

*World Engineering Day
is an opportunity to celebrate engineering and
the contribution of the world's engineers for a
better, sustainable world.*



**WORLD
ENGINEERING
DAY** FOR SUSTAINABLE
DEVELOPMENT

4th MARCH 2020, UNESCO HQ, PARIS, FRANCE

Sponsorship Prospectus



#WorldEngineeringDay

#WorldEngDay



4th MARCH 2020, UNESCO HQ, PARIS, FRANCE

Engineering for Sustainable Development

United Nations Educational, Scientific and Cultural Organization (UNESCO) and World Federation of Engineering Organizations welcome you to Paris for the World Engineering Day for Sustainable Development (WED) Inaugural Ceremony.



Key Message of the World Engineering Day

The Role of Engineering

Engineering plays a key role in achieving the UN Sustainable Development Goals (SDGs) as they utilize the principles of science and mathematics to develop practical applications in food, water, energy, environment, sustainable cities, natural disaster resilience and other areas where people needed. It is also crucial to the development of new technologies enabling the 4th industrial revolution such as artificial intelligence, Internet of Things, robotics or quantum computing, etc. Engineering is at the heart of our modern world and will shape the future, as has been the case for millennia.



**WORLD
ENGINEERING
DAY**

4th MARCH – the World Engineering Day for Sustainable Development

Realizing the key role of engineering for humanity and its environment, UNESCO, with support of all its member countries and more than 80 engineering organizations worldwide, decided to proclaim the 4th of March every year as the World Engineering Day for sustainable development, to engage with government, industry, non-governmental organizations and the public at large to address the need for engineering capacity and the quality of engineers to solve the world's most pressing problems.

Be an Engineer and Create a Better Future for the World

Important as engineering is, engineers have made a great value on the society and have a significant impact in improving everyone's life with lasting benefits. Engineers are essential for *resilience to climate change* and to design and develop resilient infrastructure that will withstand the increasing weather related events – floods, cyclones and bush fires especially in developing countries.

Engineers are essential for *sustainable economic development* as they are needed to support the growth and development of essential infrastructure such as roads, dams, water supply and sanitation in both developed and developing countries.

Engineers are indispensable to *technological innovation* that will benefit people and the planet for greater prosperity and better quality of life and leave no one behind, *especially to ensure equal access to technology for women and in rural areas*.

Engineers are needed more than ever before to meet the requirements of the 4th industrial revolution and to address the pressing needs of sustainable development of humanity and the planet. The World Engineering Day can be used for inclusive access to engineering for women and girls, and encourage young people, especially girls, to consider engineering as a career and say *"If you want to make change for a better world – become an engineer"*.

Key Themes





Why Attend?

An annual focal point to celebrate engineering and the contribution of the world's engineers for sustainable development *on a global scale.*

Connect & Cooperate

An opportunity for dialogues between engineers and different groups at large to address the world's most pressing problems related to sustainable development through engineering.



Share & Learn

An opportunity to focus on the essential role of engineering in modern life and in developing the technologies needed for sustainable development through sharing and mutual learning.



Explore & Discover

An opportunity to realize that it lies in the hands of engineers to develop appropriate technologies to promote the quality of the human lives and achieve a shared sustainable future.





Who Will Attend?

The proposal of World Engineering Day has got support from *over 80 engineering organizations* and *over 40 nations*.

Institutions
and Organizations
that have
participated:

- Governments
- National and regional engineering institutions
- International professional organizations
- Universities and engineering academies
- Enterprises

Attendees will
include:

- Engineering leaders & decision makers
- Government officials & policy makers
- Subject matter experts & thought leaders
- University & research leaders
- Students, young & women engineers

Why Sponsor?



PLATINUM PARTNER

- *Platinum partnership will position your organization as a **leader to support** the celebration of WED.
- *You will be strongly **recognized across all channels** as a supporter of WED, especially in the opening speech.
- *You will have the right to **nominate 3 delegates** to attend WED inaugural event.
- *Your executive officer will be **treated as VIP** at the WFEO annual Gala Dinner in 2020.
- *Your brand and support will receive complete visibility through the event, which is the highest level of prominence among the sponsors.



GOLD PARTNER

- *Gold partnership enables you to position your organization as a **supporter of the WED**.
- *You will get the opportunity to **nominate the attendance of 2 delegates** for the WED event.
- *The package also includes the **high level of prominence** to showcase your excellence in industry on a global platform.



SILVER PARTNER


- *Silver partnership is for organizations who are looking for **extensive publicity** and **highlight their brand strength**.
- *Your brand will be **positioned in various media**.

SPONSORSHIP BENEFITS







PLATINUM EUR 20,000	GOLD EUR 15,000	SILVER EUR 5,000-10,000
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Brand recognition in the sponsorship year★

★One year from receiving the fund

- In the presentation template at WED inaugural event			
- In WED videos			
- In WED program guide, promotional materials & emails			
- On the WED website			

Recognition of sponsor's support to WED

- On WED social media platforms			
- On mass media platforms worldwide			

<p>Acknowledgement of sponsorship in WFEO Opening Address at WED inaugural event★ <small>★Held on 4th March 2020, at UNESCO Headquarters, Paris France</small></p>			
<p>Exhibition Booth</p>	<p>Large</p>	<p>Medium</p>	<p>Small</p>
<p>Attendance of sponsor representatives at WED inaugural event</p>	<p>3 delegates</p>	<p>2 delegates</p>	<p>1 delegate</p>
<p>Sponsorship Certificate to sponsor at WFEO Annual Gala Dinner in the sponsorship year</p>			
<p>Executive Officer of sponsor will be treated as VIP at the WFEO Annual Gala Dinner in the sponsorship year</p>			
<p>Mute video or banner of sponsor on display at pre-function lobby at WED inaugural event</p>	<p>Video+10min presentation</p>	<p>Silent video</p>	<p>Banner</p>
<p>Advertisement of sponsor in the WFEO Biennial Report 2019-2021</p>	<p>Full page</p>	<p>¼ page</p>	<p>Acknowledgement page</p>
<p>Publicity materials of sponsor will be distributed at key WFEO events in the sponsorship year</p>			
<p>Access to delegate list of WED inaugural event★ <small>★Should apply before the event</small></p>			



Contacts

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www.worldengineeringday.net

www.wfeo.org