

**NATIONAL
ENGINEERING
DAY**

NATIONAL ENGINEERING DAY 2022
toolkit

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INTRODUCING NATIONAL ENGINEERING DAY

2 November 2022 is National Engineering Day (formerly This is Engineering Day), a day that aims to make the UK's engineers and engineering more visible and celebrate how they improve everyday lives and shape the world around us.

This year we will be celebrating engineers across the country who are working on projects and products that are improving lives.

From a device that makes music tactile for people with hearing impairments, to new sustainable energy solutions, engineers can make small improvements to someone's daily life or help tackle the big challenges of our time. Engineers like [Alan Proud](#) (pictured above right), who makes braces and surgical splints to help people walk pain-free, or [Lucy Hughes](#) (pictured below right), Founder of MarinaTex, whose biodegradable alternative to plastic is helping to keep the ocean plastic-free.

The UK needs more engineers like Lucy and Alan to find solutions to challenges, from the everyday, to the complex and global.

To broaden public perceptions of engineering and inspire the next generation of engineers to join the profession, we invite you to join us online and offline on 2 November, National Engineering Day, in showing the world how engineers are making lives better. This document outlines all the ways in which you can help us do that.



KEY CAMPAIGN MESSAGES

01

National Engineering Day is a day to celebrate and make visible how engineers and engineering improve our lives and shape our future.

02

From a device that makes music tactile for people with hearing impairments, to new sustainable energy solutions, engineers can make small improvements to someone's daily life or help tackle the big challenges of our time.

03

Engineers like Alan Proud, who makes braces and surgical splints to help people walk or be pain-free, or Lucy Hughes, Founder of MarinaTex, whose biodegradable alternative to plastic is helping to keep the ocean plastic-free.

04

The UK needs more engineers to find solutions to challenges, from the everyday, to the complex and global.

05

To see how engineering is improving lives and meet the engineers making lives better go to:

- thisisengineering.org.uk
- [@thisisengineering](https://www.instagram.com/thisisengineering) on Instagram
- [@thisiseng](https://twitter.com/thisiseng) on Twitter



HOW CAN YOU GET INVOLVED IN NATIONAL ENGINEERING DAY?

01

GET CREATIVE IN THE KITCHEN

Join in our challenge to create a National Engineering Day celebratory cake, with an engineering twist, to spark a conversation about the relevance of engineering skills. More details [here](#).

02

TALK ABOUT ENGINEERING'S CONTRIBUTION TO COMMUNITIES ACROSS THE UK

Use our map of the UK's regional engineering hotspots to stimulate national and regional media conversations about engineering's contribution to communities up and down the country. More details [here](#).

03

SHARE STORIES OF ENGINEERS IMPROVING LIVES ON SOCIAL MEDIA

Use your social media channels to show the public who engineers really are and how they are improving lives through engineering. More details [here](#).

04

SHARE ENGINEERING GOOD NEWS ANNOUNCEMENTS

Use National Engineering Day as a reason to engage local media and social media followers in your engineering good news stories. More details [here](#).

05

OTHER WAYS TO GET INVOLVED

Need more inspiration? You can find that [here](#).

01

GETTING CREATIVE IN THE KITCHEN

No occasion would be complete without a cake.

To celebrate National Engineering Day, and in honour of the world-shaping, life-improving work that engineers do, famous engineering bakers have collaborated on a jaw-dropper of a cake (with an engineering twist), which will be revealed on 2 November 2022.

To whet your appetite, there's a simpler version of the cake we'd love you to create and share on Instagram in advance of the day. Make it as the recipe suggests or customise it in any way you choose. Whatever you do, we'd love to see the results so don't forget to film or photograph your creation, then share on Instagram tagging us [@ThisisEngineering](#) and using the hashtag **#NationalEngineeringDay**.

You can find the recipe and details of the challenge on our [Assets page](#).

PS. Don't forget to keep an eye out for the National Engineering Day jaw-dropper of a cake, which we'll be unveiling on 2 November on our Instagram feed [@ThisisEngineering](#).



ENGINEERING HOTSPOTS MAP

To spark media and social media conversations on the day, as well as provide new data to explain why National Engineering Day is needed, the Royal Academy of Engineering has commissioned Metro Dynamics to analyse existing data to create a UK map of Engineering Hotspots.

The map presents a snapshot of the UK showing the percentage of the regional population employed in engineering, the number of engineering businesses in each region, and engineering's economic contribution.

The map will be hosted on the Royal Academy of Engineering's website [here](#) (going live on 2 November 2022).

Join in the conversation

Please use the news of the map's creation and sample press release ([see Assets page](#)) to share your engineering good news and how your engineers and engineering are not only helping to boost the region's economy but are also improving the lives of (employees, customers, and suppliers).



03

BE PART OF SOCIAL MEDIA CONVERSATION ON THE DAY

There are five simple ways you can get involved on social media:

01 Share a message about how engineering improves lives on social and digital media using **#NationalEngineeringDay**.

Sample social media posts can be found [here](#).

02 Change your bio on social media to show your support for engineering on National Engineering Day.

"I #EngineerBetterLives by ..." or *"We #EngineerBetterLives by.."*

"Working for a company whose engineering is making lives better by...#EngineerBetterLives"

"Supporting those who #EngineerBetterLives by..."

03 Change the look of your social media using National Engineering Day themed social media stickers, frames, banners and filters.

You'll find further details on our Assets page [here](#).

04 Make the National Engineering Day cake recipe and share it with us on Instagram [@ThisisEngineering](#), and with others over a cuppa!

05 Encourage your organisation and colleagues to do the same.

PS. National Engineering Day relies on the engineering community's involvement to be successful. Show your support by following us on social media and liking our posts – every little counts:



[@ThisisEngineering](#)



[@ThisisEngineering](#)



[@ThisisEng](#)



[The Royal Academy of Engineering](#)

When posting, remember to tag us and use our hashtag **#NationalEngineeringDay**.

SHARE YOUR POSITIVE NEWS ON NATIONAL ENGINEERING DAY

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?

If you would like to use National Engineering Day as a hook, please follow the below guidelines when creating your material:

- 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, and make sure to tag the Academy’s social media handles (see [this page](#) for details about joining the social media conversation).



If you would like to share your engineering good news with us in advance of the day, we will endeavour to include this in our media communications.

Simply email nationalengineeringday@aprilsix.com by October 21 with your press release, associated imagery, and relevant PR contact details for your company.



05

HOW ELSE CAN YOU GET INVOLVED?

Involvement in National Engineering Day isn't limited to just news announcements or social posts. There are plenty of other ways to get involved too.

We've shared some examples below to inspire you. However, if you think you have a great idea about how your company can get involved, please do email nationalengineeringday@aprilsix.com and we can discuss.

01 Share this guidance with colleagues, employees and members to encourage them to get involved.

At the same time, let them know what you/your organisation is doing to support the day and celebrate the work of all engineers.

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

Do you have an event planned in the first week of November? Or do you host regular clubs (like a 'coding club', or 'lunch and learns')? Why not put a twist on the event/club and theme it that week around how engineers are improving lives?

03 Create your own video about how your company is helping improve lives.

Why not create your own short video that explains the role engineers play at your company and how you are helping improve people's lives. Please do use the National Engineering Day logo (in the assets below) in your film – it helps us spot which videos we can share and shows that, as a community, we're sharing the same message and showcasing the importance of engineers.

04 Share some inspiring films or talks with your colleagues.

Inspire your colleagues about the importance of engineering. Why not encourage them to watch an engineering-related film or TED talk on 2 November, or host your own company 'watchalong' on the day. If you're looking for inspiration on what film to show – [read this article from Engineering and Technology](#) or [visit this curated playlist of engineering talks created by TED](#).

If you do host a National Engineering Day themed event/club or run any other related activity, please do take lots of photos and remember to share on socials using the hashtag **#NationalEngineeringDay**. If you create a video about how your company is improving lives, please also share across socials too to help maximise its reach.



ASSETS & SOCIAL CONTENT

ASSETS

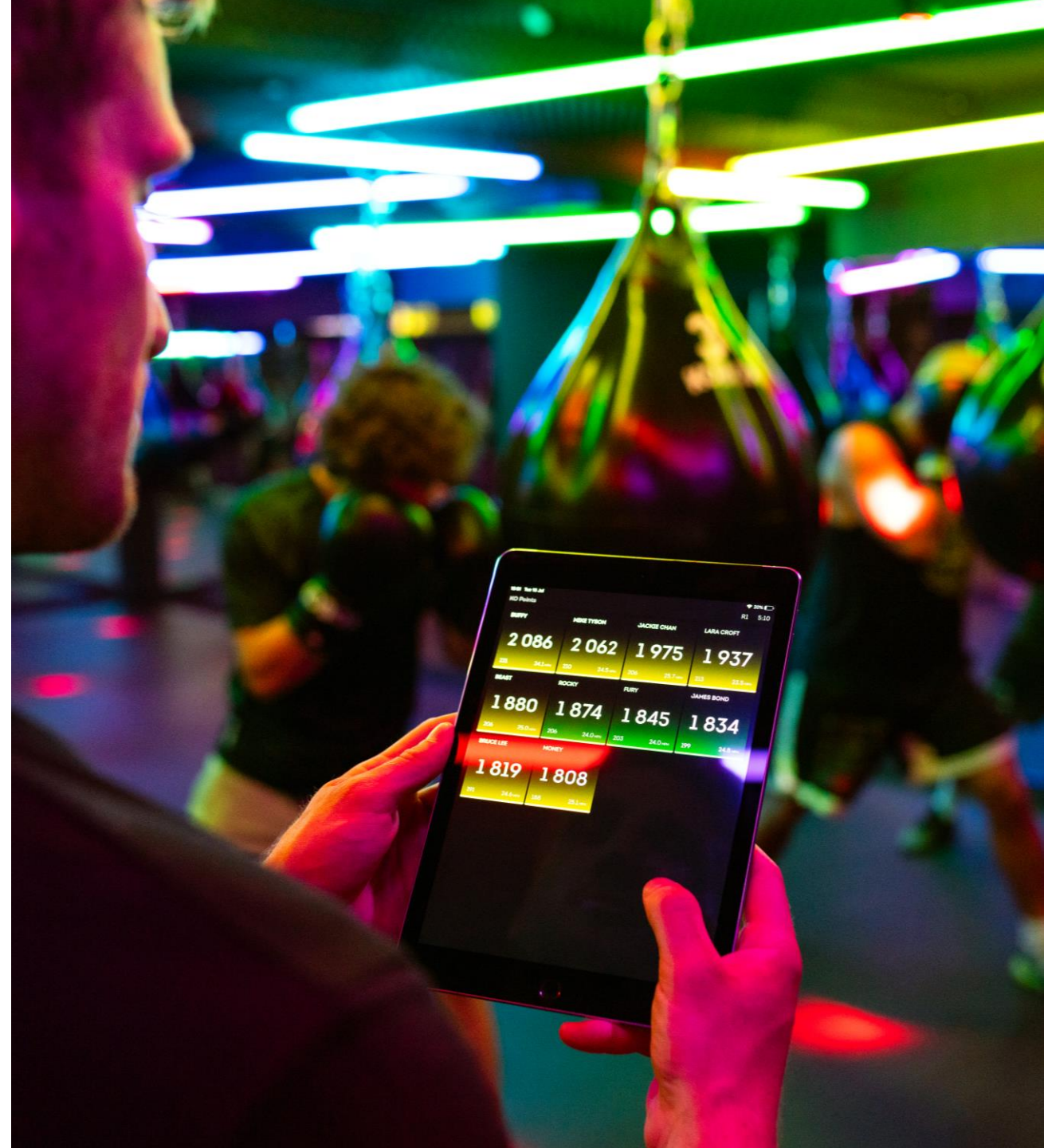
The following assets will be available from w/c 10 October and will be accessible on the link below.

- National Engineering Day logo
- National Engineering Day Hashtag logo for use on social media
- National Engineering Day stickers for Instagram*
- National Engineering Day Instagram filter*
- **#EngineeringBetterLives** frames for LinkedIn, Twitter, and Facebook*
- National Engineering Day banners for Twitter, LinkedIn and Facebook*
- National Engineering Day cake recipe
- Sample all staff email
- Sample press release

*Instructions on how to use these assets will be available alongside.

[Asset library](#)

[Image library](#)



CHANGING THE IMAGE OF ENGINEERING A FREE IMAGE RESOURCE

People can't be what they can't see, which is why we created a library of free to use images that better represent what engineers and engineering really look like.

The This is Engineering free public image library can be accessed at www.flickr.com/thisisengineering.

Please feel free to use any of the library images, which are free for editorial (but not commercial) purposes.

Donate your photos.

We also welcome donations of images of real engineers and engineering from all disciplines. For more information on how and what to donate, please read the image library brief and release form on our Assets page.

[Image library](#)

[Assets page](#)



ENGINEERING THE FUTURE ARTWORK

To demonstrate how engineers are playing a key role in creating a net zero world, the Royal Academy of Engineering commissioned a digital artist to rework classic paintings by Van Gogh, Constable, Monet and Pissarro to incorporate the sustainable engineering innovations that could shape our future world.

Van Gogh's *Factories at Clichy*, Constable's *The Wheat Field*, Pissarro's *La Rue Saint Honore* and Monet's *The Seashore at Sante-Adresse*, were recreated to show how cleaner, greener innovations, created by engineers, could transform everyday life and landscapes in the future.

The reimagined artworks were created with inputs from expert engineers in the Royal Academy of Engineering's Fellowship and wider networks, as well as This is Engineering partners and supporters

The Engineer the Future collection is available for loan. Please contact jo.trigg@raeng.org.uk if you would like to exhibit the collection.

They are also available online on Google Arts and Culture if you would like to share them online:

[View online](#)



SAMPLE SOCIAL MEDIA POSTS FOR COMPANIES

SHARE YOUR MISSION

How is your company improving lives through engineering? How has your life been improved through engineering? Share a Twitter or LinkedIn post about the life-improving, planet-shaping work of engineers.

Copy prompts:

At [insert company name], we believe engineering is improving lives by [insert industry impact]. Celebrate #NationalEngineeringDay with us today.

Engineering is tackling the greatest challenge of our age – [insert industry challenge]. At [insert company name], we... Join us in celebrating how engineering is improving lives today.

SHOWCASE YOUR PEOPLE

Show us your company engineers and the inspiring things they have to say about how their engineering is improving lives.

Copy prompts:

This #NationalEngineeringDay, we want to celebrate our colleague [insert name here], who's improving lives through engineering by [insert reason]. Proud to be an engineer!

TELL A STORY

Engineering is changing the world – even in the most unexpected places and ways. Write an inspiring LinkedIn post or share a video interview with your senior leaders talking about how engineering is improving lives.

Copy prompts:

Engineering is changing the world. Engineers at [insert company name] are improving lives by...

- *Developing solutions to help the world move closer to Net Zero.*
- *Making safety-critical infrastructure to keep people safe.*
- *Volunteering with local community groups or participating in STEM outreach.*

SAMPLE SOCIAL MEDIA POSTS FOR COMPANIES

SNAP A PICTURE

We want to see your take on how engineering is improving lives. Show us a day in a life of your company and what you do. Or feature your favourite feat of engineering and explain how this has improved your life. Share it as an Instagram post, story, or video.

Copy prompts:

Our favourite engineering feat for #NationalEngineeringDay is...

- *The London Underground, which has been running for over 150 years!*
- *The electric kettle, which makes it easy for us to make our morning brews every day.*
- *3D printers, which is making it faster, cheaper, and more flexible to manufacture products.*
- *Our [insert name of own product] which is [insert how product is making life better/product benefit]*

SAY THANKS

National Engineering Day is the perfect opportunity to celebrate engineering innovations and engineers that have made our current lives better. Looking back in time, why not share an interesting fact or innovation that has changed your life or your industry. Alternatively, why not celebrate a famous engineer from the past who has improved lives.

Copy prompts:

Today is #NationalEngineeringDay! We are celebrating the amazing work of engineers around the world, like [notable engineer] who is improving lives by...

Thank you to engineers across the globe who are...

- *Inspiring young women and girls to take a career in STEM.*
- *Making the world a better place.*
- *Improving how we live and work.*

NETWORK ANNOUNCEMENT

Letting your LinkedIn network know that you're supporting National Engineering Day.

Copy prompts:

Happy National Engineering Day! At [insert company name], we are celebrating engineers across the UK who are shaping the world around us. Join us to support and raise the profile of engineers who are improving lives every day

To celebrate National Engineering Day, we have spoken to some of the talented and inspiring engineers at [insert company name] about their motivations, their careers and how their work is shaping the world.

SAMPLE SOCIAL MEDIA POSTS FOR INDIVIDUALS

SHARE ENGINEERING STORIES

Are you an engineer working on innovations that are helping to improve people's lives?

Has engineering improved your life?

Did you have a life-changing moment that drew you towards engineering?

Did a particular engineering innovation change your life?

What's the best thing about engineering?

What's it like to be an engineer and why are you proud to be part of our profession?

Tell us – and your network – about your engineering story by writing a LinkedIn post, start a Twitter thread, or even shoot your own TikTok.

Don't forget to use the hashtag **#NationalEngineeringDay** (we've created a jpg for use on reels and videos, you'll find that on our [Assets page](#)) and tag us too.

On TikTok:

- *I'm proud to be an engineer because...*
- *My work is making the world a better, healthier place to live.*
- *I get to work with some of the most fascinating technology and equipment in the world.*
- *I'm a role model inspiring young children to pursue a career in STEM.*
- *POV: You're an engineer at an AI startup... [and this is my routine]*

On LinkedIn:

I'm proud to be an engineer who works at an organisation that is making the world a better place. At, [insert company name] we are [insert industry impact]. Here's to celebrating National Engineering Day! Thankful to all the engineers at [insert company name] who are making the world a better place. Together, we're putting our mark on [insert industry impact].

On Twitter:

Engineers like me are improving lives by...

- *Making transport cleaner, faster, and more accessible.*
- *Making renewable energy a viable energy solution.*
- *Keeping my family happy and healthy over COVID-19.*

Today at [insert company name] as engineers we were...

- *On site visiting a new building being built.*
- *Testing a new eco-friendly packaging to store our food.*
- *Creating a new simulation to stress test our products.*

SAMPLE SOCIAL MEDIA POSTS FOR INDIVIDUALS

SAY CHEESE!

Whether you work with exciting engineering creations, draw detailed blueprints, or sit behind a laptop nine to five, you are improving lives and we want to see what you do. Snap a quick selfie for Twitter or share an Instagram story about a day in your life as an engineer. Film a video, show us what a day in a life of an engineer looks like, or tell us a story that makes you proud to be an engineer.

Copy prompts:

Today's engineering highlight is...

- *Designing a part for a new product that will make our lives better.*
- *Debating with my colleagues about the many ways engineering is making our daily lives better and/or tackling the big global challenges.*
- *Telling my children about how a particular feat of engineering works.*

GIVE SOME PERSPECTIVE

What would you tell other people who are considering a career in engineering? Do you have a favourite engineering innovation? We want to hear what that might be and why you have chosen it, as well as any career advice, on Twitter and LinkedIn.

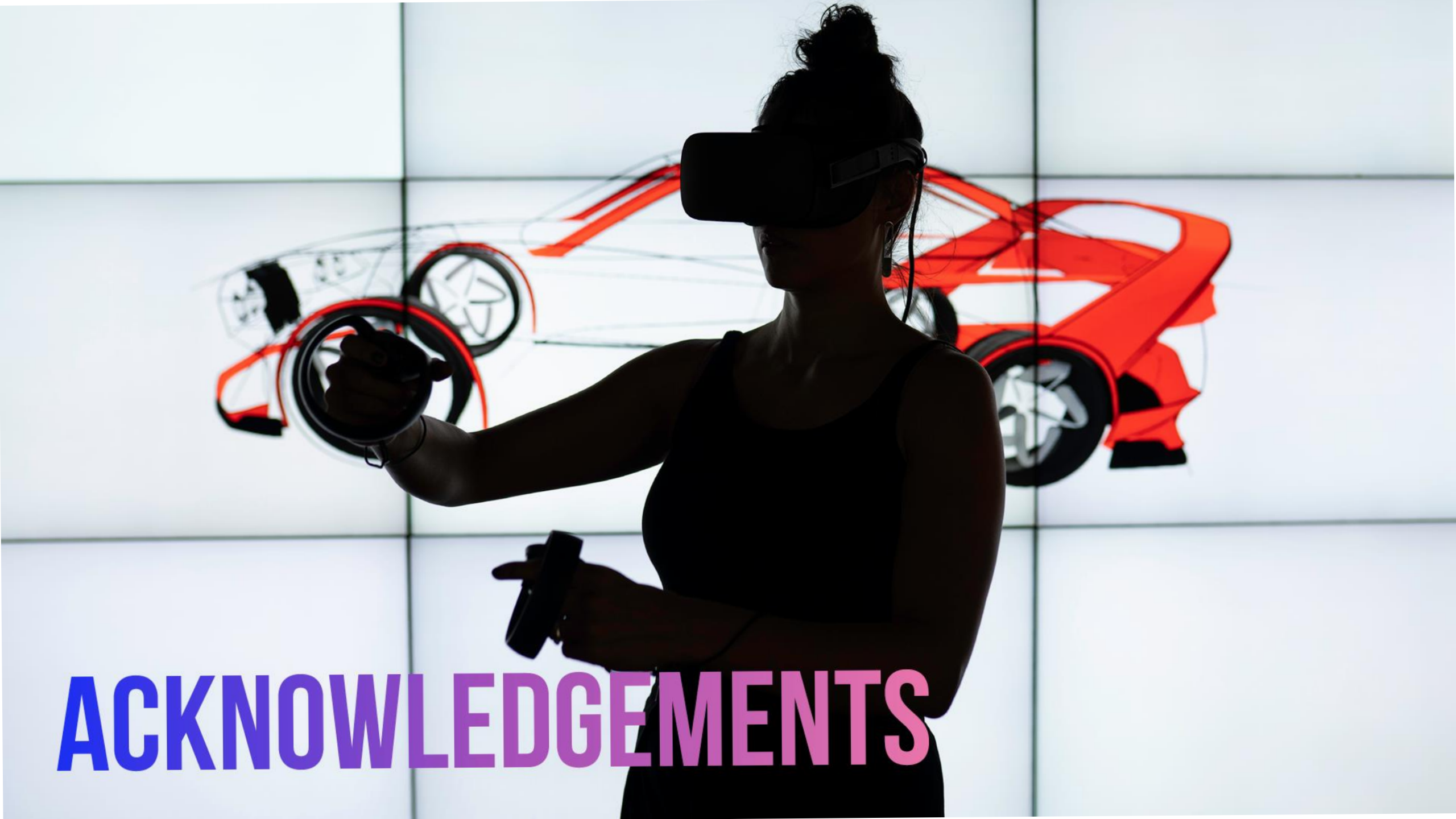
Copy prompts:

If I could give my younger self some advice about engineering, it would be...

On National Engineering Day, we want to...

- *Encourage more women around the world to consider a career in engineering. In the UK, women represent just 18% of accepted applications to engineering degrees!*
- *Show how engineering is making the world a more sustainable place – starting with reducing plastic packaging waste from your weekly grocery haul.*
- *Shine a light on how engineers at [insert company name] use AI to improve the rehabilitation process.*





ACKNOWLEDGEMENTS

THANK YOU TO OUR PARTNERS

PRINCIPAL PARTNERS



MAJOR PARTNERS

BURO HAPPOLD



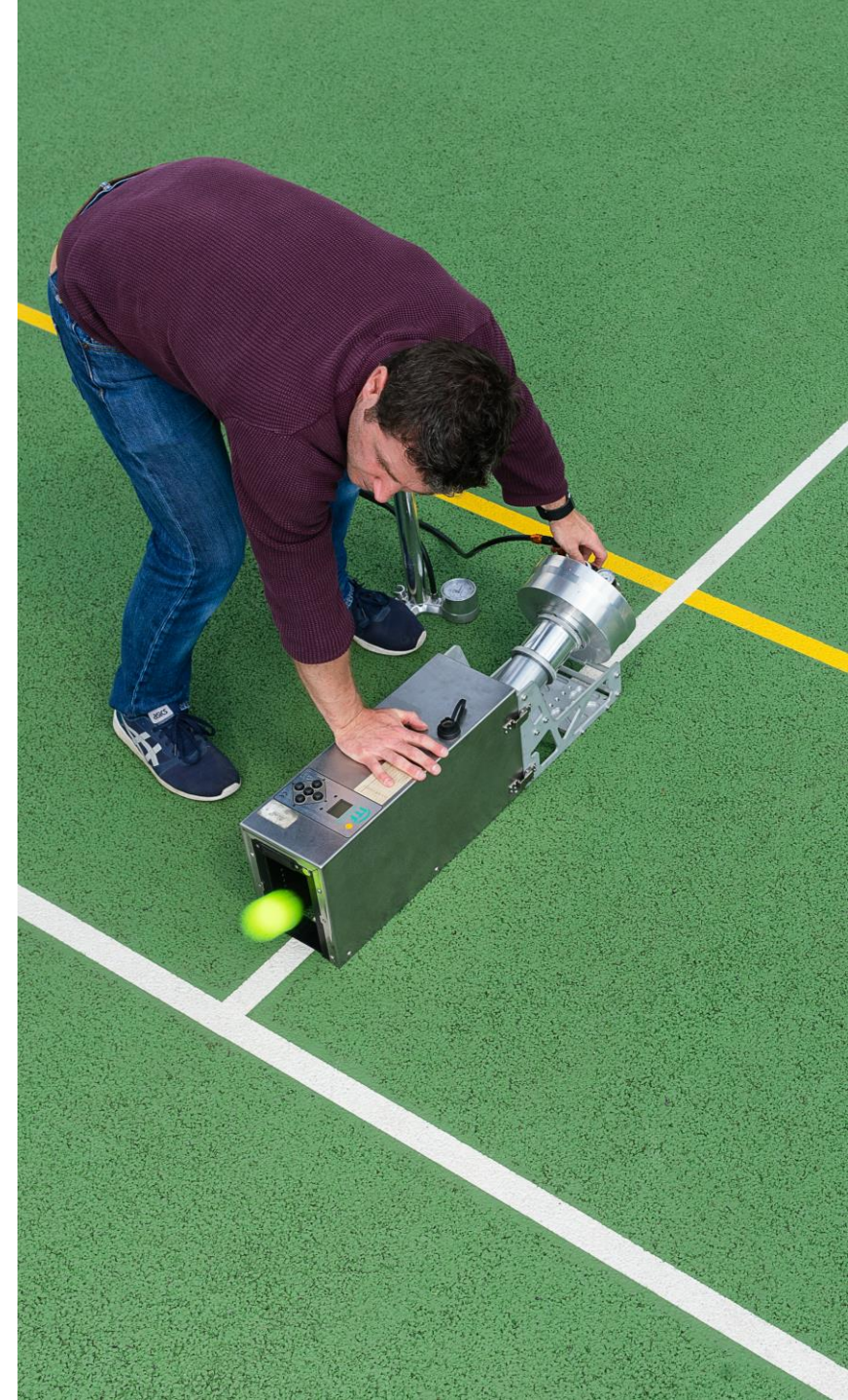
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ENGINEERINGUK: TOMORROW'S ENGINEERS WEEK

Tomorrow's Engineers Week aims to inspire the next generation of engineers from within schools and colleges.

This year, from 7 to 11 November 2022, Tomorrow's Engineers Week (#TEWeek22) is celebrating its 10th year with a live schools' event – **Tomorrow's Engineers Future Minds Live.**

Schools from all over the UK will be invited to come together and discuss their ideas for what engineering could achieve in the next decade. Engineers from a variety of sectors will join an online event with school students on 7 October. These discussions will then be turned into a broadcast and lesson plan, which can be viewed by all schools across the UK from 7 November (the first day of Tomorrow's Engineers Week). Schools can register to watch it below:

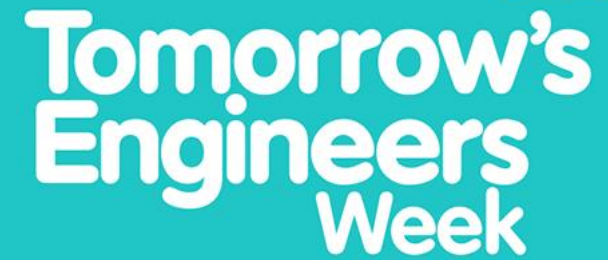
[Register](#)

Tomorrow's Engineers Week is led by EngineeringUK.

To find out how to get involved, visit www.teweek.org.uk

Contact and further information: To be the first to hear about updates, please join the mailing list: <https://www.teweek.org.uk/mailling-list/>.

If you would like any more information or want to be a Tomorrow's Engineers Week champion to coordinate activity from your organisation, please email hello@teweek.org.uk.

The logo for Tomorrow's Engineers Week is presented in a teal-colored trapezoidal shape with a yellow border. The text "Tomorrow's Engineers Week" is written in a white, sans-serif font, with "Tomorrow's" on the top line, "Engineers" in the middle, and "Week" at the bottom. The background of the entire graphic is a dark purple with faint, dashed yellow lines radiating from the center.

Tomorrow's
Engineers
Week

A teal-colored banner with a yellow border and a slight 3D effect, containing the text "7 to 11 November 2022" in a white, sans-serif font. The banner is positioned below the main logo.

7 to 11 November 2022

NATIONAL ENGINEERING DAY

GET IN TOUCH

If you have any questions or would like to discuss National Engineering Day in more detail, please contact our This is Engineering team at sarah.wright@raeng.org.uk



Royal Academy
of Engineering