

External
Communications

Year in review 2021

Increasing the reach and impact of engineering and technology across the globe



The external communications team promotes our activities and purpose to a range of external stakeholders, such as the news media and through social engagement. We play a fundamental part in informing and inspiring people across the UK and beyond about the important role engineering and technology plays in transforming our lives.

2021 was another challenging year for media relations, with the news agenda heavily focussed on the Covid-19 pandemic.

This however provided us with a platform to showcase the incredible feats of engineering and technological innovation that has gone towards solving this global crisis, from healthcare innovation, drug discovery and tracking technology to keep people safe and the economy moving.

Our 150th anniversary also provided us with an opportunity to drive fun and engaging campaigns to excite children and adults alike about the endless possibilities engineering presents. As well as looking forward to what the future might hold by sharing our knowledge and insight across the big issues in sustainability, digital transformation, and healthy lives, we were able to take a look back at our heritage and show the real impact engineering and technology has made for us today.





Highlights from 2021

January

We kicked off 2021 with a campaign aligned with our digital futures societal challenge that looked at the public's trust in technology and how the nation has increased its use and reliance of digital solutions during the 2020 lockdown. We positioned the Digital Panel's Catherine Allen as our spokesperson, completing high profile media interviews across national and broadcast titles. Catherine also wrote a blog with some top tips of how to get the most out of our digital technology, as well as some fun apps to try whilst we were all spending more time at home.

February

National Apprenticeship Week falls every February and is a prime opportunity for us to celebrate our apprentice award winners. Through traditional and social media, including 'day in the life social takeovers', we raised awareness of the importance of apprenticeships and the common misconceptions that often arise. We positioned our Innovation and Skills Lead, Stephanie Baxter as our media spokesperson who undertook a pre-recorded audio package which was sold in to broadcast media – resulting in hundreds of mentions across the UK's radio waves!

March

We held our first ever virtual Young Woman Engineer (YWE) of the Year awards ceremony at the beginning of March, which was a huge success and received lots of fantastic media coverage. Our 2020 YWE winner, Ella Podmore, appeared on BBC Breakfast London TV, the Today Programme and on Euronews for Good Morning Europe, talking about winning the award. Our 2020 WES Prize winner, Shrouk El-Attar was interviewed on BBC World Service Radio and on BBC Radio 4 Woman's Hour. News of our winners' announcement and virtual ceremony also featured on BBC Radio 5 Live, Jazz FM, Politics Home and Times Radio.

In March, we launched a brand-new campaign to find inspiring engineers and technologists from all walks of life, who have changed or are making a difference in our world for the greater good. Celebrating Impact called on the public to nominate people who they think have made a significant difference to the world of engineering and technology or who have paved the way for innovators of the future. News of our campaign featured in several trade publications, including FE News, Engineering Update and Research Professional News.



Our YWE winners gave national interviews on BBC Breakfast London TV, the Today Programme, Euronews for Good Morning Europe, BBC World Service and BBC Radio 4 Woman's Hour.



April

New to 2021, we announced our STEM Personalities of the Year award in April! In celebration of our 150th anniversary, we created a prestigious once in a lifetime award to recognise a person or group who are making a real difference to our world.

NASA Engineer and American YouTuber, Mark Rober, won STEM Personality of the Year; 12-year-old CEO of iCodeRobots, Callum Daniel, won Young STEM Personality of the Year; and the Paralympic GB team took home the accolade for Team STEM Personality of the Year. The announcement featured in lots of publications, including The Manufacturer, Voice Online and The World News Monitor.

British Astronaut, Major Tim Peake, became the IET's newest Honorary Fellow for his outstanding contribution to space exploration and the engineering and technology industry. Tim said that receiving Fellowship is a huge honour and he feels privileged to be associated with the IET. The news was covered in many publications, such as E&T Magazine and Eureka!





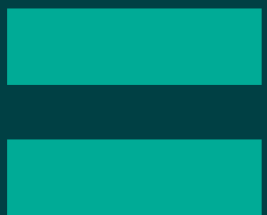
250
media outlets secured



400
pieces of coverage



221
million reached



150
1871 - 2021

In May we kicked off our 150th anniversary with our very own **The 150 Show** – a week of online TV magazine shows across a range of engineering themed episodes.

We had special guests from engineering stalwarts to media personalities – all aimed at inspiring the nation. There was even a 'bakeneering' cooking section with Andrew Smyth!

As part of our 150th celebrations we shaped a national media relations campaign around the 15 most valuable inventions of the last 150 years, as judged by a panel of IET experts. From the humble fridge to the surprising story of the first electric taxi that hit Victorian London streets 125 years ago, the list comprises discoveries and advancements that have contributed significantly to humanity, the planet, society, and the economy, making their marks throughout our lives.

We worked with the IET Archives team to uncover countless hidden gems that tell unique stories of each invention's history which formed a substantial media relations and social media campaign throughout our anniversary month. We received lots of impactful coverage including: Forbes, The Standard, Yahoo News and Sky News. In total we secured 250 media outlets, with over 400 pieces of coverage and a reach of over 221 million!

Continuing a month in the media spotlight, Danielle George joined the morning team on BBC Radio 5 Live's Wake Up to Money show in June to discuss the day's news and hot topics in engineering and technology.





June

In June we were full steam ahead in planning our annual Engineering Open House Day event which takes place the first Friday of the summer school holiday.

Engineering Open House Day is all about highlighting the important roles that engineers play in everyday life, with participating venues and organisations demonstrating the creativity and excitement behind engineering careers.

In order to create some news buzz for the event, we challenged parents on their knowledge of STEM subjects in the form of a school exam. Half of those polled openly admitted they know less about science than their offspring and that they struggled to engage with the subject with their children.

This story featured in several national publications, including The Mirror, The Daily Express, The Sun, The Scottish Sun and News24, as well as many regional media outlets with a link to our Open House activities. We had a total of 30 pieces of coverage with a total audience reach of over 285 million.



July

Thanks to the pandemic, this year's Engineering Open House Day took place virtually, with a whole range of interactive programmes, including an all-day live online show, jam packed with cool experiments, special guests and follow along at home demonstrations. We had over 30 partners host either live online events across the UK or send in footage for us to feature in our show with the likes of Apple, The BBC, STEMAZING, BT, Fun Kids Radio, Zurich and Tower Bridge all taking part.

The main live stream had over 1,000 households tune in that weekend, with a steady increase in views to 1,300 throughout the school holidays. Our social hashtag #IETOpenHouse had a potential reach of 221.1 million with 7,000 engagements.



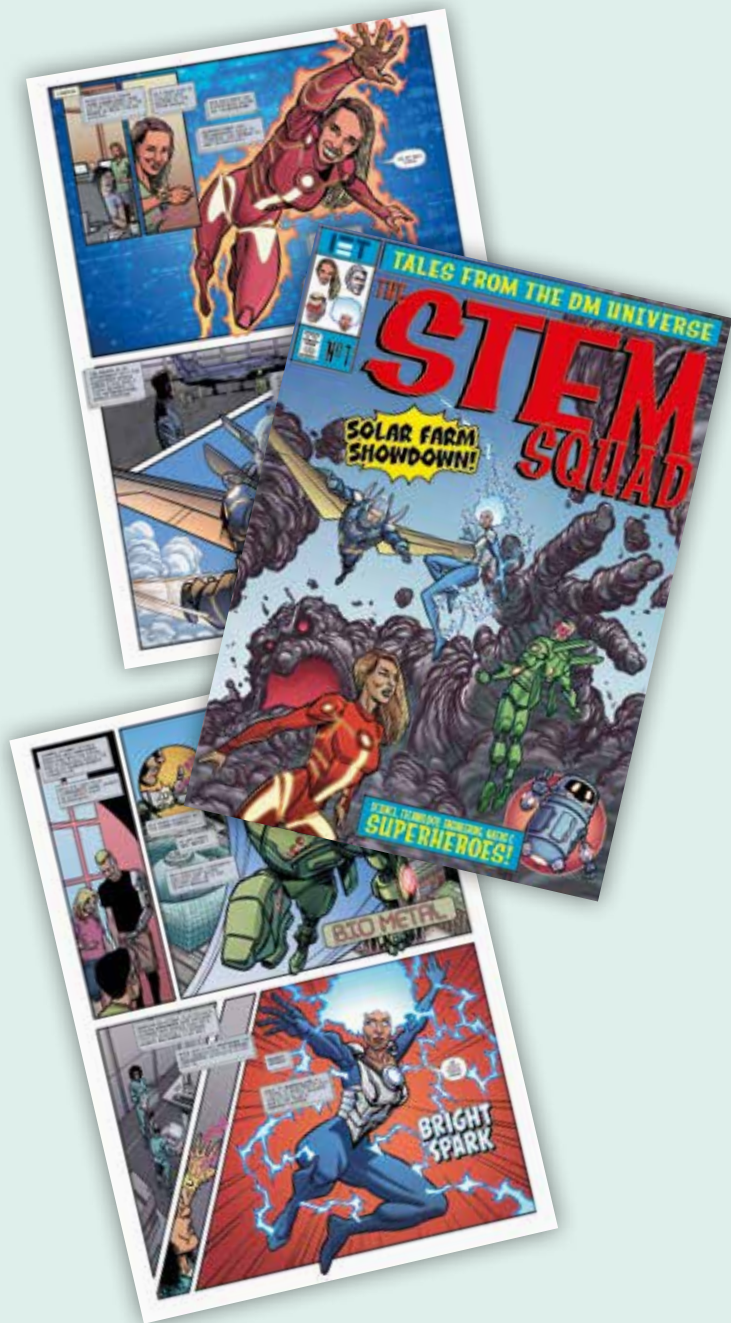
1,000
households tuned into the main live stream



285
million total audience reach



7,000
engagements with our social hashtag #IETOpenHouse



August

The world's media went mad for the news that Professor Dame Sarah Gilbert, who designed the Oxford coronavirus vaccine, was being made into a Barbie doll. It was an impactful campaign that highlighted the importance of having more diversity in STEM. Our 2020 Young Woman Engineer of the Year, Ella Podmore, appeared on BBC World Service Radio and BBC Radio 4 to talk about the toys available to young girls growing up and the importance of STEM role models in society today. This was fantastic coverage for us as BBC World Service has a weekly audience of around 279 million people around the world!

August also saw the launch of our annual Engineer a Better World campaign which uses the interests and hobbies of children and their influencers to engage and inspire them with the world of STEM. This year's theme was superheroes and we started by exploring why young people feel so differently about the fantasy of superheroes in comparison to the ground-breaking world of science and engineering and real-life STEM heroes and launched a report called Super Realoes.

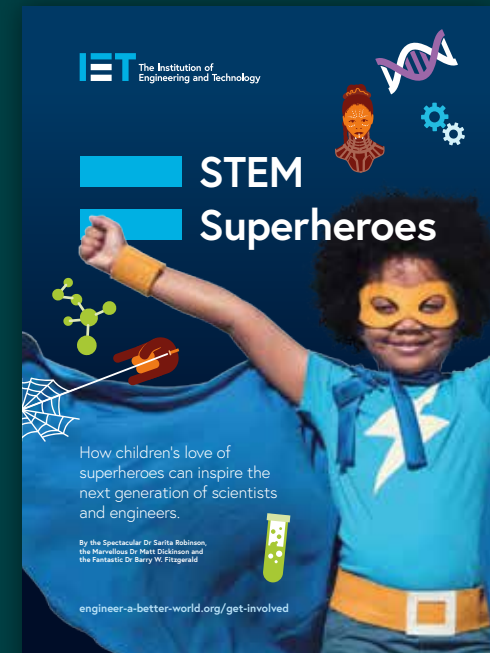
To help get children excited about real [super] heroes, we joined forces with comic book artists, Andy Lanning and Ant Williams to launch the 'DM Universe' (AKA the Difference Makers' Universe – the IET's elite group of STEM pioneers) comic strip.

The strip features STEM leaders Tim Peake, June Angelides MBE, James Young and Shrouk El-Attar as real-life superheroes. The 'STEM Squad' come together as a team to tackle a

giant smog monster threatening to destroy one of the world's biggest solar farms. How can they save the day? With the help of more engineers and scientists like them!

Alongside the launch of the comic, we ran a competition challenging 5–13-year-olds to design a STEM inspired superhero gadget that embraces engineering and technology. The invention had to either help save the planet or use assistive technology to improve people's lives. The winner would have a prototype of their invention made for them and join the STEM squad in the 'DM Universe' comic strip.

The story appeared across hundreds of media outlets, including ITV online, Mail Online, BBC Radio London and CBBC Newsround. Another member of the STEM Squad is IET Honorary Fellow, June Angelides, who appeared on BBC World Service Radio talking about our campaign to their millions of listeners.



September

As part of our 150th anniversary, we launched Difference Makers, a movement that inspires everyone to make a change, no matter how big or small, by sharing remarkable stories of how engineering and technology are saving the world around us.

In September we worked with online video game, Fortnite - with over 350 million players worldwide - and Guild, the esports collective co-owned by David Beckham, to launch a 'Gaming for Good' tournament that shone a spotlight on sustainability. The story appeared in several national publications, including The Daily Mirror, The Standard and on MSN UK.

We also launched a brand new STEM book club called The IET Bookshelf. Brought together through our love of reading, this virtual club looks at STEM related books written by contemporary authors. Running as a YouTube series, we chat to the authors to go beyond their book and find out what inspired them. We kicked off the series with author Brian David Johnson and his book, The Future You.

October

In October, we were honoured to receive a congratulatory letter from our patron, Her Majesty The Queen, to mark our 150th anniversary year.

The Queen is a keen supporter of engineers and technologists and in her letter, she champions the role they play in creating solutions to global challenges which continue to improve the lives of millions of people across the world.

Her Majesty said that she hopes the next 150 years will continue to bring success in delivering our vision to Engineer a Better World. News of the letter featured in hundreds of media outlets and publications, including The Express, The Standard, Mail Online and Yahoo UK.

On Ada Lovelace Day, we announced the finalists for this year's Young Woman Engineer (YWE) of the Year Awards. The announcement featured in many regional publications and some of the finalists were interviewed by their local TV and radio stations, including BBC Radio Derby, BBC Radio Nottingham and Notts TV.

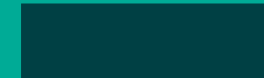
To tie in with COP 26 and our focus on sustainability and climate change, we launched the year's most successful media campaign - 'Dirty Data', a consumer campaign aimed at informing the public about ways they can reduce their environmental footprint.

Our research revealed that keeping lots of data in cloud storage, such as thousands of photos taken on smartphones, contributes to over 355,000 tonnes of CO2 every year through unwanted pictures alone: the equivalent to the entire population of Chelmsford flying to Australia and back! With Brits admitting to taking an average of five pictures for every one they post online, we urged happy snappers to simply ditch the dupes to slash their carbon footprint.

This story featured in more than 540 media outlets across regional, trade, nationals and broadcast. From Sky News and BBC Radio 5 Live to Times Radio and Radio X.



Taking so many unwanted photos and automatically backing them up is filling up data servers and contributing 355,000 tonnes of carbon dioxide every year, the IET says



November

We started the month by announcing our new Honorary Fellows - six outstanding engineers, technologists and notable figures within STEM have been awarded for their outstanding contribution to the engineering and technology industry.

Amongst the line-up were broadcaster, writer, pilot and STEM expert Carol Vorderman and Stephen Metcalfe MP, former Government Envoy for the Year of Engineering in 2018. Carol said: "I graduated with a Master's degree in Engineering from Cambridge University many moons ago and have done my best to promote the language of engineering ever since...maths." Carol's announcement appeared in Hello! Magazine, The Express and on MSN UK, among lots of other national and regional outlets.

November also saw us lead on an open letter to the Government urging them to work together with educators and industry to develop practical support for teachers of our youngest children and embed engineering in their existing STEM learning. The letter was signed by over 150 world-leading engineers, scientists and technology companies, including notable STEM figures and celebrities. The campaign is being led by Professor Danielle George MBE, who appeared across national media to plug the initiative, including the front page of the Times education pages.

December

Back with a bang, December saw our Young Woman Engineer of the Year awards return to Savoy Place, albeit a much scaled down affair to abide by social distancing! The glitzy engineering event that everybody wants to attend didn't disappoint with June Angelides MBE, founder of Mums in Tech giving an inspirational address, followed by TV personality and Olympic Gold medallist Sam Quek taking on hosting duties to announce our winners. The 2021 Young Woman Engineer of the Year award went to Dr Ciara McGrath, an Aerospace Systems Lecturer at the University of Manchester. Ciara was thrust into the media spotlight and will be an important ambassador and role model for the IET as we move into 2022.

For the past four years, we have worked with Ipsos MORI on its Veracity Index, a tracker in Britons' trust in key professions. Engineers remain one of the most trusted professions in Great Britain, with eight in 10 people (84%) trusting them to tell the truth, a great marker for the professionalism and importance of the industry.

We ended the year with another consumer news story, this time uncovering the nation's attitudes to wearable technology, with advice from the Digital Panel's Chair, Professor Peter Bannister on how to get the best use out of the widely used technology and what pitfalls to avoid. Our research uncovered three quarters of Brits use wearable tech to track aspects of their lives, proving a hit with national press with coverage landing in the Metro, Express, Sun, Daily Star and Scottish national, the Herald.



IET The Institution of Engineering and Technology

"We need to ensure there are clearer learning outcomes for our youngest children linked to engineering."

Read my open letter to the Government.

#EngineeringKidsFutures

FIT BRITS BECOME TRACK & TRACERS

THREE quarters of Brits use technology to track their steps, calories and even chocolate intake. And our competitive nature is helping to keep us fighting fit, with 53% of those with tracker apps admitting to keeping tabs on how active friends and family are, a study revealed. Some 73% think the gadgets are responsible for keep-

ing them healthy, while 61% reckon it would help them to spot health issues faster. Nury Moreira, of the Institution of Engineering and Technology which commissioned the research, said: "People are more conscious about their health than ever. Tracking parts of your life can really help. It can become compelling."



HEALTH: Apps

News

Primary pupils 'should be taught engineering skills'

News Woodcock

Celebration including William Sawford forces with industry leaders to launch a campaign for engineering to be taught in primary schools.

The campaign, which is being led by Professor Danielle George MBE, who appeared across national media to plug the initiative, including the front page of the Times education pages.

ing and Technology (IET), has written to Boris Johnson urging the government to consider the proposal.

The letter, signed by William Mayor, Tim Peake, Carol Vorderman, Robyn Royce, Isabella and the Ministry of Education, says the shortage of engineers is costing £1.5 billion a year.

The IET estimates a shortfall of 17,000 workers in the science, technology, engineering and maths sector — an average of ten unfilled roles per business. It says half of engineering businesses are experiencing difficulties in recruiting suitable workers.

The solution is to embed engineering and primary school learning next year, the institution says. Professor Danielle George, immediate past president of the IET, said: "By asking more focus on manufacturing firms like engineering and technology, where we know there is a perception problem, it will help young people from all backgrounds learn vital engineering and tech skills early on and increase their career aspirations."

William, an honorary fellow of the institution who set up his own tech business, said: "Innovative thinking combined with STEM skill teaching needs to start earlier in schools. That is how the UK will eventually have enough bright minds to fill the gaps of tech jobs vacated by a more diverse and inclusive workforce."

Looking forward to 2022

2022 is set to bring both similar challenges, but great opportunities to position the IET as a leading voice within the engineering and technology sector across traditional, social and emerging media platforms.

Focusing on our societal challenge areas of digital futures, healthy lives and sustainability and climate change, we will continue to shape our authoritative voice and be the go-to organisation for expertise and guidance on how engineering and technological innovation impacts us all.

The legacy campaigns of our 150th anniversary such as Difference Makers will enable us to continue to reach more diverse audiences. We will continue in our mission to embed more learning outcomes for engineering in primary and secondary education.

Our Engineering Kids' Futures campaign will see us holding roundtables across the country in early 2022 with STEM leaders, industry, government, and academia to tackle the challenge head.

We want to provide the Government with tangible solutions and immediate actions that will increase the understanding and application of engineering from a much younger age.


The icing on the cake for 2022 will be to see engineering and technology companies across the UK open their doors once again for Engineering Open House Day, inspiring thousands of families across the UK, particularly school-aged children, in nurturing their passion for STEM subjects.



Science Tech

The long search for cancer's Death Star

A 10-year hunt for a deadly molecule to target cancer cells has led to a breakthrough. The drug may be the most powerful anti-cancer therapy yet.



LIFE'S MOST DEADLY disease has been hunted for a decade. The search for a molecule that could kill cancer cells has led to a breakthrough. The drug may be the most powerful anti-cancer therapy yet.

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Evening Standard

Queen thanks engineering and technology industry for 'invaluable' inventions

The monarch with a message to celebrate the Institution of Engineering and Technology's 100th anniversary



sky news

What is the New Equation?

It's a community of makers coming together in unexpected ways

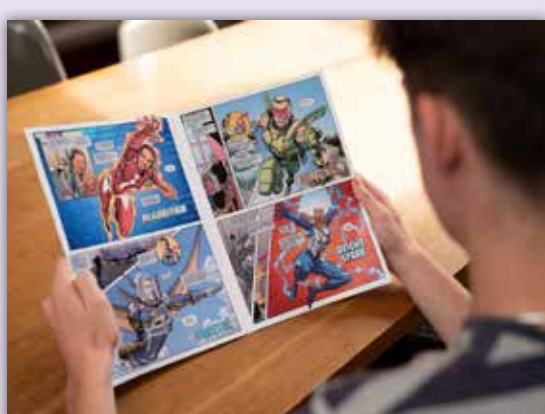
Climate change: Posting pictures online and storing emails are contributing to crisis, says report

The total CO2 generated in the UK alone from unsecured internet data, according to a new report, is the equivalent of 152,000 return flights from London to Australia.

DIY/LIFE



OUR PHOTOS AND EMAILS ARE SILENTLY RELEASING TONNES OF CARBON, NEW REPORT SAYS




E&T ENGINEERING AND TECHNOLOGY

Tim Peake awarded IET Honorary Fellowship



Could a robot SAVE YOUR LIFE?

Artificial intelligence is revolutionising our healthcare system, one algorithm at a time



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