

**NATIONAL  
ENGINEERING  
DAY**

**WHO ARE YOUR  
ENGINEERING  
ROLE MODELS?**

**NATIONAL ENGINEERING DAY**

**TOOLKIT**

**13 November 2024**

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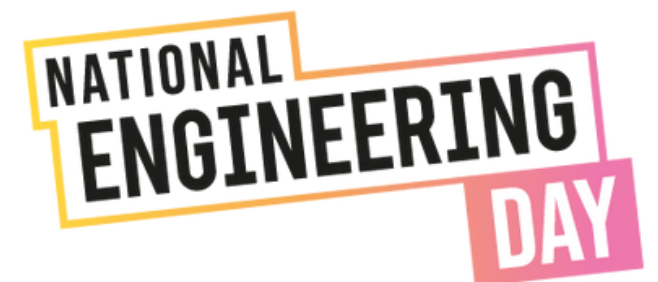
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# INTRODUCING NATIONAL ENGINEERING DAY 2024

National Engineering Day **aims to make engineering and the UK's engineers more visible** by celebrating how they improve everyday lives and shape the world around us.

It's a day when we invite the public to marvel at engineering and inspire the next generation to make it their career.

However, for **young people to aspire to join our brilliant profession**, Royal Academy of Engineering research tells us that **they need role models who inspire and excite them about the possibilities of engineering**.

This is why, on **13 November** - National Engineering Day 2024 - **we will be asking the public the question: *who do you look up to?***

Then answering it by unveiling art installations featuring contemporary engineers that people can quite literally look up to as inspirational role models who are engineering a more inclusive - and better - world.



# ENGINEERING ROLE MODELS CAMPAIGN

Public visibility of engineers in the UK is very low and representation is exceptionally narrow, hindering efforts to attract a new and more diverse generation of engineers.

**Why does diversity matter? In a word, seatbelts.**

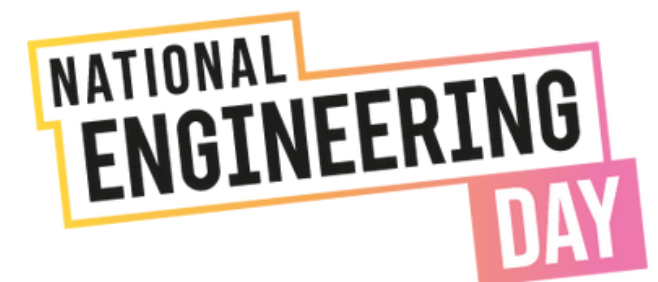
Since its invention in 1959, the seatbelt has saved over one million lives. However, no studies on breast tissue impact or redesigns for women's comfort have been done. **This inclusion deficit is not limited to seatbelts.** Other examples include: soap dispensers unable to detect dark skin, cars less safe for women due to male crash dummies, and inaccessible public transport and digital services for disabled people.

And yet, of today's engineering workforce, **only 15.7% are women and 12.4% are from minority ethnic groups.** That statistic must change if we are to engineer a better future. To meet that ambition, the engineering profession needs to recruit from all sections of society.

Our research tells us that young people need role models who inspire and excite them about the possibilities of engineering. How many of them who pass by statues of Brunel, Stephenson, or Bazalgette think engineering is for people like them? **Where are the statues of modern pioneers, reflecting diverse communities?**

People can't be what they can't see which is why, **for National Engineering Day 2024, five contemporary engineers with inspirational stories have been represented** in specially commissioned artwork - with one recreated as an eye-catching sculpture - to inspire a new, more diverse generation of engineers.

References: Racist soap dispensers and other tales of health measurement bias, Actuaries Digital, 2022. The Crash Test Bias: How Male-Focused Testing Puts Female Drivers at Risk, Consumer Reports, 2019. Are we there yet? Barriers to transport for disabled people in 2023, Transport for All, 2023. The business case for accommodating disabled customers, Scope, 2019





# KEY MESSAGES

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- 1.** Of today's engineering workforce only 15.7% are women and 11.4% are minority ethnic. That statistic must change if we are to engineer a more inclusive and better future.
- 2.** To meet that ambition, the engineering profession needs to recruit from and draw on experience and input from all sections of society.
- 3.** Our research tells us that young people need role models who inspire and excite them about the possibilities of engineering.
- 4.** On National Engineering Day 2024 we've unveiled specially commissioned art installations created by well-known artist and designer Kelly Anna. They feature contemporary engineers whose stories and engineering achievements make them aspirational role models for the next, more diverse generation of engineers to look up.
- 5.** You can see them at the Royal Academy of Engineering, Prince Phillip House, 3 Carlton House Terrace, London SW1Y 5DG (nearest tubes: Piccadilly Circus, Charing Cross) and by visiting [raeng.org.uk/national-engineering-day](https://raeng.org.uk/national-engineering-day).

# SOUNDBITE

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Today is National Engineering Day, a day for us all to marvel at engineering and for young people to feel inspired to make it their career.

However, for a new, more diverse generation to aspire to join our brilliant profession, research tells us that they need role models who inspire and excite them about the possibilities of engineering.

This is why, today, the Royal Academy of Engineering has unveiled specially commissioned art installations that feature engineers whose stories and engineering achievements make them aspirational role models for the next, more diverse generation of engineers to look up to.

You can see them at Prince Phillip House near Charing Cross and Piccadilly Circus tubes and at [raeng.org.uk/national-engineering-day\\_](https://raeng.org.uk/national-engineering-day_)



**CAMPAIGN**

**ACTIVITY**



# NOMINATING ENGINEERING ROLE

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## MODELS

Nominations for role models came from the Academy network. A total of **80 individuals were nominated.**

Selection of the final engineering role models was selected by a panel comprising of the Royal Academy of Engineering's This is Engineering campaign Reference Group with the addition of [Pippa Catterall](#), [Professor of History and Policy at the University of Westminster](#), and Girls Into Coding founder [Avey Couloute](#).





# CREATING AN ART INSTALLATION

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We enlisted London-based artist and designer [Kelly Anna](#) to create our engineering role models art installations.

Five engineering role models were recreated by Kelly Anna as a statue and combined within a supporting piece of digital artwork to ensure stand-out and boost media-visibility.

Kelly Anna is an artist and designer based in London. She is known for her powerful, silhouetted figures with a strong focus on movement, sport and wellness and has collaborated with the likes of Nike, BMW and NFL.

- [Website](#)
- [Instagram](#): @KellyAnnaLondon





# DISPLAYING THE INSTALLATION

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The statue will be located outside of the Royal Academy of Engineering's HQ (Prince Philip House, Carlton Terraces, London) from 13-14 November 2024.

The digital artwork will be on display in various locations across the UK as projections or on digital billboards.

## **What will happen to the statue and artwork after National Engineering Day?**

We will be offering the statue to schools to act as a lasting and immediate inspiration for present and future engineers-in-the-making to look up to.

**CAMPAIGN**

**MESSAGING AND**

**ASSETS**



# HOW CAN YOU GET INVOLVED?

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A huge part of National Engineering Day celebrations is the engagement and visibility of the engineering profession, Find out how you can take part:

1

## **Join the Engineering Role Models conversation on social media**

Use #NationalEngineeringDay and/or #EngineeringRoleModels. Post a video highlighting your engineering role models.

2

## **Display the digital artwork**

If you have a digital screen or building space where the role models artwork could be displayed or projected on National Engineering Day, we will provide you with the digital files.

3

## **Media**

Share your good engineering news on National Engineering Day.

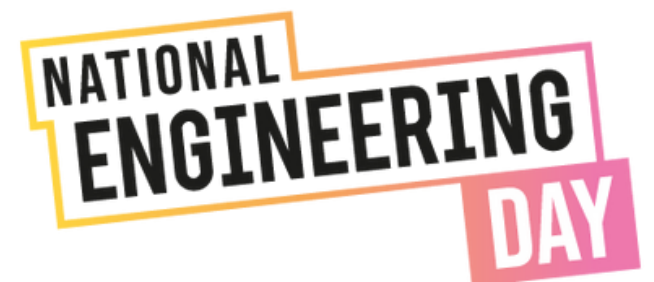
4

## **Events**

Give an existing event/club a National Engineering Day twist.

5

If you can't put on an event, why not encourage your non-engineering friends and family to come to ours - Innovation Late?



# SHOUT OUT YOUR ENGINEERING ROLE MODELS



**Who inspired you to be the engineer you are today?**

**Who inspires you today to be the engineer you want to be in the future?**

On National Engineering Day we'd love you to **post a video** of yourself answering these questions and telling us why you've named these individuals in particular. Take a look at our example for inspiration.

Alternatively, upload a post using our sample copy or your own along with any of our assets to celebrate the inspirational engineers who you look up to.

**TIP: Watch Kim's [example video](#)**

**My engineering role model is [insert name and title]. Their [insert achievement / impact of what their engineering has done] inspires me to be who I am today.  
#EngineeringRoleModels #NationalEngineeringDay @ThisisEng**

Don't forget to use the hashtags **#NationalEngineeringDay #EngineeringRoleModels** with any social media content you produce.

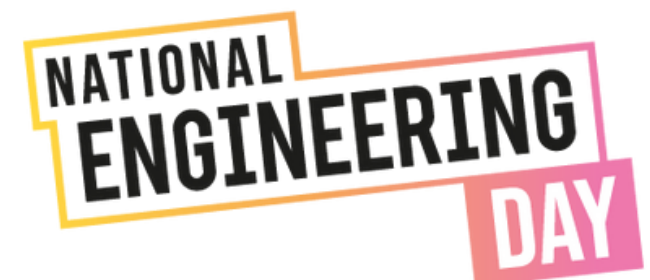
**X (formerly Twitter):** @ThisisEng @RAEngNews

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# JOIN THE CONVERSATION - SAMPLE SOCIAL POSTS

On 13 November, help us celebrate the unsung heroes and amazing engineers making a difference. Please highlight your own inspiring engineers. Shine a light on the engineering role models in your organisation that are making a difference to everyday lives.

**For X (formally Twitter), please adapt for other channels, and to your tone of voice.**

📣 Who are your  
#EngineeringRoleModels? 📣

This #NationalEngineeringDay 2024,  
we're celebrating the incredible  
engineers who inspire others to pursue  
a career in engineering.

Let us know about the the unsung  
heroes and brilliant engineers who are  
making a real impact.

@RAEngNews @ThisisEng

Today is #NationalEngineeringDay 🚀

With the theme of  
#EngineeringRoleModels, we wanted to  
shout out **[insert name and title]** at  
**[insert company name]** for **[insert  
achievement / impact of what their  
engineering has done]**.

They are a huge inspiration to all, and  
helping inspire the next generation of  
future engineers.

@RAEngNews @ThisisEng

We are celebrating  
#NationalEngineeringDay ⚡

Check out who has been unveiled today as  
#EngineeringRoleModels via @RAEngNews.

They are all inspirational engineers  
inspiring the next generation to take up a  
career in engineering.

🌟 Join the conversation and tell us about  
the amazing engineers you know who are  
making a difference to everyday lives.

@RAEngNews @ThisisEng

#NATIONALENGINEERINGDAY

#ENGINEERINGROLEMODELS

# SAMPLE SOCIAL POSTS (CONTD.)

Longer form content for other social media platforms, please adapt as appropriate, and to your tone of voice.

📣 Who are your #EngineeringRoleModels? 📣

This #NationalEngineeringDay 2024, we're celebrating the incredible engineers who are inspiring others to pursue a career in engineering.

With the theme of #EngineeringRoleModels, we wanted to shout out [insert name and title] at [insert company name] for [insert achievement / impact of what their engineering has done].

Let us know who inspires you in the comments below and tag the unsung heroes and brilliant engineers who are making a real impact.

@RAEngNews @ThisisEng

We are celebrating #NationalEngineeringDay by celebrating the many brilliant engineers inspiring the next generation to take up a career in engineering. ⚡

Who are your inspirational #EngineeringRoleModels?

For us, the amazing work of [insert name and title] at [insert company name] has made a huge impact on the world of engineering and inspires us everyday.

Check out who @RAEngNews has unveiled today as #EngineeringRoleModels and let us know about the unsung heroes and amazing engineers who you know are making a difference to everyday lives. ✨

## #NATIONALENGINEERINGDAY

## #ENGINEERINGROLEMODELS

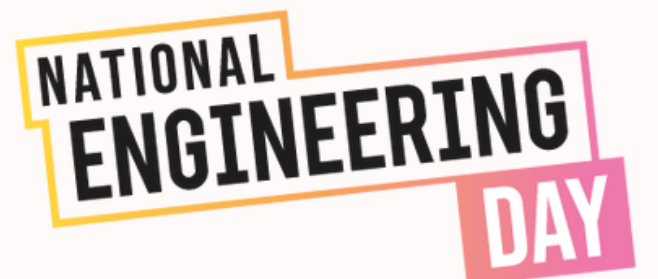
# DISPLAY THE DIGITAL ARTWORK

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**Could you project our Engineering Role Models' digital artwork?**

**Projecting an image can be a stunning way to create visual impact.**

We've provided [a guide](#) to help you with the planning and execution of a digital projection; your AV team or technical department will be more than familiar with what is required. However, if you're new to this or do not have a technical team in situ, we strongly recommend you consider working with a professional digital projection company to ensure a successful outcome.





# MEDIA

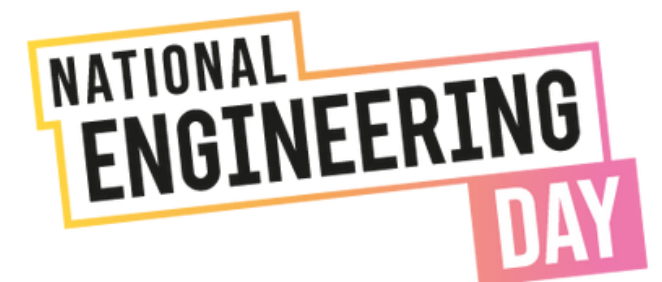
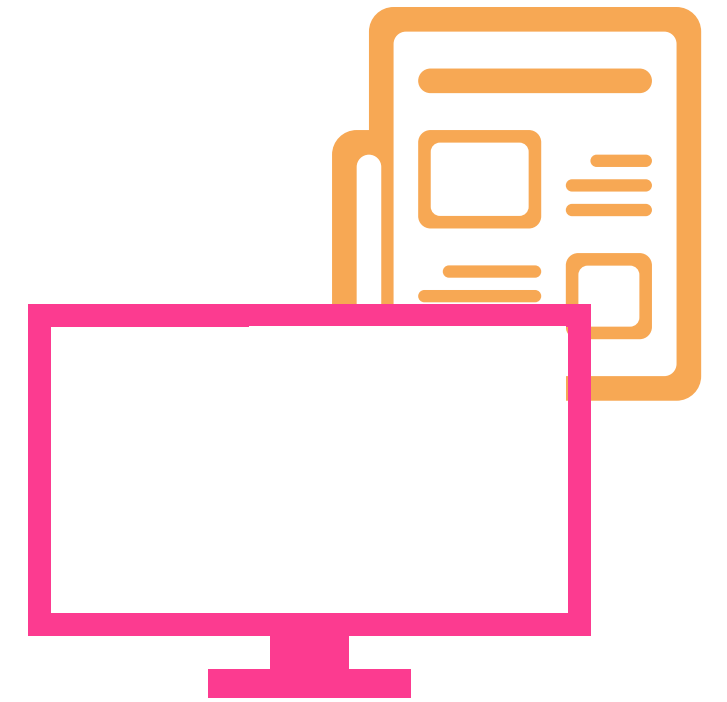
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Are you planning to announce the creation of new jobs, a new breakthrough innovation, or new research, in the coming weeks?

**If so, why not time the announcement with National Engineering Day?**

## Tips:

- Please refer to National Engineering Day in your press release. When describing National Engineering Day, you can describe it in the following way:  
“National Engineering Day aims to make the UK’s engineers and engineering more visible and celebrate how they improve everyday lives and shape the world around us.”
- Please highlight that National Engineering Day is led by the Royal Academy of Engineering.
- Don’t forget to use the hashtag #NationalEngineeringDay with any social media content you produce.



# EVENTS

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**Do you have an event planned in the first week of November?**

From town hall to team meeting, coding club to 'lunch and learn', why not theme it that week around how engineering is making our world more inclusive and accessible to all?

Consider celebrating the engineer or engineering team making that happen, **who would most inspire the next, more diverse generation of engineers?** Or **talk about the engineers/feats of engineering that inspire you or inspired you to become an engineer!**



# INNOVATION LATE

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**Fascinated by the future? Let us give you a glimpse of things to come.**

Join us for an evening extravaganza where you can see, experience and find out more about the innovations that are tipped to make the future a better place for people and planet.

With a series of talks from inspiring innovators and an exhibition of extraordinary engineering, you'll hear the stories behind incredible innovations and experience the latest cutting-edge technology with live demonstrations and interactive exhibits.

**Location:** Vauxhall Arches, 39 Parry St, London SW8 1RT

**Time:** 18:00hrs to 22:00hrs

**When:** National Engineering Day, 13 November 2024

**Cost:** Free-of-charge

[FIND OUT MORE](#)

Further details: Attendees must be 18+. Advance booking advised. Food and drink available from the bar and food stalls.

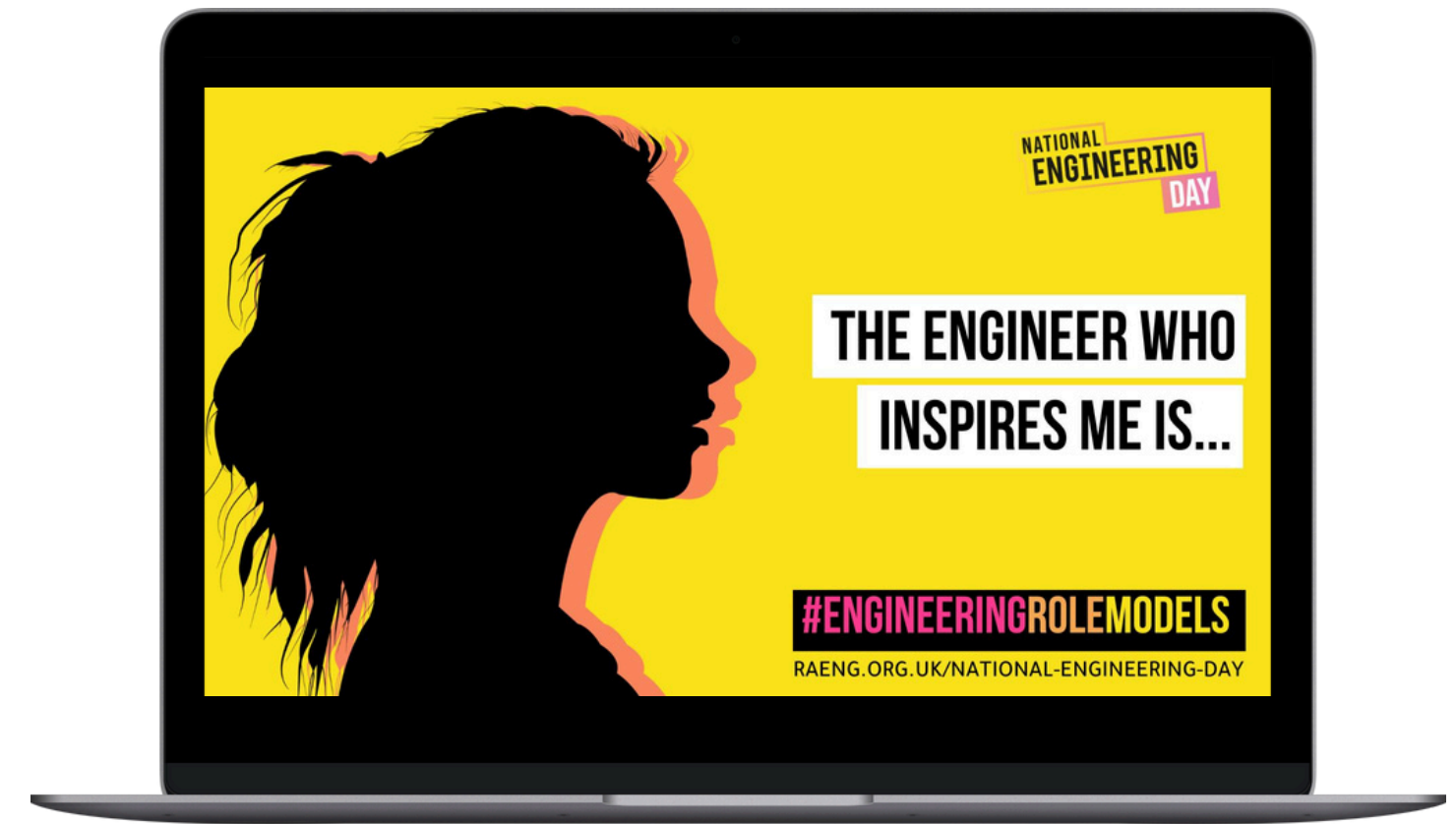


**NATIONAL  
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DAY**

# ASSETS

Use the button below to access:

- National Engineering Day logos
- This is Engineering logos
- Social media cards and GIFS
- Email signature



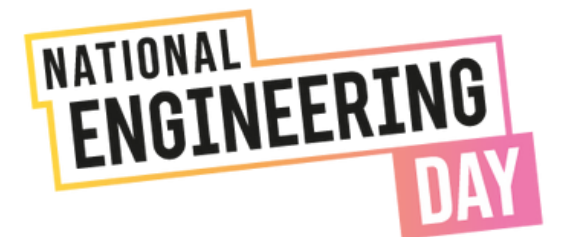
[Download all supporter assets](#)

[Download free images](#)

All social media assets are available in formats for LinkedIn, X / Twitter, Facebook, Instagram and TikTok. There are portrait and landscape variations.

**#NATIONALENGINEERINGDAY**

**#ENGINEERINGROLEMODELS**



# REMINDER: TOMORROW'S ENGINEERS WEEK

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**Tomorrow's Engineers Week, running from 11 to 15 November, is a nationwide celebration of engineering and technology.**

Building on last year's success, which reached over 51,000 students across the UK, this year's theme, Power up your passion, aims to engage even more young people aged 11 to 14, demonstrating how their interests and passions can lead to exciting and fulfilling careers in engineering.

Tomorrow's Engineers Week shines a light on inspiring engineers and technicians, shaping young people's perceptions of the industry. Get involved to help break down stereotypes, introduce young people to the organisations contributing to the UK's engineering landscape, and support your organisation in cultivating future talent! For more information, please visit

[www.teweek.org.uk](http://www.teweek.org.uk)



# ACKNOWLEDGEMENTS

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## THANK YOU TO OUR ACADEMIC PARTNERS

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University of Southampton

### University Partners

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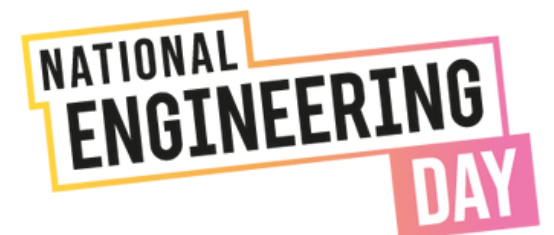
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### Community Partner

EngineeringUK



**NATIONAL  
ENGINEERING  
DAY**

## **GET IN TOUCH**

If you have any questions or would like to discuss National Engineering Day in more detail, please contact the This is Engineering team:



**[contact@thisisengineering.org.uk](mailto:contact@thisisengineering.org.uk)**

