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Launch of FIS Skills flagship #iBuiltThis2017 social media campaign

FIS Skills, the specialist skills delivery capability of Finishes and Interiors Sector (FIS) are pleased to announce the launch of our flagship #iBuiltThis2017 campaign. A visual campaign, image led and run completely on social media utilising the Instagram and Twitter platforms for a period of three weeks, with the submissions opening from the 04th Sept and closing on 24th Sept and winners announced at the UK Construction Week Exhibition between 10th – 12th October 2017.

The campaign is designed to get young people, the construction industry and the public to participate and show how proud they are of their contribution to the UK built environment in a fun, exciting and light-hearted way. We would like to showcase construction as the exciting and diverse sector it is with its huge breadth of disciplines and career opportunities to help attract new entrants.

Helen Yeulet director of FIS Skills said “this is a part of FIS Skills’ ongoing vision to drive change and a better understanding of the industry and the opportunities within it. The competition aims to utilise the pride in an individual’s achievements to assist in improving perceptions and image, increase careers awareness and engagement nationally”.

To encourage young people to get involved, the competition has been divided into three age groups: 13 and under, 14-18 and 19 and over with some great prizes lined up. We would like entrants to share a picture of themselves with an image of a completed project they have built, or helped to build, using the hashtag #iBuiltThis2017 on the FIS Skills social media platforms of Instagram ([@fisskills](https://www.instagram.com/fisskills)) and Twitter ([@FisSkills](https://twitter.com/FisSkills)) or alternatively you can enter by visiting our website. Entrants need to insert their details in the comments section, answer their relevant age group question and submit.

Encouraging photos of new buildings of any type, whether they’re made from Lego, Meccano, sand or even chocolate. Images of iconic buildings and breath taking fit-out and interiors will be used to inspire people to see construction as a career of choice. The entries received will be diverse in both built environment images and the roles involved in their construction and images will be used to educate new entrants afterwards.

Support for this campaign has been phenomenal across the industry with UK Construction Week being our media partners. Other sponsors and partners include, Building Heroes, Home Builders Federation (HBF), Silver Trowel Ltd, Career Colleges Trust, NVQ Training Centre Ltd, Tapper Interiors Ltd, Vela Training Ltd, British Woodworking Foundation (BWF), Build UK, the Civil Engineering Contractors Association (CECA), Construction Industry Council (CIC), Construction Products Association (CPA), Federation of Master Builders (FMB), Hire Association Europe (HAE), Thermal Insulation Contractors Association – Best Practice in Asbestos Control (TICA-ACAD), Yourfeed.com and Encon Nevill Long.

A great line-up of judges is being proposed for the competition that will reflect the industry and will be announced in the coming week along with the prizes for the competition.

David Frise CEO of FIS said: “the only way to close the skills gap and improve industry perceptions is through strong collaboration and working together. This campaign provides the partnerships to join the dots across the industry with educators and potential new entrants and engage with young people in a fun and exciting new way”

For more information about #iBuiltThis2017 campaign or if you would like to get involved email: skills@thefis.org or visit our website page on: <https://www.thefis.org/skills-hub/i-built-this/>

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Notes to editors:

1. FIS Skills and #iBuiltThis2017 campaign logos are available on request.
2. FIS Skills are the specialist skills delivery capability of FIS Ltd. They are responsible for delivering on the Fit-out Futures Programme designed to attract new entrants into the sector by devising innovative and workable solutions for the sector’ problems.
3. Finishes and Interiors Sector Ltd (FIS) represents almost 450 companies involved in the manufacture, supply and installation of all aspects of finishes, interior fit-outs and refurbishment. We speak with one strong voice for the finishes and interiors sector. We work on behalf of our membership to raise awareness and increase the influence of the sector. We help members to make the most of opportunities through advice, training, technical support and dialogue with government and other bodies.
4. For more information about #iBuiltThis2017 campaign email: skills@thefis.org or visit our website on: <https://www.thefis.org/skills-hub/i-built-this/>

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