

# International Women in Engineering Day

## 2020 Impact Report

#INWED20

#ShapeTheWorld



INTERNATIONAL WOMEN  
In ENGINEERING DAY

23 June 2020



United Nations  
Educational, Scientific and  
Cultural Organization

Under the patronage of  
**UNESCO**



Pictured at the launch of Irish Girl Guides' Engineering Badge, which was developed in partnership with Engineers Ireland and launched in 2018, are former Irish Girl Guides' Chief Commissioner Helen Concannon (far left), Director General of Engineers Ireland Caroline Spillane (centre) and Dr Abigail Ruth Freeman, Director of Science for Society, Science Foundation Ireland (far right). Also pictured are youth members of Irish Girl Guides.

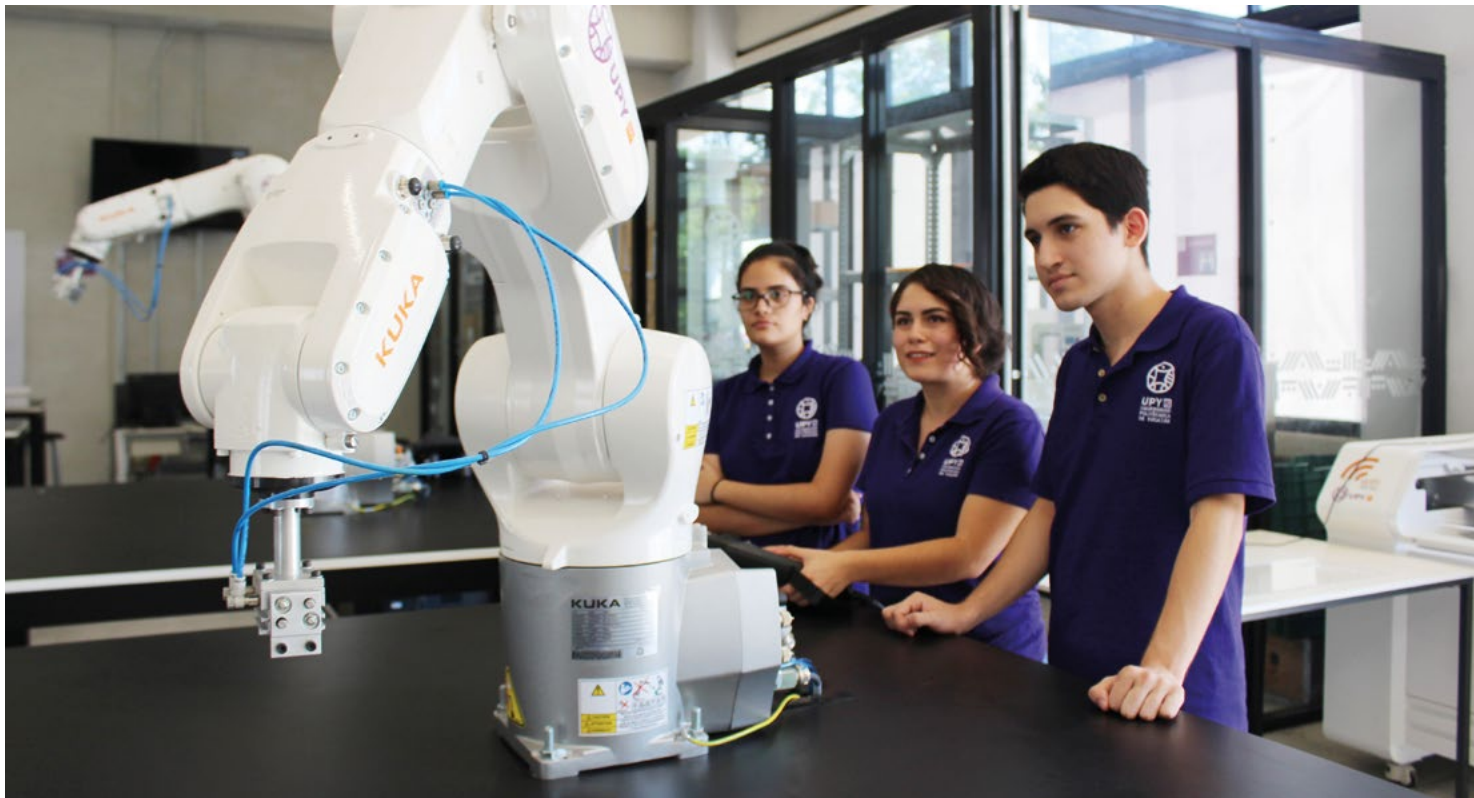
# INTRODUCTION

International Women in Engineering Day (INWED) is an international awareness campaign raising the profile of women in engineering, focusing attention on the amazing career opportunities available to girls in this exciting industry.

The 2020 theme was 'Shape the World', celebrating how engineers can use their skills and knowledge to make the world a better place.

International Women in Engineering Day was originally created to celebrate women engineers in the UK on 23 June 2014. The day was initially launched as 'National Women in Engineering Day' by the Women's Engineering Society to celebrate its 95th anniversary. Global popularity of the day grew and in 2017, the demand was such that it was relaunched as 'International Women in Engineering Day'. Since 2016, INWED has been awarded UNESCO patronage annually – except for 2020. UNESCO's international effort was rightly focused on the COVID-19 pandemic, which meant patronage was not an option; however INWED20 was fortunate to be offered a partnership by UNESCO UK to continue to support the day. We are truly grateful for their support.

The campaign is co-ordinated by WES in the UK, predominantly through the official INWED website ([www.inwed.org.uk](http://www.inwed.org.uk)) and its Twitter and Instagram accounts (@INWED1919). Digital engagement was used to connect with the public and provide information, inspiration and ideas relating to INWED20.



# 2020 HIGHLIGHTS

## INWED20 in a changing world

With the previous success of INWED over the last four years, it would have been fair to expect that INWED20 would enjoy the same levels of celebration and coverage in 2020. However, when the world was suddenly struck by the global COVID-19 pandemic at the end of 2019, INWED20's future suddenly became a lot more uncertain. Determined to make INWED20 another great success the team at INWED HQ changed the campaign to meet these changing circumstances. Resources were adapted to support home learning, home working and social distancing on a worldwide scale. Digital tools and platforms were explored to enable INWED20 to still have a reach that would extend to the far corners of the world.

We were struck with how much the day still resonated with the public despite these potential setbacks and INWED20 has proved to be another huge success albeit with a few changes in how we have all connected. We were humbled by so many people choosing to celebrate INWED20 and show how they **#ShapeTheWorld**.

## Social Media Reach

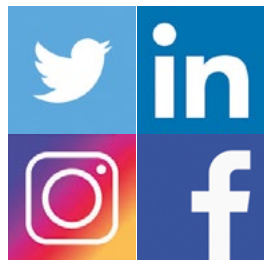
**Within 24 hours**

(9:00am (BST) W 23 June - 9:00am (BST) T 24 June) the campaign had a potential reach of

**103 million**

Even though INWED20 looked different to the previous year, the potential reach far exceeded the amazing 63 million 2019 enjoyed!

INWED20 had direct engagement with **75.4K** up from 40k for INWED19



INWED Instagram followers have doubled in numbers from **400** to **875**

Twitter followers on the @INWED1919 account have increased by **1,128**

The number of individual conversations on social media were

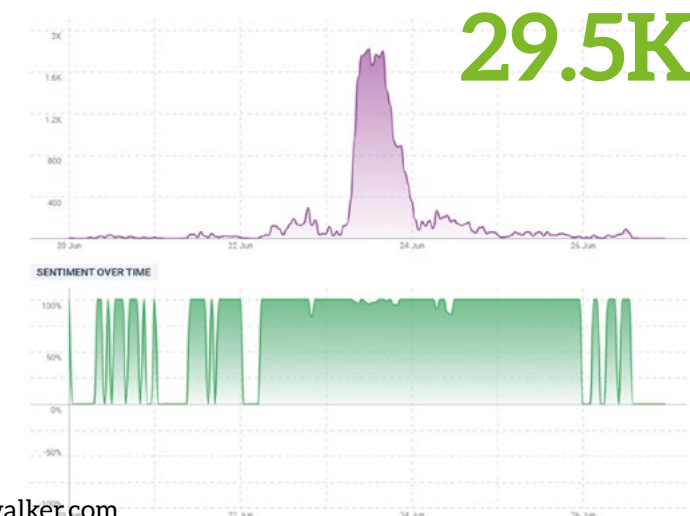
**29.5K**

**75.4K**

**66%** Positive  
**1%** Negative

**103.3M**

Graphic by Talkwalker.com



The campaign had top tweets from:

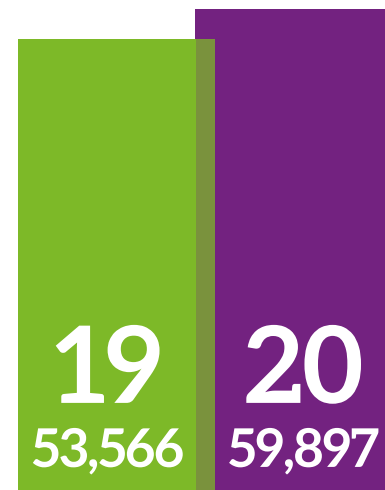
The Royal Family, Labour Party, Petronas Motor Sports, Mercedes AMG F1 Petronas, UK Space agency, Rolls Royce Cars, Red Arrows and NASA



# 2020 HIGHLIGHTS

## Social Media 2019 – 2020 Growth Comparison

Total Social Media INWED19 Audience 53,566  
Total Social Media INWED20 Audience 59,897  
Total Audience Growth from INWED19 6,331



*N.B. Not all platforms are INWED-specific platforms, however during the campaign they focus heavily on INWED and are highly active with INWED supporter engagement*

# 2020 HIGHLIGHTS

## Demographics

The engagement demographic was a near equal split of

**51.2% Woman**  
**48.8% men**

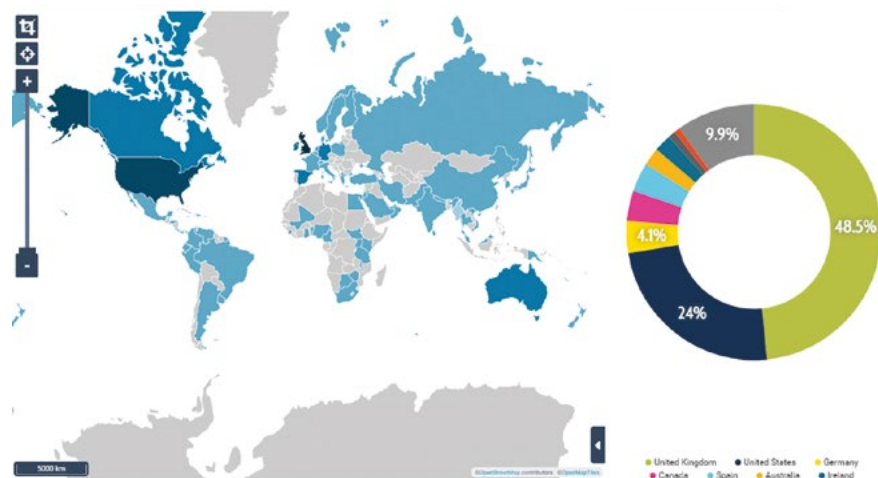


There was a

**24% participation**  
**by ages 18-24**  
**&**  
**44.5% participation**  
**from ages 25-34**

## Geographical coverage

48.5% reach was in the UK & 51.5% campaign activity was from the rest of the world which means that INWED's global reach continues to grow.



Graphic by Talkwalker.com

There were many great virtual events & activities around the globe, including

**Canada, Japan, Hong Kong, UK, Nepal, Nigeria, Ecuador, USA and Australia**

to name a few...

## Other engagement

During the month of June 2020, the INWED website was viewed over 56.5k times with

**33,263**  
unique visits.

In 2020 INWED had three new competitions. Poster competitions for schools, colleges and university students, plus a 'Lottie Doll Soapbox' competition in conjunction with Arklu, Lottie Doll creators.

**There were over 200 entries received for the competitions.**

**In the press:** in 2020 'International Women in Engineering Day' was reported in local, national and International press and online media sites, plus a multitude of company websites. There was coverage in the broadsheets in the UK, in South African press, Australia and the United States plus many more that we aren't aware of!

**1,000**  
**individuals**  
signed up to access the resource pages on the INWED website

The WES website had over **4,500** page views on INWED alone.

**1** At noon (GMT) on 23 June (official INWED day), the official hashtag #INWED20 was trending number 1 in the UK on Twitter.



# WHAT WAS HOT in INWED20

In 2020 safety definitely came first. The world became more virtual, there was less physical interaction, and focus was on celebrations that could be made by individuals, often at home and online.

## Social Media & INWED Selfie Cards

A huge number of social posts across platforms including Twitter, Facebook, Instagram, YouTube and LinkedIn ensured that INWED20's social reach surpassed all previous years. The campaign's reach was estimated at 103 million on the day with a near 50/50 split of men and women.

The Selfie Cards made the biggest impression this year, there were hundreds of people online posting images of themselves with Selfie Cards! The following is just a small selection of the images posted.



# WHAT WAS HOT in INWED20



## Virtual events

Lunches, seminars, training, webinars, conferences and award ceremonies; INWED had a mixture of different virtual events from all from all over the globe. The world went online to celebrate and whilst many of us were limited to our own homes and neighbourhoods, we could reach out to so many more people around the globe than ever before.

## INWED YouTube Channel

An INWED YouTube channel was created so that we would be able to share all the amazing videos that INWED20 participants create around the world. There are so many wonderful videos that are crafted every year that we want to be able to share. We have uploaded a few so far and intend to continue to add to the video library to provide inspiration for our current and future women engineers for years to come.



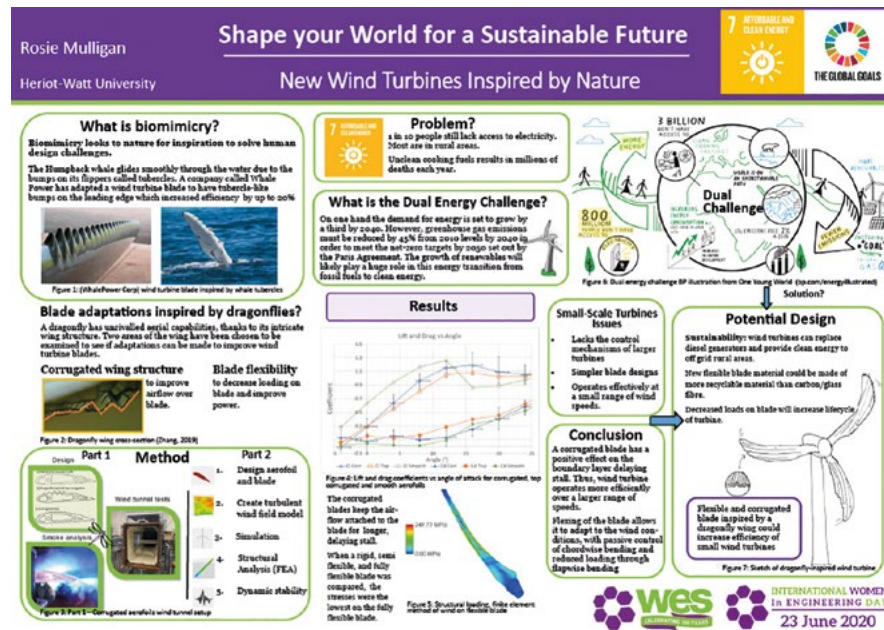


# WHAT WAS HOT in INWED20

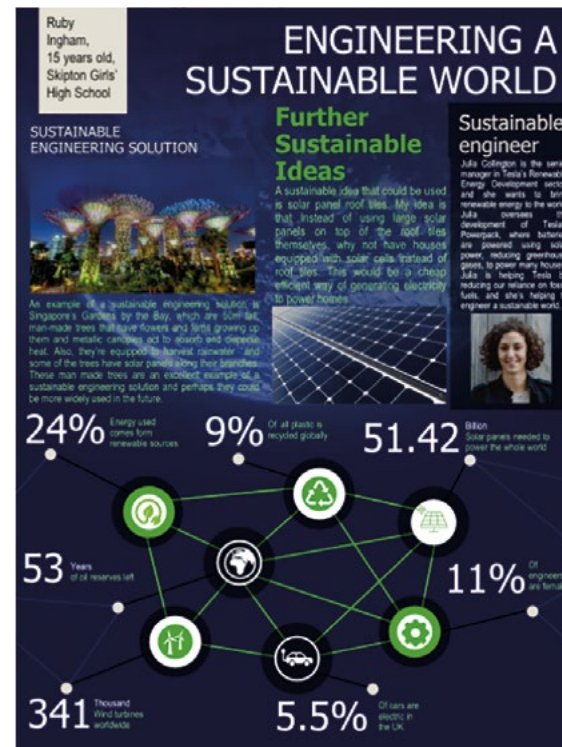
# WHAT WAS HOT in INWED20

## Competitions

With three new competitions, schools, colleges and university students could all participate to show their skills – either by producing a poster on ‘sustainability’ or via a Lottie ‘soap box derby’ colouring and crafting competition. With literally hundreds of entries for the competitions, and so many wonderful enthusiastic and talented entrants, the panels deciding the winners found it extremely difficult!



Members of Clogherhead Brownies, Co Louth, who were crowned Ireland's Top Brownie Engineers by Engineers Ireland in a competition they ran for Irish Girl Guides' youth members in 2019. Brownies is the Branch of Irish Girl Guides for 7-10 year olds.



## INWED's own celebrations

Celebrations for INWED in the UK held by the Women's Engineering Society, included a virtual INWED webinar and awards ceremony for the Top 50 Women in Engineering: Sustainability Awards, announced on 23 June to coincide with INWED.



The WES INWED virtual event, focused on learning how to 'Shape the World' with pertinent presentations, a panel session and celebration of the Top 50 Women in Sustainability. The Awards continue to be an important celebration as part of International Women in Engineering Day in the UK on 23 June. We were overjoyed to have over 550 attendees throughout the afternoon to celebrate with us. We would like to say a big thank you to everyone who was involved in putting this together and supporting us with our first large virtual event!

Continuing to support the great historical legacy of women working in engineering, WES held a Virtual Wikithon on 24 June, specifically to celebrate INWED as well as to announce the donation of the Verena Holmes Diaries to WES.



# AMAZING SPONSORS

Thanks for sharing these amazing stats, what an amazing campaign – it just keeps getting bigger and bigger each year! **Boeing**

International Women in Engineering Day can only continue to be a success with the support of the many amazing sponsors who choose to fund us each year. With their backing we are able to continue to co-ordinate the campaign from our head quarters in the UK with the aim of bringing on board yet more individuals, companies and countries each year to celebrate INWED.

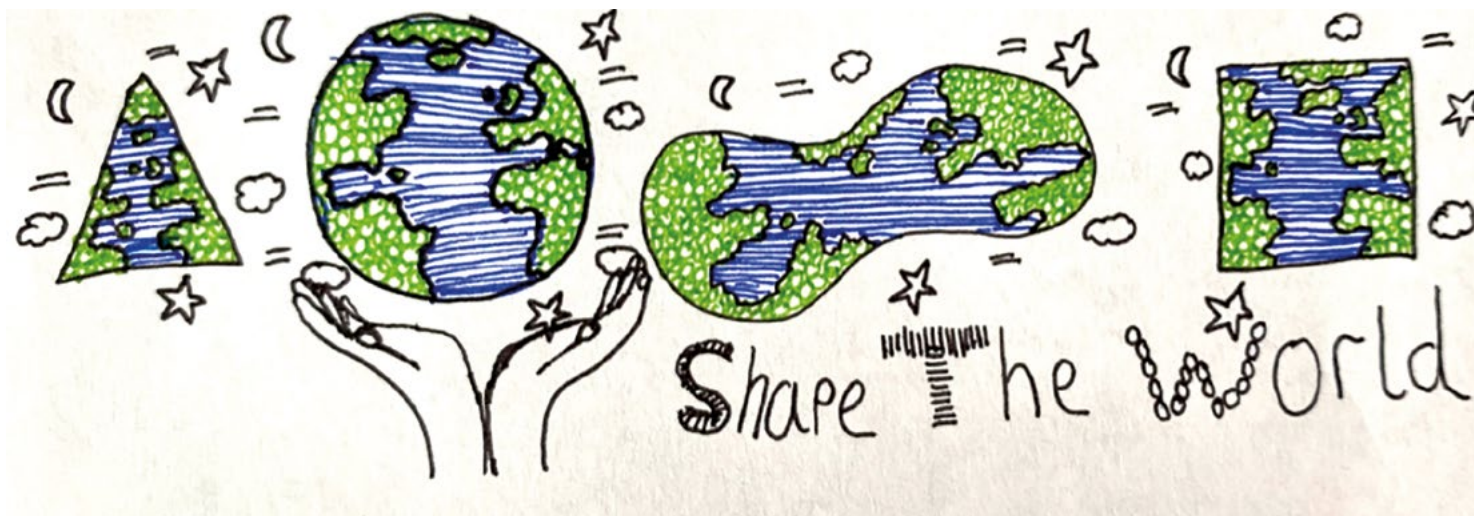
In 2020, sponsors included Boeing, Dialog Semiconductor, Engineering Construction Industry Training Board (ECITB), GCHQ, Institute of Refrigeration (IOR), Mercedes-AMG Petronas Formula One Team, National Structural Integrity Research Centre (NSIRC), OPITO, Royal Academy of Engineering, Royal Air Force, Sonnedix, V12 Footwear and Wiley.

In addition, our sponsors provided us with videos to demonstrate their support of INWED, profiles of women engineers working in their own organisations to help offer role models and inspiration for other budding engineers and were a great pleasure to work with – thank you!

INWED is about celebrating amazing women, from every corner of the world who are engineering the future - inspiring future generations to say, I can do it too! GCHQ are proud to be a sponsor of INWED20 and to play our part in making that happen. **GCHQ**

Being involved in INWED is a vital part of the Institute of Refrigeration's mission to raise the profile of the contribution of female engineers in our sector. We had some fantastic feedback on our career event which we held on the day of INWED. **IOR**

Being a part of INWED20, has been an absolute pleasure. To join in and celebrate the impact of female engineers as well as focus in on the career opportunities available to women in the profession has been an honour. **V12 Footwear**



# INWED21 – Engineering Heroes



The theme for International Women in Engineering Day 2021 is 'Engineering Heroes', to recognise all the women engineering heroes helping us in the world today, protecting lives and livelihoods. We're asking you to join in and help celebrate their incredible contributions next year in INWED21!

If you would like to support the celebrations next year by being an INWED21 sponsor please do get in contact with us.

**INWED21 Sponsorship rates are:**  
(All prices are subject to VAT)

Corporates	£3,750 *Early Bird Rate / *£3,950 from Jan 2021
Charity/non-profit	£1,350 *Early Bird Rate / *£1,450 from Jan 2021
SME	£750 *Early Bird Rate / *£850 from Jan 2021

Being an official INWED sponsor not only shows your support of the global INWED campaign, but also increases your presence within the INWED community throughout the lead up to the day and on and after 23 June. For the full list of benefits please visit the INWED website at [www.inwed.org.uk/sponsorship](http://www.inwed.org.uk/sponsorship).

For more information and to sponsor, please contact [Partners@wes.org.uk](mailto:Partners@wes.org.uk). We look forward to hearing from you.



# SPONSORS



A huge thank you to our inspiring INWED20 sponsors.  
Without their support the annual celebration  
would not be possible.



Thanks also go to UNESCO UK for their partnership of the  
INWED campaign this year, and of course a massive thank  
you to everyone who took part – we hope to see you next year!



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