Increase awareness of logistics by a further 20% ³

Becoming the knowledge gateway into logistics

We know, after nearly two years of the **Generation Logistics** campaign, that we are making an impact; that our messages are landing and awareness of the sector as a career destination is increasing. But it is important that we keep building, growing our presence and inspiring even more people to ensure that the sector's skills and labour shortage is a thing of the past.

The sector, across all roles and all levels, is not, currently, the most diverse. **Generation Logistics** is tackling this, highlighting the diversity of a wide range of demographics across some of the sector's most-needed roles. Young people cannot be what they cannot see – which is why our sponsors and partners continue to provide the stories that show logistics to be an inclusive, exciting and rewarding career.

Our vision for the next year of **Generation Logistics** is:

- Keep building on our success by engaging directly with the next generation through social and digital media
- Start reaching and inspiring younger pupils by providing curriculum-relevant material to educators of those aged 7+ in primary schools
- Continuing our outreach to secondary schools and colleges

Our focus in Year 3 will be to create campaigns that focus on the shortage areas we jointly identify with our partners and sponsors, ensuring that content reflects and includes under-represented groups already engaged in roles they love as role models for those looking to join.

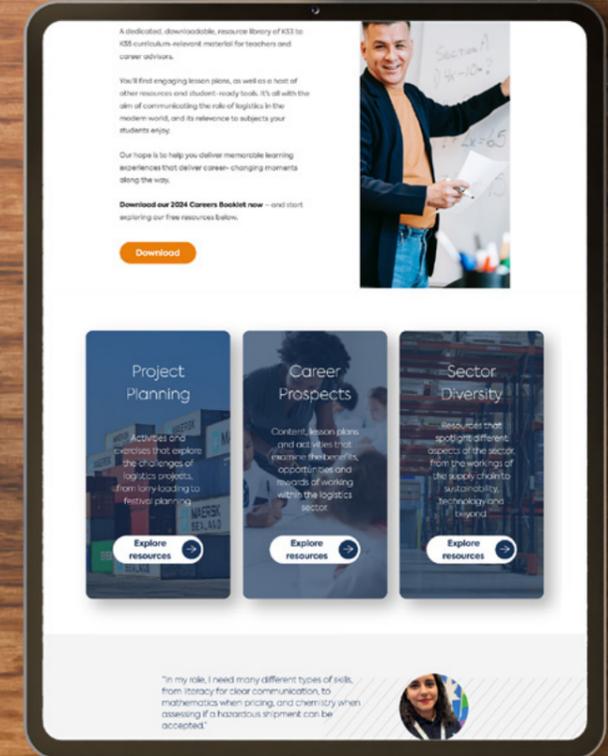
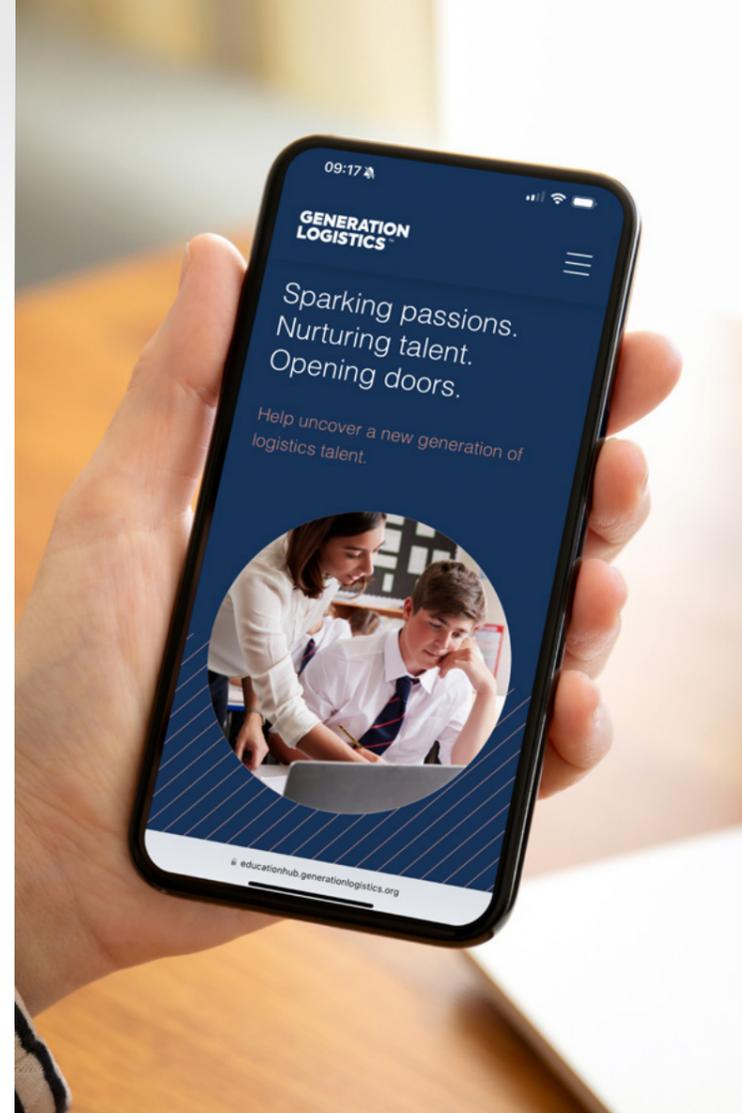
Generation Logistics aims to promote logistics as a sector of choice for all, showcasing different roles for different goals, with no limits on opportunities available.

Growing our reach into primary education, alongside extending logistics knowledge in secondary schools and colleges, provides engagement across 10 year groups. In doing so we create sequential interventions across a pupil's time in education that should make logistics 'sticky' when they are considering their future careers.

The **Generation Logistics** Ambassador Network supports with the tangible presence of logistics in the classroom, talented employees with a great story to tell about how they got into logistics, and the experiences and opportunities open to them. The Education Hub offer will be extended, with new, curriculum-mapped activities going live across the year, as well as our continued partnership with STEM Learning to enhance our reach across the UK.

Generation Logistics Week returns for a second year on 23rd June 2025, providing a time for sponsors and partners to unite in their activity to inform and inspire. Furthermore **Generation Logistics'** third year will see our inaugural physical work experience programme go live with sponsors, following on from the success of our virtual work experience offering.

It's a bold vision, but one that our sector deserves. You can see our first forays into education on the following page – join us to help us grow!



² Dependent on funding levels
³ Compared to our 2024 benchmark research due to be completed in October 2024

Sponsorship for all

The ownership and direction of **Generation Logistics** belongs with every sector 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.



Contact the team TODAY via generationlogistics@logistics.org.uk	Silver £15,000 £2,000*	Gold £30,000
Press and social (Facebook, X, 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	✓	Priority
Participation in Generation Logistics Week	✓	Priority
Opportunity to place case studies in the 2025 careers booklet		✓
Opportunity to place case studies on the website and for use in campaigns	✓	Priority
Branding presence and speaking slots at official live events	✓	Priority
The Hub (www.generationlogistics.org)		
Promotion of entry-level schemes	✓	✓
Use of hub registration data for sponsor's own campaigns		✓
Governance		
Membership of campaign Steering Group		✓
Regular sponsor 121s		✓
Post campaign learning from Agency	Report	1 day workshop

All sponsors receive

The Hub (www.generationlogistics.org)

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

Press & social

(Facebook, X, 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

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.

A third year of **Generation Logistics** is a huge opportunity to shift perceptions and position logistics as a career of choice. But it will only happen if the sector continues to collectively invest in the vision by supporting it financially, and by championing the campaign throughout your organisation and beyond.

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 3; a similar amount of funding to the first two years.

Will you support **Generation Logistics**?

To find out more about how you can become a sponsor, and help deliver the vision for **Generation Logistics**, please contact generationlogistics@logistics.org.uk.

We'd love you to join us as a sponsor!

- 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.
- 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.

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

GENERATION
PUSH YOUR BOUNDARIES
LOGISTICS



The Chartered
Institute of Logistics
and Transport

LOGISTICS UK

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