**Uber Video Transcripts:**

**01\_OU\_Uber\_Rides\_Case\_Study**

**Simon Tindall:** Uber approached us in late 2019 looking for a way to develop an incentive package to encourage their drivers to stay longer with the organisation and, essentially, the flagship element of that was an education package.

**Jessica Phillips:** It fits within the Uber Pro programme, which is our loyalty programme that we have for drivers in the UK. Drivers who are in the diamond tier, which is the top tier can access a fully funded undergraduate course. It's all about giving the most loyal drivers an opportunity to access fully funded education, either for themselves or for a nominated family member.

**Sophie Carter:** We operate now in almost 60,000 cities across the UK and we have over 90,000 drivers. So, drivers choose if, for how long, when they work and that really underpins everything that we do with The Open University because we have flexible earning, but also now our flexible learning.

**Simon Tindall:** The Open University has a very large social remit. This manifests itself in provision of education for social good. The key flagship of that is OpenLearn, which is a website containing over 10,000 hours of free content. We incorporated it into the overall offering of the Uber programme so, effectively, it allows drivers to taste what an experience would be like with studying at the OU for free.

**Jessica Phillips:** The programme's been really successful. We've had over 1,500 drivers, couriers or family members with phenomenal feedback from everyone who has been involved.

**Mohammad Irfan Chaudry:** I came to this country in 2001 from Pakistan. My educational background was actually BSc Honours from Pakistan in food technology. Initially when I came, I got my degree evaluated in the UK. They said, “You'll have to complete a few more modules”, but I didn't have the funds to complete my studies at that time. Uber was a lifetime opportunity. I can work around family and then I can study at the same time as well. The courses are designed really well and I've passed all my modules so far. My study inspires my children. They just look at me and they just start studying as well at the same time. My degree will allow me to get into research work and then I'll be able to complete my aspiration.

**Nosheen Abbas:** I'm privileged. This is a wonderful opportunity so it's our responsibility to grab that and then contribute towards this society.

**Sophie Carter:** It’s an absolute joy to work with The Open University. Our drivers often seem to be in the top cohort of achievers and there's a high interest in IT, Business, Law.

**Jessica Phillips:** Very excited to say that we've got our first graduates across the programme, so, definitely looking forward to celebrating crossing that massive milestone and that’s a really fantastic feeling.