



Royal Academy
of Engineering

The (UK) Royal Academy of Engineering

Communications challenges and successes

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Our overarching goal for 2025 is to harness the power of engineering to build a sustainable society and an inclusive economy that works for everyone.

- Talent and diversity
- Innovation
- Policy and engagement



Our Fellowship

- 1,600 of the nation's best engineering researchers, innovators, entrepreneurs, business and industry leaders
- Wide variety of engineering disciplines
- Approx. 50% from industry and 50% from academia
- Low numbers of women and ethnic minorities
- 60 new Fellows elected each year
- New 'Fellowship Fit for the Future' campaign to elect 50% of new Fellows from under represented backgrounds

Inform and inspire public audiences

with the scope and impacts
of engineering, primarily to
encourage more people to
join the profession

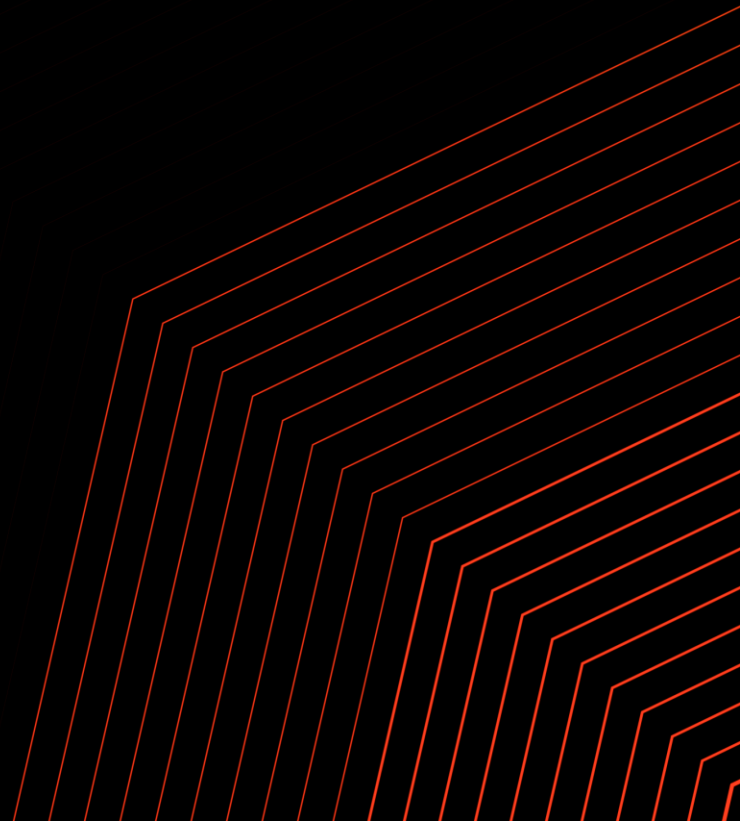
Inform and influence policymakers and business leaders

to improve the conditions
for innovation, growth and
address societal
challenges

Engage and empower engineers

to enable more effective
public engagement and
better innovation to
address society's
challenges

Success stories





Science & Environment

JCB electric digger wins top MacRobert engineering prize

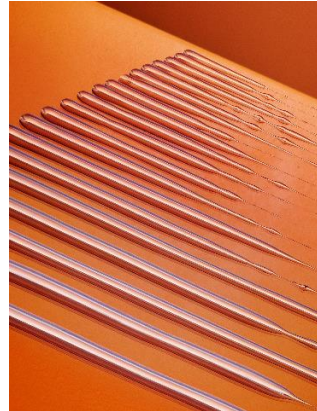
By Jonathan Amos
BBC Science Correspondent

© 9 July 2020



The MacRobert Award

Britain's 'blindingly cool' engineering innovation



Science & Environment

Climate change: Construction companies told to stop knocking down buildings

By Roger Harrabin
BBC energy & environment analyst

Open windows while using air conditioning, experts say as WHO shifts stance on airborne coronavirus

Units that only used recirculated air could exacerbate the spread of virus particles

Coronavirus: Fresh air 'forgotten weapon' in fight

Science Media Centre

- Independent press office providing media briefings on topical issues
- Established to ensure media are better informed on scientific issues
- Academy is a partner
- Panels of expert scientists
- Way of reaching wide pool of science media with newsworthy report findings



Lewis Hamilton's Commission publishes findings and makes recommendations to increase motorsport diversity

The Hamilton Commission, launched in June 2020 by F1's seven-time world champion and the Royal Academy of Engineering, makes 10 recommendations to drive lasting change to increase the number of black people in motorsport



The Hamilton Commission

- Commissioned by Honorary Fellow Sir Lewis Hamilton
- 10 month research project about how to improve the representation of Black people in motorsport
- Commission co-chaired by Royal Academy of Engineering CEO
- High profile commissioners from range of sectors
- Identified barriers and recommendations
- Response to Black Lives Matter movement
- Very structured media engagement

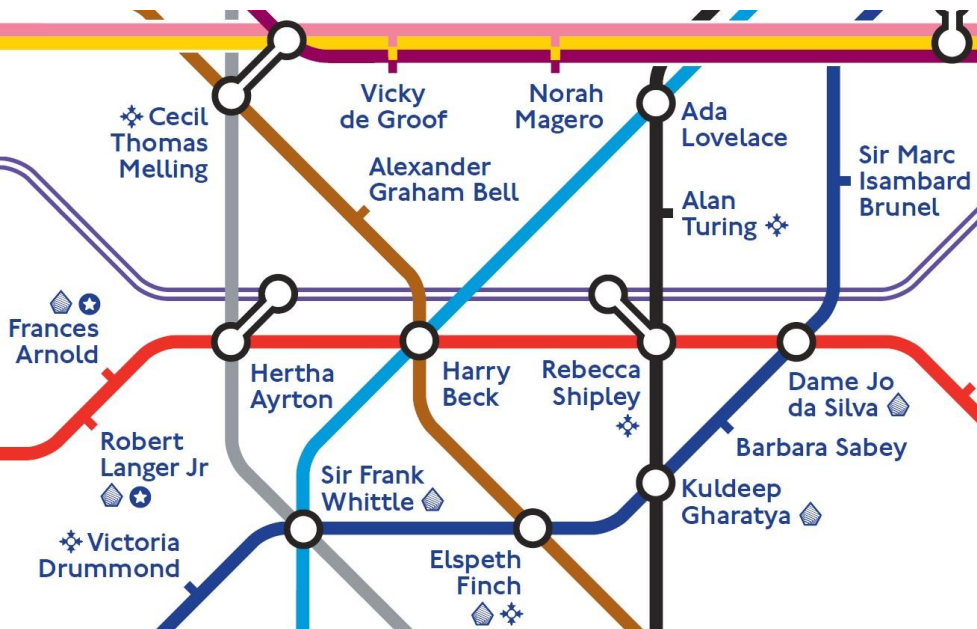
Our flagship campaign: This is Engineering



**>65m film views
across social and
digital media**

**85% increase in
consideration of
engineering as a
career → 1.1m
teenagers**

**25% engineering
students
influenced by the
campaign**



National Engineering Day

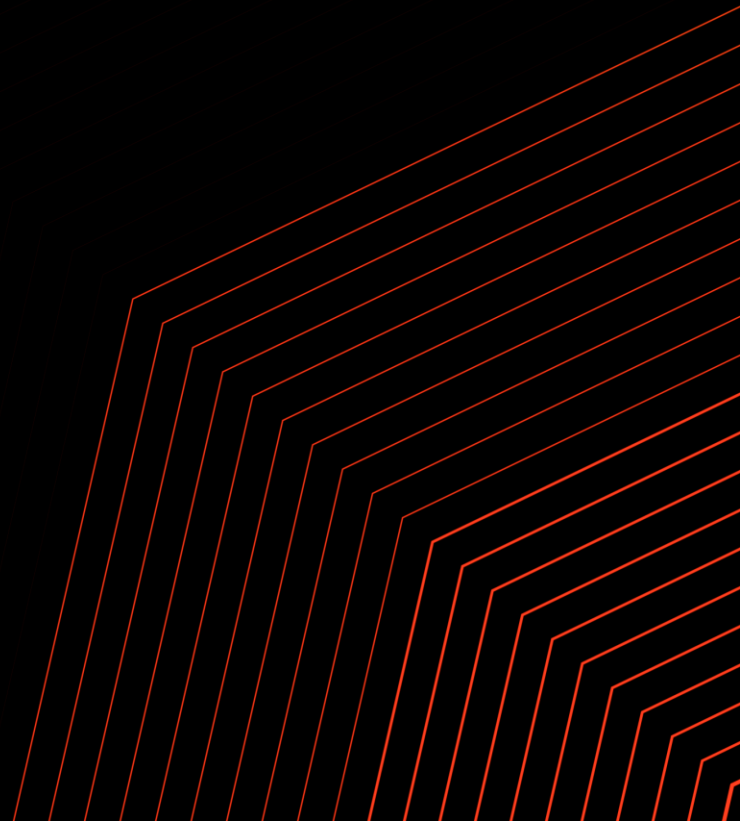
- National awareness day to celebrate the impact of engineers and engineering and broaden public perceptions
- New creative approach each year to engage media and public via social media
- Using power of our network
- High return on investment

**93 pieces of media
coverage**

**77m reached on
social media**

**150+ organisations
involved**

Our challenges



- mechanical
- civil
- design
- electrical
- female
- clipart
- computer
- tf2
- construction
- software
- profession



7 Famous Mechanical Engineers and their ...
bolton.ac.uk



Engineer Jobs - Discover Engineer ...
careermatch.com



Next Generation of Engineers ...
qualitymag.com



Engineers' Day: Five Signs That You ...
news18.com



What is a Project Engineer and Why ...
getreskilled.com



This Is What an Engineer Looks ...
goodnet.org



Engineer Salary: How Much Do ...
businessinsider.com



Different Types of Engineers Explained ...
austintec.com



What Makes A Good Engineer? | Skills ...
successatschool.org



civil engineers create social value ...
ice.org.uk



Why study civil engineering?
isc.strath.ac.uk

Our landscape



Complexity



Serving so many audiences



Finding a balance





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Thank you

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