

# 22/23

# Membership Prospectus

*A technology and social enterprise partnership dedicated to making learning and skills development accessible to individuals, organisations, places and communities.*



BADGE  
NATION



NAV/GATR

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# About us

Two organisations born out of the [Cities of Learning UK movement](#), our unique technology and social enterprise partnership is dedicated to making learning and skills development accessible to individuals, organisations, places and communities.

## [Navigatr](#)

The next generation of digital badging technology, that includes a powerful pathways and badge issuing tool, the Navigatr app is designed to help learning providers list activities for individuals to discover and build their skills & reach their goals.

It enables people to find activities, earn badges and build a profile of skills they develop outside of the classroom.

It has a user and a provider interface that enables individuals to sign up for free and search providers and their offerings.

Through the provider interface, providers can issue badges and present pathways in a super searchable format.

Using [Lightcast](#) labour market skills technology, it is the only public facing, UK hosted issuing and pathways platform in the world and the first of its kind.

Navigatr are a Leeds based company with a specialism in platform development, digital learning and education solutions and - of course - digital [\(open\)](#) badges. Over the past 2 years they have developed an amazing platform that is designed for open public access and has an open API which enables integration with other existing platforms, CRMs and LMS systems.

## [Badge Nation](#)

Badge Nation was created to make digital badging accessible and create a community of organisations who have chosen to use this technology to truly support the development of skills in individuals.

Badge Nation supports people on how to write and use digital badges. They have their own badge school platform dedicated to supporting people to write really high quality badges before they get published to any issuing platform.

The team at Badge Nation quality assure all the digital badges written through Badge Nation according to the [RSA Badging Standard](#) and give organisations access and training to use issuing services such as Navigatr and Credly. They are committed to creating communities of organisations who want to use this amazing technology for good.

Badge Nation is part of the [Real Ideas](#) group (Cornwall/Plymouth). A social enterprise dedicated to solving problems and creating opportunity. Real Ideas deliver this work with partnership support from [Future Creators](#) in Brighton. Real Ideas and Future Creators were the original lead organisations in the first Cities of Learning pilots in 2018.

# Digital Badges are 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 individuals to proudly display on their website, social media, email signature, LinkedIn profile, and CV.

- Using the Navigatr app, digital badges show the awarding organisations 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.

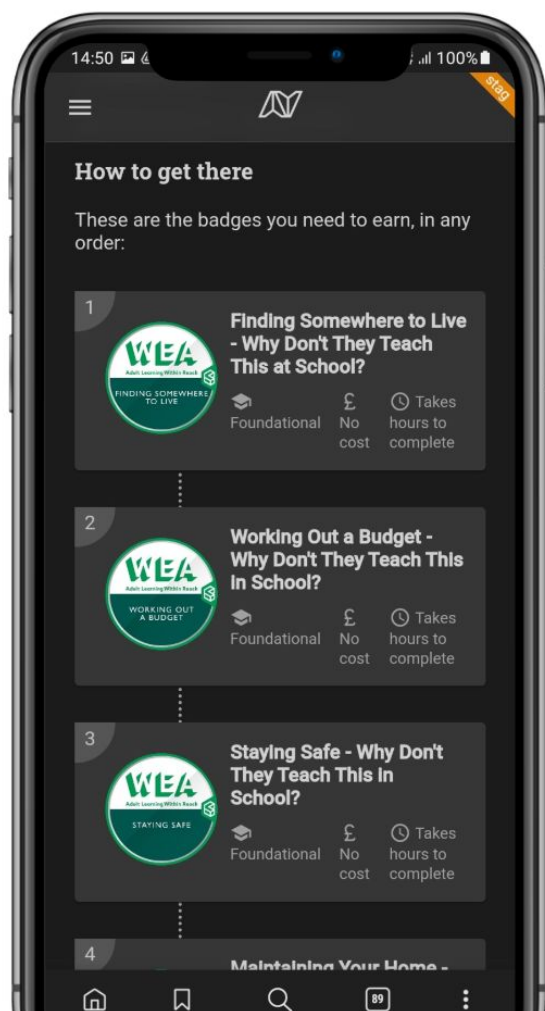
You can clearly see the awarding organisation, skills, and earning criteria associated with the badge.

View the badge [here](#)

The screenshot displays the Navigatr app interface. At the top, the 'NAV/GATR' logo is on the left, and 'LOGIN' and 'SIGN UP' buttons are on the right. A sidebar on the left contains navigation icons for 'ABOUT', 'DISCOVER', 'MAP SEARCH', 'LOGIN', and 'NEED HELP?'. The main content area features a digital badge for 'Fairtrade University and College Award Auditor' by 'Badge Nation'. The badge includes a description, a list of skills (Demonstrate, Sustainability, Communication, Completing Reports, Customer Contact, Decision Making, Deductive Reasoning, Evaluation, Following Instructions, Independent And Active Learning, Listening, Organisational Skills, Speaking, Volunteering, Writing Reports And Instructions, Volunteer, Training), and criteria. A 'Criteria' section lists specific tasks and achievements. A 'Standards' section mentions the 'Cities of Learning Badging Standard - Demonstrate layer'. On the right side of the badge, there are details about the badge type (Validation), level (Intermediate), cost (Free), completion time (Days), participation (Online), creator (Badge Nation), and awarding organization (Credly).

# Pathways are a way to organise and connect a series of digital badges visually on it's own web page

- Pathways help individuals to move through related learning experiences and activities in a structured way.
- They can help them to more easily understand where they are in their learning journeys.
- A great tool to structure existing learning pathways, courses, learning experiences, training and qualifications into a visual format.
- Or use pathways to connect informal learning to employment or further learning opportunities.



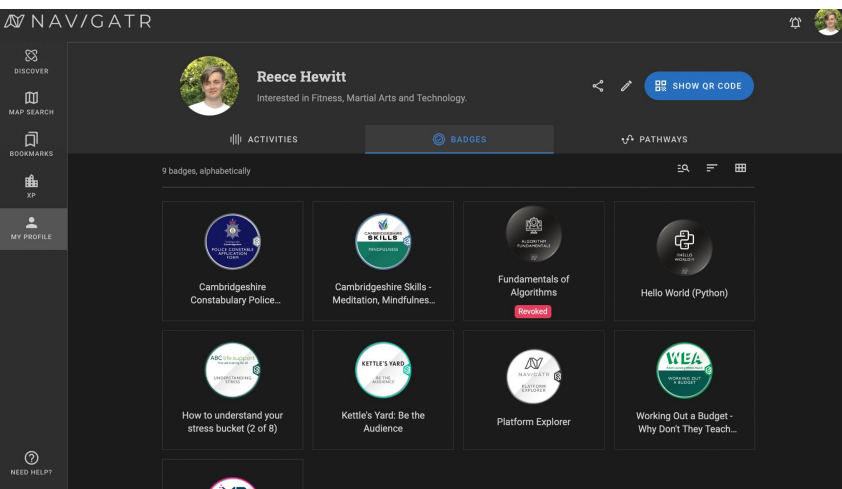
You can see an example of an adult learning pathway [here](#).

Badges, pathways and activities are organised in provider accounts on the platform and organisations can control and edit these pathways from their own interface as provider managers.

Provider accounts can be organised into communities on Navigatr with community admins being able to access analytics from the platform and even select additional development options like live jobs feeds, special category data capture and bespoke data dashboards.

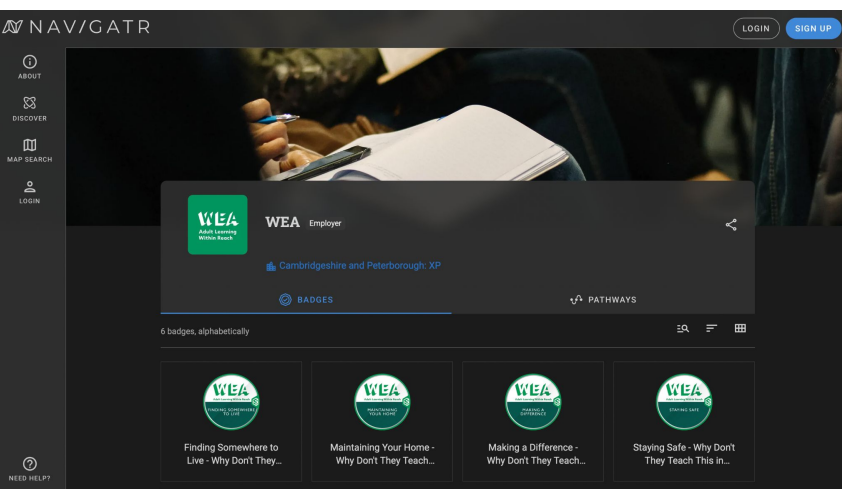
# Meet the Navigatr app: the next generation of digital badging technology

Navigatr offers an accessible web application that includes a powerful open library of digital badges, designed for individuals to sign up for a free account to find activities, collect badges and easily find pathways to opportunities for more personal and professional development.



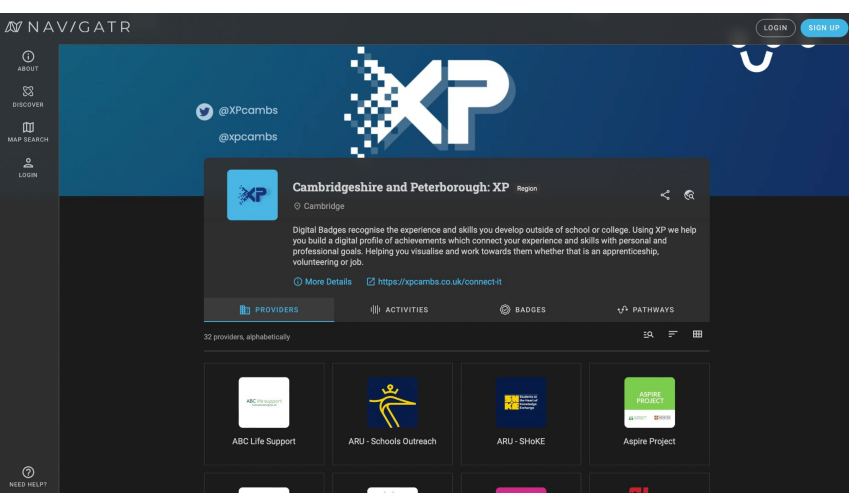
## For Individuals

- ✓ Discover learning nearby and online
- ✓ Profile of earned badges, activities attended and pathways completed to share with employers and training providers
- ✓ Notifications with learning recommendations
- ✓ Share badges to social media, including LinkedIn



## For providers

- ✓ Provider profile for your organisation
- ✓ Navigatr Badge Issuing
- ✓ Credly Badging Integration
- ✓ Pathways
- ✓ Activities
- ✓ Analytics
- ✓ Search
- ✓ Map Search



## For Communities

- ✓ Community profile to display all badges, activities, pathways and organisations
- ✓ Customisable landing page
- ✓ Navigatr Badge Issuing
- ✓ Credly Badging Integration
- ✓ Pathways
- ✓ Activities
- ✓ Analytics
- ✓ Search
- ✓ Map Search

✓

## For Development teams

Access the Navigatr API to integrate digital badges with existing platforms.

Navigatr API 1.0 <span style="background-color: #90EE90;">QAS3</span>		
<a href="#">/openapi.json</a>		
<a href="#">Authorize</a>		
Authentication		
POST	/v1/token	Token
GET	/v1/check_token	Check Token
GET	/v1/current_user	Current User
GET	/v1/current_user/roles	Current User Roles
GET	/v1/user/{user_id}	Get User
DELETE	/v1/user/{user_id}	Delete User
PUT	/v1/user	Update User
PUT	/v1/user/{user_id}/change-password	Change Password
PUT	/v1/user/{user_id}/send-email-verification	Send Verification Email

# Membership options





# Providers

Designed to support any organisation regardless of size and budget to create and issue high-quality digital badges. With a [Provider account](#) on Navigatr, organisations, projects or departments can Issue badges, create pathways and activities, monitor progress and access analytics.

All prices are for 1 year and exclude VAT.

	<b>Get Badging</b> £200	<b>Badge Bigger</b> £975
<b>Earners</b> Number of individuals you can issue your badges to	300	1000
<b>Badges</b> Each badge you create includes our dedicated quality assurance, visual design, and publishing service	5	25
<b>Badge Writing and Quality Assurance from Badge Nation</b> Support to get you writing high quality badges and quality assurance services to ensure badges map to the <a href="#">RSA Badging Standard</a> .	✓	✓
<b>Search</b> <a href="#">Public facing search engine</a> for all pathways, badges and activities	✓	✓
<b>Map Search</b> Feature all of your activities, badges and pathways in <a href="#">map view</a> for earners to find	✓	✓
<b>Virtual Resource Hub</b> Unlimited access to our suite of online training and guides for you and your team	✓	✓
<b>Customer Support</b> For basic issues such as solving usage problems and fulfilling service desk requests that need IT involvement.	✓	✓
<b>Additional Badges</b>	x	£25/badge
<b>Additional Earners</b>	x	£500/1000

# Communities

Designed to support larger organisations, strategic leaders and partnerships or sector bodies, to create a visible access point for a collective offer.

Our community offers come with features from the [Provider offers](#) and enable multiple organisations to badge better, together. View, manage, promote and organise all learning activity by place or theme with a Navigatr [Community profile](#).

All prices are for 1 year and exclude VAT.

	Community £5k	Supported Community £20k	Macro £50 k
<b>Customisable Landing page</b> Explain your programme to individuals, stakeholders and funders with a branded landing page. <a href="#">Example</a>	✓	✓	✓
<b>Provider Accounts</b> Give your learning providers stunning pages to issue badges, create pathways and activities, monitor progress and access analytics. <a href="#">Example</a>	5	20	100
<b>Inclusive Membership Packages</b> Use at your organisation and award to strategic partners that you value.	5 Get Badging	£10k of badging & pathways membership	5 Supported Communities
<b>Analytics</b> View the impact - access real-time data on issuing, pathways and activities for all provider accounts within your community.	✓	✓	✓
<b>Strategic workshops</b>	4 x 45 min sessions	4 x 45 min sessions	4 x 45 min sessions
<b>Community &amp; Badging Support Calls</b> Monthly Support Surgeries with Navigatr & Badge Nation experts.	1hr monthly	1hr monthly	1hr monthly

# Services

Available for Badge Bigger or Community membership packages.

All prices are by arrangement and exclude VAT.



## Badge Writing

- ✓ Visual design
- ✓ Badge writing
- ✓ Quality Assurance

**From £350 for half a day**



## Strategic workshops

- ✓ Expert consultancy to support development of badging and pathways strategies.

**From £350 for half a day**



## Special Category Data Capture Service

- ✓ Discover learning nearby and online
- ✓ Profile of earned badges, activities attended and pathways completed to share with employers and training providers

**From £3,500**



## New app feature developments

Community organisations can part or wholly fund new developments or integrations they want to see on the Navigatr roadmap under the Navigatr contributing members agreement.

**Pricing based on scope**



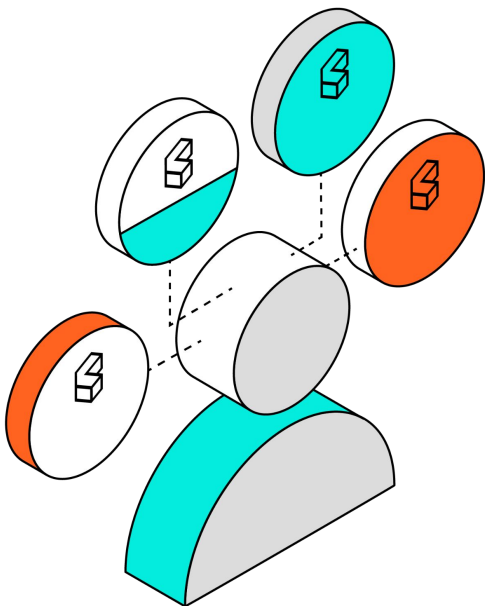
## API integration services

API to integrate badging and pathways within your existing platform.

Example applications:

- Issue badges from within your site
- Display badges within your platform

**Pricing based on scope**



## Cities of Learning

[Cities of Learning](#) is a movement of places who have engaged in a programme run by [The RSA](#) that helps cities and regions design and deliver inclusive lifelong learning. The aim of the programme is to transform the potential of each participating city and region's learning ecosystem. This will help build the skills needed for its people, employers and community to thrive.

From light touch convening through to deep level research and strategic thought leadership. The RSA's heritage in place based change making is unequalled. For further information about how to become part of Cities of Learning, please contact [Tom.Kenyon@rsa.org.uk](mailto:Tom.Kenyon@rsa.org.uk)

# Onboarding

You're in safe hands! It's quick and easy to get set up with your membership and start recognising learning with badges and pathways, here's a brief overview of the journey:

## For providers

As a single organisation your journey to badging looks like this:

1. Join Badge Nation and sign up to the badge writing area (free, no commitment)
2. Have a go at writing badges that can form pathways (free, no commitment)
3. Sign up and buy a package. Complete Badge Nation and Navigatr agreements.
4. Get the badges you've written quality assured and published to Navigatr
5. Start using Navigatr in your setting to create and display pathways and activities and... Issue badges to the people you work with!
6. Come back to the Badge Nation badge writing area and write more badges!

## For Communities

As a community admin your journey starts a little earlier:

1. Figure out who your community will be and who you will gift your membership packages to. (we can support this with resources and if necessary additional consultancy. If your ambitions are large we might suggest you think about becoming a City of Learning and working with the RSA to strategise).
2. Convene your community for provider workshops (use the support time included in the community package for these).
3. Get your providers on their badging journey as organisations (same as above except they don't have to pay).
4. Repeat steps 2 and 3 if necessary.

# See it for yourself

Book a demo

For enquiries about any of our packages please get in touch via [badge.nation@realideas.org](mailto:badge.nation@realideas.org)



[www.badgenation.org](http://www.badgenation.org)  
[www.navigatr.app](http://www.navigatr.app)