

Brief for Website & Logo Development

Name of Project
Digital Futures of Work: Reimagining Jobs, Skills and Education for Shared Prosperity
Background
<p>'Digital Futures of Work: Reimagining Jobs, Skills and Education for Shared Prosperity' is an international research programme.</p> <p>We are a group of researchers that seek a rethink of the Fourth Industrial Revolution through a systematic, multi-dimensional, multi-method comparative investigation of the impact of digital technologies on the future of work, education, skills, and labour markets in key innovation clusters and occupations across a range of countries (Singapore, US, China, UK, Germany, Finland, Vietnam, Japan etc).</p> <p>Our start point is that technology is not destiny. It cannot be assumed that the Fourth Industrial Revolution will lead to increase in demand for college graduates, better quality jobs, or a fairer society. On the contrary, technology has equal potential to be deployed in inclusive and non-inclusive ways, based on the decisions that humans make.</p> <p>We therefore ask in which contexts will digital technologies narrow inequalities, and in which contexts will the technologies reproduce or lead to even greater educational, economic and social inequalities. We ask which social and institutional factors will deter or accelerate the substitution of machines with human labour. We ask if investments in education and training is enough to stem the tide of the new wave of platformisation of labour. We ask which occupational groups are particularly at risk. We also ask if there are more sustainable ways to facilitate the deployment of technologies in ways that augment labour, fully capitalise on the innovation potential of a country, and preserve human dignity and civilisation in an age of machines. Which international examples show signs of promise or, better still, evidence that they work?</p> <p>There are currently more than 20 researchers from the UK, Singapore, Denmark and Vietnam on the research programme, with more researchers expected to join the programme in the coming months. The two lead institutions are Cardiff University, and the Institute for Adult Learning, Singapore University of Social Sciences. Partner institutions at the moment are Bristol University and Oxford University. We expect the involvement of a few more partner institutions in the coming months.</p> <p>Through the evidence from our research, our goal is to enable societal actors to take vital steps to shape the Fourth Industrial Revolution towards human augmentation, inclusion and a shared prosperity. These actors include policymakers, corporate leaders, practitioners, activists and other interested members of society who are concerned that the deployment of digital technologies may widen social inequality. Research is based on a peer-review process, and therefore it is equally important that other researchers engage with our findings.</p>

Overall Brand Feel (for website & logo)

Futuristic, Inclusive, Human-Machine Augmentation, Human Civilisation in an Age of Machines

Website Objectives

Goal: Becoming an authoritative source of inclusive digital transformation

The website will carry our research reports, working papers, briefing papers, commentaries, blog postings, videos and more. Each type of content is targeted at different stakeholder group (see below).

Because the issue of future of work is topical in every society, we hope to push out our research findings as they emerge, so that stakeholders will have access to the latest set of evidence. Our target is to upload at least 2 blog postings, and 1 other type of content (e.g. research paper, working papers etc) each month.

The website will also carry announcements on events and activities such as webinars etc.

Target Audience

Target Audience:

- Primary: Researchers & Policy-makers
- Secondary:
 - a) Industry – C-suite including Chief Technology Officers, Chief Human Resource Officers
 - b) Practitioners – Digital consultants, jobs & skills analysts, educators, technologists, journalists

Website Key Considerations

A) Engagement

Below is the core content for the website:

- Research reports
- Working papers (targeted at researchers)
- Briefing papers (targeted at policy-makers)
- Notes for practitioners (targeted at industry practitioners)
- Commentaries (general audience)
- Blog-postings (general audience)
- Videos (general audience) – to be linked to Youtube

At the point of time of website launch, we would have at least 3 research papers and 2 blog postings. More content will be uploaded progressively. Our target is for 1 new document, and 2 blog postings a month.

Give the amount of heavy content we will have, we want to avoid a repository (dumping) approach for the website. There needs to be prominent space for us to push a top idea for the month. For all the articles that we have, we prefer a headline approach where key ideas are displayed to grab the attention of readers, with those interested able to download a document for further reading.

Social media links:

- Twitter
- Youtube
- Researchgate

B) Accessibility

The website should be mobile/device friendly.

C) Easy to manage

None of the research team members have experience in website development/management. Therefore, the website should be easy to manage, upload etc.

Examples of Websites that We Like

- <https://autonomy.work/> We like the bold look. We particularly like this page (<https://autonomy.work/research/>), where content is categorised for different stakeholders.
- <https://www.denkfabrik-bmas.de/en/> We like the futuristic look.

Logo to be Developed

A logo is needed around the programme title 'Digital Futures of Work'.

In addition to the website, the logo will be used in all programme collaterals such as powerpoint presentations, template for research reports/working papers/briefing papers etc, information sheets etc.

Domain & Site-Hosting

Domain name: www.digitalfuturesofwork.com (this has been purchased)

Site-hosting: We are likely to use Siteground WordPress Hosting, but we are open to suggestions from the webdesigner. None of the research team has website development or webmaster background, so it must be as easy as possible platform for us to manage (given the actual research responsibilities that we have).