

Tomorrow's Engineers Week

8 to 12 November 2021



PEI & Stakeholders
toolkit

Overview

The ninth Tomorrow's Engineers Week (#TEWeek21) will take place from 8 to 12 November 2021.

The annual celebration highlights to young people that engineering is a creative, problem solving, exciting career that improves the world around us.

With the 2021 edition of the Week coinciding with the COP26 Climate Summit in Glasgow, Tomorrow's Engineers Week will focus on demonstrating how engineering careers can contribute to tackling climate change and achieving net zero.

The Week will feature the first ever Tomorrow's Engineers Week Schools COP where students

from across the UK will come together to discuss the vital importance of achieving net zero and explore how engineers are at the heart of tackling the climate crisis.

The event will also explore how the engineers and technicians behind technological and scientific breakthroughs will be at the heart of the world's response to climate change in the coming years.

To find out more visit teweek.org.uk or for any questions or more information email hello@teweek.org.uk

There are 4 easy ways for you and your members to get involved.



1. Showcase personal engineering stories

We are launching a series of films that showcase the active and vital role that engineers and technicians have in achieving net zero. The content will include the role that they are playing in environmental sustainability as well as providing inspiration to young people about what it is like to be an engineering professional.

We know that engineers improve the world around us, are creative, able to solve problems and that it is an exciting career. We want to make sure that all young people have the opportunity to hear about engineering careers and discover how they can get into them.

Be part of the personal engineering stories:

- Share content from our social feeds on the net zero case study films
- Share stories of engineers on social media, especially members who help tackle climate change and deliver on net zero targets. Social media templates are available on the website
- Please send details of any potential case studies to hello@teweek.org.uk
- On social media, please use **#TEWeek21** and **#NetZero**

2. Tomorrow's Engineers Week Schools COP

We are inviting schools and young people around the UK to take part in the Tomorrow's Engineers Week Schools COP. It brings young people together to discuss the importance of net zero and explore how engineers are at the heart of tackling the climate crisis.

The first stage of Schools COP will be a Summit on 13 October. Schools and youth groups can nominate young people to be a climate change ambassador.

The Schools COP Summit will be released as a 30-minute broadcast on Monday 8 November and will hear from inspirational engineers that are at the forefront of tackling climate change alongside young people's recommendations as to how engineering can help tackle the climate crisis.

Following the launch, all schools will be invited to vote for the recommendation that they feel will have the biggest impact.

Be part of our Tomorrow's Engineers Week Schools COP:

- Use our sample copy to email schools in your network to take part in the Schools COP Summit. Templates available on the website.
- Share on social the launch of Tomorrow's Engineers Week Schools COP please use **#TEWeek21**
- Encourage your networks/members to invite schools to take part – further information, lesson plans and social content available on the website

3. THIS IS ENGINEERING

Day 2021

This is Engineering Day will return for its third year on Wednesday 3 November 2021.

The day is a nationwide initiative, led by the Royal Academy of Engineering, dedicated to raising awareness of the breadth of engineering. The day aims to celebrate the contribution of engineers to the world around us and to challenge narrow public perceptions of the profession.

To align with COP26 and Tomorrow's Engineers Week, This is Engineering Day will show how engineers are creating a sustainable future.

What's happening for the day

Fast forward to 2050 - How will we engineer a net zero world? How will engineering help us live more sustainably?

This is Engineering Day will stimulate conversation around these questions by sharing images of what the world around us could look like in 2050 through feats of engineering. On the day, reimagined classic artworks, incorporating future engineering technologies, will be unveiled on digital and social media, and in a physical exhibition in Glasgow, the host city for COP26.

How you can support on the day

Your help in making this year's day as far-reaching

as possible will be invaluable. Here are some simple ways to support on 3 November:

Share the This is Engineering Day toolkit assets on social media using **#ThisisEngineeringDay** and **@ThisisEng**

Share your vision of what a 2050 net zero future, shaped by engineering, looks like on social media using **#ThisisEngineeringDay** and **@ThisisEng**

Promote your engineers/engineering net zero case studies on public-facing channels.

Engage your members and staff via newsletters, blogs, or intranet to encourage them to take part.

What to do next

- Save the date in your diaries - 3 November - and look out for the This is Engineering Day toolkit coming soon!
- Get in touch via **contact@thisisengineering.org.uk** if you would like to talk about your plans, so that content can be shared and amplified on social media.
- If you aren't already, follow This is Engineering on Instagram, Twitter, YouTube and Facebook.
- For more information about the campaign visit **thisisengineering.org.uk**

4. Events and MPs

If you have any activities or events happening during 8 to 12 November, don't forget to badge them as part of Tomorrow's Engineers Week – name check the Week, use the Tomorrow's Engineers Week logo and use **#TEWeek21** on social – and we will support them further.

You can also use Tomorrow's Engineers Week as an opportunity to showcase any local/regional/sector engineering specialisms with contacts and local MPs, or to promote particular asks you have for government that link to enabling the next generation of young engineers.

Key dates:

30 September: Deadline for applications to Schools COP Summit

13 October: Schools COP Summit

3 November: This is Engineering Day

8 November: Schools COP launch at 10am

8 to 12 November: Tomorrow's Engineers Week

Please note we have new social media channels so don't forget to follow us and share the content from:

- **#TEWeek21**
- **facebook.com/TEWeekUK**
- **instagram.com/TEWeekUK**
- **twitter.com/TEWeekUK**

Don't forget that you can also:

- Sign up to The Tomorrow's Engineers Code, invite your employer networks to do the same,

share your signatory status on social media
code.tomorrowsengineers.org.uk

- Be a part of Neon and help teachers across the UK discover your brilliant engineering experiences
neonfutures.org.uk/contributors

- Visit Tomorrow's Engineers -
tomorrowsengineers.org.uk
for information and guidance



Contact and further information

If you would like to be the first to hear about our updates and to be a Tomorrow's Engineers Week champion to coordinate activity from your organisation please join our mailing list by emailing **hello@teweek.org.uk**

Tomorrow's Engineers Week is led by EngineeringUK. To find out how to get involved, visit **teweek.org.uk**