

5G in 5 Days

Youth  
engagement



**5G Case Study**

5G in 5 Days

# Synopsis

West Midlands 5G (WM5G) launched 5G in 5 Days, a pioneering, challenge-led, vocational innovation and awareness programme to engage young people (aged 18-24) from all backgrounds and abilities within the region.

Six successful applicants were invited to take part in the programme to experience 5G and learn about its benefits, develop their digital skills and knowledge, and raise their personal profiles within the region, furthering WM5G's mission and vision.

The five days featured a busy education programme with site visits to locations across the West Midlands, to learn more about the real world applications and benefits of 5G. This included the UK's first 5G connected tram and a visit to SME manufacturer AE Aerospace to explore a 5G connected manufacturing environment.

The participants had exclusive access to industry experts and WM5G's 5PRING Innovation Centres to learn how connectivity will drive significant positive impact for consumers and businesses within the region.

Also provided with a 5G phone for the week, the young people were able to fully experience 5G's speed and functionality first-hand while documenting their experience as part of a video series for the WM5G website and promoted via social media.

The direct contact between the participants, experts and the various trials enabled the programme to tailor the learning experience which helped build confidence and enhance existing interests within technology and connectivity among the participants.



# The 5G in 5 Days week

As part of the 5G in 5 Days week, participants:

- Had exclusive access to our brand new 5PRING 5G innovation centres which aim to help organisations of all sizes unlock 5G's full potential; the participants explored 5G use cases and emerging technology, learning how a 5G network operates.
- Met leading industry experts to learn about 5G innovation in transport, manufacturing and health and social care sectors. This included a talk and virtual tour of the Manufacturing Technology Centre in Coventry, and taking a 5G connected tram to visit 5G-connected SME manufacturer, AE Aerospace.
- Enjoyed insightful talks from technology leaders about how 5G can improve network security and the acceleration of 5G deployment across the region.
- Listened to an in-depth explanation on WM5G's Connected Map and the benefits it brings to accelerating 5G in the region.
- Heard from multi-award-winning entrepreneur, Youth4AI Founder Kari Lawler on her career in technology and how she became interested in 5G from a young age.
- Reflected on their week of learnings and fed back their 5G solutions to a panel of experts.
- Took part in a social media series to educate the wider community on 5G technology and its potential.





## Problem

The acceleration, adoption and introduction of 5G will be a catalyst for major societal and economic change, making it vital to ensure the supply of digital and 5G-ready skills in the future workforce to avoid the risk of falling behind.

As outlined in the skills report 'Gearing up our People to Drive the Power of 5G' (March 2020), 5G will soon affect everyone in every industry and there is a growing need for 5G skills, with an estimated 22 million 5G-related jobs expected by 2035.

For the West Midlands, with one of the youngest and most diverse populations in the country, this presents a valuable opportunity to create jobs and strengthen its socioeconomic climate.



## Solution

To aid the adoption of 5G across all age groups and encourage young people to consider 5G as a viable career, a youth engagement programme was established.

Through the use of social media and utilisation of video, the participants were able to share insights and learnings with their own followers and far beyond the scope of the programme via WM5G's channels.

If scaled this would create a pipeline of young individuals with the skills and understanding necessary to progress into a career in the 5G industry.



## Benefit

Working directly with the participants enabled them to learn first hand and understand 5G and its benefits to society. It also helped develop their confidence and feel more involved in shaping their own 5G journey.

The programme and the participants experiences were documented by video and diary resource for other young people to engage with.

Following the programme's successes, WM5G is looking to deliver the 5G in 5 Days programme on a wider scale, engaging other public and private sector organisations to boost young peoples' awareness and knowledge of 5G nationally.

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I'm most proud of the passion that has come from the young people. What we've seen across the programme is they've learnt about the benefits 5G can bring to businesses and consumers.

We now have a further six 5G ambassadors out there in the region, advocating the work that West Midlands 5G delivers.

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Ben Turner, Engagement Manager, WM5G

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I think 5G will make the biggest difference in the quality of the services and products we are paying for in the future. Business will be able to know their consumers even more and by that provide better services

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I got a great insight into how 5G can truly make a difference and is not just a simple small jump from 4G or simply being faster

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What I enjoyed most about the programme was learning from and networking with professionals within the sector

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5G in 5 Days participants

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My favourite part of the programme was getting to understand the impact and role 5G will play in our lives as consumers, and how we work across industries

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My highlight from the programme was the inspiring talk with Kari, her story really made me realise that I am capable of so much more than I thought and if I could become more pro-active I can achieve more in my career

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# Takeaways

## Sustain



To support the growth of the 5G sector and ensure momentum to achieve smart cities are maintained we need to ensure more young professionals view 5G and connectivity as a viable career path.

## Learnings



The participants were able to learn about 5G's capabilities far beyond their current understanding and perceptions of the technology. The Covid-19 pandemic was a hinderance in delivering more hands-on learning as part of the programme something that would have been beneficial to participants.

## Contacts



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## More info



- [www.wm5g.org.uk](http://www.wm5g.org.uk)
- [5G in 5 Days YouTube](#)
- [5G in 5 Days Instagram](#)



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