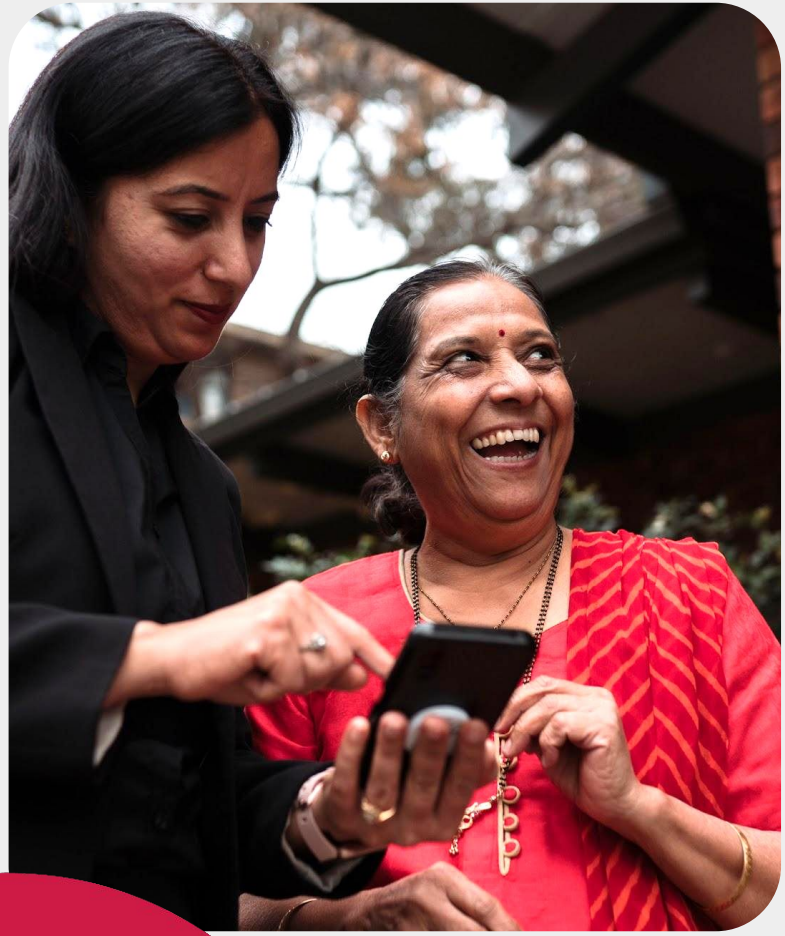


Together we can fix the digital divide

A world where everyone can benefit from digital

Good Things

Google AI Professional Certificate Q&A

Google’s AI Works for Britain programme

As generative AI transforms the job market, the digital divide risks grow wider. Google.org’s goal is to bring practical AI skills to people in every corner of the UK.

Pop-up bars: Launching in cities across the UK to give the public the opportunity to learn how to prompt.

Gemini university tour & AI skilling for students: To ensure the next generation of workers has job-ready skills, Google is taking AI training directly to campuses nationwide.

Grassroots upskilling to ensure no one is left behind: Funding partners across Europe (including Good Things Foundation) to deliver AI Skills training to 50,000 people to improve their AI skills.

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Context

Jobs in areas such as administrative support, customer service, and data entry are highly exposed to automation, making targeted reskilling critical to prevent future digital exclusion and economic hardship.

Our project aims to safeguard employability and strengthen workforce resilience by focusing on people who are currently employed or between jobs that are most exposed to AI.

At Good Things, we believe that for AI to be a tool for progress, it must be a tool for everyone.

Overview

- Good Things Foundation is pleased to be delivering a funded programme in partnership with Google.org to upskill 11,250 people
- The programme runs from **1 May 2026 - 31 January 2028**
- Organisations will be required to equip workers in high-risk sectors with essential foundational AI skills. In addition, individuals will be able to enhance their AI capabilities and improve their employability through the AI Professional Certificate learning content.

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Target Audience

- Organisations will be required to support a number of **workers in high-risk sectors** with essential foundational AI skills (**75%** of the target)
    - Administration
    - Secretarial
    - Sales
    - Customer service
    - Data entry
- As well as individuals **not currently in work**, including volunteers supporting the applying organisations such as Digital Champions (**25%** of the target)

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Contract sizes

Contract size	£14,850	£7,452
Number of people enrolled	275	138
Number of people completed	220	110

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Project timelines

Deadline for applications	12 noon Friday 6 November 2026
Application assessment period	9 November 2026 - 4 December 2026
Communication of results to applicants	By 5pm Tuesday 8 December 2026
Project start and end date	Monday 4 January 2027 - 31 January 2028.
Project onboarding session	Thursday 7 January 2027 at 11am.
Mandatory Train the Trainer webinar	Monday 11 January at 11am.
First payment awarded	January 2027 - depending on verification of bank details.

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Delivery

Flexible delivery models:

- Group sessions
- 1:1 sessions face to face
- Blend of face to face and hybrid
- Self learning
- Hubs to provide wrap around support

Three month program from registration to completion (6 out of 8 courses)

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Google AI Certificate content



AI Fundamentals

Course 1 • 3 hours



AI for Brainstorming and Planning

Course 2 • 1 hour



AI for Research and Insights

Course 3 • 1 hour



AI for Writing and Communicating

Course 4 • 1 hour



AI for Content Creation

Course 5 • 2 hours



AI for Data Analysis

Course 6 • 1 hour



AI for App Building

Course 7 • 2 hours



AI for App Deployment

Course 8 • 2 hours



Earn a career certificate

Add this credential to your LinkedIn profile, resume, or CV. Share it on social media and in your performance review.

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Project requirements

- Mandatory attendance to 2 kick off project training sessions
- Evidence support provided by completing regular reporting via members area
- Provide delivery updates where requested
- Attend monthly performance calls
- Participate in programme research and evaluation activities, including surveys and interviews
- Provide at least one case study or lead a positive news story to showcase programme impact
- Attend three learning and insights workshops

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Learnings after 6 months running this programme

- **Strategic outreach** - to ensure you reach as many people as possible and cater for drop off rates (especially when supporting people in work). We have expanded the programme to support people not in work in this second round but people in work are the bulk of your targets.
- **Learner support** - to make the content relevant to them.
- **Regular monitoring and performance management** - to manage learners who don't enroll or engage with the content.

- **Before completing the application form, we recommend you have a look at the certificate linked here.**

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What's next?

- Take time to digest the information shared today and in the application guidance

- We will email you a recording of this session and an FAQ document summarising what we've discussed today

- We anticipate a large volume of queries so please review all this information before contacting me on thalia.gonzalez@goodthingsfoundation.org

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Questions?

Contact us:

thalia.gonzalez@goodthingsfoundation.org

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