

**NATIONAL
ENGINEERING
DAY**

NATIONAL ENGINEERING DAY 2023
toolkit

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INTRODUCING NATIONAL ENGINEERING DAY

National Engineering Day (formerly This is 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.

This year, National Engineering Day will be celebrated on 1 November and explore how we can engineer a more sustainable everyday.

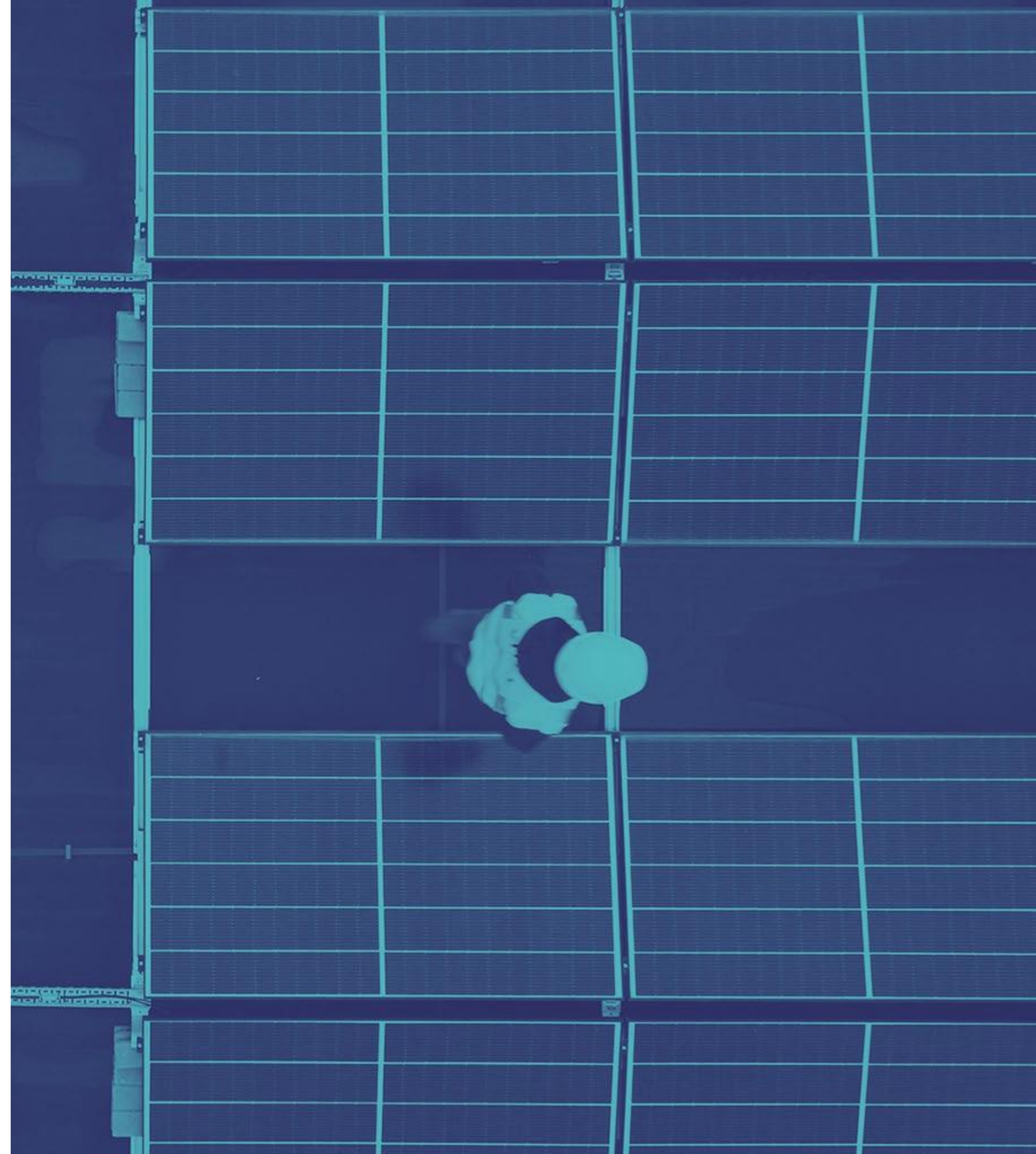
WHAT DO WE MEAN BY A MORE SUSTAINABLE EVERYDAY?

For us, a more sustainable everyday is about living in a less wasteful way – that’s wasteful in terms of energy, finances and resources. We’re looking to shine a light on the sustainable innovations that will make our lives better and reduce our impact on the planet.

Engineering expertise is central to achieving the UK’s Net Zero goals and creating a more sustainable future for both people and planet. But for this to be possible, more engineers are needed.

To inspire young people to consider a career in engineering, we will be amplifying the diverse contribution engineers make to creating a more sustainable everyday.

This toolkit outlines all the ways you can help to do this by celebrating National Engineering Day.



HOW CAN YOU GET INVOLVED?

There are five main ways you can get involved in National Engineering Day.

01

Enter our **#EverydayEngineering** competition and share your ideas and innovations for a more sustainable everyday.

02

Publicly shout about the products or projects that you've engineered to improve lives or reduce our impact on the planet. Tell us the story of how you achieved commercial success, and about the engineers involved in the journey from idea to innovation.

03

Celebrate the **unsung innovations and engineers** that have shaped or are shaping our world for the better. Interview the engineers in your community to showcase how they're contributing to a more sustainable future.

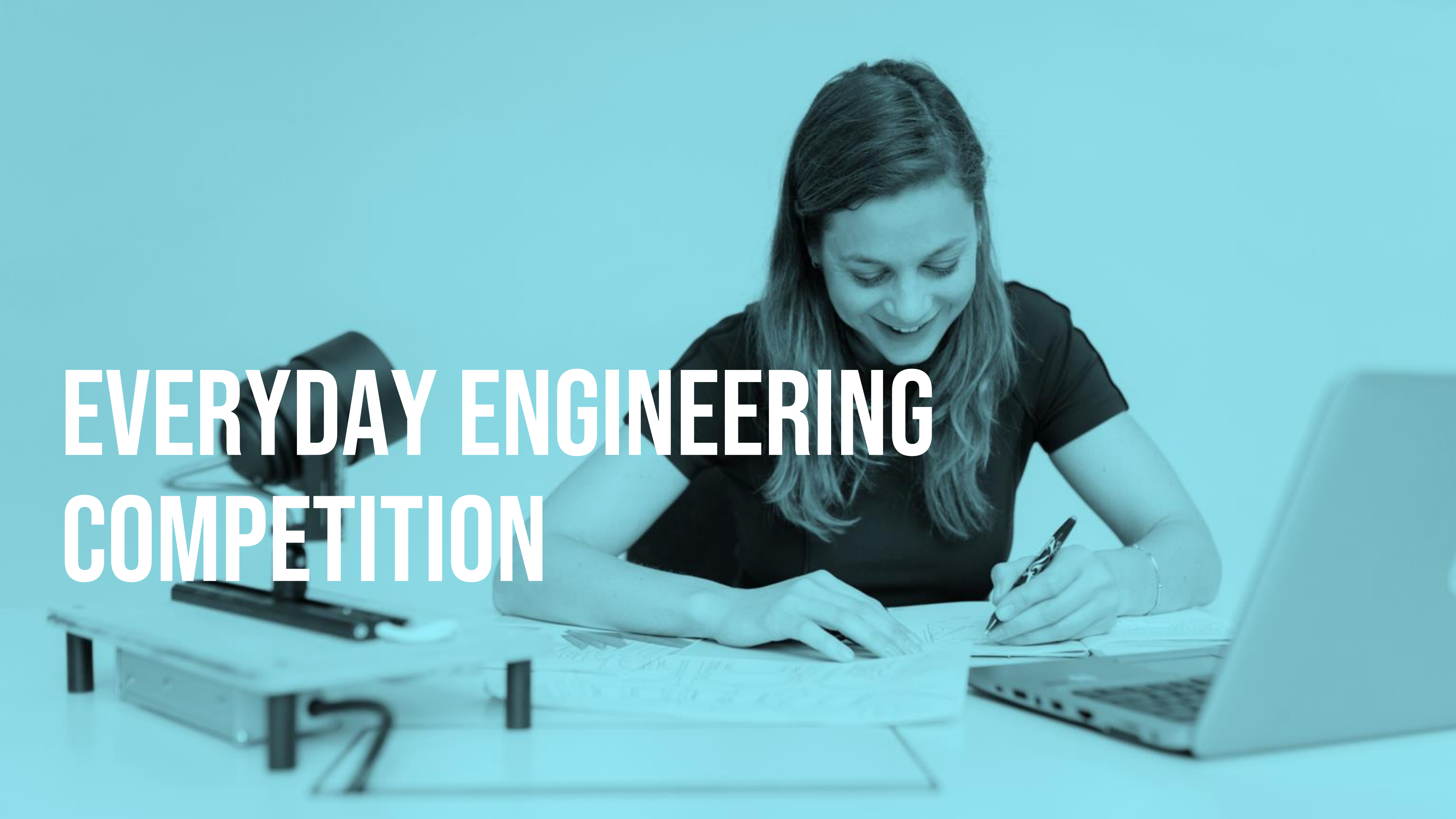
04

Post a **supportive (video or text) message on social media** on 1 November, showing how engineers are making our everyday more sustainable. Sample posts are included in this toolkit.

05

Give an existing event an **engineering twist**



A woman with long dark hair, wearing a black t-shirt, is sitting at a desk. She is smiling and looking down at a stack of papers. She is holding a pen in her right hand and appears to be writing or drawing on the papers. To her right is an open laptop. On the desk to her left, there is a microscope and some other equipment. The entire image has a light blue tint.

EVERYDAY ENGINEERING COMPETITION

WHAT IS IT?

We are teaming up with a Dragon from BBC Dragons' Den to launch the 'Everyday Engineering' competition. This 4-week national competition will start on 2 October 2023 and encourage people in the UK to unleash their 'inner engineer'.

We're looking to uncover those of us with ideas and innovations that could make, or are making, our daily lives more sustainable.

From the ideas that exist on paper to the innovations that exist as a prototype, a sustainable innovation is something that's making our daily lives function in a less wasteful way – in terms of energy, finances or resources.

The public will be invited to release their inner engineers by entering ideas and creations into the competition from **2 October**.

A public vote will decide the nation's favourite sustainable idea or innovation on social media on **1 November**, National Engineering Day.

The lucky winner will receive a **prize package** including feedback from the Dragon on their idea, a mentoring session from the Royal Academy of Engineering's Enterprise Hub, publicity and an award from the Royal Academy of Engineering.

Find out more about the competition at raeng.org.uk/NED-Competition



COMPETITION KEY MESSAGES

When engaging with the Everyday Engineering competition, please bear in mind the below competition key messages.

01

The Royal Academy of Engineering is launching a national competition to show that everyone can think like an engineer, by encouraging the public to submit their ideas and inventions to make daily life more sustainable.

02

Engineering expertise is central to achieving the UK's Net Zero goals and creating a more sustainable future for both people and planet.

03

The perception of engineering, both within the profession and externally, needs to change if the UK is to have enough engineers to bring about a sustainable future.

TIMELINE

This timeline outlines key moments relating to the Everyday Engineering competition.

Use this timeline to schedule content to support the competition.

2 OCTOBER

Competition launches

3-28 OCTOBER

Entries submitted to the competition

Social media posts from the Dragon encourage entries to the competition

29 OCTOBER

Competition closes

1 NOVEMBER

3 x shortlisted competition entries announced and voting begins

Share posts featuring the 3 x shortlisted competition entries to encourage voting

KEY

Competition activity

Ways to engage with the competition

Encourage entries to the competition by posting on your personal/business social media channels

Share and like competition posts on This is Engineering channels

Share and like the Royal Academy of Engineering's posts about the competition

HOW CAN YOU GET INVOLVED?



Got an idea or innovation? Enter our Everyday Engineering competition and share your ideas and innovations for a more sustainable everyday



Spread the word on social!

Use our [timeline](#), [template posts](#) and social media images to schedule content about the #EverydayEngineering competition on your social channels and encourage your audience or employees to enter



Show how **your organisation/your role** is creating a better everyday on social media



Key dates:

2 October – competition launches

1 November - finalists announced, public vote for winner all day on social media

[#EverydayEngineering](#)


[#NationalEngineeringDay](#)


SAMPLE SOCIAL MEDIA POSTS

Do you have an idea for an invention that could make everyday life more sustainable? If so, why not enter the #EverydayEngineering competition... You'll be in with the chance to win a prize package from @ThisIsEngineering, including feedback on your idea from a member of @BBCDragonsDen! Find out more: raeng.org.uk/NED-competition
#NationalEngineeringDay

Are you sitting on a groundbreaking sustainable hack or idea? Why not enter the #EverydayEngineering competition for a chance to win an exciting prize, including advice from the @RAEng_Hub and a @BBCDragonsDen entrepreneur! Find out more: raeng.org.uk/NED-competition
#NationalEngineeringDay

 Have you heard? @ThisIsEngineering has launched a competition for everyday engineers - that's you! Find out more about how to enter your at-home inventions and help us engineer a more sustainable everyday: raeng.org.uk/NED-competition
#NationalEngineeringDay #EverydayEngineering

Have you entered the #EverydayEngineering competition yet? There are only 10 days left to enter  @ThisIsEngineering is looking for the best inventions that make our everyday more sustainable. Find out more: raeng.org.uk/NED-competition
#NationalEngineeringDay

The #EverydayEngineering competition was fierce  From tackling food waste to air pollution, the quality of entries was incredible. Vote for your favourite over on @ThisIsEngineering.
#NationalEngineeringDay

A black and white photograph of a group of young men in a music studio. They are sitting on the floor, smiling and talking. In the background, there is a piano, a guitar, and shelves with books and other items. The text "OTHER WAYS TO JOIN IN" is overlaid in white, bold, sans-serif font. A small yellow square is positioned to the right of the text.

OTHER WAYS TO JOIN IN

OTHER WAYS TO JOIN IN

Involvement in National Engineering Day isn't limited to the Everyday Engineering competition - there are plenty of other ways to get involved too.

EVENTS



Give an existing event/club a National Engineering Day twist

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 put a twist on the event/club and theme it that week around how engineers are making our everyday more sustainable?

Or talk about the engineers/feats of engineering that inspire you!

MEDIA



Share your good engineering 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?

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.*

OTHER WAYS TO JOIN IN

Help us celebrate engineers and engineering on your social media channels.

SOCIAL MEDIA – BUSINESSES & INDIVIDUALS

Don't forget to use the hashtag #NationalEngineeringDay, and tag This is Engineering's social media handles on:

- X (formerly Twitter): @ThisIsEng
- Instagram: @ThisIsEngineering
- YouTube: @ThisIsEngineering
- TikTok: @ThisIsEngineering
- Facebook: @ThisIsEngineering1
- LinkedIn: Royal Academy of Engineering



Celebrate the engineers in your ecosystem: recognise the engineers in your community to showcase how they're contributing to a more sustainable, or better, future



Shout about products or projects that you've engineered to make daily life more sustainable. Tell us the story of how it went from an idea on a page to a commercial success, or showcase the people who engineered it from idea to innovation.

Sample posts...

Today, we're celebrating one of our leading engineers, [INSERT NAME], for all [his/her/their] efforts to [INSERT ACHIEVEMENT] in creating a better everyday.

Who are you shouting out this #NationalEngineeringDay?

Engineering will play a critical role in creating a sustainable future. This #NationalEngineeringDay celebrates all the engineers making it happen.

*Who is the top sustainable innovator in your network? Take the time to celebrate them today.
@ThisIsEngineering*

At [INSERT COMPANY NAME], we're engineering to make daily life more sustainable by [INSERT ACTIVITY]. This #NationalEngineeringDay, we're recognising the work our colleagues to bring the idea from idea to product....

OTHER WAYS TO JOIN IN

Help us celebrate engineers and engineering on your social media channels.

SOCIAL MEDIA – BUSINESSES & INDIVIDUALS (CONTINUED)

Don't forget to use the hashtag #NationalEngineeringDay, and tag This is Engineering's social media handles on:

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- YouTube: @ThisIsEngineering
- TikTok: @ThisIsEngineering
- Facebook: @ThisIsEngineering1
- LinkedIn: Royal Academy of Engineering



Ask your audience what problem they would like to see engineers solve to create a better everyday



Celebrate the unsung innovations and engineers that have shaped or are shaping our world for the better

Sample posts...

Engineers can help to solve the problems of tomorrow. What problem would you like to see engineers solve to create a better everyday? #NationalEngineeringDay

This year, #NationalEngineeringDay is celebrating the important role that engineers play to create a better everyday, by recognising the engineers who are helping to build it.

Find out how we're celebrating the sustainable everyday here: [INSERT LINK] [Tag This is Engineering channel]

OTHER WAYS TO JOIN IN

Get personal. Share your story – why did you choose engineering? What would you tell others thinking about a career in engineering? What do you love about your job? What’s your favourite engineering innovation?

SOCIAL MEDIA - INDIVIDUALS

Don't forget to use the hashtag #NationalEngineeringDay, and tag This is Engineering's social media handles on:

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- TikTok: @ThisIsEngineering
- Facebook: @ThisIsEngineering1
- LinkedIn: Royal Academy of Engineering



LinkedIn sample posts

- *If I could give my younger self some advice about engineering, it would be...*
- *Thankful to all the engineers tackling [insert challenge]...*
- *On National Engineering Day, I'd like to celebrate my favourite engineering innovation [insert innovation]....*
- *Engineering is making the world a more sustainable place – [insert example here]*



X (formerly Twitter) sample posts

- *Learning about [INSERT INVENTION] at school changed my life. It inspired me to become an engineer, and I'm so glad I did.*
- *Happy #NationalEngineeringDay everyone, let's celebrate how this profession is shaping our society for the better.*
- *Happy #NationalEngineeringDay! I'm taking this opportunity to shout out the engineers in my life...*

OTHER WAYS TO JOIN IN

Share your story in video format, jump on a trend or hashtag and bring colour to life as an engineer.

SOCIAL MEDIA – INDIVIDUALS (CONTINUED)

Don't forget to use the hashtag #NationalEngineeringDay, and tag This is Engineering's social media handles on:

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- Instagram: @ThisIsEngineering
- YouTube: @ThisIsEngineering
- TikTok: @ThisIsEngineering
- Facebook: @ThisIsEngineering1
- LinkedIn: Royal Academy of Engineering



Instagram ideas



Snap a quick selfie for Twitter or share an Instagram story about a day in your life as an engineer.



Film a Reel to 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.



TikTok ideas



Create a 'How I started' vs 'Where I am now' video on TikTok to illustrate your engineering journey.



Create a "day in the life of an engineer" video.

OVERALL TIMELINE

KEY

Competition activity

Media activity

Suggested stakeholder competition activity

Other ways to get involved

2 OCTOBER

Everyday Engineering competition launches

Dragon launches competition

Encourage entries to the competition by posting on your personal/business social media channels

Engage with competition entries by liking and sharing those posts

Share and like This is Engineering's posts about the competition

Share this toolkit with colleagues, employees and members of your organisations to spread the word

Share your good news by tying in media announcements with National Engineering Day

Promote National Engineering Day on your business and social media channels

3-28 OCTOBER

Entries submitted to the competition

Social media posts from the Dragon encouraging entries to the competition

29 OCTOBER

Competition closes

1 NOVEMBER

3x shortlisted competition entries announced and voting opens

Media activity announcing 3x finalists

Competition winner announced by the Dragon

Share the Academy's posts on the 3x shortlisted competition

ASSETS

The following assets are available from [our resources page](#).

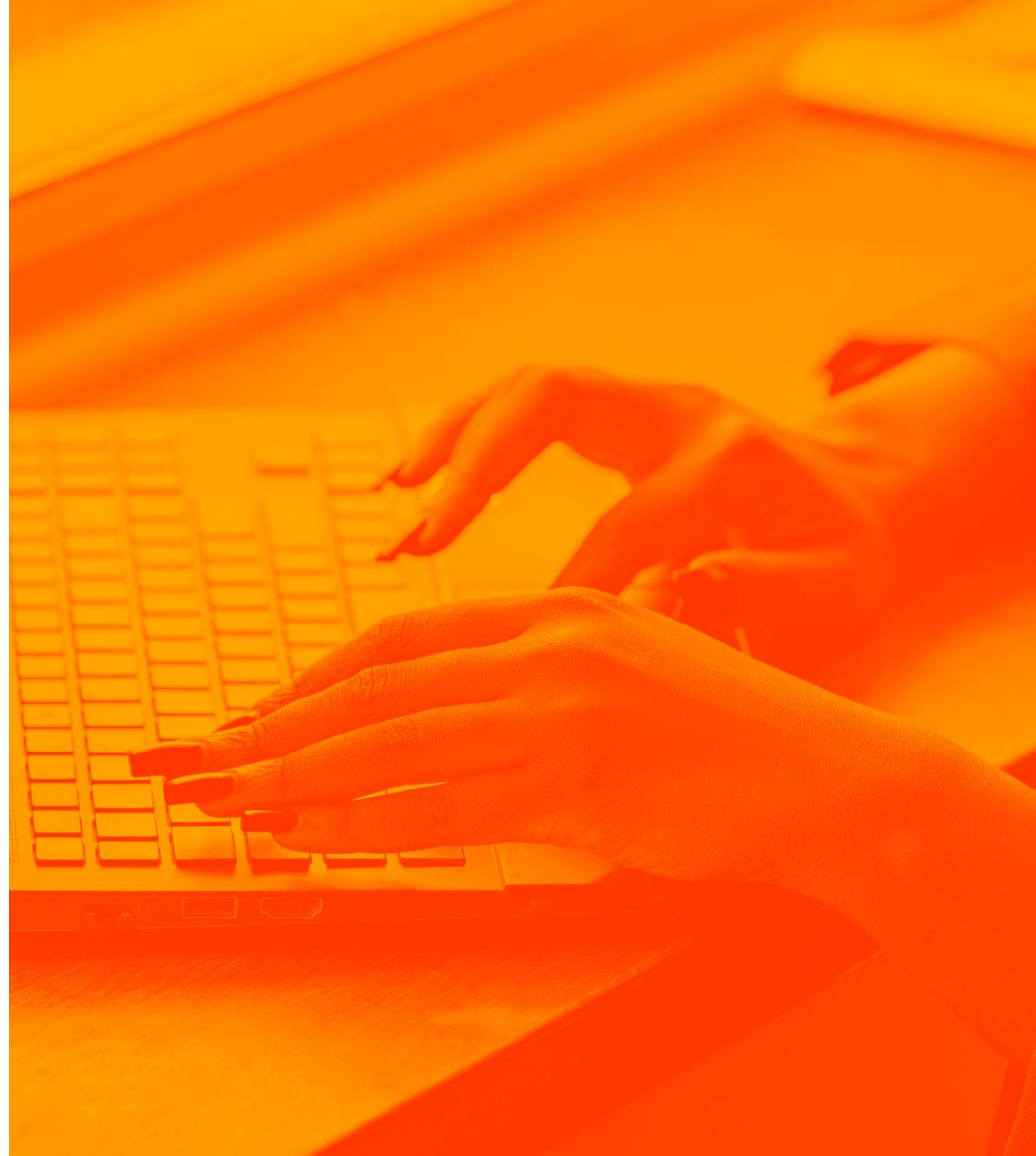
General

- Toolkit
- National Engineering Day logos, hashtag graphics
- This is Engineering logos

Social media

- Social media cards
- Header images
- Frames

Don't forget to use [our flickr library](#), with over 50 new images just added!





ACKNOWLEDGEMENTS

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UNIVERSITY PARTNERS

Bangor University King's College London University of Cambridge
University of Edinburgh University of Oxford



DON'T FORGET TOMORROW'S ENGINEERS WEEK

National Engineering Day is a great opportunity to point forward to Tomorrow's Engineers Week, which takes place from 6 to 10 November 2023, and aims to inspire the next generation of engineers from within schools and colleges.

Now entering its 11th year, the annual celebration is an opportunity to inspire young people with modern engineering and technology and showcase the benefits of a career in this sector.

Tomorrow's Engineers Week sees schools, employers, professional engineering institutions and individuals working in engineering and technology come together to bring engineering careers to life for young people.

Over the past 10 years, Tomorrow's Engineers Week has seen hundreds of thousands of young people take part in interactive activities showcasing engineering careers. This includes almost half a million views of inspiring films about engineers on a mission to make the world a better place, hundreds of millions of social media content views and widespread media coverage.

Full details regarding Tomorrow's Engineers Week 2023 will be released in the autumn. To find out more and stay up to date visit www.teweek.org.uk or for any further queries email hello@teweek.org.uk

**Tomorrow's
Engineers
Week**

6 to 10 November 2023

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: thisisengineering@raeng.org.uk