



Guidelines for Organising Events World Engineering Day March 4, 2022

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.


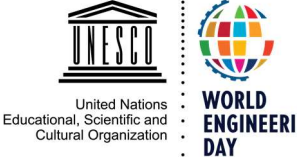
Theme

The theme for World Engineering Day 2022, is **"Build Back Wiser - Engineering the Future"**.

The Website

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

The official Logo

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| <p>WED Logo</p> |  | <p>The WED Logo can be downloaded from the official website, in more than six UN languages: https://worldengineeringday.net/resources/#logos</p> <p>Contact us to design WED Logo in a language other than those provided on the website</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/register-your-event/</p> |



Top Tips

Events can be held on or around 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 #WorldEngDay2021.
- 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.

Register your event for global visibility

Register your events on the website for global visibility:

<https://worldengineeringday.net/register-your-event/>

Resources for your event:

Posters to support your event are available at:

<https://worldengineeringday.net/resources/#posters>



Videos with key messages from WFEO leaders, that can be used during your event are available at: <https://worldengineeringday.net/resources/#posters> (scroll down the page)

Social Media Kit

Social media is a powerful means of promoting your event. We reached more than 30 million in 2021 and hope to reach 100 million and more in 2022.

Social media resources are available at:

<https://worldengineeringday.net/social-media-cheat-sheet/>

Examples of planned events for World Engineering Day

- Please visit the website for registered events:
https://worldengineeringday.net/global_events/

Communication resources for your World Engineering Day Event

- Communication kit (poster, logo, video, etc.), available at:
<https://worldengineeringday.net/resources/#posters>

- Concepts, background and history are available at:
<https://worldengineeringday.net/about-us/>
<https://worldengineeringday.net/wed-history/>

- Key messages to the public, available at:
<https://worldengineeringday.net/our-message/>

SDG logos, available at:

<https://www.un.org/sustainabledevelopment/news/communications-material/>

<https://worldengineeringday.net/about-us/#SDG>

- 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/register-your-event/>

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.

Contact:

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