

# THINK AGAIN



**Tomorrow's  
Engineers**

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**CODE**

**THINK**

**AGAIN**

Over 195 organisations have joined The Code community by signing up to these four pledges....

**CONNECTION**

**INCLUSION**

**SHOWCASING**

**IMPACT**

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# Inspiring connection

Ensure programmes contribute to a sustained and rich STEM journey for all young people.

## The ambition of the pledge

See all children and young people experience a rich variety of connected engineering experiences.

 babcock™

 BASF  
We create chemistry

 BOMBARDIER

 AIRBUS

 BCECA  
Advancing the engineering  
contracting sector in the UK

 bp

 BRITISH  
SCIENCE  
ASSOCIATION

# Inspiring Connection

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## Ways you could meet the pledge:

- Make sure others know what you're doing by adding your activities to platforms such as Neon and Skills Development Scotland's Marketplace.
- Have a good understanding of what others are doing before launching new programmes or updating existing activities to add value and avoid duplication of effort.
- Only fund an activity if, to the best of your understanding, it delivers an impact to your identified audience.
- Consider funding an existing activity through a partnership with another Code Signatory.
- Signpost young people and/or teachers to other complementary activities provided either by your organisation or others.

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# Driving inclusion

Ensure all young people have opportunities to engage in engineering-inspiration activities, so that no one is left behind.

## The ambition of the pledge

For all young people to participate in impactful engineering-inspiration activities regardless of characteristics, socio-economic background, prior attainment or location.



# Driving inclusion

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## Ways you could meet the pledge:

- Make it clear which underrepresented groups your activities are designed for and how the activity addresses a particular need for this group.
- Share with the Code Community what evidence was used to adapt your activities and how you decided which schools/areas your activity was delivered in to make sure no young person was left behind.
- Depending on the scale of your activity provision, better target your activities to schools and prioritise outreach to those that do not currently interact with engineering-inspiration activities.
- Seek expert advice and guidance when designing or refreshing your activity so it can be designed to help target and understand potential participants from underrepresented groups.
- Clearly link to the relevant curriculum and careers provision for your region such as the Gatsby benchmarks in England.

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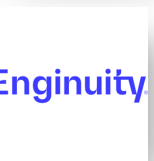
3

# Showcasing Engineering

Promote a positive, compelling, and authentic view of engineering and showcasing the breadth of opportunities.

## The ambition of the pledge

To showcase to young people the variety of pathways into engineering, the breadth of opportunities and the real-world impact a career in engineering can have.



# Showcasing Engineering

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## Ways you could meet the pledge:

- Provide consistent messaging about the world of engineering relevant to your area of expertise and show the breadth of opportunities using messaging informed by audience insight.
- When developing and designing your activities consider using engaging formats for communicating these messages.
- Make sure the role models who deliver activities or feature in case studies are relevant to young people, in terms of diversity and the messaging use about modern engineering.
- Use imagery which is authentic and promotes engineering as inclusive to all by accessing the [royalty-free images and guidelines](#) developed by the This is Engineering campaign.
- Prepare and train your volunteers so they are confident and able to engage young people with modern engineering.
- Showcase relatable role models from all backgrounds in your activity, either in person or through other formats such as video.



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# Improving impact

Improve monitoring and evaluation of programmes and activities to develop a shared understanding of what works.

## The ambition of the pledge:

To drive continuous improvement and increase investment in activities with proven, evidence-based impact.

classofyourown

ERA  
FOUNDATION



First

GCU  
Glasgow Caledonian  
University  
University for the Common Good

Hewlett Packard  
Enterprise

HS2

# Improving impact

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## Ways you could meet the pledge:

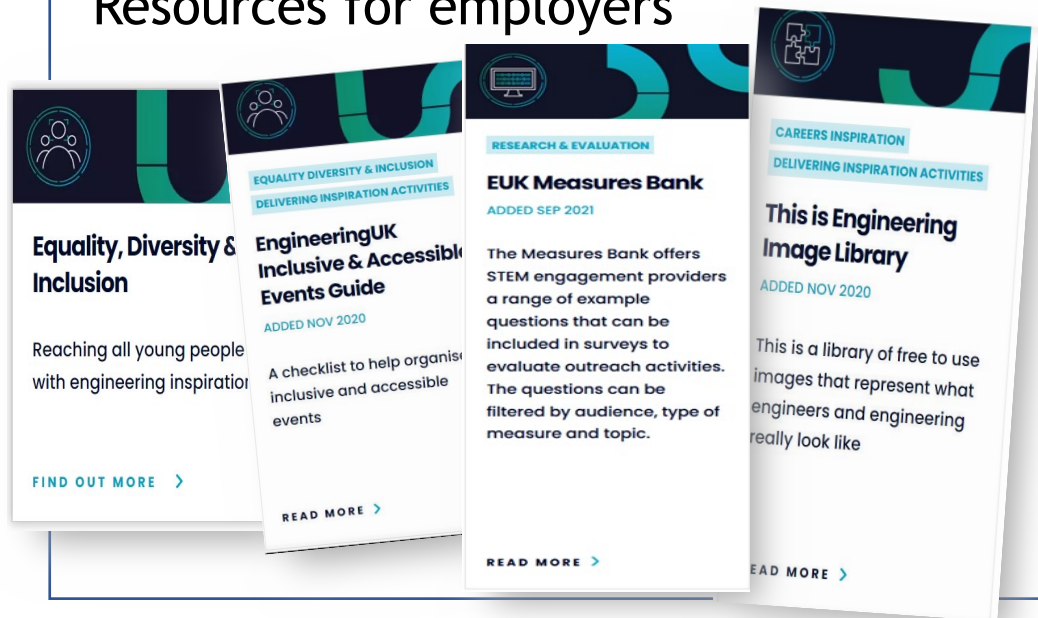
- Develop and deliver your activities with measurement of impact and KPIs in mind.
- Routinely measure and review the impact of activities and use this to drive continuous improvement.
- Engage with the Code Community to help develop a monitoring and evaluation toolkit which you can use to assess the impact of your activities, to share with the community.

# Support Tools & Resources

## Tomorrow's Engineers Website

[www.tomorrowsengineers.org.uk](http://www.tomorrowsengineers.org.uk)

Resources for employers



## Careers Resources & Case studies

[neonfutures.org.uk/case-study](http://neonfutures.org.uk/case-study)

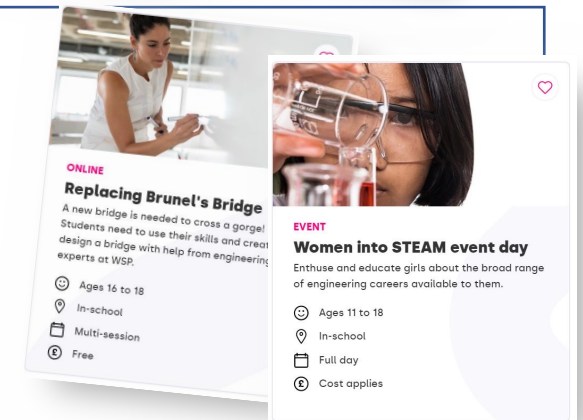
For teachers & employers



## Neon

[neonfutures.org.uk/resource](http://neonfutures.org.uk/resource)

Helping teachers to find your engineering activities





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Next Steps – Getting Started

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M: 07734 605571



**THANK YOU**