



#FutureReadyCSR

#FutureReadyCSR Campaign

Pledge & Badge Kit

www.codeweek.eu



Funded by
the European Union

Welcome

Thank you for your interest in inspiring a new generation of tech enthusiasts. **#FutureReadyCSR** is a simple way for companies, NGOs, public bodies and educators to help EU Code Week support digital skills all over Europe.

You're not just uplifting a new generation of coders, but future experts in robotics, AI, cybersecurity and overall digital creativity and innovation.

Quick start

Get the EU Code Week Logo [here](#)



How to use this guide

This is a digital guide. Wherever you see the download symbol, you can access assets and resources from the EU Code Week team.



Unlock Potential: Join the #FutureReadyCSR movement



Let's support future innovations
WE CAN DRIVE CHANGE, TOGETHER!

Your #FutureReadyCSR Action Plan



1

Register: Create your business profile on the matchmaking platform and connect with educators and partners across Europe.

 [Register now](#)

2

Add the Logo: Use the official Code Week Supporter Logo to show your involvement.

 See Page 5 for details.

3

Go Social: Share your story online — tag @CodeWeekEU and use #FutureReadyCSR #CodeWeek #DigitalSkills.

 See Page 6 for social assets.

4

Announce Your Support: Download our ready-made frames and share your pledge publicly.  See Page 6

5

Involve Your Team: Encourage employees to volunteer or mentor during Code Week all-year-round too..  [Use this email template](#)

6

Explore the Toolkit: Find resources and inspiration in the CSR Toolkit.

 [Visit codeweek.eu/future-ready-csr](https://codeweek.eu/future-ready-csr)

7

Organise an Activity: Host a Code Week event and pin it to the official map.

 [Add your activity](#)

8

Share Your Story: Celebrate your impact with your partners and audience.

 See Page 7 for email storytelling tips.



#FutureReadyCSR

Use the Code Week Supporter logo



The campaign logo helps people recognise your support of Code Week at a glance. Add it to your website news item, email footer, event slides, posters and social posts. Keep spacing and colours as supplied and avoid busy details.

[Download the badges](#)



#FutureReadyCSR



Tag us on social media

We love seeing your posts and may reshare them to help your story travel further. Tag @CodeWeekEU and your local partners. Use #FutureReadyCSR #CodeWeek #DigitalSkills (add national or language tags if helpful).

#FutureReadyCSR social shareables

To make sharing easy, you have ready-to-use frames, stickers and other assets optimised for all major platforms.

If you are on Canva, check out these templates - [Canva link](#)

Download frames



#FutureReadyCSR

Tell your story

Share your company's impact and inspire others to act.

Once your #FutureReadyCSR activity is complete, spread the word through your website, newsletter, or social media. Use our sample letter to reach out to your closest partners or other external stakeholders, inspire, and motivate them to get involved in the #FutureReadyCSR campaign, show your commitment and support to EU Code Week and the future of young innovators, overall.

Remember(!): Authentic stories show how small actions can create lasting change in digital skills and community empowerment.

[Download sample copy](#)



Top Tip : Choosing the Right Imagery

When promoting your #FutureReadyCSR activity, use visuals that are relevant, inclusive, and aligned with your audience. Avoid identifiable images of minors under 18 unless you have written parental or guardian consent. The same applies to voice recordings or interviews. Always ensure your organisation holds the rights to share any visual or audio content. Authentic, inclusive, and respectful imagery strengthens and multiplies the impact of your message



#FutureReadyCSR

Thank you for contributing to a campaign that champions inclusion, responsibility, and real impact across every community we reach.

