SOCIAL MEDIA
World Engineering Day 2024 Social Media Summary

CAMPAIGN HASHTAG USE

2020: 529
2021: 16,320
2022: 25,000
2023: 27,240

THIS YEAR: 36,980
# World Engineering Day 2024 Final Report

## Social Media Ads

<table>
<thead>
<tr>
<th>Impressions</th>
<th>CPM (cost per 1,000 impressions)</th>
<th>Reach</th>
<th>Frequency</th>
<th>CTR (all)</th>
<th>Link clicks</th>
<th>CPC (all)</th>
</tr>
</thead>
<tbody>
<tr>
<td>47,538</td>
<td>$0.84</td>
<td>41,025</td>
<td>1.16</td>
<td>4.83%</td>
<td>77</td>
<td>$0.02</td>
</tr>
<tr>
<td>33,496</td>
<td>$1.20</td>
<td>28,198</td>
<td>1.19</td>
<td>7.19%</td>
<td>55</td>
<td>$0.02</td>
</tr>
<tr>
<td>39,992</td>
<td>$1.00</td>
<td>32,965</td>
<td>1.21</td>
<td>3.71%</td>
<td>105</td>
<td>$0.03</td>
</tr>
<tr>
<td>225,444</td>
<td>$0.13</td>
<td>75,435</td>
<td>2.99</td>
<td>1.57%</td>
<td>3,445</td>
<td>$0.01</td>
</tr>
<tr>
<td>862,794</td>
<td>$0.13</td>
<td>419,682</td>
<td>2.06</td>
<td>1.29%</td>
<td>9,082</td>
<td>$0.01</td>
</tr>
<tr>
<td>770,028</td>
<td>$0.09</td>
<td>241,117</td>
<td>3.19</td>
<td>1.06%</td>
<td>8,028</td>
<td>$0.01</td>
</tr>
<tr>
<td>402,426</td>
<td>$0.10</td>
<td>173,566</td>
<td>2.32</td>
<td>1.42%</td>
<td>5,640</td>
<td>$0.01</td>
</tr>
<tr>
<td>63,037</td>
<td>$0.97</td>
<td>87,318</td>
<td>1.10</td>
<td>15.89%</td>
<td>10,151</td>
<td>$0.01</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$0.17</strong></td>
<td><strong>3,621,932</strong></td>
<td><strong>1.98</strong></td>
<td><strong>1.62%</strong></td>
<td><strong>102,627</strong></td>
<td><strong>$0.01</strong></td>
</tr>
</tbody>
</table>

102,627 link clicks
7,153 million ad impressions
(from 3mil last year)
<table>
<thead>
<tr>
<th>Title</th>
<th>Description</th>
<th>Post reach</th>
<th>Engagement</th>
<th>Boost again</th>
</tr>
</thead>
<tbody>
<tr>
<td>TOP FACEBOOK POSTS</td>
<td>ORGANIC SOCIAL DIGITAL RESULTS</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Less than a week until #WorldEngineeringDay! Use #WorldEngineeringDay for your social activities so the whole world can celebrate with you! bit.ly/WorldEngDay</td>
<td>Wed, 28 Feb</td>
<td>337,995</td>
<td>5,736</td>
<td></td>
</tr>
<tr>
<td>#WorldEngineeringDay is March 4th. The theme: Engineering Solutions for a more sustainable world. World Engineering Day is an opportunity to celebrate engineering and the contribution of the world’s engineers for a better, sustainable world. We have a jammed packed program this year and we’re excited about the month...</td>
<td>Tue, 27 Feb</td>
<td>69,352</td>
<td>521</td>
<td>Boost again</td>
</tr>
<tr>
<td>#WorldEngineeringDay is March 4th. The theme: Engineering Solutions for a more sustainable world. bit.ly/WorldEngDay for more information!</td>
<td>Mon, 26 Feb</td>
<td>68,191</td>
<td>542</td>
<td>Boost again</td>
</tr>
<tr>
<td>Have you checked out all of the things we have on this #WorldEngineeringDay? Check out our website for a full list of activities.</td>
<td>Wed, 28 Feb</td>
<td>44,945</td>
<td>498</td>
<td>Boost again</td>
</tr>
<tr>
<td>World Eng Day 24hr Global Stream! This broadcast will follow #WorldEngineeringDay 2024 around the globe, to see how Engineer’s across the world are celebrating in their regions. A not to be missed broadcast. Starts 3pm Sydney time March 4th.</td>
<td>Wed, 28 Feb</td>
<td>43,121</td>
<td>422</td>
<td>Boost again</td>
</tr>
<tr>
<td>Watch the #WorldEngineeringDay 24hr Global Stream from our website on March 4th. Our stream will commence at 7pm Sydney time! Hackathon final show and winner announcement plus loads more. bit.ly/WorldEngDay for more!</td>
<td>Wed, 28 Feb</td>
<td>40,156</td>
<td>3,159</td>
<td>Boost again</td>
</tr>
<tr>
<td>A sneak peek of our WED projects and marketing director, Tennille Scicluna, during rehearsal in our LIVE studio today as we gear up to launch the UNESCO #WorldEngineeringDay celebrations with the Hackathon Winner Announcement Show. Tune in to witness the top 12 submissions and catch the thrilling live announcement of...</td>
<td>Fri, 16 Feb</td>
<td>35,560</td>
<td>452</td>
<td>Boost again</td>
</tr>
<tr>
<td>#WorldEngineeringDay is March 4th. We have a jammed packed program this year and we're excited about the month ahead! bit.ly/WorldEngDay for more information! The theme: Engineering Solutions for a more sustainable world. World Engineering Day is an opportunity to celebrate engineering and the contribution of t...</td>
<td>Mon, 4 Mar</td>
<td>32,319</td>
<td>3,748</td>
<td>Boost again</td>
</tr>
<tr>
<td>Can you believe that World Engineering Day is in 1 week? We want to know what you have planned? Comment now with your activities! We can't wait to see what everyone has organised this year! #WorldEngineeringDay</td>
<td>Sun, 25 Feb</td>
<td>29,060</td>
<td>1,902</td>
<td>Boost again</td>
</tr>
<tr>
<td>Hashtag your online activities using #WorldEngineeringDay and watch our 24hr global stream from here - #bit.ly/WorldEngDay</td>
<td>Sat, 2 Mar</td>
<td>15,446</td>
<td>915</td>
<td>Boost again</td>
</tr>
</tbody>
</table>
### Location

<table>
<thead>
<tr>
<th>Towns/cities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Philippines</td>
</tr>
<tr>
<td>Nigeria</td>
</tr>
<tr>
<td>Bangladesh</td>
</tr>
<tr>
<td>India</td>
</tr>
<tr>
<td>Ethiopia</td>
</tr>
<tr>
<td>Madagascar</td>
</tr>
<tr>
<td>Sierra Leone</td>
</tr>
<tr>
<td>Timor-Leste</td>
</tr>
<tr>
<td>Myanmar (Burma)</td>
</tr>
<tr>
<td>Malaysia</td>
</tr>
</tbody>
</table>
Website
We archived and re designed the current website to be 2024 ready! This included a roll out of a new events portal.
WEBSITE STATS

Over 30,000 views on March 4th alone!

<table>
<thead>
<tr>
<th>Users</th>
<th>Key events</th>
<th>Event count</th>
<th>New users</th>
</tr>
</thead>
<tbody>
<tr>
<td>69K</td>
<td>0</td>
<td>374K</td>
<td>69K</td>
</tr>
<tr>
<td>↑2,286,400.0%</td>
<td>-</td>
<td>↑2,671,685.7%</td>
<td>↑2,285,366.7%</td>
</tr>
</tbody>
</table>

![Website stats chart](chart.png)
Database
WE ADDED ANOTHER 2400 CONTACTS TO THE DATABASE (2000 last year)

<table>
<thead>
<tr>
<th>Audience Description</th>
<th>Contacts</th>
</tr>
</thead>
<tbody>
<tr>
<td>2024 Hackathon Registrations</td>
<td>2,463</td>
</tr>
<tr>
<td>Created Oct 26, 2023 7:20 pm</td>
<td></td>
</tr>
<tr>
<td>Created Oct 26, 2023 7:20 pm</td>
<td></td>
</tr>
<tr>
<td>WED Stakeholders and Partners</td>
<td>246</td>
</tr>
<tr>
<td>Created Dec 21, 2022 2:53 pm</td>
<td></td>
</tr>
<tr>
<td>Created Dec 21, 2022 2:53 pm</td>
<td></td>
</tr>
<tr>
<td>WFEO General Database</td>
<td>1,393</td>
</tr>
<tr>
<td>Created Dec 06, 2021 11:54 am</td>
<td></td>
</tr>
<tr>
<td>Created Dec 06, 2021 11:54 am</td>
<td></td>
</tr>
<tr>
<td>WFEO Members</td>
<td>468</td>
</tr>
<tr>
<td>Created Nov 30, 2021 8:14 am</td>
<td></td>
</tr>
<tr>
<td>Created Nov 30, 2021 8:14 am</td>
<td></td>
</tr>
<tr>
<td>World Engineering Day</td>
<td>3,600</td>
</tr>
<tr>
<td>Created Oct 18, 2021 8:07 pm</td>
<td></td>
</tr>
<tr>
<td>Created Oct 18, 2021 8:07 pm</td>
<td></td>
</tr>
</tbody>
</table>
24hr Global Stream
24 hr Global Stream!
This year we go green

Can you believe that World Engineering Day is in 1 week? We want to know what you have planned! Comment now with your activities! We can’t wait to see what everyone has organised this year!

WorldEngineeringDay

#WorldEngineeringDay is March 4th. The theme: Engineering Solutions for a more sustainable world. World Engineering Day is an opportunity to celebrate engineering and the contribution of the world’s engineers for a...

Instagram User

29,000+ VIEWS

WORLD ENGINEERING DAY HACKATHON

Big Creative
UNESCO WEBINAR

LIVE FROM LISBON

UN WORLD FOOD PROGRAM
The complete broadcast was placed on the WED website and made available for the entire year.

We rebranded to WED 24hr Global Stream.
WORLD ENGINEERING DAY 2024

Our Sponsors

Gold Sponsor
Standards Australia

Silver Sponsor
Saipem
Hackathon
This year we went green!

In a remarkable display of global collaboration and innovation, the World Engineering Day (WED) Hackathon 2024, themed “Engineering Solutions for a Sustainable World,” concluded with resounding success. This year, the competition went green, with all challenges aligning closely with the United Nations Sustainable Development Goal 13 - Climate Action.

We had over 2500 participants from across the globe register and received more than 200 innovative submissions.
This year, we go green

HIGHLIGHTS

• This is the hackathon's 3rd year

• Hackathon run by World Federation of Engineering Organisations in collaboration with UNESCO

• Three great challenges, developed with the support of EWB as WFEO and Hackathon working committees

• All entries to create a 5-min video explaining their solution to a single challenge.

• We received more than 2500 (1000 in 2023) pre-event registrations of which we received 200 submissions

• The competition had 39 judges for Preliminary Round and 5 judges from our partners in Finalist Round.

• Winners were announced live on air, during our 4 Mar 2024 Global Stream
ABOUT ENTRIES

• 200 entries received
• 2500 registrations

Top 12 Finalists announced!

Head to our website to find out more!
Challenge Selected

Challenge 1: Delivering the climate positive transition
Challenge 2: Promoting climate positive action through innovation
Challenge 3: Protecting the most vulnerable from extreme heat in refugee camps and temporary shelters

Team Size

<table>
<thead>
<tr>
<th>Number in your team</th>
<th>Teams</th>
</tr>
</thead>
<tbody>
<tr>
<td>A team of 3 students</td>
<td>36%</td>
</tr>
<tr>
<td>A team of 4 students</td>
<td>47%</td>
</tr>
<tr>
<td>A team of 5 students</td>
<td>17%</td>
</tr>
</tbody>
</table>

Engineering participants

Engineering Student? Yes 100%
• Winning team: Somiant from Yachay Tech University, Ecuador. Shirley Vasquez, Alexia Tana, Antonio Bodero, Dario Cabezas & Rashell Mayacela.

• 2nd Place: Eco Cool from Uni of Illinois Urbana-Champaign, Tokyo Institute of Technology, Rice Uni & Hong Kong Uni of Science and Technology. Mathus Jirapunyawong, Thunyapat Silpsamrit, Kumkab Keeratisiwakul & Passapan Sanguanchua.


• Winning teams were selected out of 12 Finalist entries.

• From 7 countries - Ecuador, USA, Philippine, Kenya (x4) Canada, Bahrain, Uganda (x2) and Indonesia.

Rewatch the winner announcement
Hackathon Landing Pages

Hackathon Challenge 3 Landing Page
How People Celebrated
Mercredi
13 mars 2024

12h30 Conférence

DEVENIR INGÉNIEUR : UN PARCOURS CODE DÈS L’ENFANCE DANS LE CERVEAU OU UN CHOIX ?

APPROCHE PAR LES NEUROSCIENCES DES CHOIX D’ORIENTATION VERS LES MIETIERS D’INGÉNIEURS

Retransmission en direct
ENSIA, Grand Amphi, 12, rue des Frères Lumières, Mulhouse
13h30 Collation

BJN12024
JN1.IESEF.FR

En partenariat avec
ens

World Engineering Day 2024

14th March / 1:00 PM GMT / 2:00 PM CET

Register: shorturl.at/pCOU

Join us at Carbon Hack 24

#CarbonHack24

Sign up to participate

gro.ntsfs.org/hack

Mardi 19 mars 2024, 14h30 - 16h00
Intelligence artificielle et Santé
Exemple d’application en cancérologie

Par Jonathan GARNIER, MD, PhD, département de cancérologie, Hôpital Nord-Campus

& Christophe DEBARRE, en sciences, biologiste cellulaire, Centre de recherche en bio-informatique et informatique. Directeur de master "Intelligence Artificielle et Santé" de l’Université de Montpellier et porteur du projet européen.

Synergizing Sustainability and Equity: A Blueprint for Exceptional Low Carbon Buildings

A National Engineering Month conversation with:

LOW CARBON TRAINING PROGRAM

UNIVERSITÉS HABITÉES & LIEF D’ENSEIGNEMENTS & RECHERCHES INNOVATEURS ENSIA, JN1, IESEF, ALSACE-TECH

En partenariat avec: ANRT, Réseau académique

Big Creative
GLOBAL EVENTS PORTAL

EVENT LOCATIONS

Adelaide, Australia
Alkhobar, Saudi Arabia
Bahrain
Batangas, Philippines
Beijing, China
Boumerdes, Algeria
Canada
Coimbatore, India
Colombo, Sri Lanka
Częstochowa, Poland
Doha, Qatar
Durham, UK
France
Ghana
Hungary
Hyderabad, India
Ireland
İstanbul, Turkey
Japan
Jordan
Karachi, Pakistan
Kenya
Krakow, Poland
Lagos, Nigeria
London, UK
Luanda, Angola
Malaysia
Malé, Maldives
Manila, Philippines
Melbourne, Australia
México
Montevideo, Uruguay
Nairobi, Kenya
New Zealand
Nigeria
Pakistan
Paris, France
Perú
Petaling Jaya, Malaysia
Philippines
Warsaw, Poland
Portugal
Prague, Czech Republic
Qatar
Rustenburg, South Africa
Rome, Italy
San José, Costa Rica
Santo Domingo, Ecuador
Setif, Algeria
Singapore
Slovenia
Spain
Sri Lanka
Sulgen, Switzerland
Sydney, Australia
Telangana, India
Toulouse, France
Tunisia
Waterford, Ireland
Wels, Austria
Windhoek, Namibia
Yangon, Myanmar
Yaoundé, Cameroon
Zimbabwe
WFEO & UNESCO LISBON EVENT

12,000 Streams

Engineering Solutions for a Sustainable World

Lisbon
March 4th 2024
On 4 March, WFEO and its National Member for Portugal, the Ordem dos Engenheiros, hosted the flagship event of the 2024 UNESCO World Engineering Day.

The day consisted of two main sections, one being the WED2024 Opening Ceremony (full video available here), where UNESCO was represented at the highest level by the Assistant Director General for Natural Sciences, Dr. Lidia Brito.

Speakers also included WFEO Immediate Past President Prof. José Vieira (Portugal), WFEO President Mustafa Shehu (Nigeria) and WFEO President-elect Seng Chuan Tan (Singapore), as well as Prof. Elvira Fortunato, Portugal Minister for Science, Technology and Higher Education, also a recipient of the WFEO Greet Prize for Women in Engineering in 2021.

During this Opening Ceremony, Dr Marlene Kanga, WFEO President 2017-2019, announced the results of the 2024 WED Students Hackathon.

The afternoon consisted in a conference on "Energy Transition, Climate Change and Sustainability," with interventions from WFEO leaders and experts as well as high-level panelists such as the former Portuguese Minister of Industry and Energy, Luis Mira Amaral, and the former Portuguese Secretary of State of Science and Innovation, Pedro Sampao Nunes.

This conference was also live streamed and is available here (Part 1 & Part 2).
Social Media
5 March 2021

Happy World Engineering Day! Engineering has helped to shape the world for millennia and now more than ever, we need engineering to build a sustainable future. But in order to unlock all its potential, there needs to be more equality in the world. Learn more: http://on.unesco.org/EngDay #WorldEngineeringDay #WED2021

More women engineers are needed for a fairer and more resilient world.

Engineering has transformed the world for the better.

Charlotte Ford (She/her) - 3rd+ Electrical Engineering Student

Recently, I participated in the UNESCO World Engineering Day Hackathon. My team focused on developing innovative solutions for extreme weather challenges in refugee camps. As we eagerly await the finalists’ announcement on March 4th, I’m filled with gratitude for the opportunity to compete for The University of British Columbia. Regardless of the outcome, this experience has been a testament to the power of engineering to address real-world issues and make a difference in people’s lives.

A big shoutout to the organizers for providing a platform to showcase our ideas. Let’s keep pushing boundaries and striving for positive change! #UNESCO #WorldEngineeringDay #Hackathon #EngineerForGood

UNESCO World Engineering Day for Sustainable Development

We have a top 12: bit.ly/WorldEngDay - After thousands of registrations and hundreds of team submissions, we are officially down the top 12 finalist teams. What an exciting milestone. Congratulations to all of the teams on an extremely close competition. An extra congratulations to the top 12 finalists #WorldEngineeringDay

UNESCO International Programme for the Promotion of Science at the Service of Society

To celebrate UNESCO World Engineering Day for Sustainable Development on Sunday, 4 March 2018, IFIC is giving a big hand-up to the crucial role of engineering for the future of the infrastructure sector by inviting its professional community to participate in a series of special offers to boost their professional development.

Let’s celebrate #WorldEngineeringDay by investing in professional growth and reaffirming our shared commitment to engineering a sustainable future together.

IFIC - IFIC

Join us as we celebrate the contributions of WFP Engineers

World Food Programme

Today is World Engineering Day! Did you know that the World Food Programme has 200 engineers? You might ask - but why? Good question! ...see more

World Food Programme

Today, we celebrate the remarkable contributions and unwavering dedication of our more than 200 WFP Engineers around the globe. Stationed in more than 40 countries, they play a vital role in ensuring that life-saving assistance reaches those who need it most, while also paving the way for a better future for millions of people.

From rehabilitating roads and building school kitchens, to implementing innovative and sustainable infrastructure solutions, our Management Services Engineers ensure that our programs and operations are efficient, effective, and impactful.

Together, let’s continue to build a brighter and more sustainable world for all.

Read more about WFP Engineering on: https://wfpd.i/y_Y-NQyr

#WorldEngineeringDay2024 #WED2024
At our stand on #WorldEngineeringDay, we collected over 60 signs for SAR's petition calling on Bahraini authorities to release Dr Al-Singace. It w...

Nottingham Students for Schol. 15 hours ago

World Engineering Day 2024 webinar
Inspiring collective action through communication, advocacy and best practices - the role of engineers.

WEDO (10:00)

The extensive tour also covered green building practices, biofilm sewage treatment, and sustainable design.

... #PanAti

Pan allenti University @pan_ati

13 hours ago

World Engineering Day 2024 webinar
WEDO Conference 2024, the Engineers' Registration Board presented a Certificate of Recognition to WEDO in recognition of its contribution to the country's engineering sector.

WEDO (10:00)

20 hours ago

The recording of the WEDO webinar held by WEDO on "Climate Change: Our challenge to Engineers" last 18 March to celebrate World Engineering Day.

WEDO (10:00)

20 hours ago

As the world's environmental problems increase, the role of engineers becomes more critical. WEDO advocates for a sustainable future.

WEDO (10:00)

20 hours ago

UNESCO proclaimed the 4th of March as World Engineering Day for Sustainable Development to raise awareness of the critical role engineers can make to a sustainable future.

WEDO (10:00)

20 hours ago

The video recording of the World Engineering Day celebrations with partners, streamed on 24/11 Global Stream on March 4th.

WEDO (10:00)

20 hours ago

The video recording of the UNESCO World Engineering Day 2024 webinar on "Engineering a Sustainable Energy Future: Innovative Solutions for Better Tomorrow".

WEDO (10:00)

20 hours ago

The video recording of the World Engineering Day 2024 webinar on "Engineering a Sustainable Energy Future: Innovative Solutions for Better Tomorrow".

WEDO (10:00)

20 hours ago

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WEDO (10:00)

20 hours ago

Last week for #WorldEngineeringDay, we spoke to our Head of Operations in the US about being an engineer at WEDO.

WEDO (10:00)

19 hours ago

Engineering education plays a vital role in getting students ready to take part in and shape the 4th Industrial Revolution.

WEDO (10:00)

19 hours ago

How does one engineering student best describe the 4th Industrial Revolution?...
Let's not forget World Engineering Day that flew by this past Monday! 😇

It is a moment to...

Earlier this week, we celebrated #WorldEngineeringDay and our team couldn’t be prouder to stand alongside engineers...

No one tells you about all the different aspects of being an engineer here is a...
THANK YOU