



Guidelines for Organising Events
World Engineering Day
Thursday, March 4, 2021

World Engineering Day (WED) for Sustainable Development is celebrated on **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 2021, with the theme "**Engineering for A Healthy Planet: Celebrating the UNESCO Engineering Report**", will focus on celebrating the launch of the 2nd UNESCO Engineering Report "Engineering for Sustainable Development: Delivering on the Sustainable Development Goals".

The Website

The dedicated official website for the World Engineering day is <https://worldengineeringday.net> where information on World Engineering Day is provided in the six UN languages.

The official Logo

<p>WED Logo</p>		<p>The WED Logo can be downloaded from the official website, in more than six UN languages: https://worldengineeringday.net/resource/#logo Contact us to design WED Logo in a language other than the provided ones</p>
<p>UNESCO WED Logo</p>		<p>The Official UNESCO WED Logo can be used only with the permission from UNESCO. If you need the UNESCO WED Logo for your event. Please check the box of "Apply for the permission to use the official UNESCO WED Logo", when register your event on WED website: https://worldengineeringday.net/events-2021/</p>

Top Tips

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

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, TED talks

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

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

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

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 and hashtag [#WorldEngineeringDay](#) 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 [#WorldEngineeringDay](#)
- 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, TikTok, Weibo, and WeChat.
- Provide information related to the event on the World Engineering Day website to reach a wider audience.
- Send us media reports on your event, and summary report with number of participants (including - if possible - numbers by gender and age group) and the feedback and impact of your event, to help with the statistic of global celebration of the World Engineering Day.

Examples of planned events for the World Engineering Day

- Global Online Celebration of the first World Engineering Day in 2020:



<https://worldengineeringday.net/global-inaugural-world-engineering-day-celebration-online/>

- Various WED2020 Events around the globe:
<https://2020.worldengineeringday.net/event/#map>

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/>
- WFE0 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/events-2021/>

Step 2: Fill in your basic information and upload your event outline

Please check the box of "Apply for permission to use official UNESCO WED Logo", if you need the UNESCO WED logo for your event.

Step 3: Submit

Additional Notes

Please be sure to organise your event in compliance with local regulations and laws, make sure to get permission from your organisation to the realisation of your event, and it is advised to organized online events to minimize contact during the COVID-19 pandemic.

Contact:

+33 1 45 68 48 47

secretariat@wfeo.org