

SheCanEngineer & INWED

SheCanEngineer is a Diversity & Inclusion (D&I) non-profit joint-institution initiative based in London. The committee was set up in 2016, and since then has brought together volunteers from the Professional Engineering Institutions.

Year on year, research shows that companies are significantly more likely to perform better and innovate more effectively when teams are gender diverse. Yet females are under-represented at every stage of the STEM skills pipeline.

We work to improve the visibility of women in engineering by showcasing the accomplishments of female engineers and promoting engineering skills to children as young as nine years old.

International Women in Engineering Day (INWED) is an annual festival developed and coordinated by the Women's Engineering Society (WES). Set up in 2014 as a UK-wide event, INWED went global in 2017 and reached 1.2 million people on social media.

At SheCanEngineer we have historically centred our work around INWED with live events celebrating professional engineers, as well as STEM Initiatives designed to inspire the next generation. We are aiming to expand our scope this year.

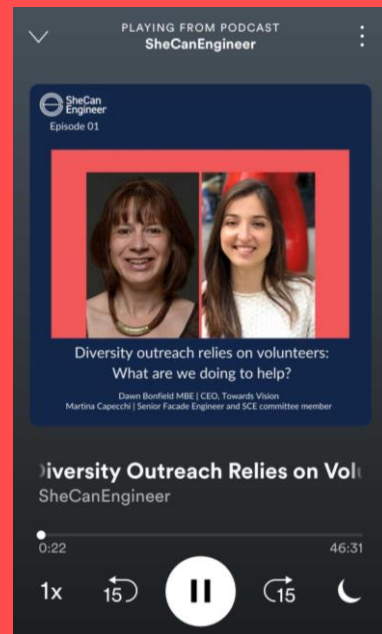
Videos and details of previous events can be found here: www.shecanengineer.com/past-events

Our Activities since 2020

Our volunteers, Professional Engineering Institutions, collaborators and participating schools were instrumental in allowing us to continue our work over the last two years – in difficult and unpredictable circumstances.

Since June 2020, we have achieved the following:

- Launch of our re-brand with new logo and website SheCanEngineer.com
- STEM webinars, competitions and a virtual workshop – engaging over 300 students between the ages of 9 & 16 years old
- Live-broadcast evening event featuring three brilliant engineers
- Launch of our podcast series in December 2021



Our Plans for 2022

- The SheCanEngineer podcast series will continue with monthly episodes, addressing a range of D&I topics from education to allyship.
- The aim is for our INWED events to be held in-person again, with the Barbican Cinema & Conservatory booked for 23rd June 2022. We anticipate to be hosting an audience of ~250 for an evening of panel discussions/presentations, celebrations and networking.
- The INWED STEM event will involve in-person workshops and presentations. It is planned to be a day-long session (of similar format to events run in 2018 & 2019) aiming to reach 100+ secondary school students. The venue has not yet been chosen, and will be driven by availability of funds.
- Our STEM competition will be launched in March/April, and will be run remotely until June to maximise participation.
- Importantly, we will still aim to live-broadcast our events in order to reach a wider audience.
- We do not charge for tickets to our events.

Sponsorship & Funding

The committee acknowledged the difficulties faced by businesses and our Engineering Institutions during the Pandemic, and avoided formal applications for sponsorship during 2020 & 2021. With the plan to go ahead with in-person events for 2022, SheCanEngineer is actively looking for sponsorship to support our 2022 activities.

Sponsoring SheCanEngineer comes with several benefits, the most important of which is that to company reputation.

Active support of an official D&I initiative gives a company the opportunity to inspire their female employees, and attract new recruits who value a commitment to diversity.

In terms of company promotion, SheCanEngineer offers the following to all sponsors:

- Company logo to be featured on the SheCanEngineer website and promotional material.
- Company to be featured during social media campaigns – reaching our audience of 1500+ people.
- Acknowledgment during all 2022 events.
- Provision of company stall at the INWED event in June 2022 at the Barbican, London.
- Three INWED event tickets for the company employees, including those of whom who will be running the stall.
- Opportunity for company promotional material to be distributed at the INWED STEM event.
- Opportunity for company logo to be featured in INWED event marketing videos and social media coverage.

Should events be postponed due to the Pandemic, sponsoring companies will have their benefits extended to the rescheduled dates. Any funds not utilised for 2022 activities will be rolled over to 2023.

To cover the overall cost of the events for 2022 we are seeking approximately £25,000 across all our sponsors. This will be used for venue hire, equipment hires, catering at the two INWED events, marketing, filming and broadcasting.

Please note the monetary sponsorship is to be exclusive of VAT, and SheCanEngineer will be invoicing through the Institution of Civil Engineers (registered charity number 210252).

In order to forecast this financial expenditure throughout the year, we request that confirmation of your sponsorship pledge is received by **22nd April 2022**. We look forward to having you on board. Any questions, please do not hesitate to get in touch with us via our email or website:

info@shecanengineer.com & www.shecanengineer.com

