Guidelines for Organising Events
World Engineering Day
Wednesday, March 4, 2020

World Engineering Day (WED) for Sustainable Development will be celebrated on **Wednesday, March 4** every year as a UNESCO international day of celebration of engineers and engineering. All schools, universities, engineering academies, engineering companies and professional institutions are invited to celebrate World Engineering Day and organise events to mark the occasion.

The World Engineering Day logo can be downloaded from the official website, in six UN languages, along with Portuguese and Japanese:https://worldengineeringday.net/resource/#logo

Top Tips

Events can be held on or around Wednesday, March 4 to support the themes and goals of World Engineering Day.

Key objectives are:
1. Create awareness of World Engineering Day as an important international day for achieving sustainable development by governments, civil society, industry, and the public;
2. Increase awareness of engineering, its impact on modern life and that it is crucial to advance the UN's Sustainable Development Goals (SDGs);
3. Highlight the achievements of engineers and the essential role of engineers in promoting sustainable development;
4. Encourage more young people, especially girls and women, to consider engineering as a career.

Suggested Event Formats

- Conference, symposium, seminar, forum, round table
- Workshop, lecture, meeting, site visit, exhibition, student mentorship programme
- Hackathon, photo competition, installation/design challenge, poster competition
- Award ceremony, film night with introductory talk, TED talk

Suggested Events for Companies

- Organise an event that features your company's products that advance the UN Sustainable Development Goals
- Partner with a community organisation or professional organisation to hold a community event to promote the work of engineers in improving quality of life
- Organise a site visit for local high schools
- Installation or design competition for site premises

Resources:
- Engineering for Change

Suggested Events for Schools, Colleges

- Invite an engineer to speak at your school
- Arrange a visit to a local engineering company, a university or a research facility
- Hold a hands-on workshop to address a simple engineering problem (e.g. build a simple bridge using straws and tape)
- Run a competition e.g.
  - A drawing e.g. a future city in space
  - An essay competition on the role of sustainability in engineering, engineering education, an inspiring engineering project or the future of engineering
  - An experience e.g. a day without my mobile phone
- Show a video or movie that addresses an important engineering issue and discuss it
- Hold a debate on engineering
- Organise teacher training

The following organisations have resources and ideas for school events:
- Discover E
- James Dyson Foundation
- Practical Action
- The Royal Academy of Engineering

Suggested Events for Universities

- Hold an open day for local schools
- Organise a networking event with local engineering companies and engineering students
- Student mentorship programme with prominent engineers
- Hold an event that features an inspiring engineering leader
- Hold a debate on a key engineering issue
- Hold a competition on what engineers might do to advance a specific UN Sustainable Development Goal
- Installation or design competition for university grounds/buildings/site

Resources:
- Engineers Without Borders

Suggested Events for Professional Institutions and Organizations

- Promote World Engineering Day in your organisation's newsletter
- Publish stories on your website and/or newsletter on how your members are working on specific projects to advance the UN Sustainable Development Goals
- Organise an event with an eminent engineering speaker
- Hold a symposium with speakers on their work and how this is advancing the UN Sustainable Development Goals

Recommendations to increase the visibility of your event

- Label your event with the World Engineering Day logo to be recognised as a part of our

worldwide celebration on your website and social media channels.
- Use the World Engineering Day logo on your printed event promotion materials (such as flyers, posters, and banners, etc.).
- Make use of social media to promote your event and engage with other organisations ahead of World Engineering Day, using the hashtag #WorldEngDay2020. **(NB. A social media toolkit will be distributed one month before the day).**
- Engage media in the event and provide the media with communication materials about what has been done by engineers and engineering organisations for sustainable development.
- Post photos and comments of your event on social media sites on Facebook, Instagram, Twitter, Weibo, and WeChat.
- Provide information related to the event on the World Engineering Day website to reach a wider audience.
- Let us know how many participated in your event, including - if possible - numbers by gender and age group and the feedback and impact of your event.

Examples of planned events for World Engineering Day

- National Engineers' Day of France organised by IESF: http://jni.iesf.fr
- Workshop to celebrate the first World Engineering Day organized by the Japan Federation of Engineering Societies.

Communication resources for your World Engineering Day Event

- Communication kit (poster, logo, video, etc.), available at:
  https://worldengineeringday.net/resource/
- Concepts and background available at:
  https://worldengineeringday.net/about-wed/
- Key messages to the public, available at:
  https://worldengineeringday.net/key-message-of-the-world-engineering-day
- SDG logos, available at:
  https://www.un.org/sustainabledevelopment/news/communications-material/
- WFEO and the UN Sustainable Development Goals:
  https://www.wfeo.org/wfeo-and-un-sdgs/

Registering your event on the World Engineering Day Official Website

Step 1: Open the link: https://worldengineeringday.net/event/#register
Step 2: Fill in your basic information and upload your event outline
Step 3: Submit

Additional Notes

Please be sure to organise your event in compliance with local regulations and laws, and make sure to get permission from your organisation to the realisation of your event.

For further inquiries or details, contact: **WFEO Secretariat** - secretariat@wfeo.org