



Badge Nation Prospectus

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About Badge Nation

Badge Nation is a not-for-profit, purpose driven partnership bringing together all sorts of organisations across industries and sectors, to better champion skills, experience, and learning – whatever that might look like.

Not all learning happens on paper. Gaining skills and knowledge is a very human activity that deserves to be celebrated.

Outside of formal qualifications, exams and tests, individuals are constantly evolving through everyday work, volunteering in communities, attending events, and interacting with new ideas – but how can we recognise and mark all this ‘extra stuff’ in a lasting and meaningful way?

We believe that digital badges are the answer.

You can write a badge about anything, and award it to anyone that has achieved the specified criteria. Whereas an old-fashioned certificate may just title the activity and the date it was achieved, a digital badge clearly displays the earning criteria and skills involved in completing that activity, immortalising it online and giving earners the power, tools, and language to articulate their experiences when seeking future opportunities.

With Badge Nation, you can easily create your own bespoke digital badges to acknowledge and reward the achievements of your students, volunteers, colleagues, and teams. All badges issued by Badge Nation are written using the Cities of Learning Badge Standard, which is endorsed by [City and Guilds](#) and [the RSA](#).

Stepping onto a badging journey, like any good adventure, means learning a few new phrases. We’ve endeavoured to keep our language as simple as possible - but if it ever feels unclear - be sure to check out our ‘Jargon Buster’ in appendix 1 of this document which contains some essential bits of language to help you on your way.

About Digital Badges

- What Are Digital Badges?

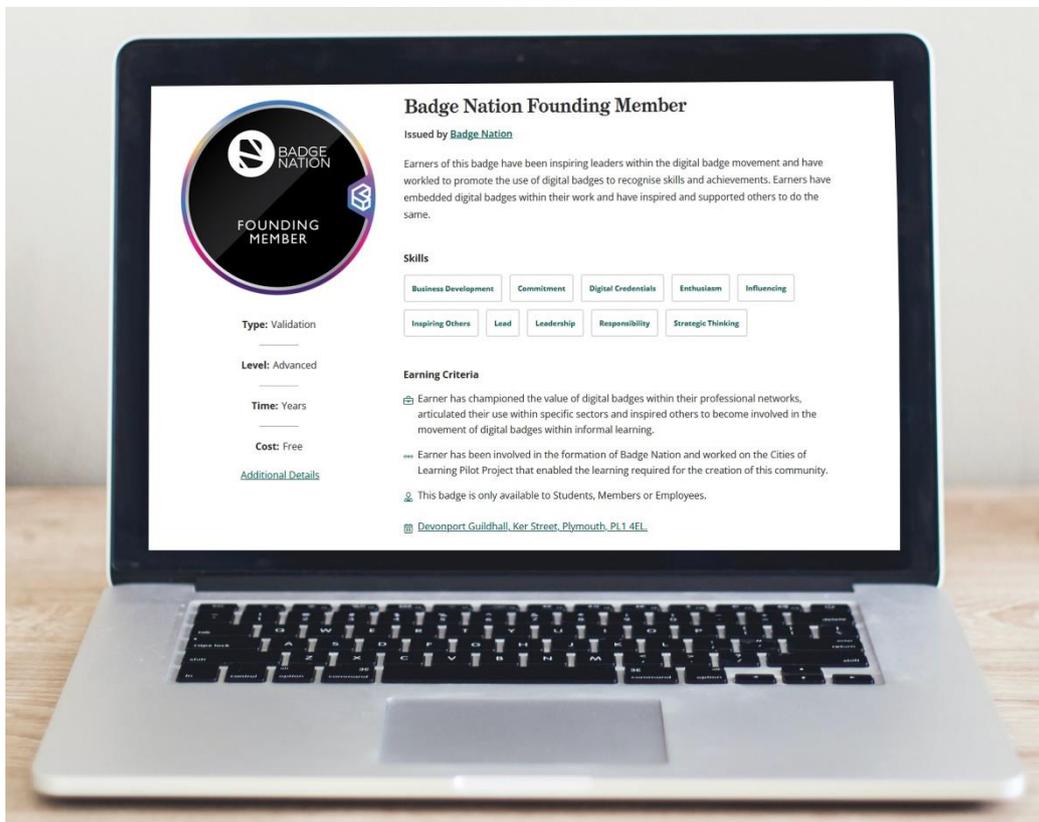
- A smart, simple, and visual way of recognising non-accredited learning.
- An effective and inexpensive way of [demonstrating your impact as an organisation](#).
- Accessible anywhere to anyone, [using only a website link](#).
- [A useful tool for earners to proudly display](#) on their website, social media, email signature, LinkedIn profile, and CV.

- How Do They Work?

Using [Credly](#), digital badges show the awarding organisation's logo and the earning criteria achieved to be issued with that badge.

- [They recognise and acknowledge the development of transferable skills](#) and aptitudes that employers value, typically not recognised through exams and formal qualifications.
- They motivate learner behaviour by recognising achievement.
- They help earners better tell the story of their participation with you.

[Here is what a digital badge looks like in your browser](#). You can clearly see the awarding organisation, skills, and earning criteria associated with the badge.



- The Cities of Learning Badge Standard

All digital badges written by Badge Nation members are written [to this standard](#). This provides a structure to communicate learning in a consistent way, making it easier to understand the activities people are doing, how it helps, and where it could lead. There are four layers to this standard:



Engage Layer

Information is given to learners to engage them with a topic and encourage them to undertake further learning opportunities in this area.



Participate Layer

Learning is interactive and undertaken with other people to deepen knowledge of a subject. Activities have specific learning outcomes to help learners progress.



Demonstrate Layer

Learning is contextualised in a real world setting and learners are given the opportunity to present their work and receive feedback to help them grow.



Lead Layer

Learners are given the opportunity to embed their knowledge in different contexts. Through their work they can show how they have inspired and influence others.

- Why Badge?

There are endless reasons to get badging! Each organisation will have their own ideas and way of doing things, but the two main areas of value are to the earner, and to the issuer.

For information on the benefits of badging for different sectors, [please visit 'Why Badge?' on our website](#).

Value to the Earner

- Badges recognise accomplishments and achievements that cannot be formally accredited, where experience outside of qualifications is highly valued and often not well documented.
- No achievement is too small to be badged! Any accomplishment, however small, can be the start of a journey to a better future.
- Badges provide the ultimate tool for providing verified employer references in an emerging freelance workforce.
- Badges give earners the power and language to better tell their stories by clearly displaying the activities they have engaged with and transferrable skills gained along the way, in language that employers understand.
- Badges [support earners to use the experiences, skills, and competencies they have developed](#) by working with your organisation to take positive steps in their own lives.

Value to the Issuer

Reporting & Outcome Tracking

- Every organisation has outcomes or markers that can be hard to measure and track. Badges give a quantifiable source of data for '[soft outcomes](#)' such as increasing skills or wellbeing.
- The analytics tool on Credly makes reporting on your organisation's badges and activities extremely easy.

Managing Staff & Internal Processes

- Earners don't just have to be participants on programmes or customers of your activity! Rewarding staff achievements with digital badges makes a great record of upskilling and progression within your organisation.
- Badges are a brilliant way to reflect staff training, CPD courses and suitability for roles.

Recruitment

- Recruiting the right people for any organisation requires a lot of time, care and effort. Badges are fantastic for getting a snapshot of a person's experience and skills.
- Badges have the added bonus of showing which organisations have previously worked with candidates in many capacities, without the laborious requests for references.

Grants & Funding

- Lots of organisations will utilise grants and funding at some point. Incorporating digital badges as a measure of impact can make applications stand out, increasing the credibility of how you will be tracking, measuring, and reporting on specific outcomes, as well as bringing structure to your activity.

Attitudes & Movement Making

- Every organisation has key messages and attitudes they want to develop in others. Digital badges are a brilliant way to recognise and encourage the change you want to see in the world.

Marketing

- You can get really creative with using badges as a marketing tool!
- [Badges are designed with your logo and branding](#), so are very personal to your organisation. Every time someone shares a badge they earned with you, it's an advert.
- Because of the way badges are displayed [in browser](#), people that click on your badges get a direct snapshot of the activities you deliver and the impact you're creating, and can be linked directly to your website or social media channels.

Badge Nation Membership

In response to the amazing creative possibilities organisations have seen for the use of digital badges, we have developed three exciting membership packages that seek to support and enable these opportunities.

- Membership Packages & Costs

Item	Get Badging	Badge Bigger	Super Issuer
Members Area access	Unlimited Individuals	Unlimited Individuals	Unlimited Individuals
Earners	500	3000	Unlimited
Badge Templates	6	Unlimited	Unlimited
Collection Managers	3	Unlimited	Unlimited
Write on behalf of other organisations	x	x	Unlimited
Issue on behalf of other organisations	x	x	Unlimited
Award one year of Get Badging membership to your strategic partners	x	x	Up to 10 organisations

Get Badging:

Annual - £200 +VAT (£240 inc.)

Get Badging is a super affordable way for any organisation that wants to give badges a try to get a small badge offer up and running in their first year. This package works best for organisations that work directly with the individuals they wish to issue badges to, and can process the names and email addresses of earners easily.

12 months of Get Badging includes:

- Access to write up to 6 badge templates. Each template includes visual design, quality assurance and publishing to Credly by the Badge Nation team.
- Issue your badges to 500 earners.
- Collection Manager access to the Badge Nation issuing licence on Credly for three individuals.
- Access to the Badge Nation Members Area of supporting resources for unlimited individuals from your organisation.
- Personalised support to understand how best to use digital badges in your context and create your own collection.
- Support to introduce, issue and promote your badges to the people you work with.

Badge Bundles:

For organisations that need more than 6 badges but aren't ready to Badge Bigger – the visual design, quality assurance and publishing of additional templates can be purchased in bundles.

- 10 additional badges: £250 +VAT (£300 inc.)
- 20 additional badges: £500 +VAT (£600 inc.)

Badge Bigger:

Annual - £1,000 +VAT (£1,200 inc.)

Badge Bigger is perfect for larger organisations that want to implement a digital badge offer on a wider scale, across multiple departments, locations, or target audiences.

12 months of Badge Bigger includes:

- Access to write an unlimited number of badge templates. Each template includes visual design, quality assurance and publishing to Credly by the Badge Nation team.
- Issue your badges to 3000 earners.
- Collection Manager access to the Badge Nation issuing licence on Credly for unlimited individuals from your organisation.
- Access to the Badge Nation Members Area of supporting resources for unlimited individuals from your organisation.
- Personalised support to understand how best to use digital badges in your context and create your own collection.
- Support to introduce, issue and promote your badges to the people you work with.

Super Issuer:

Year 1 - £7,500 +VAT (£9,000 inc.)

Year 2 onwards - £1,500 +VAT (£1,800 inc.) per year

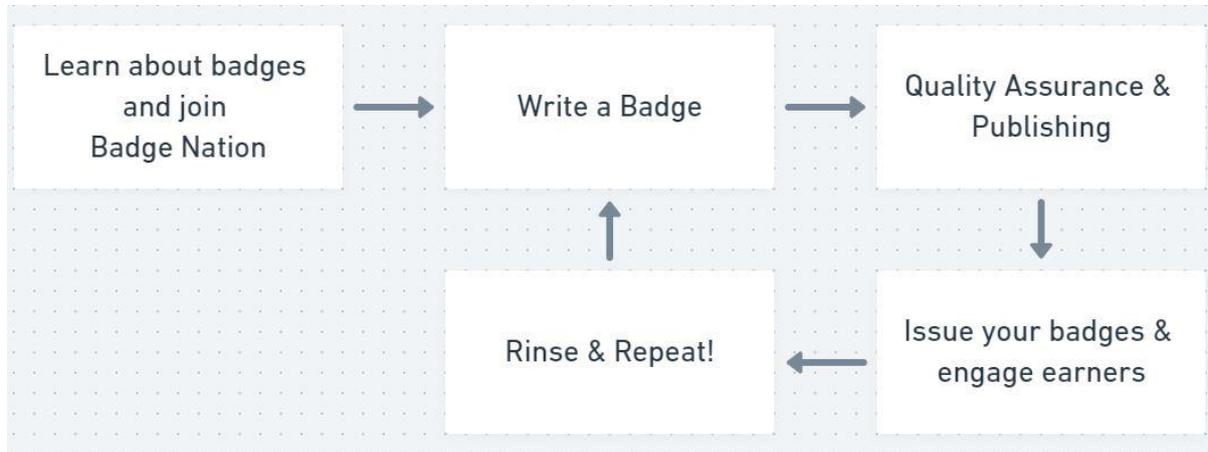
The Super Issuer package enables you to take digital badges and mobilise large numbers of people and organisations to use badges throughout a place, community, or sector. Super Issuers can gift Badge Nation membership to other organisations, and can issue badges on behalf of employers, individuals, or small organisations they work closely with but who might not want their own Badge Nation membership.

Super Issuer package includes:

- Bespoke support to identify your needs as a Super Issuer and implement any required systems and processes to integrate with those of Badge Nation.
- Access to write and issue an unlimited number of badges for your organisation.
- Collection Manager access to the Badge Nation issuing licence on Credly for an unlimited number of individuals from your organisation.
- Training and support to write, issue and quality assure badges on behalf of an unlimited number of organisations.
- Access to analytics from your issuing and the issuing of your identified strategic partners.
- Award one year of Get Badging to up to 10 strategic partner organisations.
- Access to relevant national Communities of Practice.

- How Does Membership Work?

For Get Badging and Badge Bigger members, the route to get going on your badging journey will look like this:



Learn about badges and join Badge Nation

We find the best way to start your badging journey is to get stuck in with a Badge Writing workshop - we run free workshops regularly, with no obligation to join Badge Nation if it isn't for you.

During this workshop you will learn about the ingredients that make up a badge, the Cities of Learning Badge Standard, and how to best reflect your organisation's activity. You will leave the workshop with the makings of your first badge, you might even finish writing it!

When you are ready to join, your organisation will complete a Membership Agreement. This agreement will explain the terms of your membership, asking for some details about your organisation and the people who will be responsible for issuing your badges.

This agreement is an online form which, once complete, will provide you with information on next steps and an invitation to join our Members Area. At this stage, we will feature your organisation in [our community of issuers](#).

Once you have joined the community you can access the Members Area – our resource hub with all sorts of helpful documents and links to make your membership really easy. Help to write and issue badges, how-to videos, promotional materials to use when sharing your badging journey with your networks, you'll find it all here.

Write a badge

You may have already made a start on your first badge but if you haven't, now is the time.

Using what you've learned in the workshop and supported by information in the Members Area, write a badge by completing a template containing details such as title, earning criteria, skills, and links to your activity. You can find a link to provide us this required information in the Members Area.

Quality Assurance & Publishing

Once you have submitted your badge in 'final draft' we will start the Quality Assurance process. This is where our team will check the criteria you've supplied, ensure that your badge is properly mapped to the [Cities of Learning Badging Standard](#), and generally make sure it's as good as it can possibly be. We may get in touch with you at this stage to discuss any suggested modifications or required clarifications as part of your personalised support.

When everything is good to go, we will publish the badge to Credly – the badge issuing platform – live and available for you to issue to your earners.

If this is your first badge, this is also when we will add your organisation and individuals that have been specified as Collection Managers as per your Membership Agreement, granting them access to Credly and allowing them to issue badges and access analytics.

Issue your badges & engage with earners

It's over to you!

When we add your specified people as Collection Managers, they will receive an invitation from Credly.com with further instructions.

Credly is the platform where you will be uploading your earner information for them to be notified that they have been issued with a badge. To get going, we provide a short Collection Manager Training video to help you navigate the platform and take you through the issuing process step-by-step. We recommend familiarising yourself with this before you have a go at issuing badges to your earners.

Once you have successfully issued your badges, Credly will send an email notification to earners with some simple instructions on how to create an account and claim their badge.

This is a great chance to engage with your earners and provide support around their badges, such as sharing these how-to videos for [claiming their first badge](#) and [adding their badges to LinkedIn](#) – we have email templates ready for you to use in the Members Area.

Rinse & Repeat!

Now that you've issued badges for the first time, you're ready to write and issue more:

Write the badge > Submit for quality assurance > We quality assure & publish > You issue and engage with earners.

Our friendly team is here to support you throughout the process, and we are always on hand to answer any questions or concerns you may have about membership, badge writing, ways to implement in your organisation and more.

What next?

- Get in touch

Interested in writing your own badges, or supporting other organisations to get badging? If you have a query that we haven't covered here, please visit our [frequently asked questions page](#) for further information, or get in touch with us using our quick online form at [badgenation.org](#) for a member of our friendly team to get back to you.

- Join Badge Nation

Ready to begin your badging journey? Complete your Membership Agreement on our website today – visit [badgenation.org](#)

Badge Nation Jargon Buster

Issuer	An Issuer is a Badge Nation member organisation that has joined the community and is currently issuing badges, or on their way to issuing badges within their collection. Badge Nation community Issuers
Earners	An earner is any individual or organisation that has been issued with a digital badge.
Champion	Champions are people or organisations that have pioneered a new approach, influenced others to start badging, changed policies to include Digital Badges, or funded Badge Nation membership for other organisations. Badge Nation community Champions
Credly	Accessible via internet browser, Credly is the platform on which all Badge Nation Digital Badges are stored and issued.
Collection	A Collection is a group of badges on Credly. When Issuers join Badge Nation and write their own badges, these will be published on Credly in a Collection, which a Collection Manager will be given access to for admin and issuing. View Badge Nation collections of Digital Badges
Collection Manager	A Collection Manager is a designated person from an issuing organisation that has been given access to the Badge Nation Credly licence. Collection Managers can issue badges and view analytics for any specific Collection they have been given access to, and are usually designated at the point of an Issuer signing their Membership Agreement.

Membership Agreement	<p>All Issuers joining Badge Nation will need to complete a Membership Agreement. This is an online form containing all the information we need to support you in starting to badge such as; information on the organisation, logo and branding preferences, estimated earner numbers, and designated Collection Managers.</p>
Badge Template	<p>A Badge Template is the information that makes up a Digital Badge, including the title, earning criteria, description, and any other important information that you may wish to include.</p>
Cities of Learning Badge Standard	<p>The Badge Standard is a simple framework against which all Badge Nation digital badges are quality assured. This standard provides structure to badge writing, making it easier to understand the activities people are doing, how they help, and where they could lead. There are four layers to this standard; Engage, Participate, Demonstrate and Lead.</p>
Quality Assurance	<p>Once you have submitted the required information for your Badge Templates, the Badge Nation team will review the criteria you have supplied and ensure you have mapped the activity to the correct layer of the Badge Standard. Should anything in your template require amending, the team will work with you to complete your badges before they are published to Credly.</p>