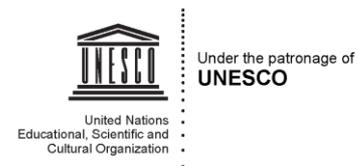


National Women in Engineering Day 2016 - Impact Summary

National Women in Engineering Day was launched for the first time in the UK on 23 June 2014 by the Women's Engineering Society to celebrate its 95th anniversary. Since that launch in 2014 the day has grown enormously over the three subsequent years to the point where it received UNESCO patronage in 2016 and is to be relaunched as International Women in Engineering Day in 2017. This document gives a flavour of the size and scope of the day in 2016.

2016 - The 3rd annual National Women in Engineering Day campaign (#NWED2016) took place on Thursday 23 June 2016. Despite the date coinciding with the EU Referendum in the UK, it was nevertheless another huge success with record levels of engagement and impact. Schools, colleges, universities, industry bodies and individual engineers in the UK and beyond united in the name of Diversity and Inclusion to celebrate the great achievements of women engineers and encourage more girls and women to consider engineering as a career. The Women's Engineering Society again coordinated communications and many resources for the day, but its success was, as ever, down to the engagement and support of the organisers and participants on the day, boosted by the full benefit of UNESCO patronage.



For the first time in 2016 a subtheme for the day was introduced, and this year it was 'Raising Profiles' with the aim of raising the profiles of our women engineers. It was under this theme that an inaugural list of the Top 50 Women in Engineering in the UK was launched, in collaboration with the Daily Telegraph and partners The IET, Scottish Power, Jaguar Land Rover, Prospect Union, Mars Petcare, SEMTA and BAE Systems.

Sponsorship 2016

As a non-profit charity, we rely on financial sponsorship to coordinate NWED and in 2016 NWED was generously sponsored by Cummins, Prospects College of Advanced Technology, Yorkshire Water, TWI, the National Structural Integrity Research Centre (NSIRC), Sheffield Hallam University, the University of Surrey, Elsevier, the Royal Academy of Engineering, FM Global, the Institution of Engineering and Technology, Building Engineering Services Association (BESA), WILEY, the Institute of Acoustics and the Institute of Refrigeration. This sponsorship allowed us to run a bigger campaign than we had done previously and employ a part time NWED coordinator.

Social Media Campaign

Social media is the tool which allows us to unite the events that occur simultaneously on National Women in Engineering Day and allow the supporters and participants of the day to interact with one another and draw on a collective energy.

A dedicated [website](http://www.nwed.org.uk) (www.nwed.org.uk) and [Twitter account](https://twitter.com/nwed1919) (@nwed1919) were used to engage with the public and provide information, inspiration and ideas relating to NWED.

"National Women in Engineering Day 2016 #NWED2016: Together we changed perceptions and inspired more girls to consider engineering as a career"

The twitter hashtag #NWED2016 was promoted to be used on the day and it received over 15,000 posts and 1,550,728 impressions on the day, which saw the hashtag trending for around 8 hours on Twitter, second only to EU Referendum related posts. In addition, the hashtag #raisingprofiles received 109,325 impressions.

Our official website www.nwed.org.uk received nearly 42,000 unique visitors and over 35,000 page views on the day.

In 2016 we again had a successful Thunderclap campaign on Twitter which reached over 1,200,000 with the following tweet:

"It's 23 June - let's make #NWED2016 even bigger this year. Join us today to celebrate all women in engineering"

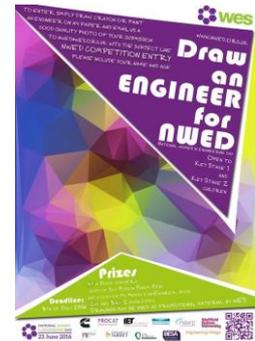
In addition, NWED supporters were sent regular email communications in newsletter dedicated to NWED news in the build up to the day and afterwards.

NWED Competitions

In 2016 we held two National Competitions - one for Primary School aged Children called Draw an Engineer for NWED, and one for Secondary Schools called Engineering HerStories.

Draw an Engineer for NWED Competition

This national competition received hundreds of entries from Primary aged children and the winning entries can be seen below.



The prizes for these winners were two books for each of the winners: *Sky Pods in Phnom Penh* by Dr Bryony Mathew, and *My Mummy is an Engineer* by Kerrine Bryan and Jason Bryan.



Engineering HerStories Competition

Sponsored by Northrop Grumman, this competition aimed to encourage secondary school students to look back in history at the pioneering women engineers and come up with a way of telling their stories. The prize for this was a VIP visit to the 2016 Royal International Air Tattoo in Gloucestershire hosted by Northrop Grumman, and was won by two Year 9 students - Jasneet Dhaliwal and Esther Pinches from Howells' School, Llandaff (Wales) with their entry telling the story through Powerpoint presentation of Claudia Parsons, which can be seen on the website.



UK Top 50 Women in Engineering List

An inaugural list of the top 50 Women in Engineering was published in the Daily Telegraph for the first time on 23 June 2016 to coincide with [National Women in Engineering Day](http://www.nwed.org.uk), to coincide with the *Raising Profiles* subtheme of the day.

[See the list as it appeared in The Telegraph here.](#)

The list was compiled by the Daily Telegraph in collaboration with the Women's Engineering Society and features the UK's top influential female engineers chosen from almost 900 nominations.

Dawn Bonfield, Chief Executive of the Women's Engineering Society who is also the founder of National Women in Engineering Day commented: 'We had a very high response to this campaign and were hugely impressed with the entries. This list of amazing role models is a great way of raising the profile of our talented women engineers and making them more visible both within the industry and to the next generation.'



The list includes many familiar senior engineers' names such as Dame Ann Dowling OM DBE, President of the Royal Academy of Engineering, Naomi Climer, President of the Institution of Engineering and Technology, and Dame Judith Hackitt DBE, former Chair of the Health and Safety Executive and now Chair of EEF the Manufacturers' Organisation. It also, however, includes some names that may come as a surprise, including Steph McGovern from BBC Breakfast, a former engineer who continues to do a huge amount to encourage the next generation into engineering, and Chi Onwurah MP – the only female engineer in the House of Commons.

The candidates on the list represent the broad range of engineering roles available including industrialists from the traditional built environment, energy and transport sectors, but also including names from Hilton Worldwide, the Merlin entertainment group and many representatives from academia. The list also includes women who are no longer working as practicing engineers but are nevertheless still influential in the sector.

Judge Allan Cook CBE, Chairman of Atkins commented: "I was really impressed with the calibre, quality and quantity of the submissions. Reading through the entries it was incredibly exciting to see the breadth of talent we have in our engineering community."

Sponsors of the campaign, in addition to WES and the Daily Telegraph, were Scottish Power, Mars Petcare, Prospect Union, Jaguar Land Rover, SEMTA, the Institution of Engineering and Technology (IET) and BAE Systems.

T-shirts

Our [clothing store](#), EngiWear, allowed NWED supporters to buy T-shirts to wear on the day and their own events and use them to pledge their support for women in engineering on NWED 2016. In 2015 we sold 168 T-shirts and in 2016 we sold 324 T shirts.



NWED Events across the UK and Beyond

This year's NWED events included a huge variety of creative events including networking sessions, activities, talks, panel discussions, photo opportunities, conferences, pledges, quizzes, videos, wikithons, press releases, themed activities, challenges, competitions, parties, film nights, etc.

Our website shows the details of the events we were notified about (www.nwed.org.uk/nwed-2015.html), and many more were reported on twitter.

In addition to these events over 350 schools reported some NWED related activity on the day, so over 500 individual events were recorded in total (including school events) on the day itself or weeks either side.

This huge range of events are the real reason for the success of the day.

Media and Press Reports

In total, we have now counted over 200 media and press reports relating to NWED which appeared on or around the day, generating an enormous amount of press coverage. The Daily Telegraph alone had 108,957 hits to its online *Top 50 Women in Engineering* coverage, in addition to the readership of the printed newspaper which is currently 1.1 million, in which the Top 50 list was the central pull out four page feature.

Our NWED video 'Pushing Boundaries' received an additional 400 plays on the day bringing the total views to 5,500, so was seen by many times this number of students as it was shown in schools as the campaign video.

BBC and Sky News covered the day in their evening news slots, and BBC Woman's Hour also featured women in engineering, along with a number of national and local radio shows.



NWED In Summary

- 200 separate events held on the day, not including individual school events
- Over 350 school events across the UK
- 6 International (non-UK) events recorded
- A handful of International NWED events were again recorded this year, prompting us to launch INWED - International Women in Engineering Day - in 2017, again with the support of UNESCO
- 1500 downloads of the Resource Pack from the NWED website www.nwed.org.uk
- Over 400 resource packs sent out by post
- Over 100 requests for additional classroom resources to support school outreach work
- Reached over 1 million people on social media via a 'Thunderclap' campaign on twitter
- The official hashtag #nwed2016 receiving over 15,000 posts on the day, which saw the hashtag trending for around 8 hours on Twitter, second only to EU Referendum related posts
- On the day, the hashtag #nwed2016 received 1,550,728 impressions #raisingprofiles received 109,325 impressions
- Our official website www.nwed.org.uk received nearly 42,000 unique visitors and over 35,000 page views on the day
- The official [T-shirt store](#) sold 324 units
- Our NWED video 'Pushing Boundaries' received an additional 400 plays on the day bringing the total views to 5,500, so was seen by many times this number of students as it was shown in schools as the campaign video
- National Women in Engineering Day was reported in over 150 national and local newspapers and online articles in the UK and internationally
- BBC and Sky News covered the day in their evening news slots, and BBC Woman's Hour also featured women in engineering, along with a number of national and local radio shows

We are unable to give exact numbers, but we estimate that many hundreds of thousands of girls, their parents and teachers were reached on the day and during the week by this campaign. We hope that we have made a difference to many future lives, encouraging engineering for everyone and celebrating the role of women in engineering.

Thank you to everyone who took part in this campaign in 2016 and don't forget to put the 23 June in your diary for 2017 for INTERNATIONAL WOMEN IN ENGINEERING DAY.