



**INTERNATIONAL WOMEN
In ENGINEERING DAY**

23 June 2019

CELEBRATING 100 YEARS of wes

International Women in Engineering Day Impact Report 2019



#INWED19
#TransformTheFuture



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United Nations
Educational, Scientific and
Cultural Organization

Under the patronage of
UNESCO



1. Introduction

International Women in Engineering Day (INWED) is proud to be under the patronage of **UNESCO** for yet another year in 2019. INWED is an international awareness campaign which raises the profile of women in engineering and focuses attention on the amazing career opportunities available to girls in this exciting industry.

In 2019, as well as celebrating our sixth INWED, we have also been celebrating 100 years of the Women's Engineering Society (WES) in the UK. We hope you will join us in future celebrating the outstanding achievements of women engineers throughout the world. The theme for 2019 has been **#TransformTheFuture**

2. Background

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 the launch, the day has grown enormously over the subsequent years both in the UK and Internationally. In 2016, INWED was awarded UNESCO patronage for the first time, recognising the day's support of UNESCO's own international sustainable development goals.

In 2017, National Women in Engineering Day became international for the first time due to the interest and enthusiasm developed by the international audience and participants in the previous years. International Women in Engineering Day (INWED) was born to enable the celebration of women in engineering to become global.

The 2019 sub-theme for the day was '**Transform the Future**'.

The campaign was run predominantly through our official website (www.inwed.org.uk) and the Twitter account ([@INWED1919](#)) and was used to engage with the public and provide information, inspiration and ideas relating to INWED.

3. INWED 2019 Highlights

INWED 2019 has been a huge success with record levels of engagement and reach, including a large increase in International events and online activity. Schools, colleges, universities, organisations, industry bodies and individual engineers around the world united in the name of Diversity and Inclusion to celebrate the great achievements of women engineers and to encourage more girls and women to consider engineering as a career.

WES once again coordinated activities and communications and many resources for the day, but the success was, as ever, down to the engagement and support of the organisers and participants on the day, boosted by the weight of UNESCO patronage.

- **Over 280 events** were registered with INWED, with reports of many more. See the registered events [here](#)
- **Over 60 international events** were registered with INWED, in countries such as Panama, Canada, Rwanda, Hong Kong, Sierra Leone, Australia and New Zealand (to name a few!)
- This year's campaign on Twitter alone, had a potential impact of **175,706 million** with a potential reach of **63,505 million!**
- Around **40,000 Twitter individual accounts** contributed to the Twitter campaign
- Support was received from many organisations including **Mercedes AMG, Transport for London, Renault F1, Bentley, MIT, Air New Zealand, Virgin Atlantic, Microsoft Research** and many more...
- Over **30,000 direct tweets** were made via our Twitter account during INWED week
- Twitter followers on the [@INWED1919](#) account have increased by **35% since INWED 2018**
- This year an official [INWED Instagram](#) account was launched gaining **over 400 followers**.
- **Mercedes AMG Petronas**, an official INWED 2019 sponsor created several Instagram Stories to support the campaign. The combined viewership of these stories came to **1,941,194 views**.
- Over **1,200 downloads of the Resource Pack** were made from the [INWED Website](#)
- In the week of INWED alone, the INWED website was viewed **60,000** times

- The 'Draw an Engineer' competition received over **250 entries from children around the world** (including UK, Germany, Hungary, Japan and India). You can see the competition winners [here](#)
- **In the press:** in 2019 'International Women in Engineering Day' was reported in local, national and international newspapers, including but not limited to: **The Guardian, The Sunday Telegraph, The Sun, ITV.com** and **Huffington Post**
- Radio and TV coverage included **Talk Radio, BBC Breakfast, BBC Radio 4 Women's Hour** and **Sky News**



4. INWED 2019 Photo Gallery

We have received many fantastic pictures from a variety of INWED celebrations! These have been collated in a photo gallery on the INWED website, along with a slide show of our WES Afternoon Tea events. If you would like to include pictures from your events or activities, please send a high resolution image (ideally in a jpg or png format) to inwed@wes.org.uk

[Click here to see the full INWED 2019 Photo Gallery](#)

5. INWED 2019 Video Library

Many different organisations created videos to celebrate women in engineering and shared their celebrations via social media and on YouTube. These have been collated into a video library on the INWED website. If you would like to include your video please send a link to inwed@wes.org.uk.

[Click here to see the full INWED 2019 Video Library](#)

6. INWED 2019 In the Press

[Click here to see the full INWED Press Gallery](#)

7. INWED 2019 Sponsorship

INWED19 was kindly sponsored by: Boeing, Cirrus Logic, Cranfield University, Engineering Construction Industry Training Board (ECITB), GCHQ, Institute of Healthcare Engineering and Estate Management (IHEEM), Institute of Refrigeration (IOR), Mercedes-AMG Petronas Motorsport, National Structural Integrity Research Centre (NSIRC), OPITO, QinetiQ, Royal Academy of Engineering, Royal Air Force, UKPIA and Warwick Manufacturing Group (WMG)

This sponsorship allowed the Women's Engineering Society to coordinate this International awareness campaign with far greater reach than had been done in the past.

Through the support of our sponsoring organisations such as Mercedes-AMG Petronas, INWED continued to reach even more people.

'100% of INWED official sponsors who completed the feedback report, stated they felt that sponsoring INWED 2019 was worthwhile and they would consider sponsoring the campaign again next year.'



Here are a few words from 2019 INWED sponsors on why they supported this year's campaign



With just 12% of engineers in the UK being women, stereotypes still continue to exist in our industry. International Women in Engineering Day not only celebrates the achievements of women in engineering, including aerospace, defence and aviation, but also inspires the next generation – a key factor for attracting female talent. Boeing is proud to sponsor INWED and show our support in the continuation of the development of women in the engineering world.

- Anna Keeling, managing director, Boeing Defence UK Ltd.



GCHQ has always depended on attracting a diverse range of talented people, to stay one step ahead of our adversaries and keep the UK safe. This has never been more critical than today, with technology moving at pace and underpinning both our intelligence and cyber security missions.

We're therefore proud to be able to support International Women in Engineering Day 2019, and play our part in ensuring the UK has a world class pipeline of engineers and technologists that fully represents the society we live in.

- John, Director Research & Engineering, GCHQ



"The Institute of Refrigeration is proud to continue its support and sponsorship of International Women in Engineering Day. It is an opportunity to celebrate the achievements of women in engineering and serves to encourage more young people and women to consider careers in engineering, or to return to it. The IOR is working to raise the profile of women engineers working within the RACHP industry by recognising the positive impact they make, and by actively promoting gender diversity and inclusivity."

- Stephen Gill FInstR, President, IOR

8. The Top 50 Women in Engineering UK 2019 (WE50)



As part of International Women in Engineering Day celebrations in the UK, the Women's Engineering Society is once again proud to have awarded the Top 50 Women in Engineering for 2019. The WE50 raises awareness of the skills shortage facing the industry, highlighting the huge discrepancy between the number of men vs. women currently in engineering professions. We aim to change perceptions, encouraging young women to consider engineering as a viable and rewarding career.

The theme in 2019 was 'Apprentices' and we awarded the Top 50 Women who are either currently serving as apprentices or have previously been in an apprenticeship within an engineering or related role.

The WE50 winners were revealed in a Women in Engineering [supplement](#) published by the Guardian, newspaper on Monday 24 June. The winners received their awards at the WES Afternoon Tea event held at the Royal Academy of Engineering in London on the same day.

The full list of this year's WE50 winners can be found on the [INWED website](#).

[A gallery of photos from this event can be found in the INWED 2019 gallery](#)



9. 'Draw an Engineer' Competition

The INWED Draw an Engineer competition for 2019 received over 260 entries from countries across the globe including UK, Hungary, Japan, India and Australia – the most entries we have received as part of the INWED campaign.

The 2019 winners of the competition are as follows:

Key Stage 1:

- 1st - **Isa** (Age 6) Kirchhörder, Germany
- 2nd - **Lizzie** (Age 5) Bradley Stoke Community School, UK
- 3rd - **Amelia** (Age 5) Charfield Primary School, UK

Key Stage 2:

- 1st - **Medhansh** (Age 7) Maxfort School, India
- 2nd - **Zachary** (Age 8) : St John's Brignorth
- 3rd - **Amelie** (Age 7) Groveside Primary, UK



The competition was aimed at children 5 -11 years and proved to be a great way to involve school children in INWED 2019.

The WES Young Members' Board was instrumental in organising and judging the competition. They reported an extremely high level of entries in both age groups and thoroughly enjoyed looking at the drawings of engineers from all entrants.

Many thanks to all children who entered the competition – they were all amazing!

10. Plans for INWED20

Plans are already underway for International Women in Engineering Day 2020, with next year's campaign being launched early in the year. 23 June 2020 will also mark the end of the Women's Engineering Society Centenary.

We have taken on board your comments about how we can improve the campaign. As a result we are planning to enhance INWED20 to include an expanded resource pack and media kit, a wider range of INWED merchandise, and alternative ways to be involved in campaign celebrations.

The official hashtag will be **#INWED20**

11. Sponsoring INWED20

INWED19's success was made possible through our generous sponsoring organisations.

Would your organisation consider being an official sponsor of International Women in Engineering Day 2020? With enough support, we can continue to increase the influence and impact of INWED year on year, developing new and more innovative ways to reach an even wider audience. In 2019, INWED had a **potential impact of 175,706 million with a potential reach of 63,505 million via Twitter alone.**

Benefits of Sponsoring INWED20

- Logo featured on the INWED website, in our resource pack and all INWED20 communications
- Mention of your organisation in official INWED press releases
- Opportunity to include literature in our resource pack
- 2 places to attend the INWED Afternoon Tea event, noting you as an official #INWED20 sponsor
- Actively promoting diversity and inclusion in engineering
- Ability to use 'INWED Official Sponsor' in your communications

Early Bird Rate sponsorship

There are three levels of sponsorship for INWED 2020 which are as follows **(please note that the rates shown are our 'early bird' prices and will increase on 30 September 2019):**

Corporate Sponsorship	£3,500 plus vat (early bird rate)
Non-profit Sponsorship	£1,250 plus vat (early bird rate)
SME Sponsorship	£750 plus vat (early bird rate)

If you are interested in sponsoring INWED 2020, please email us at inwed@wes.org.uk.

For more information on the INWED campaign, please contact the INWED team on inwed@wes.org.uk

International Women in Engineering Day was created by the Women's Engineering Society (WES) in 2014 and continues to be coordinated by us every year. WES is a UK registered charity, charity number 1008913.

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