



Good Things Foundation

Google AI Professional Certificate

Grant Description & Application Guidance

Deadline for submission: Friday 6th November 2026 at 12 noon

Introduction

Good Things Foundation is pleased to be delivering a funded programme in partnership with Google.org to upskill low skilled workers. The UK is experiencing a significant digital skills gap, with approximately 10 million people digitally excluded. The rise of generative AI poses a new threat, as jobs are increasingly displaced by automation, particularly lower skilled roles below managerial level in areas such as administration, secretarial, sales, customer service and data entry. Research indicates a decline in job postings for occupations highly exposed to generative AI, suggesting that displacement may outpace productivity gains. Experts warn that without targeted reskilling, generative AI could exacerbate inequality.

This project aims to address these challenges by providing AI skills training to at least 11,250 people in the UK, safeguarding employability and strengthening workforce resilience. Individuals will feel empowered to both safeguard their current employment and confidently pursue emerging opportunities in the AI-driven economy.

We are aiming to achieve the following outcomes:

Expanded access to AI skills: At least 11,250 people will complete the Google AI Professional Certificate, building foundational AI skills relevant to their current or future employment.

Increased confidence and readiness: Participants will report improved confidence in engaging with AI tools, with wrap-around support helping overcome misconceptions and fear of AI with at least 70% of participants reporting increased improved confidence.

Improved employability: Individuals will be better positioned to safeguard their current jobs and pursue new opportunities, with at least 70% able to demonstrate

practical application of AI prompting in a workplace or job-seeking context.

Preventative digital inclusion: By targeting workers at high risk of displacement, the programme will help reduce the risk of future digital exclusion, keeping people engaged in the workforce rather than falling into economic hardship.

Strengthened ecosystem: Approximately 30 organisations will be equipped to deliver AI skills training, enhancing the long term capacity of the National Digital Inclusion Network to respond to future technology shifts.

The opportunity

Through an open application process, Good Things Foundation will select up to 30 experienced organisations for their knowledge, skills and experience in supporting and upskilling employed people, in the following roles:

- **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).

Successful organisations will be required to support a number of workers to improve their AI skills through the AI Professional certificate learning content. To be successful, organisations will need to engage with local employers and networks to reach the target audience. Larger organisations are able to upskill relevant members of their workforce as part of this project.

Support must be delivered in a flexible way and we're looking for organisations to propose their own delivery model to deliver this programme of support e.g. group sessions or 1:1 sessions face to face, a blend of face to face and online, self learning.

Each individual supported will be required to work through the Google AI Professional Certificate course which takes approximately up 14 hours to complete fully. There's currently 8 modules to work through and for funding purposes, 6 of the 8 modules of the learning content must be completed to receive payment.

The programme will run from **4th January 2027 – 31 January 2028**. To note, delivery should wrap up by 31st December 2027 to enable the final payment in January 2028.

What are we looking for?

We are looking for organisations who can demonstrate evidence of experience in the following areas:

- A person centred approach to delivering support
- Evidence of supporting people to develop their AI skills
- Evidence of supporting employed people in the following job roles to engage in further training to enable them to upskill:
 - Administration
 - Secretarial
 - Sales
 - Customer service
 - Data entry
- Delivering project outcomes and compliance with reporting requirements
- Expertise in providing digital assistance and wider digital inclusion support

Successful organisations will be required to adopt a multi-channel approach to delivery including:

- Providing additional wrap around support, including coaching to apply skills in real world contexts, regular check-ins and troubleshooting, peer-to-peer learning opportunities, and the fostering of a supportive learning community.
- Tailoring delivery models based on local needs and context. Therefore each organisation may deliver the training in different formats: group, one-to-one, online, in person and hybrid. This allows tutors to respond to the needs of individuals taking the course in order to aid successful learning outcomes. .
- Integrating Good Things' AI Gateway into programme delivery, boosting confidence and motivation through accessible, foundational training. Misconceptions and fear of AI can be a barrier to reskilling - The AI Gateway will help those with very low AI literacy build confidence and basic understanding. While most learners will progress directly to the AI Professional Certificate course, the AI Gateway will provide an entry point for those needing additional support.

Eligibility Criteria

To be eligible to apply for this opportunity organisations must be members of the National Digital Inclusion Network. We welcome applications from non-profit organisations across the UK. Profit making organisations are not eligible for this opportunity.

Organisations must be ready to mobilise early in 2027 and we strongly recommend that organisations review the learning content ahead of application submission.

Contract Sizes

There are two different contract sizes to apply for. You will be asked in the application which contract you would like to apply for and if you would be willing to accept a lower contract value if you are not successful with your first choice. Please be honest when answering this question as it will help us with assessment and allocation.

Please note, it won't be possible, with the budget available, for us to award the highest contract value to every organisation who applies for it.

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

You'll see that we've factored in a 20% drop off rate from enrollment to completion. The grant payments will be dependent on the number of people who complete the course. The enrollment target is a guide depending on the drop out rate you see throughout your project. You won't be managed on the enrollment target if you are on track with the number of people completing the course.

Please note, 75% of the people supported must be employed with the remaining 25% being individuals not in work or volunteers.

Project Requirements

As part of delivering the programme, organisations that are successful will also be expected to meet the requirements below:

Project requirements

- Attendance at mandatory onboarding session – 7th January at 11am.
- Attendance at mandatory Train the Trainer session – 11th January at 11am.
- Evidence support provided by completing timely reporting on the Members’ area.
- Provide guidance and support to learners using the Coursera platform.
- Join quarterly performance calls and keep in regular contact with Good Things Foundation, providing delivery updates where requested.
- Participate in research and evaluation which may include completion of surveys and interviews with a Good Things Foundation Researcher.
- Provide either one case study or a lead for a good news story to help bring the impact of the programme to life.

Reporting

For each person supported you will need to invite them to enrol onto the Coursera platform. Once you’ve invited them to start learning, you’ll then need to add their details to your members’ area account so that we have visibility of your progress. Payments are dependent on performance reporting being kept up to date. Full guidance on the end to end process will be provided at the onboarding session.

Payment schedule

Payments will be released in five equal payments throughout the project. The first payment will be in January 2027 following contract acceptance and attendance at the onboarding session. The following payments will be subject to performance and reporting. The table below highlights the proposed payment frequency.

Please note, upon contract acceptance, you will need to provide evidence of your organisation’s bank details. No payments will be released until we can verify them. We’ll aim to make the first payment in January 2027 but if there’s delays in providing evidence, payments will be processed in February or March.

Should the bank details change throughout the project, you will be required to share updated evidence for verification.

Payment Schedule	£7,452	£14,850
By the end of January 2027 – upfront payment	£1,490	£2,970
April 2027 – subject to delivery and 25% registrations by the end of March 2027.	£1,490	£2,970
July 2027 – subject to delivery and 50% registrations and 25% completions by the end of June 2027.	£1,490	£2,970
October 2027 – subject to delivery and 75% registrations and 50% completions by the end of September 2027.	£1,490	£2,970
January 2028 – subject to delivery and 100% registrations and 100% completions by the end of December 2027.	£1,490	£2,970

Project timelines

Stage of process	Date
Launch of online application	12 noon Monday 19 October 2026
Q&A session – please join the session if you have any questions about the opportunity	27 October at 11.30am. Here's the link to book onto the session.
Deadline for applications	12 noon Friday 6 November 2026
Application assessment period	9 November 2026 – 4 December November 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.

What is the Google AI Professional Certificate course?

The Google AI Professional Certificate takes you beyond foundational understanding to becoming AI fluent. Designed by Google experts, this program gets you hands-on experience building the AI skills that employers are looking for.

The curriculum was built by mapping AI capabilities to the skills the job market demands, and validated by employers. You'll learn the fundamentals of AI, including how to prompt and use AI responsibly.

[You can find out more about the course here.](#) Before applying for the opportunity, familiarise yourself with the content and ensure that you feel comfortable to deliver this support.

Top skills learned will include:

- **Adopt a collaborator mindset:** Learn to give AI clear instructions so it acts as a professional collaborator, not just a simple task completer.
- **Use AI responsibly:** Understand how AI works so you can use these tools confidently and responsibly.
- **Master in-demand skills:** Focus on the domains where AI is transforming work most, including data analysis, research and communication.
- **Build custom apps:** Use vibe coding to create a custom app that solves your unique workplace challenges, no coding experience required.

In 20+ hands-on activities, you'll build a portfolio of job-ready solutions:

- **Brainstorming and Planning:** Turn project briefs into detailed workback plans.
- **Research and Insights:** Scour sources to create compelling reports.
- **Writing and Communicating:** Adapt your communications for multiple audiences.
- **Content Creation:** Transform creative visions into custom marketing videos.
- **Data Analysis:** Clean messy data and uncover trends using natural language.
- **App Building:** Build a custom AI tool without writing a single line of code.

Plus, you'll build your portfolio with a 3-month no-cost trial of Google AI Pro ([terms apply](#)). Gain access to Google's most capable AI models, upgrade your professional toolkit.

Module	Name of module	Module overview
Module 1	AI Fundamentals	Learners will practice how to effectively use AI as a collaborator and how to use AI responsibly via the

		practice of writing prompts and carefully evaluating AI-generated content for potential inaccuracy, bias, and privacy risks. On completing this module, they will have the foundational knowledge of AI, how to use AI, and responsibility with AI.
Module 2	AI for Brainstorming and Planning	Learners will use AI as a powerful collaborator to rapidly conquer the gap between concept and completion. They will gain practical skills using AI for brainstorming, evaluating creative ideas against constraints, building detailed project plans, and setting up a project documentation hub to align and equip everyone with consistent and accurate information. By the end of this module, they will be able to turn abstract ideas into actionable projects, using AI to structure the creative process and streamline project management. This course emphasizes practical applications with the inclusion of labs, for example, learners will leverage Gemini to brainstorm, then develop a workback plan to turn an abstract idea into action.
Module 3	AI for Research and Insights	Learners will gain practical skills using AI to generate summaries from different types of content (reports, videos, documents), conduct in-depth research, and simulate conversations with experts to gain new perspectives. By the end of this course, they will be able to use AI as a powerful research assistant and strategic advisor, with a focus on evaluating the quality and relevance of AI-generated information. This course emphasises practical applications with the inclusion of labs, for example, learners will leverage Deep Research to research ways to increase performance, and create a Gem to pressure test ideas.
Module 4	AI for Writing and Communicating	Learners will gain practical skills using AI to improve their workplace writing and communication skills. They will create meeting transcripts, customised writing for each of their audiences, and a set of recommendations from an AI-based persona of the stakeholder of their choice. They will also practice for a challenging conversation. By the end of this course, they will be able to use AI to refine their writing, expand their communication strategies, and improve the overall effectiveness of their workplace communications. This course emphasises practical applications with the inclusion of labs. For example,

		learners will leverage Gemini Canvas to customize their communications, and Gemini Live to practice a sales call.
Module 5	AI for Content Creation	Learners will gain practical skills using AI to create and transform content in various formats (text, images, and video), improve their presentations to make them more engaging, and get feedback on creative work to help overcome creative blocks. By the end of this course, they will be able to use AI to generate, refine, and critique creative work while ensuring their own voice and brand guidelines are reflected in the final product. This course emphasizes practical applications with the inclusion of labs. For example, learners will leverage Veo to generate marketing videos and Gemini in Google Slides to create engaging presentations.
Module 6	AI for Data Analysis	Learners will gain practical skills using AI to augment data-related tasks like developing spreadsheet functions using natural language, convert unstructured data into a structured format, and clean up a messy dataset. The module also teaches how to analyse large datasets, brainstorm and identify key metrics, and create data visualizations. This module emphasises practical applications with the inclusion of labs. For example, learners will use Gemini in Google Sheets to clean and parse data, and create a bar chart of the cleaned data.
Module 7	AI for App Building	Learners will gain practical skills using AI to create a custom mini-app to help automate one or more elements of their workflow – without writing a single line of code. By the end of this course, they will be able to map out their workflow, identify the most impactful opportunities to create an app, and leverage “vibe-coding” to build it. This module emphasises practical applications with the inclusion of labs in which learners will practice vibe coding to generate an app prototype in AI Studio.
Module 8	AI for App Deployment	Learners will gain practical skills using AI to adopt a builder mindset and learn how to vibe code their way to a user-friendly tool. They can practice using AI to plan, test, debug, and deploy an app that they and others can use with confidence.

All modules are made up of:

- **Videos** where experts at Google will explain concepts, share guidance and demonstrate how to prompt.
- **Readings** to deepen understanding and spark ideas about how to prompt like a pro.

As part of the onboarding process, successful organisations will be given access to Coursera, the learning platform, and receive full training on how to access the learning content.

Application: Preparing to apply, questions & guidance

As part of the application process you'll be asked to provide your registered company or charity number. This is so that we can undertake due diligence checks as part of the assessment process which will include:

Due diligence checks: We will undertake a series of due diligence checks to validate that the applying organisation is operating within the scope of its constitution and to detect relative financial risk of the organisation. You can find more detail, based on the contract size you're applying for, below.

Accessing and completing the application form: Your web browser settings must allow third party cookies in order for you to complete, upload and submit your application. We recommend that you use Chrome as your browser.

Once you've opened the application form, please check that your browser settings do not 'block third party cookies'. If they do, change this setting and refresh the webpage before starting your application.

How to apply for this funding opportunity

Please note, to apply for this grant you'll be required to upload documents as part of the application process. Once you've logged into your account, you'll need to download and save a copy of the '[Supporting Information](#)' form and ensure the file name is (hub name) – (hub number). Once completed, you will need to save and upload the document.

You will also need to upload your organisation's financial information depending on the grant size you're applying for. We undertake different checks for each contract amount – please see below for the information you'll need to provide as part of your application. If you don't upload this information as part of your application we'll not be able to assess it.

As part of the application process you'll need to upload the following documents:

- Latest accounts for the last full complete year.
- Latest management accounts for the current year.

The following are the questions you'll need to answer and the details you'll need to provide during the application process.

1. Your details

1.1 Hub ID

1.2 Hub name

You will have to confirm that you have the authority to submit this application

2. Financial

2.1 How much are you applying for?

You will be required to select one of the following contract amounts

- £14,850
- £7,452

2.2 If unsuccessful at the requested amount, would you be willing to accept a reduced grant size?

3. Delivery

3.1 Please tell us how you would best describe your organisation's legal status or ownership from the categories below?

- Sole trader/Partnership
- Limited Company
- Limited Liability Partnership
- Independent local Government
- Community Benefit /Cooperative Society
- Community Interest Company (CIC)
- Charitable Incorporated (CIO)
- Charitable Company (Limited)
- Statutory Corporation
- Unincorporated Association

3.2 If you have a registration number from Companies House, The Charity Commission or as a Mutual, please add this below

4. Delivery

4.1 Please tell us about your recent experience of delivering AI training and supporting low skilled workers – administration, secretarial, sales, customer service and data entry roles below managerial level. Please provide examples of recent projects. In this response we would like to know more about:

- The type of support you provided and how you've delivered it.
- The demographic profile and the number of people supported, and the impact this had on their lives.
- How you collaborated and worked in partnership with others to deliver effective outcomes.
- Include examples of how you have delivered AI training and the capacity in which you delivered it.

750 words maximum

4.2 Please describe how you would deliver this project. In this response we would like to know more about:

- The delivery model you would use to deliver the upskilling programme – e.g. the location(s) where support will be delivered, whether support would be 1-to-2 or in a group setting and the blend of face to face and remote support to ensure that 10 hours of learning is completed.
- An estimated delivery profile based on the contract size you are applying for.
- The marketing strategies you will use to advertise the support available to eligible participants and encourage take-up.
- The partners you already work with or plan to work with and how they will support the delivery of your project.

- How the funding will be spent across key budget categories e.g. overheads, third party costs, marketing etc.

750 words maximum

4.3 Please tell us about the staff members who will deliver the project. In your response, please describe the capacity and expertise of the staff who will be responsible for delivering and managing the project. Where relevant, include details of qualifications and experience.

250 words maximum

4.4 Please outline any risks to the project and how you plan to mitigate them. For this response you should highlight any known or potential risks and explain the practical measures you'll take to minimise them.

250 words maximum

Support

If you have any questions which cannot be answered using the information above please contact the team by submitting a [Get Support](#) request.