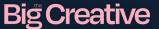
# 2024 WORLD ENGINEERING DAY



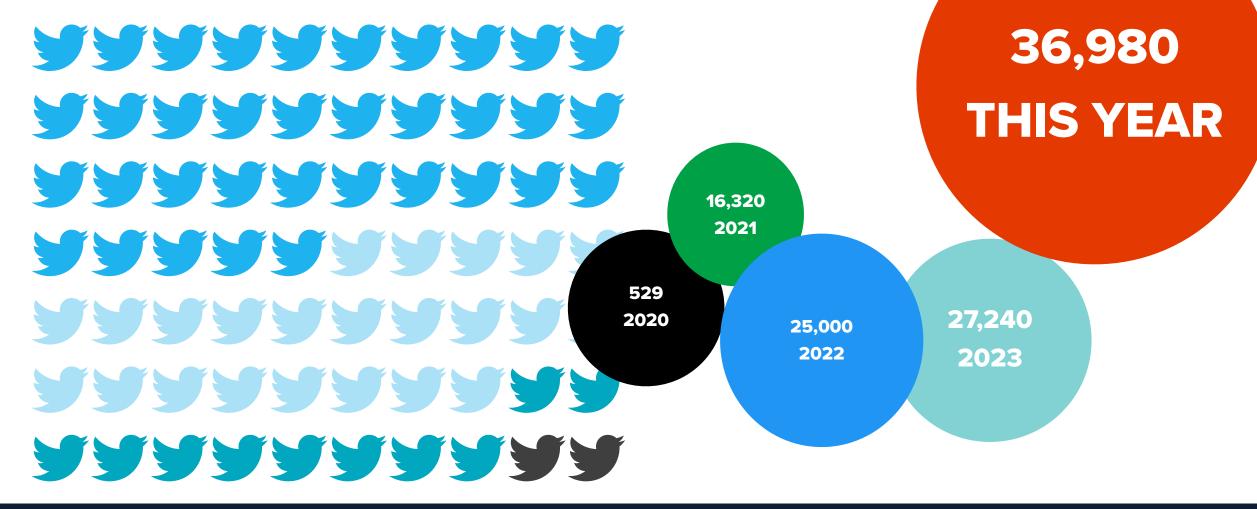






World Engineering Day 2024 Social Media Summary

### **CAMPAIGN HASHTAG USE**



SOCIAL MEDIA ADS!

## WORLD ENGINEERING DAY

### 2024 FINAL REPORT

#### 102,627 link clicks 7,153 million ad impressions

(from 3mil last year)

Impressions -	CPM (cost per 1,000 = impressions)	Reach ÷	Frequency -	CTR (all) -	Link clicks 👻	CPC (all) -
47,538	\$0.84	41,025	1.16	4.83%	77	\$0.02
33,456	\$1.20	28,198	1.19	7.19%	55	\$0.02
39,992	\$1.00	32,965	1.21	3.71%	105	\$0.03
225,444	\$0.13	75,435	2.99	1.57%	3,445	\$0.01
-	-	-	-	-	-	-
- 3	-	-	-	-	-	1 <u>111</u>
862,794	\$0.13	419,682	2.06	1.29%	9,082	\$0.01
=0		-	277			6 <del>.7</del> 5
770,028	\$0.09	241,117	3.19	1.06%	8,028	\$0.01
-3	-	-	-	-	-	-
402,426	\$0.10	173,566	2.32	1.42%	5,640	\$0.01
=0		-	277	=		
63,037	\$0.97	57,318	1.10	15.89%	10,151	\$0.01
<b>7,153,425</b> Total	\$0.17 Per 1,000 Impressions	3,621,932 Accounts Centre acco	1.98 Per Accounts Centre a	1.62% Per Impressions	<b>102,627</b> Total	\$0.01 Per Click



## **ORGANIC SOCIAL**

## **DIGITAL RESULTS**

#### **TOP FACEBOOK POSTS**

-				
	Less than a week until #WorldEngineeringDay! Use #WorldEngineeringDay for your social activities so the whole world can celebrate with you! bit.ly/WorldEngDay Wed, 28 Feb	Post reach 337,995	Engagement 5,736	Boost again
- The World Sequencing Step March 4th Private Law Physics	#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 Tues, 27 Feb	Post reach 69,352	Engagement 521	Boost again
March 4th Verbildgeserve for	#WorldEngineeringDay is March 4th. The theme: Engineering Solutions for a more sustainable world. bit.ly/WorldEngDay for more information! Mon, 26 Feb	Post reach 68,191	Engagement 542	Boost again
Ð	Have you checked out all of the things we have on this #WorldEngineeringDay ? Check out our website for a full list of activities. Wed, 28 Feb	Post reach <b>44,945</b>	Engagement <b>498</b>	Boost again
esupren 24 hr Giobal Stream	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. Wed, 28 Feb	Post reach 43,121	Engagement 422	Boost again
B E- earcy-stor 24 br Diobal Bireath	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! Fri, 16 Feb	Post reach 40,156	Engagement 3,159	Boost again
	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 Mon, 4 Mar	Post reach <b>35,560</b>	Engagement 452	Boost again
- Der Harch 40	#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 Sun, 25 Feb	Post reach 32,319	Engagement <b>3,748</b>	Boost again
er- Troso	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 Mon, 26 Feb	Post reach <b>29,060</b>	Engagement 1,902	Boost again
2	Hashtag your online activities using #WorldEngineeringDay and watch our 24hr global stream from here - #bit.ly/WorldEngDay	Post reach	Engagement	Boost again

Boost again

915

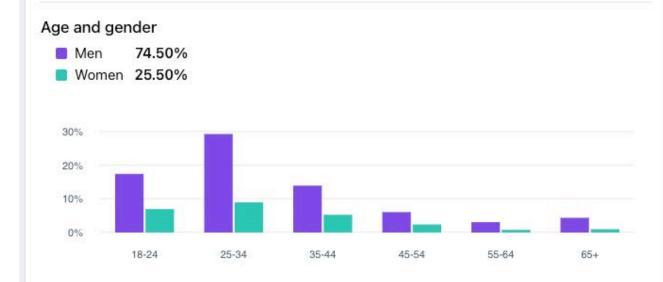
15,446



#bit.ly/WorldEngDay Sat, 2 Mar

## ORGANIC SOCIAL DIGITAL RESULTS

SOCIAL AUDIENCE

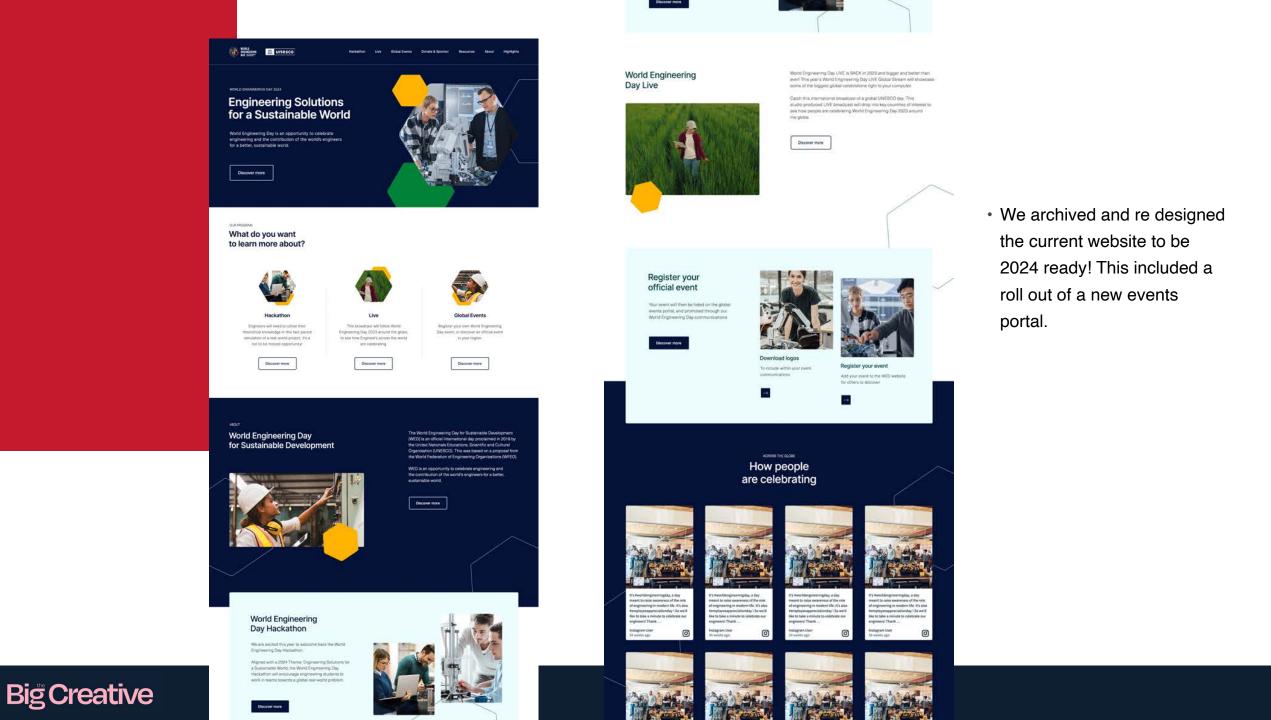


Location	Towns/cities		
Philippines			
Nigeria			
Bangladesh			
India			
Ethiopia			
Madagascar			
Sierra Leone			
Timor-Leste			
Myanmar (Burma)			
Malaysia			



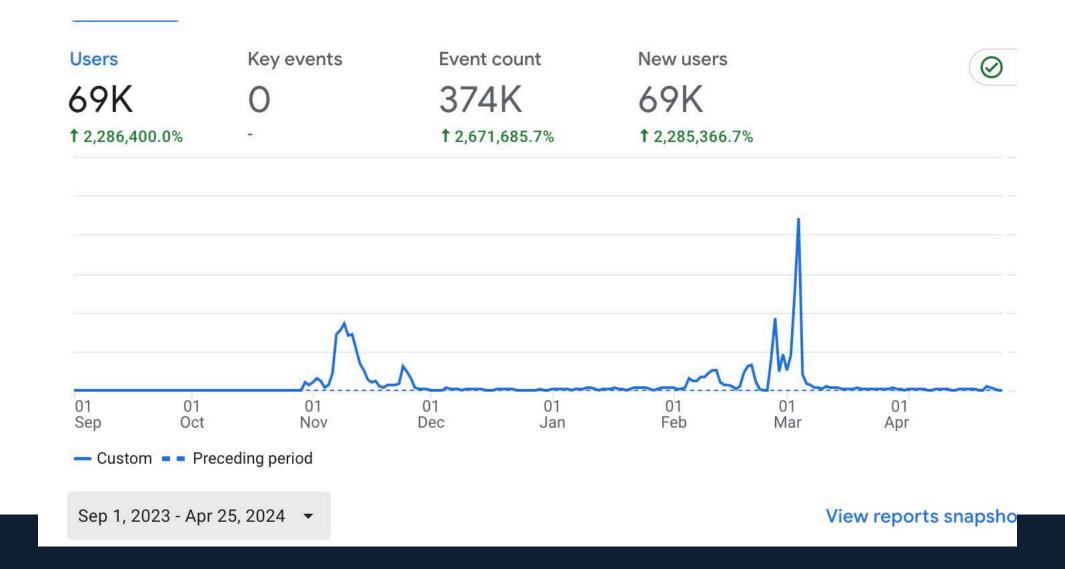
# Website



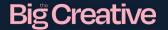




Over 30,000 view on March 4th alone!



# Database

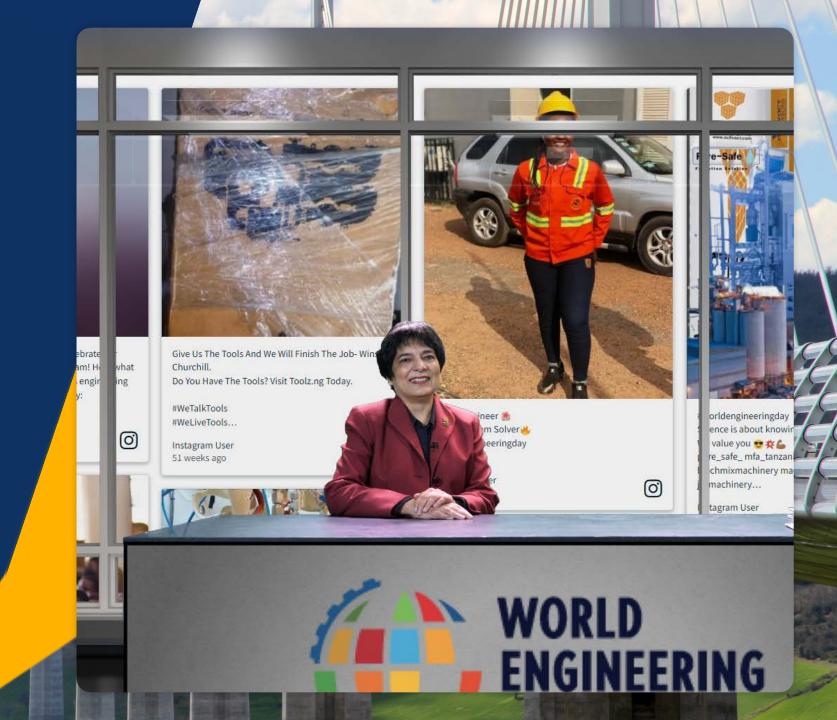


2024 Hackathon Registrations	2,463	
Created Oct 26, 2023 7:20 pm Created Oct 26, 2023 7:20 pm	Contacts	
WED Stakeholders and Partners Created Dec 21, 2022 2:53 pm Created Dec 21, 2022 2:53 pm	246 Contacts	
WFEO General Database Created Dec 06, 2021 11:54 am Created Dec 06, 2021 11:54 am	1,393 Contacts	
WFEO Members Created Nov 30, 2021 8:14 am Created Nov 30, 202 8:14 am	WE A	(2000 las ADDED THER 2
World Engineering Day Created Oct 18, 2021 8:07 pm Created Oct 18, 2021 8:07 pm	3,600 TO T	TACTS HE ABASE

## 24hr Global Stream



## 24 hr Global Stream!





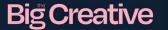
## 37 VIDEOS

## 21 PARTNERS









## Global Stream Partners







HACKATHON GLOBAL STREAM GLOBAL EVENTS + SPONSORSHIP RESOURCES + ABOUT + HIGHLIGHTS



#### **Rewatch 24hr Global Stream Here**



watch on watch on watch on watch on watch on watch on solution for a greener futu

- The complete broadcast was placed on the <u>WED</u> website and made available for the entire year
- We rebranded to WED 24hr Global Stream



WORLD ENGINEERING DAY 2024

## **Our Sponsors**



# Hackathon



Our hackathon highlights the extreme climate challenges faced by today's engineers



#### 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 13 CLIMATE ACTION WORLD ENGINEERING DAY HACKATHON

#### 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!

13 🔛

O

WORLD ENGINEERING

Head to our website to find out more!

Head to our website to find out more!

Total Countries 28 Countries

(from 23 countries last year)

Angola Australia Azerbaijan Bahrain Belgium Burkina Fas Burundi Cambodia Canada China Costa Rica Cuba Ecuador Egypt Ghana Hong Kong

India Indonesia Kenya Malaysia Mauritius Morocco Myanmar Nigeria Peru Philippines Rwanda Singapore South Afric Spain Sri Lanka Sudan Tanzania, L Uganda United Ara United Kins United Stat Zimbabwe



CHALLENGE 1 Delivering the climate positive transition

CHALLENGE 2 Promoting climate positive action through innovation

Protecting the most vulnerable from extreme heat in refugee camps and temporary shelters

CHALLENGE 3

#### **Team Size**

	Number in your team	Teams	
	A team of 3 students		36%
	A team of 4 students		47%
	A team of 5 students		17%
V	1000/		
Yes	100%		

### **Challenge Selected**

Challenge 1: Delivering the climate positive transition	 9%
Challenge 2: Promoting climate positive action through	
innovation	 78%
Challenge 3: Protecting the most vulnerable from extreme	

heat in refugee camps and temporary shelters

#### **Engineering participants**

Engineering Student?

. . .

13%

100%

A 44 A

. . .











- 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
- 3rd Place: Green Space Batangas State University The National Engineering University in the Philippines. Jose Luis A. Valencia, Nathaniel M. Regodon & Maureen H. Fadullo.
- 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**







AND/T

#### World Engineering Day

Works Engineering Day (MED) for Elusionable Development is constructed on the dn of Menth werky year as it, UMEDD for main structure day processing in the profile of requirement and regressioning. WED is an acceleration trave to impage and populationism, acceleration and the structure acceleration of the internative structure of international engineeries estuard deal excel to develop ensurement the ord best practices for the regularization of it. angineering solutions for B-spainable Development

In 2013, The Wate Federation of Engineering Organisations (WFED) and its reambers and partners are treating the IndEXATI-D2 when it are international meet with a goal to inside organisating shakeds truth at loss the goals in the constraints of the World Engineering Day. Judging Orlierts

The WFEG commune, those proprieses / Focus Lastien (VF/FL) is a mutual time of proug proprieses that work onlivered is addressing and indexem the pring some of the tradework proteins for that the Date is the Oak of the commune, and indexem to incompare experience produces from all investments. The Product sets and the sets of the sets of the sets of the tradework product and the sets of the Product sets of the sets of the sets of the sets of the product and the sets of the sets of the Product sets of the sets of the sets of the sets of the product and product and the set of the sets of the VEXESE VEXES of the sets of the sets of the product sets of the sets of the sets of the VEXESE VEXES of the sets of the VEXESE VEXES of the sets of the VEXESE VEXES of the sets of the VEXESE VEXES of the sets of the sets



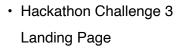
**Engineering Solutions** for a Sustainable World

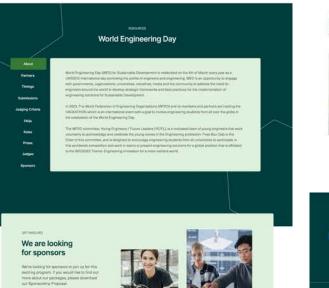
This competition is a fast paoed simulation of a real-works project. Teams are to work collaboratively on a problem to provide a set of deliverables within a short timehame. Utilising their thioretical knowledge, students gent first-hand experience to develop their ontical training, build new skill sets, push themselves out of their comfort zone and build lessing relationships.





Hackathon Landing Pages







Deniege

Submissions

Judges

Ipeesers

UT MASSES

Learn more about our university World Engineering Day Hackathon, returning in 2024.

Doerstaat Information kill











# How People Celebrated



# **GLOBAL EVENTS PORTAL**

TANKER TT

## 160 Events



WOMEN IN MINING/WOMEN IN NUCLEAR-SK



Grupa 😙



IN THE FUTURE

# **GLOBAL EVENTS PORTAL**





#### Join us at Carbon Hack 24



Sign up to #CarbonHack24 participate grnsft.org/hack

ops Libre Marseille et la Faculté des Sciences Médicales et Marseille Université), présentent un cycle exceptionnel de 4 dans le cadre d'un Master européen avec les Universités de

#### MARDI 19 MARS 2024, 14H30 - 16H00 Intelligence artificielle et Santé Exemple d'application en cancérologie



**Big Creative** 

Par Jonathan GARNIER, MD, PhD, département de chirurgie oncologique, Institut Paoli-Calmettes & Christophe DUBOIS, Pr. des universités, Biologie cellulaire, Centre de Recherche en cardio vasculaire et Directeur du master "Biologie-Santé" Aix nutrition. Marseille Université et porteur du projet européen.

Aix Marseil

Plongez dans l'univers fascinant de l'intelligence artificielle (IA), un ine en plein essor qui révolutionne tous les secteurs, et entant la qualité des soins de santé et en participant à de grandes avancées biomédicales. Dans le domain l'IA se positionne au cœur de la médecine du futur es, un sulvi innovant des patients intelligentes et des traitemer ut orchestré par l'analyse du recoupeme ig data). Les algorithmes d'IA sont utilisés pour affiner intensifier le dépistage des maladies, rehausser les soin timuler la recherche en santé, et accélérer la mise a point de médicaments révolutionnaires. Cependant, pour pleinemer opprécier ces avancées, il est crucial que le grand public comprenn fonctionnement de ces systèmes afin d'en saisir toutes les possibilités et les limites. Avec cette série de conférences proposée par l'UTL, embarquez dans le futur de la santé et de la recherch façonné par le génie de l'intelligence artificielle

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

A National Engineering Month conversation with:

nieurscanada



LOW CARBON TRAINING PROGRAM

# **GLOBAL EVENTS PORTAL**

## **EVENT** LOCATIONS

Adelaide, Australia Alkhobar, Saudi Arabia Bahrain Batangas, Philippines Beijing, China Boumerdes, Algeria Canada Coimbatore, India Colombo, Sri Lanka Czestochowa, Poland Doha, Qatar Durham, UK France Ghana Hungary Hyderabad, India Ireland Istanbul, 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





# **WFEO & UNESCO LISBON EVENT**









Engineering Solutions for Sustainable World











#### HIGHLIGHTS

- 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 <u>available here</u>), 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 Gree Prize for Women in Engineering in 2021.
- During this Opening Ceremony, Dr Marlene Kanga, WFEO President 2017-2019, announced the results of the <u>2024 WED Students Hackathon</u>.
- 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





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.



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 #EngineeringForGood

#### UNESCO World Engineering Day for Sustainable Developm... 1,639 followers 2w . 🕥

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



...

FIDIC - International Federation of Consultin... 84,381 followers 1mo · C + Follow

#### To celebrate UNESCO World Engineering Day for Sustainable

Development on Monday 4 March 2024, FIDIC is giving a big hat-tip 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!

FCL - FIDIC

world for the better.

...

#### Credentialing #engineering #infrastructure #professionaldevelopme





International School of Nice 2.2 + Follow X 1,624 follower

UNESCO World Engineering Day recognises the crucial role that engineering plays in addressing global challenges such as poverty, inequality, climate change, and environmental degradation. Engineers are instrumental in designing solutions, developing technologies, and implementing projects that contribute to the well-being of societies and the

At ISN our STEAM approach underscores the practical application of engineering principles, fostering innovative problem-solving and critical thinking among our students. Here are some of the project: ...see more

A Like Comment C Repost . + Follow ...

Good question! ...see more





... X

Happy World Engineering Day!

Today, we celebrate the remarkable contributions and unwavering dedication of our more than 200 #WFPEngineers 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.

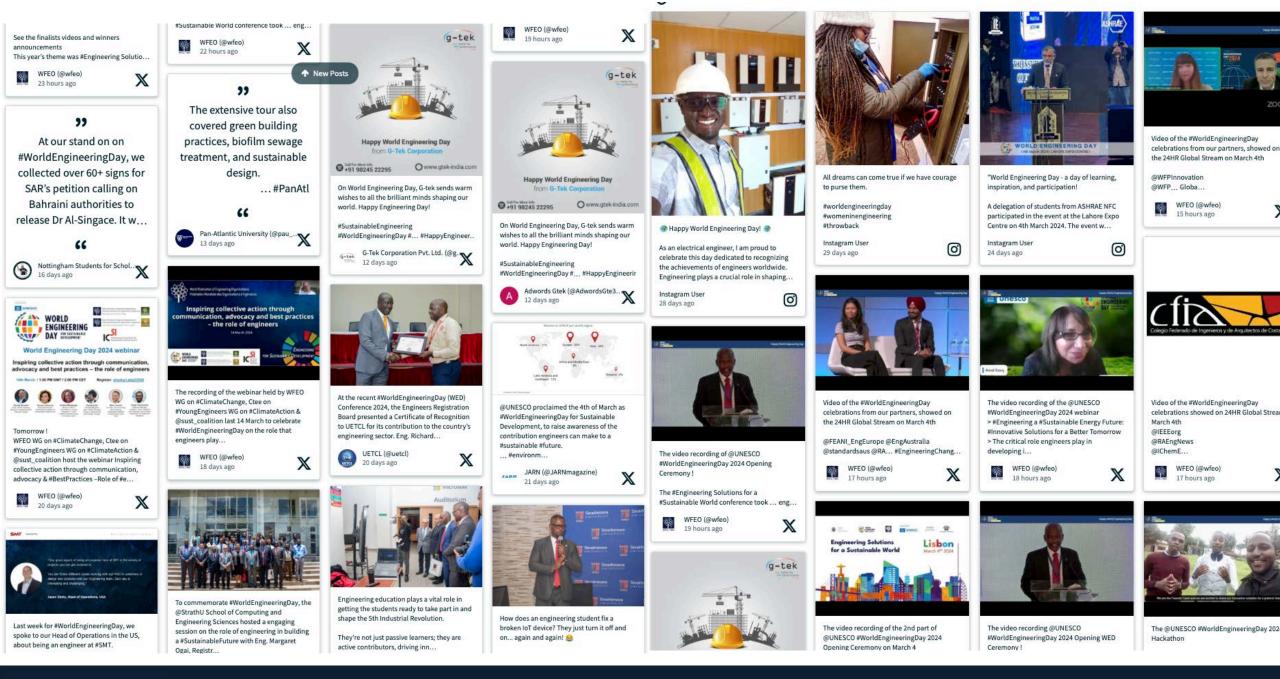
Together, let's continue to build a brighter and more sustainable world for all. 2 2

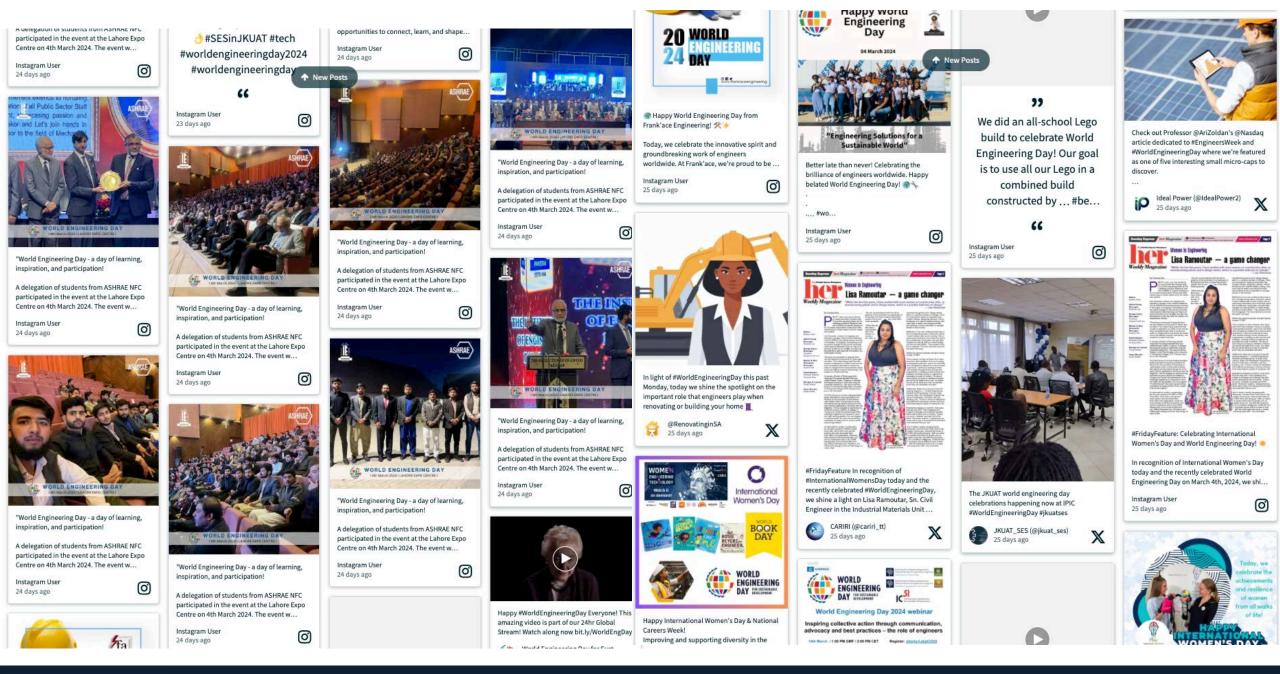
Read more about WFP Engineering on: https://lnkd.in/d-Y\_NQyr

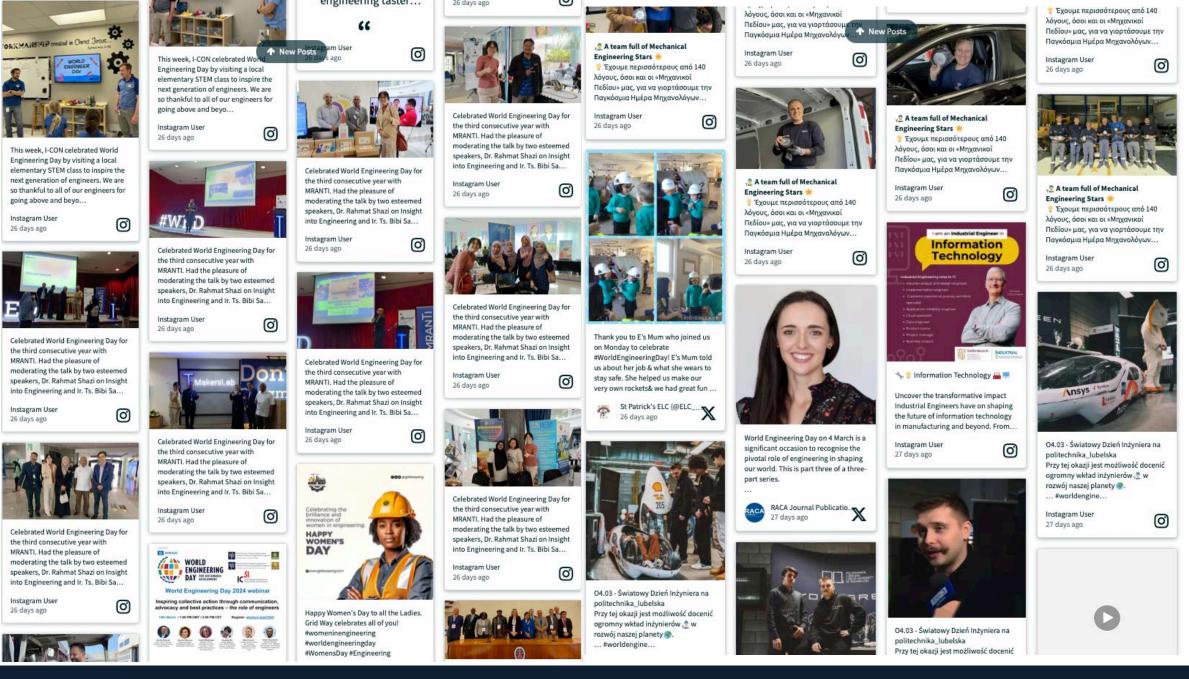
#### #WorldEngineeringDay2024 #WED2024











student Herbert Cherukut, about his innovative work on the treatment of diabetes.

0

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" Instagram User 27 days ago



UNESCO World Engineering Day for Sustainable Development - 4th March

Some fun snaps from the past 12 years of working on the water...! 🚈 🕀 · ...

Instagram User 27 days ago



UNESCO World Engineering Day for Sustainable Development - 4th March Some fun snaps from the past 12 years of working on the water...! 🚈 🕀 A... 0

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27 days ago



UNESCO World Engineering Day for Sustainable Development - 4th March

UNESCO World Engineering Day for Some fun snaps from the past 12 Sustainable Development - 4th March years of working on the water...! 🚈 🕀

Instagram User 0

27 days ago



UNESCO World Engineering Day for Sustainable Development - 4th March



Our engineers play a crucial role in dealing with the effects of climate change on the #railway.

To mark #WorldEngineeringDay earlier this week, Andy Barron...

ORR (@railandroad) ORR 27 days ago X



UNESCO World Engineering Day for Sustainable Development - 4th March

Some fun snaps from the past 12 years of working on the water...! 🚈 我

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Instagram User 27 days ago



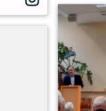
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UNESCO World Engineering Day for Sustainable Development - 4th March

Some fun snaps from the past 12 years of working on the water...! 🚈 🕀 Engineers are the drivers of tomorrow. World Engineering Day is a global celebration that is marked every 4th March.The day offers an opportunity to highlight engineers and engineering's achievements in our...

27 days ago

Instagram User 0



World Engineering Day is a global

to highlight engineers and

Instagram User

27 days ago

engineering's achievements in q

celebration that is marked every 4th

March.The day offers an opportunity

(0)

World Engineering Day for Sustainable Development - Knowledge is (the) Tower! ..

27 days ago

On the occasion of the unesco World Engineering Day and the Ernő Hollá.. Instagram User 0





rencontres (passionnantes) chaque semaine ! Pierre Schrooyen, Von Karman Institute 11, est venu nous parler des débris spatiaux à l'occasion de...

Instagram User 27 days ago

O







Instagram User O 27 days ago



Earlier this week, we celebrated #WorldEngineeringDay and our team couldn't be prouder to stand alongside engineers worldwide in celebrating their remarkable

contributions. Wolf Engineering, LLC (... w

Gate.31 (@FrederiqueJa. 27 days ago



professionally'

Our Featured engineer for today is Zinzile Mxhegwana. This is what she had to say about being an engineer.

1. What do you do as an engineer? I work in the water department and...



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nacabient ware



Engineers are the drivers of tomorrow. World Engineering Day is a global celebration that is marked every 4th March.The day offers an opportunity to highlight engineers and engineering's achievements in our...

Instagram User 27 days ago

> " Nouveau reportage Gate.31 #debrisspatiaux à l'occasion de







**Big Creative** 



· ...

Instagram User

27 days ago







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alongside engineer... 66 Instagram User 27 days ago

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Earlier this week, we

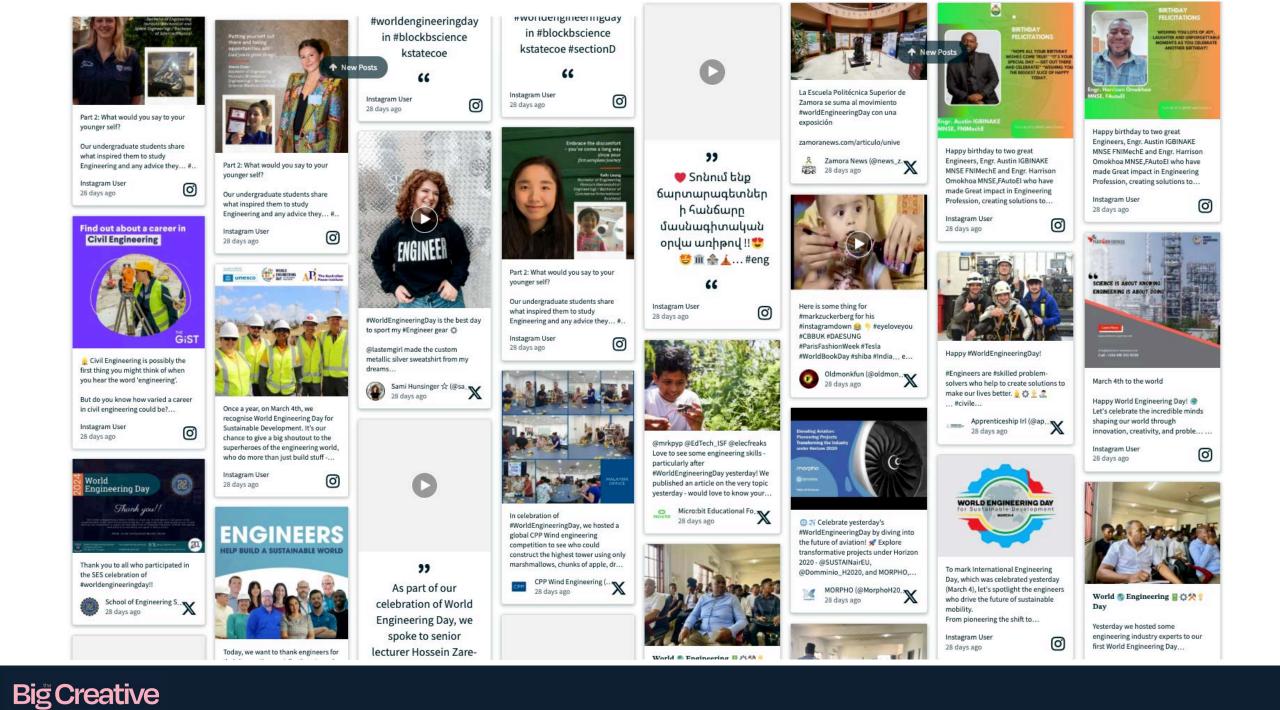
celebrated

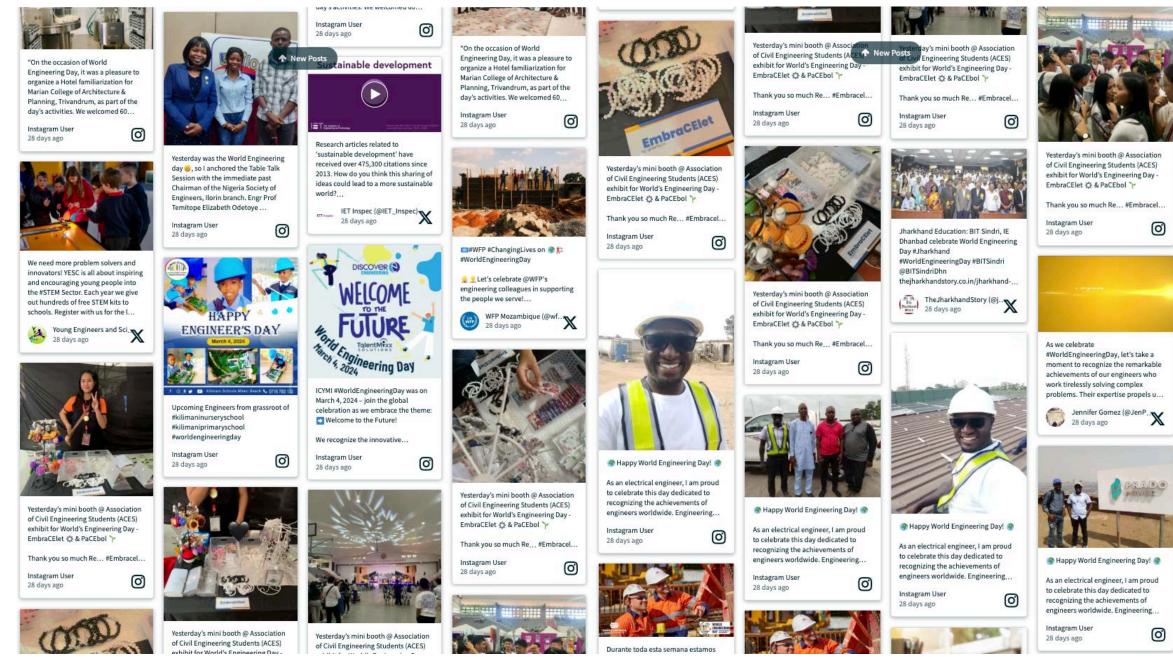
#WorldEngineeringDay

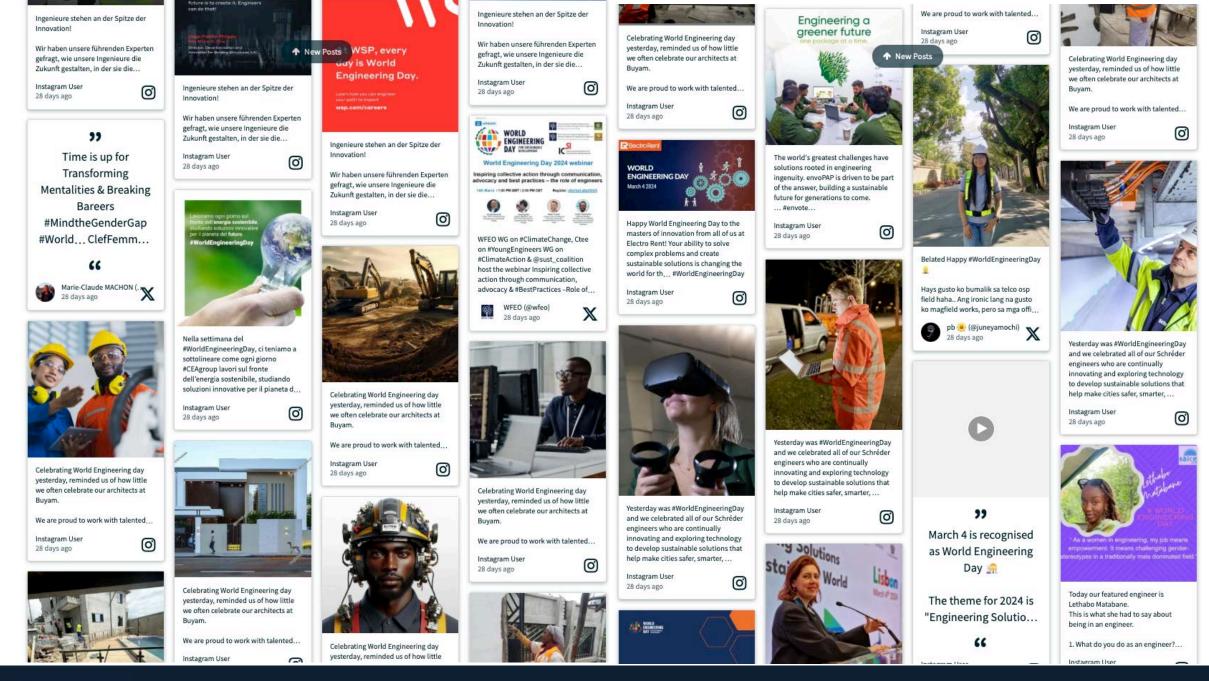
and our team couldn't

be prouder to stand

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## **THANK YOU**

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