

Streamline recruitment. See real skills. Reduce re-training.

Digital badges give you trusted evidence of skills. They save time, avoid duplicated training and help you identify talent that is often missed.

Large employers across Sussex are under pressure to recruit efficiently and fairly while tackling persistent skills shortages.

Common challenges include:

- Identifying real capability in entry level applicants when standard applications do not show the full picture.
- Finding reliable and consistent ways to assess skills without adding workload.
- Reaching talented candidates from a wider range of backgrounds and routes into work.

Digital badges support this by:

- Making skills and achievements visible in a verified and consistent way.
- Providing clearer evidence of what applicants can do beyond standard CVs.
- Reducing guesswork and helping employers make more confident and inclusive hiring decisions.

How Coastal Catalyst can help:

- Support your HR team to understand digital badges and what they show.
- Guidance on how to recognise badges within your recruitment process.
- Help to pilot badge recognition in entry level or seasonal roles, and explore issuing badges for work experience or placements.



Case study: NHS

The RSA Digital Badging Commission reports that portable digital credentials **could save the NHS more than £100 million each year** by reducing duplicated training and improving staff mobility.

The business case



£1.6 to £5.3 billion

National productivity and HR gain from faster and clearer hiring.

Source: RSA Digital Badging Commission 2025



25-40%

Reduction in time to hire when skills are verified digitally.

Source: RSA Digital Badging Commission 2025



9 in 10

Businesses find candidate discrepancies. Badges reduce this risk through verified evidence.

Source: People Management, background screening report 2025



77%

Badge earners share them with employers when applying for work.

Source: Open University badge survey 2023



22%

UK adults lack essential digital skills. Badges help surface these capabilities in entry level roles.

Source: NCFE digital skills commentary 2023

Next steps

We would welcome a conversation about how your organisation could recognise digital badges in its recruitment. **Contact:** Deana Ward deana.ward@futurecreators.org.uk