

innovate<her>



The 2026 Social Impact Report

Big Milestones | Brighter Futures

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Looking back at this past year, I couldn't be prouder of what our incredible team, partners, and network have accomplished together. Supporting 57,484 students and seeing course enrolments jump by 26% highlights the immense growth and momentum we've built. However, true impact is about real change, which is why launching our new impact framework has been so transformative. It allows us to measure how we are actively shifting mindsets, building confidence, and ensuring young women see themselves as creators of technology, not just consumers, at a critical moment when AI is reshaping our world.

None of this would be possible without the passion, drive, and creativity of our team, along with our 500+ industry ambassadors who bring these careers to life in the classroom. Together, we aren't just scaling our reach; we are actively breaking down long-standing barriers and building a diverse, future-ready talent pipeline that will benefit the entire tech sector for years to come.

Chelsea Slater, CEO

A MESSAGE FROM OUR COO

When I look back at the year we've had at InnovateHer, I'm so proud of how much we have achieved, but I'm even more excited about what it's telling us is possible next!

Over the past year, we've reached thousands of young people through schools, events, digital learning and industry experiences. We've seen students discover careers they hadn't considered before, grow in confidence through practical experiences, see people like themselves working in technology, and start to make different choices about what their futures could look like.

All of these experiences build on each other; that's not coincidence, that's intentional.

Our work has always been about more than simply getting young people interested in technology. We want to create multiple moments that help a young person move from 'I didn't know this existed' to 'I'm going to take the next step.'

This year, that journey of change has become even more central to what we do, and it's allowing us to look beyond participation and ask a much more important question: what changed for this student because we reached them?

Women remain significantly underrepresented in the UK digital economy, and the pace of change is not yet matching the scale of the opportunity. As technology, and particularly AI, continues to transform the world around us, making sure young people can see themselves not just using technology but shaping its future has never been more important.

This report is not simply a record of how many young people we have reached or how many activities we have delivered. It's about the change we are working towards and the foundations we are building for the next chapter.



Thank you to every student who has taken part, every teacher who has opened their classroom to us, every ambassador who has shared their story, every partner who has invested in this work, and our brilliant team who make it happen.

Yes, there is still a lot to do, but there is also so much to celebrate from this past year.

The next generation of tech talent is in our classrooms now.

Our job is to make sure they can see the door, believe it is open to them, and give them the support they need to walk through it.

Ria Tucker, COO

IMPACT AT A **GLANCE**

This year, we reached more young people, introduced them to more possibilities and created more opportunities for them to move from “I hadn't thought about that” to “maybe this could be for me.”



57,484

Students supported. Taking our total reach to over 149,000 **students!**

58.26%

Increase in computing uptake across all partner schools

86

Schools Engaged

156

Activities Delivered; including 74 Inspiring Assemblies, 40 Role Model Talks and 37 bespoke activities, plus 5 major events.

509

Ambassadors in our network, 77.6% of activities were delivered by our ambassadors, showing the power of industry role models in our model.

2,890

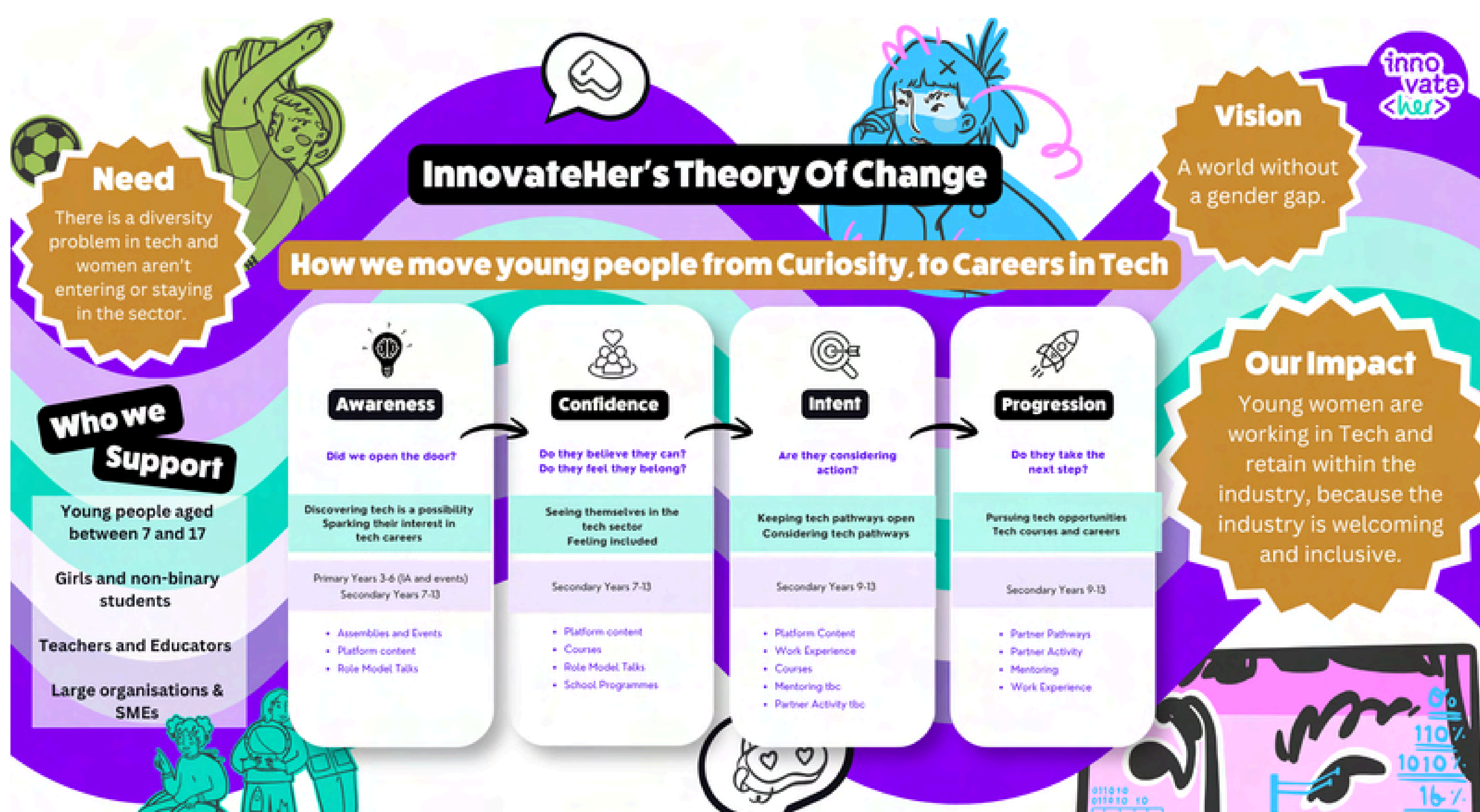
Course enrolments, up 26% year on year!

OUR NEW IMPACT FRAMEWORK

We don't believe one assembly changes a student's career trajectory. We also don't believe that our impact is measured by how many young people we reach. It's measured by what changes because we reached them.

By creating a series of interactions and curated programmes that build on each other, we can provide a clear, informed and inspiring insight for students into the tech sector.

Over the past year, our InnovateHer Impact Framework has become more and more central to our work and is the method behind everything that we do.



Awareness

Students are saying 'I didn't know this existed.' We introduce young people to tech and digital careers and challenge assumptions about what working in tech looks like.

Confidence & Belonging

Students are saying 'Maybe someone like me could do this.' Through role models, relatable stories, practical experiences and opportunities to try things, we help young people build confidence and see themselves in the industry.

Intent

Students are saying 'I'm now considering this'. We help students connect their interests to subjects, skills and career possibilities. By showing them the possibilities, they choose to keep options open.

Progression

Students are saying 'I'm going to take the next step.' We connect students to courses, pathways, employers, careers, apprenticeships and further opportunities that help turn interest into action.

REACHING THOSE WHO NEED IT MOST

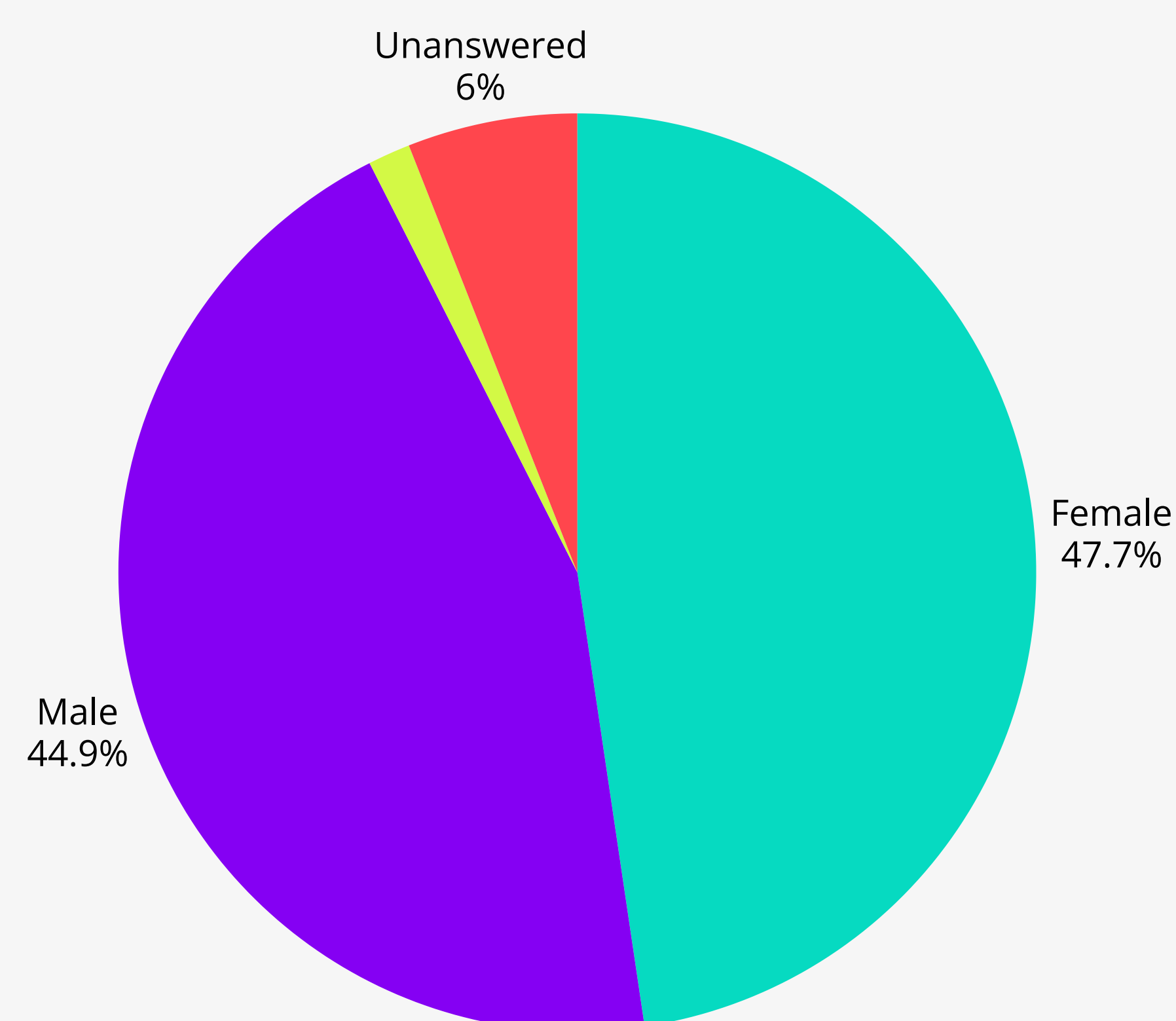
Closing the tech gap means reaching beyond the young people who are already confident that technology is for them. Opportunity is not distributed equally. Some young people have access to career events, employer networks, enrichment activities and people who can help them understand what a career in technology could look like.

Others may have little or no access to these opportunities, particularly those in disadvantaged communities or schools where time, funding and capacity are limited.

Our role is to help close that gap.

While our focus remains on reaching girls and non-binary students, we're also seeing a growing number of boys engage with our work, which we see as just as important. Closing the tech gap isn't only about who chooses a career in tech; it's about the assumptions that shape who young people think tech is for. Of the students who shared their EDI information, 47.8% identified as female and 44.9% as male, alongside non-binary/intersex and other responses, a sign that our message is resonating broadly.

GENDER REPRESENTATION



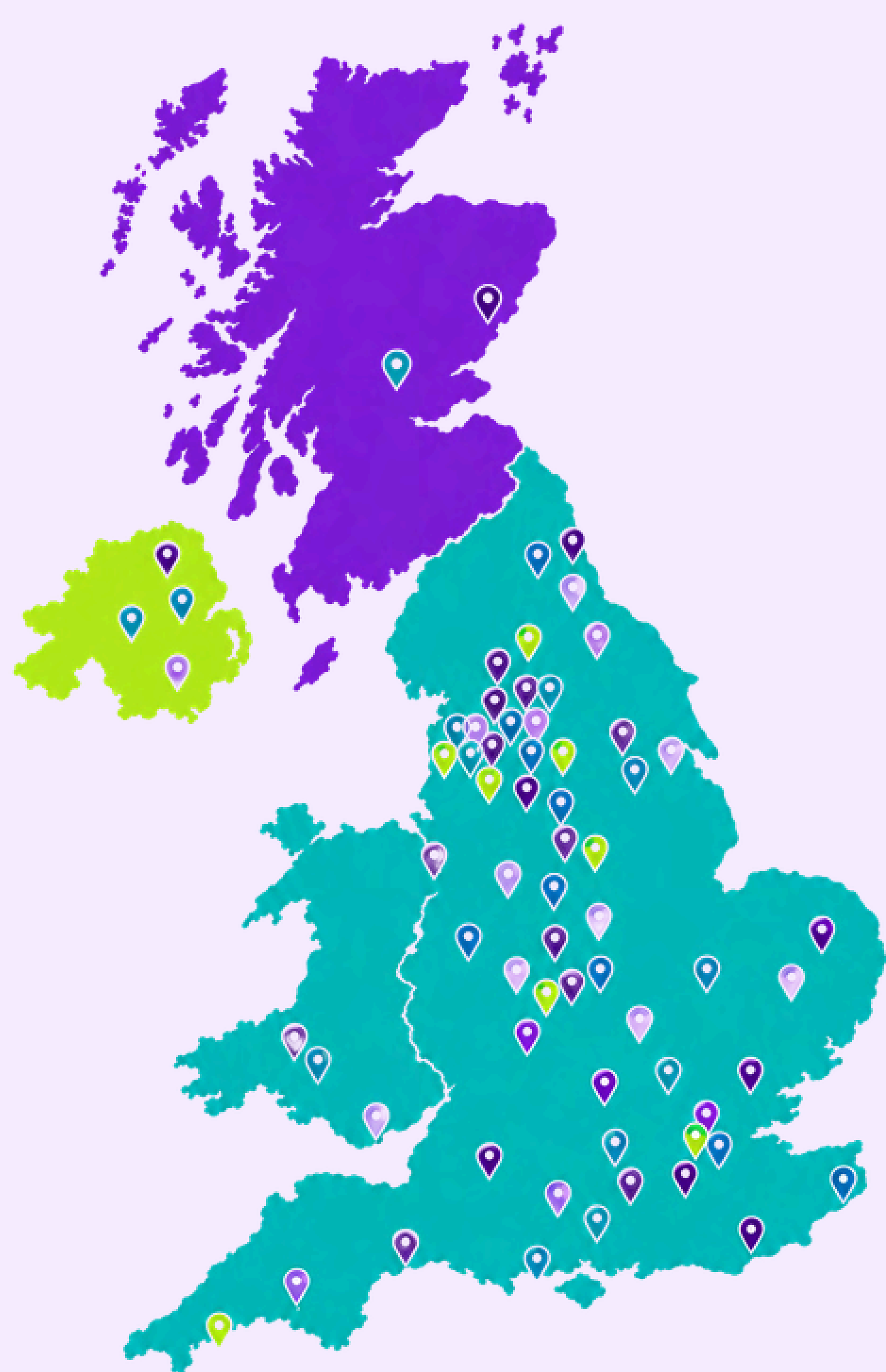
SOCIAL MOBILITY AND REGIONAL DIVERSITY

From the North West to London, we are reaching young people across the UK, bringing opportunities, inspiration and pathways into tech to communities nationwide. We use a combination of data to understand which schools are most likely to benefit from our support. This includes free school meal (FSM) data, a school's most recent Ofsted report, focusing on its Personal Development assessment. We use this information to place schools into one of three priority levels.

Our current schools profile:

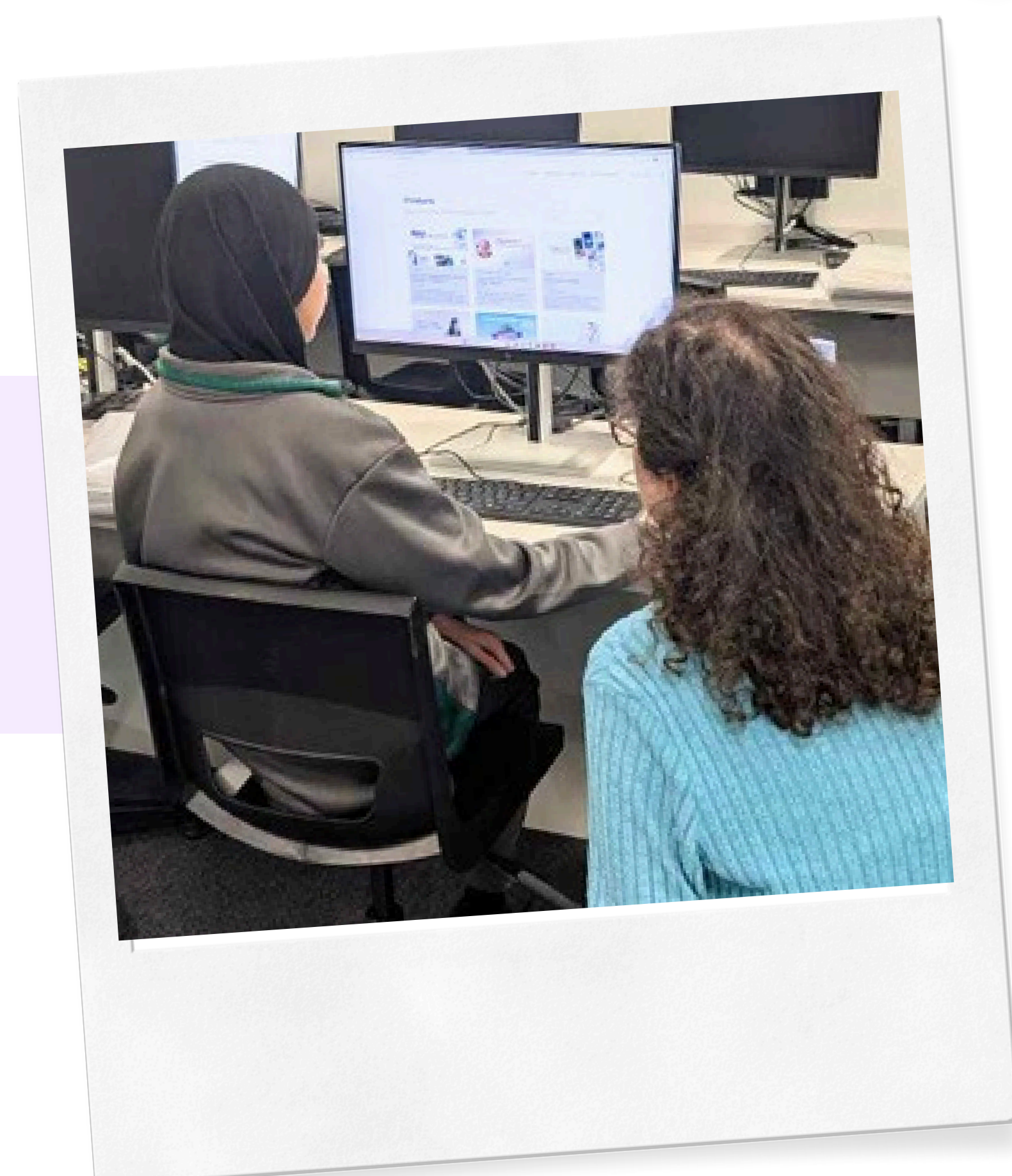
- Level 1 – 52% of the schools we support sit within the highest priority
- Level 2 – 44% of our schools sit in medium priority
- Level 3 – 3% of schools would be classed as lower priority

This gives us a clearer picture of who we are reaching, where there are greater barriers to opportunity, and whether our work is reaching the young people and schools who need it most.



“

InnovateHer was creative and very educational.



“

I loved learning more about careers in sports tech and how to achieve them.

“

“I see AI and tech as an option now — before I didn’t see different types of careers like that.”



“

The InnovateHer Assembly completely changed my view of careers in tech. I learned the industry is so much more than just coding. It has opened my perspective to different paths using the world of technology.



AWARENESS

CONFIDENCE

INTENT

PROGRESSION

OPENING THE DOOR TO TECHNOLOGY



Young people can't aspire to careers they don't know exist, and in 2025-2026, we set ourselves our most ambitious goal yet: to reach as many young people as we could, 50,000 to be exact!

Our events have gone from strength to strength and are proving to be a great way for new schools and students to join us.

In total, **28,420 students** attended our events last year from all over the world, which is amazing!

57,484

Young people reached
through school programmes
and events

11,842

Students reached through
World Space Week 2025

6,138

Students reached through
International Women's Day
2026

11,842 students joined us to celebrate World Space Week, where we heard from Dr Tess Caswell — geologist, engineer, and former NASA analogue astronaut and in the summer of 2026, we saw 8,588 students join us to take a behind-the-scenes look at technology in football, just in time for the World Cup.

“

I see AI and tech as an option
now, before I didn't see
different types of careers like
that.

Student, North Chadderton
School

”

“

The talk was extremely
engaging. Louise was brilliant
and inspired the students to
think about a career in STEM.

Teacher, Northfleet School for
Girls

”

AWARENESS

CONFIDENCE

INTENT

PROGRESSION

OUR EVENTS

WORLD CUP

With the excitement of this year's World Cup and the success of our Sports Tech course, we knew football could be a powerful way to get young people thinking differently about technology.

Our free event, Football Fields: Creativity, Data and Insights, which we ran throughout the World Cup, explored how technology, creativity and data shape the modern game. From performance analysis and wearable tech to broadcasting, AI and kit design. It was designed to show young people that a passion for football can connect to a much wider world of careers. And the response was huge!

8,588 students joined us, supported by 122 teachers!

Teachers joining included Careers Leads, Heads of PE, Sports Coaches, Art, English and even food! A brilliant reflection of just how many different skills and career pathways sit behind the game.

The event became one of our most successful of 2026, while also introducing students to our Sports Tech course, where they can explore these opportunities further.

We might not have been able to influence the result on the pitch at the semi-finals, but we certainly made an impact off of it!



SPACE WEEK

Our Space Week event brought the world of space careers directly into classrooms across the UK, reaching 11,842 students aged 7-17.

NASA's Tess Caswell shared her career journey, including her experience as an analogue astronaut on NASA's HERA mission and as CAPCOM for Artemis II, providing students with a personal connection with someone working at the forefront of space exploration.

11,842 students. One astronaut. Countless possibilities.

IWD 26

Our International Women's Day event, Powered by Tech: Gaming, Fashion and Social Media, reached **6,138 students aged 10-17**, exploring how technology shapes the industries and platforms young people interact with every day.

Michelle Tilley from PlayStation and Isobel Young from ASOS shared honest insights into their career journeys, the roles they play in gaming and fashion, and the different pathways into technology.

THANK YOU EVENT PARTNERS!



AWARENESS → CONFIDENCE → INTENT → PROGRESSION ↗

HELPING YOUNG PEOPLE SEE THEMSELVES IN TECH



Seeing an industry as an option is powerful, and it continues to be a key focus for us. But actually feeling like you can belong in this industry and having the confidence to pursue it is different. It's not enough for a young person to just know a career exists. They need to believe that someone like them can be part of it and there's a place for them.

Creating this confidence and belonging in our students is about representation and relatable role models. It's about showcasing the many different careers and pathways into the tech sector and giving the amazing women and non-binary folk who have taken these steps a platform to share their journeys. That is why reaching girls and other underrepresented young people early matters, before stereotypes, subject choices and perceptions of "who tech is for" become harder to shift.

This year we've seen our Ambassador community grow by 66%. That's 234 more ambassadors who want to support our mission. We never take for granted how much this means.

To ensure our ambassador community feels supported, this year we have launched our Ambassador induction programme and run our first series of lunch and learns. These are focused on ensuring our ambassadors not only have the passion for sharing their stories with students, but they also have the skills and knowledge...because standing up in front of a room of 100 teenagers can be daunting!

77.6%

**121 of 156 activities delivered
by ambassadors**

590

**ambassadors in the network,
including 234 new ambassadors
this year**

27%

**increase in students
considering STEM
pathways**

“

**I was showing young people, especially girls, that there is space for
them in this industry.**

Hayley Carter, Ambassador

AMBASSADOR SPOTLIGHT ~ MARIANNE

For young people to see a future in technology, they need to be able to see themselves in it.

InnovateHer Ambassador Marianne Häggström's own career is a great example of why representation matters. Her route into technology wasn't linear. Marianne has worked across finance, SAP consultancy, web design, photography and HR, with technology connecting many of those experiences.

As an ambassador, Marianne shares that honest career journey with young people through technology assemblies and role model talks. Her message is simple: you don't need to have your whole future mapped out to belong in tech.

"Curiosity is often more important than having a perfect plan."

One of her most memorable moments came when a teacher told her that, after her assembly, more students could imagine themselves working in technology than before it began.

"That's when you know you've genuinely made an impact."

For Marianne, that is the impact of being an ambassador: not changing a young person's life in an hour, but sparking curiosity, challenging assumptions and helping someone see a door they hadn't noticed before.

"You don't have to change someone's life in an hour; you simply need to spark their curiosity."

There isn't one "tech person", and there isn't one route into tech. For anyone considering becoming an InnovateHer Ambassador, Marianne's message is equally clear:

"Just do it. The time commitment is small, the support is fantastic, and the impact you can have on young people is huge. If you're sharing your own story, you're already enough."



Marianne Häggström, Senior HR Business Partner at Resulting IT

“

Just do it. The time commitment is small, the support is fantastic, and the impact you can have on young people is huge.

If you're sharing your own story, you're already enough.

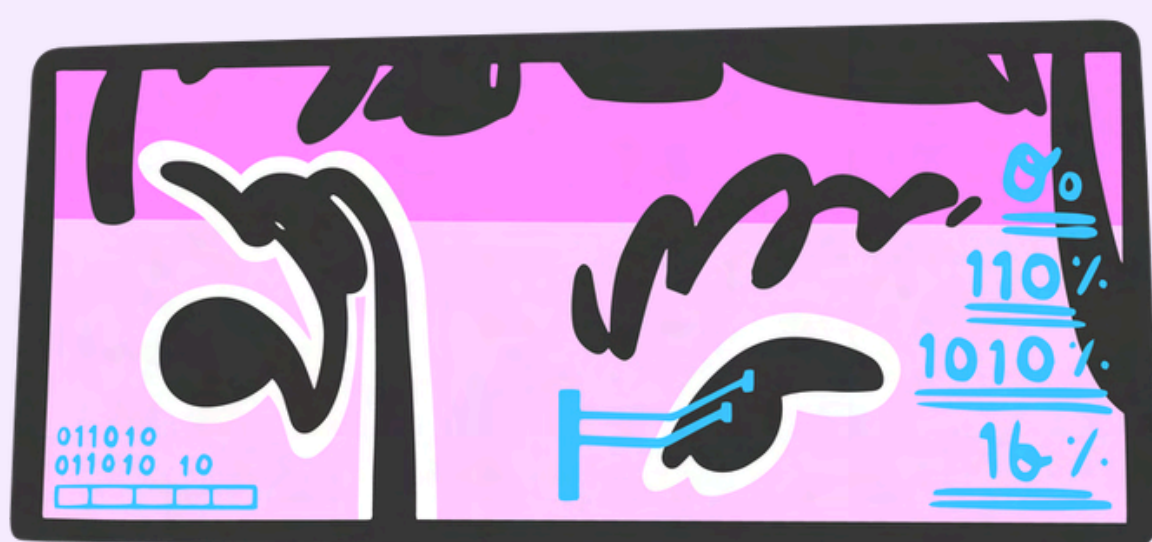
[BECOME AN AMBASSADOR](#)

AWARENESS CONFIDENCE **INTENT** PROGRESSION

FROM "THAT'S INTERESTING" TO "I MIGHT CHOOSE THIS"

Our ambition is not simply for young people to know that technology careers exist. Intent is the point in the journey where curiosity begins to translate into possibility, where a student who has enjoyed an AI assembly or activity starts thinking about studying STEM, or a student who has met someone working in cyber and starts asking about cyber careers.

We help to make technology careers feel more visible, relevant and achievable.



Our AI Partnership with Greater Manchester Combined Authority is a great example of this.

We saw the students we worked with...

- Increase their interest in tech careers by 182%
- A 27% increase in the number of students considering future STEM pathways



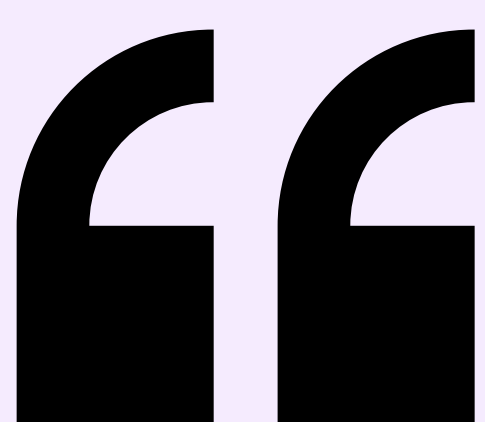
These results matter because they show a shift beyond simply learning about technology. Students are developing the knowledge and confidence to see technology as something they could potentially study, pursue and build a future in.



Across all schools we have seen an overall increase of 58.26% in Computing uptake.

At Ulverston Victoria High School, Computing uptake increased from 20 to 80 students. A great example of what can happen when young people have greater exposure to technology and the opportunities it can lead to**

**We are careful not to suggest that InnovateHer was solely responsible for these changes. Subject choices are influenced by many factors. However, these examples provide an important indication of the kind of shift we want our work to contribute to: more young people seeing technology subjects as relevant, accessible and worth choosing.



I really enjoyed this course and I now have a clear idea of what I want to do in the future. Student

AWARENESS

CONFIDENCE

INTENT

PROGRESSION

A STUDENT STORY

MEET LOLA

A JOURNEY THAT STARTED WITH A ROLE MODEL

Lola's story shows what progression can look like when young people have repeated opportunities to engage with technology over time.

Age 11: Sees a female role model and begins to see technology as something she could explore.

Age 12: Takes part in a Cyber Security course and starts developing her knowledge and confidence.

Age 13: Chooses STEM subjects, turning interest into a tangible decision about her future.

Age 15: Meets engineers and continues to build her understanding of what working in technology could look like.

Age 16: Still engaging with InnovateHer, continuing to explore, learn and build connections with the industry.

There wasn't one moment that changed Lola's direction. It was the accumulation of moments, and that's exactly the kind of journey we want to create for more young people.

We recognise that inspiration alone isn't enough, and that is why this year we have started to focus more on students aged 16-18, offering them more experiences and clearer progression routes into the workplace.

Our ambition is to develop new opportunities for this age group, including 1-1 mentoring and virtual work experience. All designed to help students understand and see different career pathways and develop the confidence and skills to take their next step. We want to continue to open doors as they approach college, apprenticeships, university and their first jobs. **We want more stories like Lola's!**

AWARENESS CONFIDENCE INTENT PROGRESSION

BUILDING THE NEXT STEP, NOT JUST CREATING INSPIRATION

Inspiration is only the beginning. Our ambition is to support students through the whole journey, building on each experience and helping them move from discovering what is possible to taking their next step.

Traditionally, our work has focused on young people aged 13–17. This year, we have started to extend that focus into colleges and further education, because as young people get older and begin making more informed choices about their futures, there is a real opportunity to support them to move from interest into action.

We've been testing this approach by running workshops, visiting colleges, and, most importantly, listening to students and teachers about what they need. What we've heard is clear: as students get closer to the world of work, they want support that feels more tailored to them, helps them understand the different routes into technology, and gives them stronger connections with people and employers in the industry.

In response, and with strong interest from our partners, we are now shaping two new progression opportunities specifically for 16–18-year-olds: a 1-to-1 mentoring programme and a virtual work experience offer. Both are designed to go beyond inspiration, giving students the opportunity to ask questions, build skills and confidence, explore different pathways, connect with industry even more directly and understand what taking their next step could really look like.

We want more stories like Gabby's below, where repeated opportunities, stronger industry connections and the right support help a young person to enter the tech sector.



IN DEVELOPMENT TWO NEW ROUTES INTO THE INDUSTRY

ONE TO ONE MENTORING

Our 1-to-1 mentoring programme will pair students with an industry professional for a series of regular conversations, giving them a dedicated person to ask questions, test ideas and get honest advice as they start making decisions about their next steps.

VIRTUAL WORK EXPERIENCE

Our virtual work experience offer will give students a taste of what working in technology actually involves, through real tasks, employer-led projects and insight into day-to-day roles, without the access barriers (cost, location, finding a placement) that make traditional work experience harder to reach for many young people.

AWARENESS

CONFIDENCE

INTENT

PROGRESSION

A STUDENT STORY

MEET GABBY

TECHNOLOGY ANALYST DEGREE APPRENTICE, BARCLAYS

Tell us about yourself and what you're doing now.

I studied A-levels in Graphic Design, Computer Science and Statistics, which let me explore both my creative and technical sides. I've now started my Technology Analyst Degree Apprenticeship at Barclays. Outside work, I make handmade bouquets and used to run a small business, Ribbon & Roses, which I'm hoping to relaunch soon.

What careers are you thinking of, and what inspires you?

I've always had a constant battle between a traditional tech route and my creative passions, so I've considered UX, graphic design and game design. I see my apprenticeship as a chance to build experience before deciding long-term. What inspires me most is seeing the impact of something I've created and how people respond to it. My mum and my faith are my biggest inspirations.

Before InnovateHer, how did you feel about the tech industry?

I knew I wanted a future in technology, but I found the industry intimidating because I didn't know what options existed or how to get into them. InnovateHer showed me how broad tech really is. Because it's aimed at young women, it felt reassuring. If I'd had it growing up, my perspective would have changed much earlier.

What did you think of the courses?

I did the User Experience courses and loved them. They were interactive, fun and informative, and they made me want to research UX outside of the course. The clear steps also helped me stop procrastinating and get started.

Did it change how you feel about tech?

Yes. I no longer feel I have to choose between being creative and working in technology. It also gave me more confidence pursuing a traditional tech route as a young woman. Chelsea encouraged me to see the opportunities at Barclays and invited me to a networking event in Liverpool, which showed me even more possibilities.

What would you say to another young person considering what options they have?

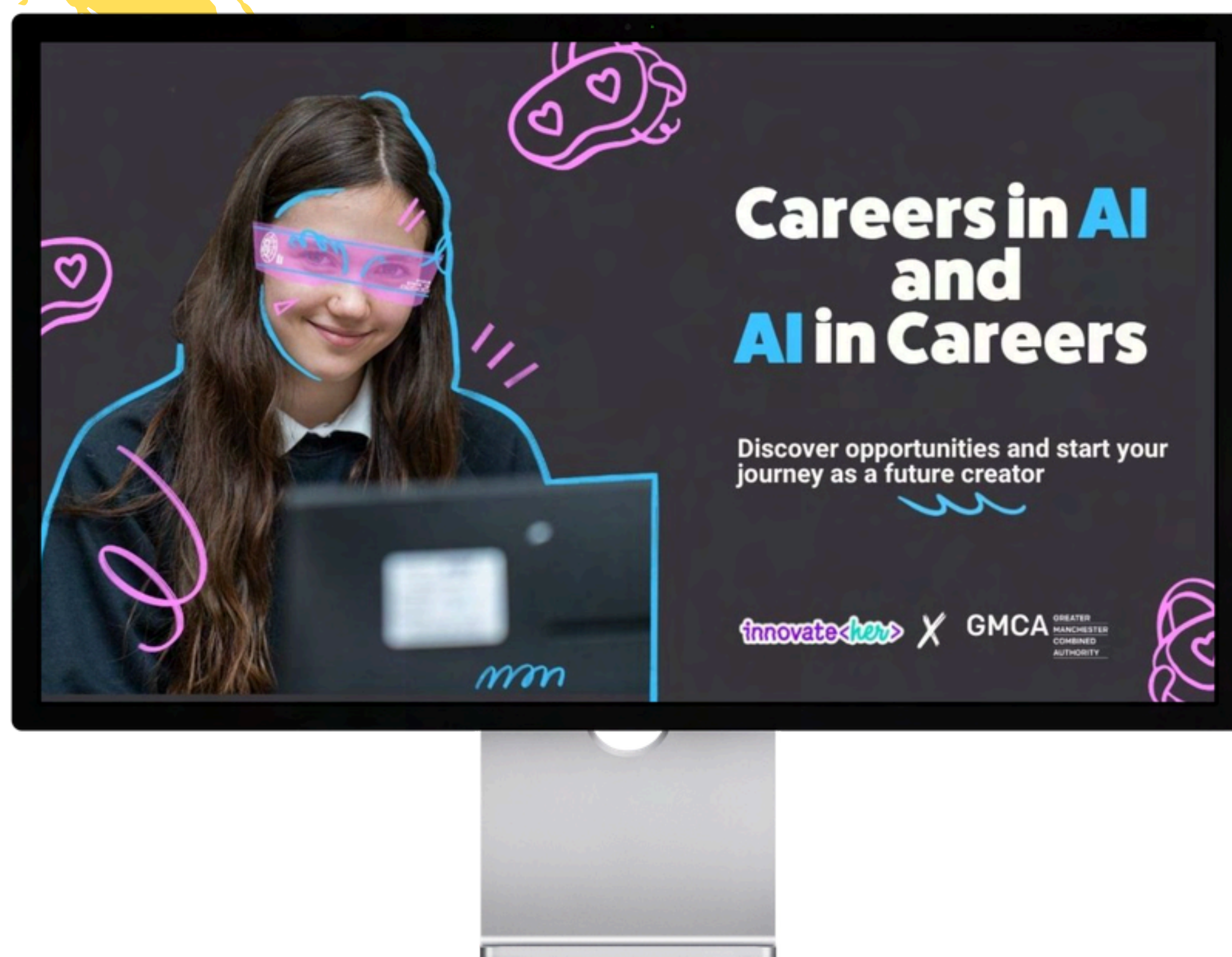
Take opportunities when they come, even if you don't feel ready. Do not self-reject before somebody else has the chance to see your potential!



Gabriella's journey is exactly the kind of progression our impact framework is designed to capture: from feeling intimidated by an industry she couldn't see a way into, to discovering new pathways through InnovateHer, to the confidence to step into a degree apprenticeship at Barclays with her options wide open.

IMPACT THROUGH LEARNING

MAKING TECHNOLOGY RELEVANT



Young people engage when technology connects to the things they already care about. Our learning offer is designed to make technology feel relevant, accessible and achievable, while helping students move beyond simply using technology to understanding the skills, careers and opportunities behind it.

This year, we continued to expand our digital learning offer, with five new courses launched and a 26% increase in course enrolments to 2,890. Importantly, engagement is growing not just among students but across schools too, with 439 teachers using the platform, an increase of 306.5%.

This gives us an increasingly powerful way to reach young people at scale and create repeated opportunities to build awareness, confidence and intent.

2,890

Course Enrollments

26% YoY Growth

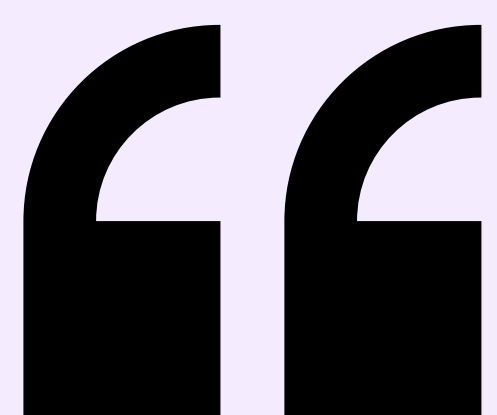
439

Teachers Registered

306% YoY Growth

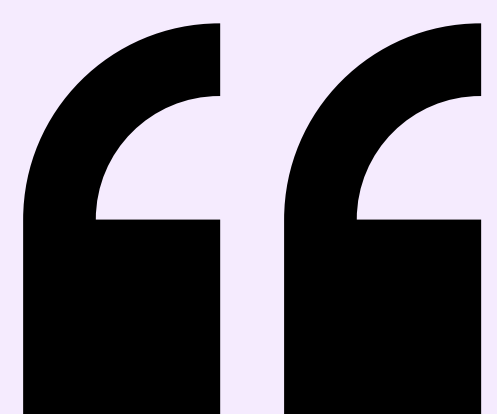
Together, our top five courses generated 2,222 enrolments, up 13%, demonstrating that students are engaging with technology when it is presented through subjects, industries and challenges that feel relevant to them.

Operation Encryption, launched in May, was already one of our five most popular courses by the end of the year, a great example of how students respond to practical, hands-on learning.



I enjoyed the 360 view part where you could read about inspirational figures in the industry.

Student who enrolled in Cyber Security



i loved the tasks where you had to decrypt stuff.

Student who enrolled in the Encryption course

OUR MOST POPULAR COURSES



INTRODUCTION TO AI ~ 817 ENROLMENTS



CAREERS IN AI ~ 489 ENROLMENTS



DISCOVER CYBER SECURITY ~ 380 ENROLMENTS

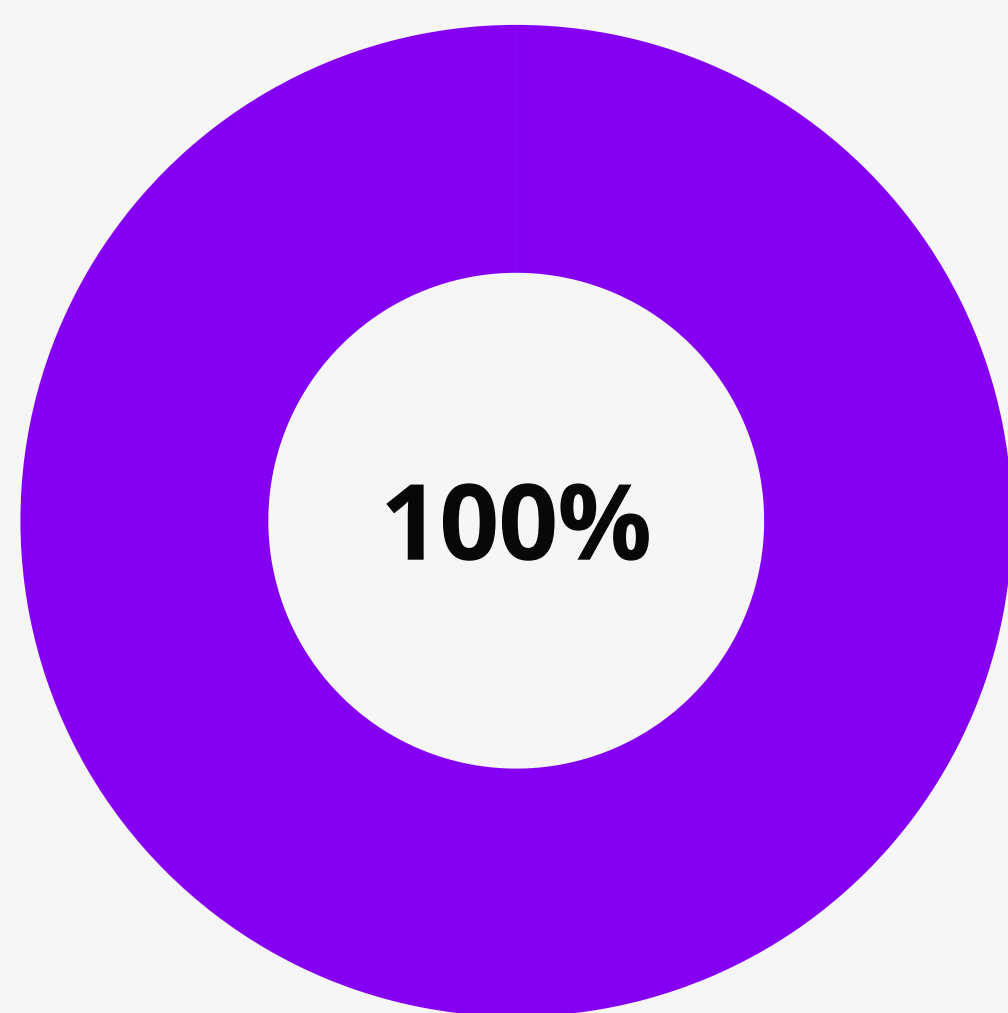


SPORTS TECH ~ 349 ENROLMENTS



OPERATION ENCRYPTION ~ 187 ENROLMENTS

IMPACT ON THE INDUSTRY ~ OUR PARTNERS



**of partners said their partnership
supported their organisation's
goals or mission**

Getting girls ready for tech — and getting tech ready for girls

Technology businesses have a role to play in changing who sees themselves in the industry, and that change starts long before someone applies for their first job.

Our partners help us bring the industry into schools, giving young people access to people, experiences and careers they may never otherwise encounter. But the relationship works both ways. We help partners engage their people, deliver meaningful social value and make progress against their EDI, skills and community goals.

Building partnerships that last

In a year when organisations across the sector have faced continued budget pressures, 11 of our 14 partners chose to renew their partnership with us, a 79% renewal rate.

For us, this matters because sustainable change takes more than a one-off intervention. Long-term partnerships allow us to build on what works, deepen relationships with schools and young people, and create more meaningful opportunities for employees to become role models and allies.

Turning investment into opportunity with ITS

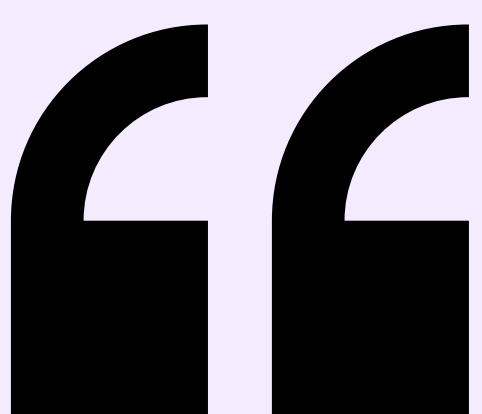


We are also finding new ways to make partnerships work harder.

Through our collaboration with ITS Technology Group, we have pioneered a model where InnovateHer is embedded directly into commercial bids and tenders as a Social Value delivery partner. This means commercial success can translate directly into community impact, helping secure the investment needed to deliver digital skills and technology careers opportunities in schools.

This approach has enabled us and ITS to work with an additional 10 schools across the UK this year, an 80% increase, giving more young people direct access to industry experiences and role models.

Our industry events create another route for partners to take action. We tackle complex EDI issues in a way that is practical, accessible and hopeful, helping businesses move beyond conversation towards action. Feedback from partners consistently highlights the value of hearing from people with lived experience and leaving with practical ideas they can take back into their organisations.



The measurable impact we've managed to have on the next generation through InnovateHer is amazing to see. The partnership delivers on our social value goals, gives fulfilling volunteering opportunities to our employees, and helps us secure work by pledging truly meaningful social value in our tender submissions. **Matthew Linaker, ESG Manager at ITS**

CELEBRATING

OUR 5 YEAR PARTNERSHIP WITH



BAE SYSTEMS

FIVE YEARS. 15,956 YOUNG PEOPLE. ONE PARTNERSHIP HELPING TO CHANGE WHO SEES A FUTURE IN TECH.

Our partnership with BAE Systems continues to spark curiosity and open doors for young people in technology. Here, Paul reflects on the driving goals behind our collaboration and how we are collectively shaping the future of early STEM careers.

What were BAE Systems' original goals for the partnership?

Our goal was to reach as many young people as possible to achieve three things:

1. Inspire them about STEM career opportunities.
2. Raise aspirations by shifting perceptions for those who felt STEM was out of reach.
3. Develop skills and behaviours to equip them for whatever path they choose.

With 16,000+ students reached by 2026, how has the impact matched your vision?

It's about far more than numbers; it's about shaping future pathways. The partnership has enabled thousands of young people to try something new, lighting a flame in their minds and inspiring them to pursue futures they never previously imagined.

What does the 255% spike in STEM interest signal about breaking industry stereotypes?

It proves that STEM is for everyone, regardless of background. There are clear underrepresented communities in technology, and working with InnovateHer allows us to actively break down both real and perceived barriers.

Looking toward 2028, how must industry-education partnerships evolve?

Industry and education require a symbiotic relationship. Industry must collaborate directly with educators and parents to highlight early-career pathways, like apprenticeships and graduate schemes, ensuring a diverse, future-ready STEM talent pipeline across the UK.



“If we’ve lit a flame in young peoples’ minds or inspired someone to follow a path they never imagined - that’s what we’re most proud of”

Paul Earnshaw, Head of Communications, BAE Systems AIR

BECOME A PARTNER!

IMPACT ON SCHOOLS

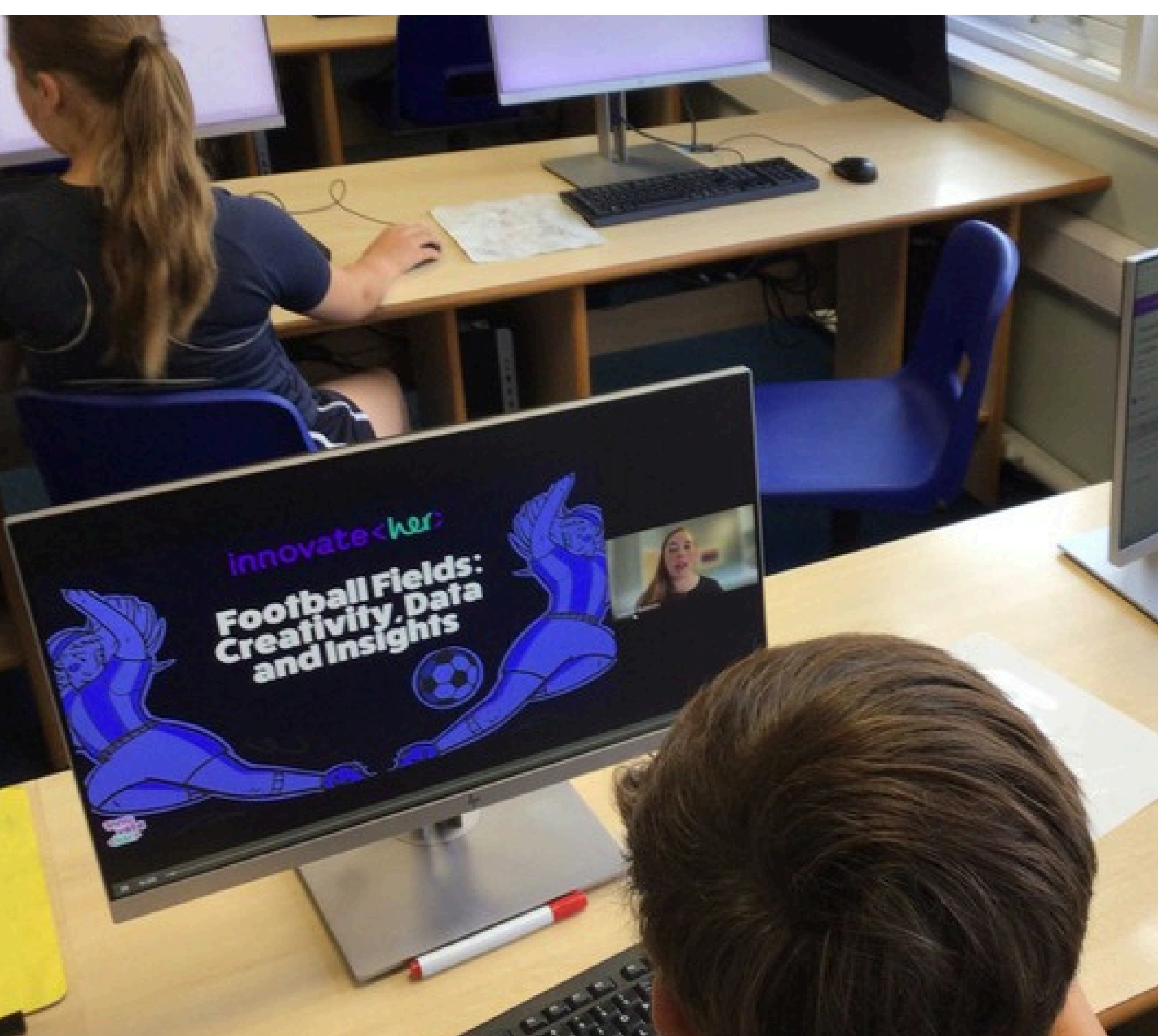
BRINGING TECHNOLOGY CAREERS TO LIFE AT BURSCOUGH PRIORY ACADEMY

Since 2022, Burscough Priory Academy has partnered with InnovateHer and BAE Systems to give students meaningful experiences of technology, engineering and cyber careers. From inspiring assemblies and cyber security workshops to sports technology sessions, programming activities and apprenticeship talks, students in Years 7–10 have been able to see where technology can take them and, crucially, picture themselves there.

For Kieran Collins, Careers Education, Information, Advice and Guidance Co-ordinator and Head of Computing, the impact has been clear.

"Students have returned from sessions more enthused about Computing and the world of technology."

That enthusiasm hasn't stopped when the sessions end. Students have shown increased interest in coding clubs, explored technology careers independently and begun discussing future pathways with the school's careers adviser.



"I would advise any school to get involved. The value of these experiences for young people cannot be underestimated. This is having a huge impact on the students today for their lives tomorrow."

**Kieran, Head of Computing
Burscough Priory**

Making Learning Relevant

One of the biggest strengths of the programme has been connecting classroom learning with real careers. BAE Systems colleagues have supported programming workshops, mock interviews and World of Work activities, helping students understand how the skills they're learning today are used in industry.

"Students could quickly see the link between their studies and real-life examples. It was invaluable." For schools like Burscough, where the National Cyber Force headquarters is creating exciting local opportunities, helping students connect those opportunities to their own future has never been more important.

Supporting Teachers, Not Just Students

The InnovateHer platform has become part of the school's curriculum, with KS3 students using online courses during lessons and for independent learning.

For teachers, it has provided engaging, careers-focused resources while saving valuable planning time.

"It has provided invaluable insights into careers and technology, while saving staff a lot of time."

Looking Ahead

While Kieran recognises that encouraging more girls into Computer Science remains a priority, he believes programmes like this are a vital part of changing perceptions early.

[JOIN US AS A TEACHER](#)

AI

PREPARING YOUNG PEOPLE FOR WHAT'S NEXT

WE ASKED THE QUESTION ~ WHAT DO YOUNG PEOPLE ACTUALLY WANT FROM THE FUTURE OF AI? ONE MESSAGE CAME THROUGH CLEARLY ~ WE WANT TO UNDERSTAND IT AND INFLUENCE HOW AI IS BUILT.

Artificial Intelligence is changing the world of work at extraordinary speed. For young people, the question is no longer whether they will encounter AI, but how prepared they will be to understand it, use it and shape what comes next.

Since 2024, AI has become a major focus for InnovateHer, both in what we offer young people and in how we are building our own organisation. In 2025, we brought together industry leaders from across the sector for a series of AI roundtables, exploring what young people need to thrive in an AI-driven world and what businesses could do to support that. Those conversations, alongside our student survey, became the foundation for our AI programme.

This year, we've built on that work. As a team, we've spent time exploring the ethical, social and digital questions AI raises, from how it intersects with social media to how it's reshaping what it means to grow up online. Our focus has been on how we help young people embrace AI's opportunities while also protecting them and equipping them to use it mindfully, critically and safely.

HELPING YOUNG PEOPLE UNDERSTAND AI

Introduction to AI: Our Introduction to AI course explores the fundamentals, helping students understand how AI works, where it is being used and the opportunities and challenges it brings.

Careers in AI and AI in Careers: Looking at both sides of the picture: the growing range of careers within the AI industry, and how AI is transforming almost every other industry and workplace.

Our ambition is to ensure young people aren't simply consumers of AI, but feel confident enough to question it, explore it and see themselves as part of shaping its future.

This ambition is already taking shape at scale. Our AI programme, piloted with Greater Manchester Combined Authority this year, is now expanding, in partnership with the University of Manchester and Together Money, into 2027 and across the wider region, reaching an additional 10,000 students.



SYSTEM IMPACT

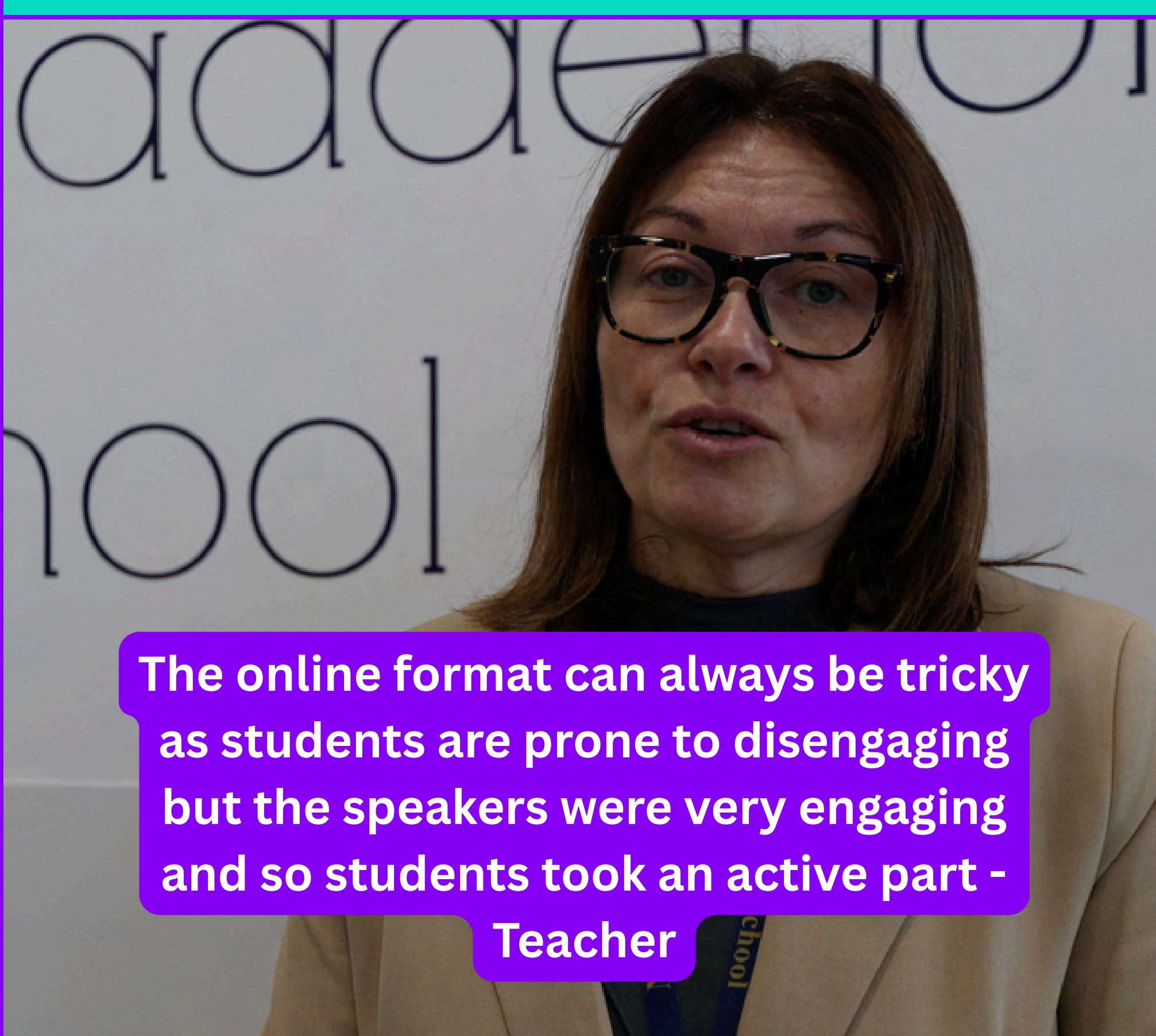
OUR IMPACT ACROSS GREATER MANCHESTER



"I loved learning about AI in our daily lives such as fashion and sport" - Student

"In just six months, InnovateHer reached 1,828 students across nine Greater Manchester schools, well beyond our target of 1,000, and more than doubled interest in tech careers, helping us hardwire digital skills into the curriculum and give young people a clear line of sight into high-quality jobs."

Sarah, GMCA



The online format can always be tricky as students are prone to disengaging but the speakers were very engaging and so students took an active part - Teacher

This year we've worked with the Greater Manchester Combined Authority (GMCA), developing a practical AI education programme for Year 9 students across nine schools in Greater Manchester.

The pilot brought together three elements: inspiration, learning and real-world role models. Students experienced AI-focused assemblies, interactive digital learning exploring AI, ethics and career pathways, and talks from technology professionals who shared their own experiences and answered questions.

The aim was bigger than simply teaching students what AI is. We wanted to help them understand how it could shape their futures and see themselves as part of that future.

- **1,498 students engaged directly**
- **3,410 student impressions**
- **182% increase in interest in technology careers**
- **27% increase in students considering STEM pathways**
- **53% improvement in everyday AI literacy**

And using the HACT social value framework, the programme generated an estimated £854,917 in social value from a £30,000 investment. This is £28.50 of value for every £1 invested.

The pilot has demonstrated the potential for AI-focused careers education to shift young people's understanding of technology and increase their interest and confidence in pursuing STEM pathways. It also gives us a model we can build on, so watch this space!



GMCA GREATER
MANCHESTER
COMBINED
AUTHORITY

innovate<her>

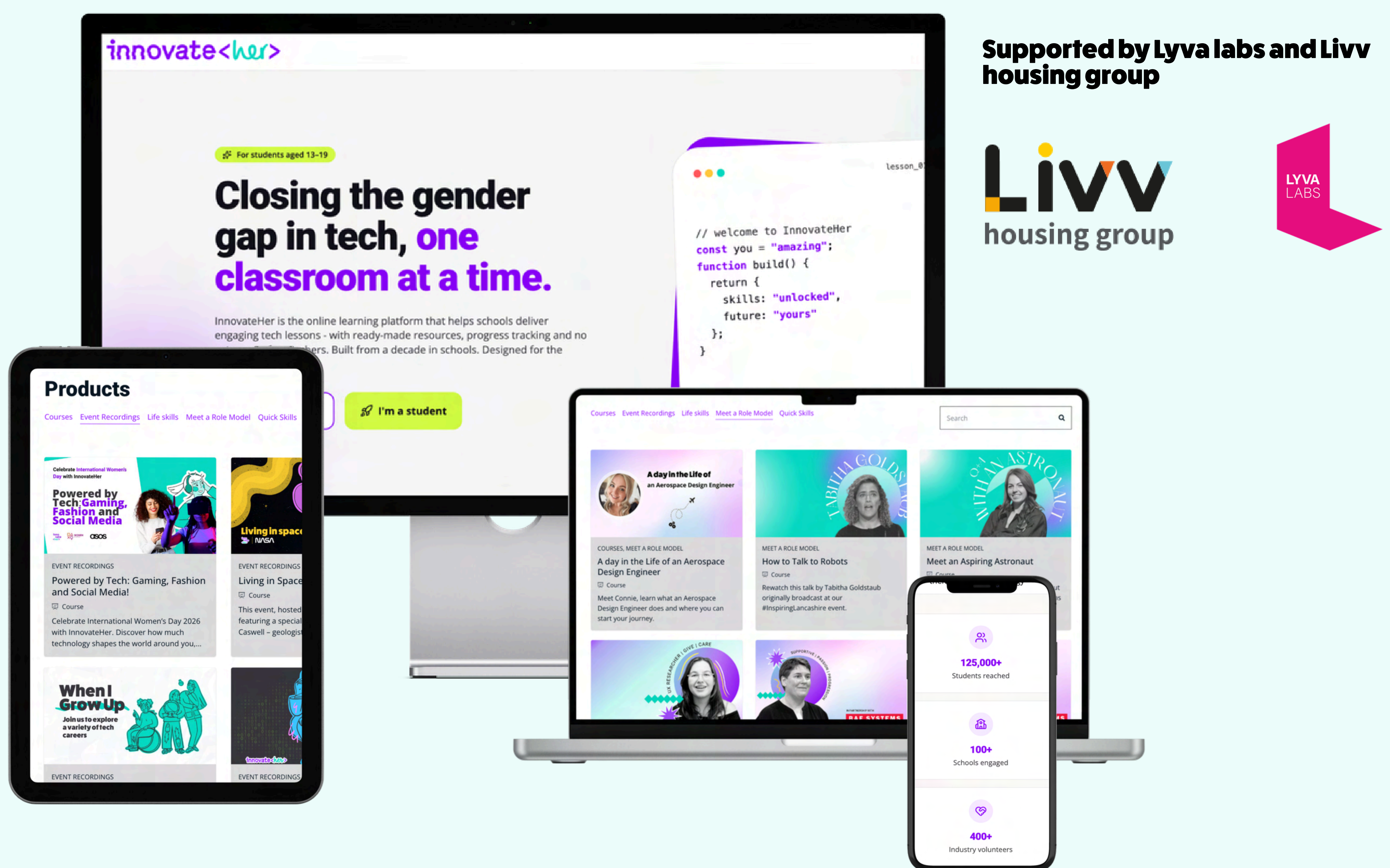
WE'RE
READY
FOR
YOU!

2027

OUR ELEARNING PLATFORM BUILDING THE NEXT 10 YEARS

Over the last few years, we have built a growing collection of programmes, courses, events and opportunities, all of which have helped towards closing the gender gap in tech, and we want to continue to do this.

Our new digital platform, launching in 2027, is being designed to bring together everything we have learnt and created over the last 10 years into a more connected, personalised and inspiring student and school journey. Each student interaction will build on the last, teachers will have greater visibility and control of their students' engagement, and we will have a more scalable way to reach young people across the UK.



This next stage has been made possible through funding from Livv and Lyva Labs, supporting us to invest in the development of our own bespoke platform. We have taken an intentionally innovative approach to its design, using AI-enabled platforms alongside our own expertise and insight to rapidly prototype and build a platform specifically around the needs of InnovateHer, our schools and the young people we serve.

Our existing platform already saw 2,890 course enrolments this year, up 26%. Alongside a 306.5% increase in teachers using the platform. The opportunity now is to accelerate that engagement with a bespoke platform designed around the whole journey.

We are committed to understanding even more about what young people engage with, what changes for them, what helps them take their next step and how we can better support teachers to make that happen.

LOOKING AHEAD THE NEXT CHAPTER

The tech gap will close when more young people can see themselves in the future of technology and have the confidence, opportunities and pathways to get there and remain there.

Our next chapter is about taking what we know works and making it bigger, deeper and more measurable. That means:

-  Reaching more young people, particularly those who face the greatest barriers to opportunity.
-  Deepening impact, moving beyond participation to understand how experiences build Awareness, Confidence & Belonging, Intent and ultimately Progression.
-  Strengthening and adding to our progression pathways, with the people, opportunities and experiences that help students.
-  Scaling our platform, creating a more accessible, personalised and sustainable way for young people and teachers to engage with InnovateHer.
-  Working with more industry partners, bringing the real world of technology closer to the young people who need to see it.
-  Building stronger regional and public-sector partnerships, so that our work contributes to wider systems change, not just individual experiences.

We know we can't close the tech gap alone.

Schools open the door. Industry shows young people what's possible. Role models make belonging visible. And committed partners help turn possibility into opportunity.

The next generation of tech talent is already in our classrooms. Our job is to make sure they can see the door, believe it is open to them, and have the support to walk through it.

WHERE WE'RE HEADED



THANK YOU FOR BEING PART OF THE CHANGE

To our partners, ambassadors, teachers, students and every member of the InnovateHer community, thank you. You are the heartbeat of everything we do. Your belief, energy, and commitment continue to drive this movement forward, opening doors for young people and creating a future where opportunity belongs to everyone.

Together, we're not just inspiring the next generation; we're shaping the world they'll lead. Here's to building confidence, breaking barriers, and creating social value that lasts. The future is brighter because of you.

Our 25/26 academic year partners!



TOGETHER, WE CAN MAKE A CHANGE

FOUR WAYS TO MAKE AN IMPACT

1

Become a partner

Join our growing network of organisations committed to driving equity in the tech industry.

Receive tailored support, expert training and opportunities for your colleagues to inspire the next generation.

Let's work together to shape an inclusive future.

[BECOME A PARTNER](#)

Support our work

For just £6.50, you can give a student access to our e-learning platform, opening doors to careers in tech.

Your donation helps us reach more young people, delivering the skills and confidence they need to succeed.

Every contribution counts in breaking barriers.

[DONATE TODAY](#)

2

3

Become an ambassador

Passionate about empowering young people?

Ambassadors volunteer to share their career stories, deliver workshops, or represent InnovateHer at events. Your experience could inspire students to explore opportunities they never imagined.

Together, we can open doors to tech.

[BECOME AN AMBASSADOR](#)

Spread the word

Champion our mission by sharing our work with your network.

Whether it's promoting our impact reports, celebrating success stories, or amplifying our events, your support helps us reach more individuals and organisations.

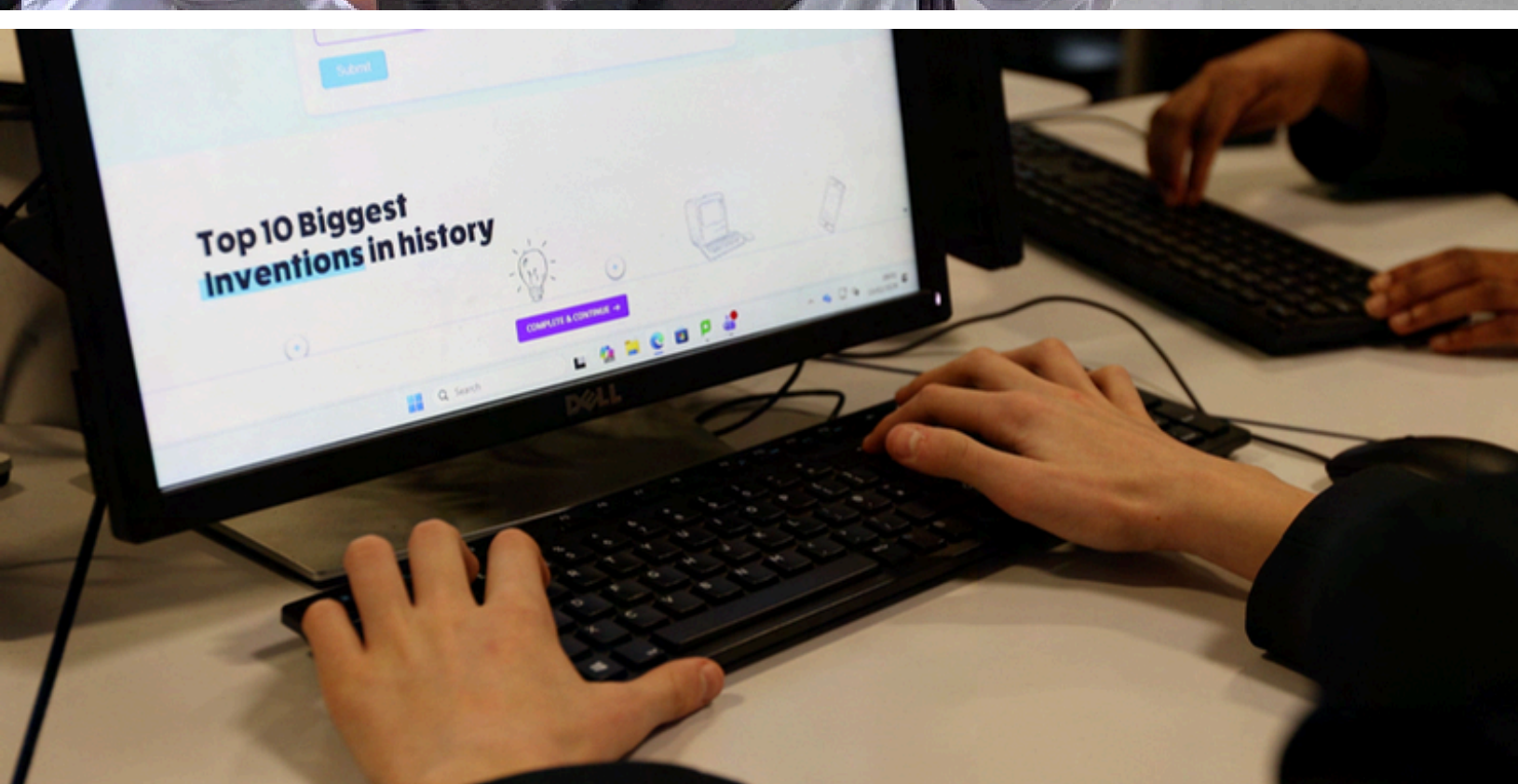
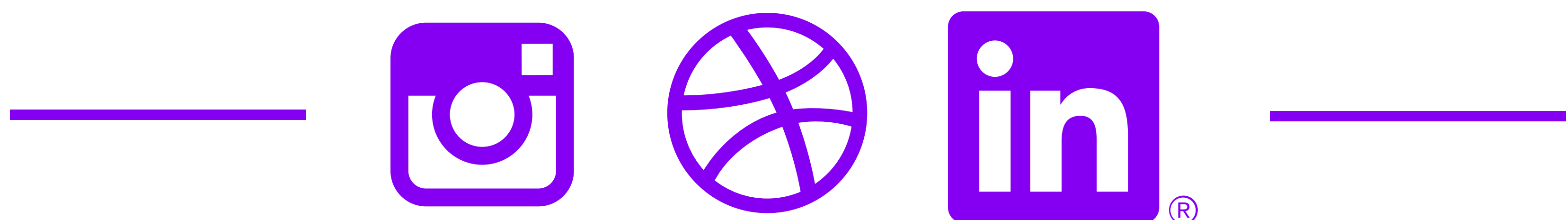
Be part of the movement for change.

[SHARE OUR MISSION](#)

4

We couldn't drive this change without your unwavering belief and partnership. You are the heartbeat of our mission. Every young person we empower is a vital milestone toward an equal, forward-thinking, and inclusive society. As we look ahead, let's amplify our ambition, deepen our impact, and remain fierce champions for the generation taking the reins next.

STAY CONNECTED



innovate<her>