

# Project ROUTE

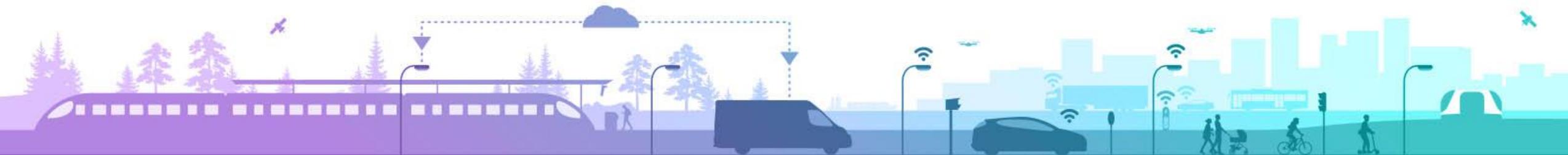
Powering the future of transport with data skills

## Increasing the pipeline of early talent exploring digital and data roles in transport

  
**Intelligent**  
Transport Systems **UK**  
Empowering Transport Technology

Powered by

**dig data**<sup>®</sup>  
a Data Inspiration Group programme

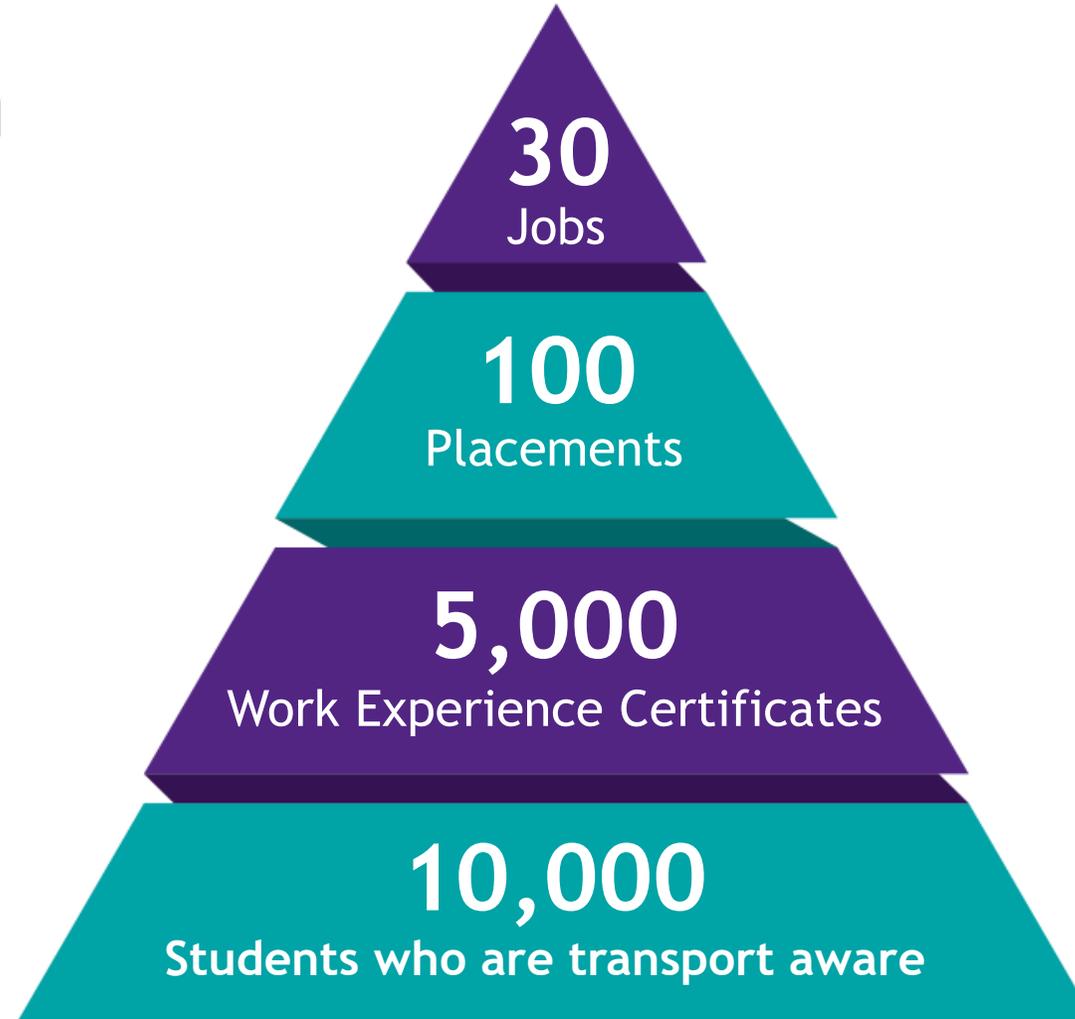


# £63 Billion

The cost to the economy each year  
of the digital skills shortage



# Our Mission



# How we achieve it

## Online Career Challenges

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Students complete virtual Career Challenges with live briefings, data-driven problem solving, and certificates.

## Onsite Data Days

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Students tackle full-day school-based Career Challenges with employee guidance, earning virtual certificates.

## Classroom Resources

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Students use curriculum-aligned classroom maths resources, delivered by teachers, to gain skills and certificates.

## Data Future Events

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Students engage in online data futures events led by relatable role models in transport data careers.



# Tried and Tested

**3,000+**

Students engaged

**£6.60**

Per student engaged



**DIGITAL LAB**

**1,471**

Completed courses

**£20K**

Total Investment

**678**

Schools, colleges, universities



# Our network

**33,000+**  
Students

**2,600+**  
Schools/Colleges

**106**  
Universities



# Become a partner

## Social Value

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Promote your organisation to an engaged audience interested in supporting the next generation.

## Pipeline

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Showcase early talent pathways, including placements, apprenticeships and graduate schemes.

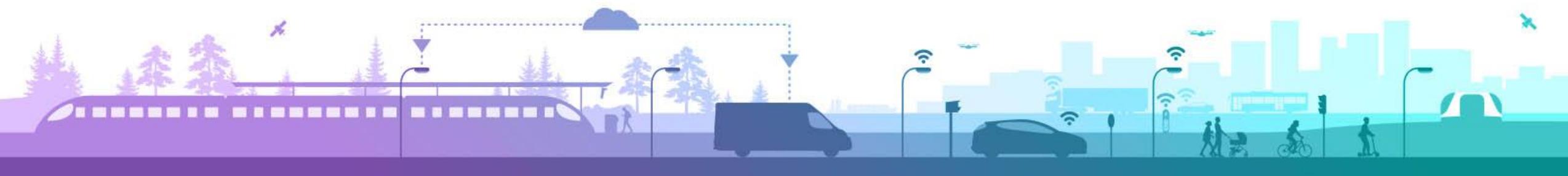
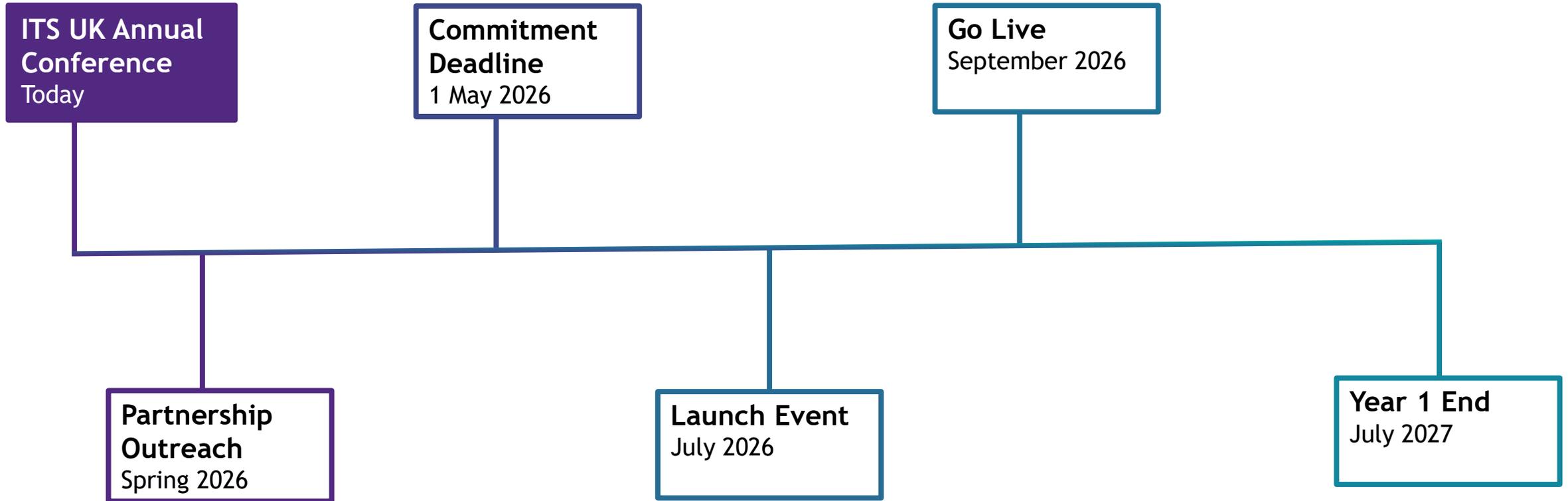
## Growth

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Join an initiative that helps shape the future talent pipeline for the transport sector.



# Timeline



# Project ROUTE

Powering the future of transport with data skills

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