SPONSORSHIP OPPORTUNITIES 2020
FEANI is the federation of professional engineers that unites national engineering associations from 32 European Higher Education Area (EHEA) countries.

FEANI launched the “Engineers Europe Advisory Group” (EEAG) in September 2018 as a consortium of like-minded European Organizations and Institutions.

27 European Organizations representing Employers, Academia, Engineering professionals, have meanwhile signed the Letter of Intent.

Letter of Intent

As representatives of European Engineering Bodies, Industry and Business Associations we, the undersigned, have recognized the fundamental role of engineers in society and have set out to align our voices and express our strongest support towards the establishment of the “Engineers Europe Advisory Group”.

We, the undersigned, recognize the importance of coordinating our endeavors and where possible and meaningful of working together on issues of common interest to achieve common goals and address common challenges. While we recognize the diversity of the engineering sector, we believe that we share interests and challenges and that joint action is fundamental for an overall reinforcement and recognition of the engineering profession and its essential contribution in fostering industry’s competitiveness through innovation and technology in Europe.

We acknowledge that it is the ambition of the “Engineers Europe Advisory Group” to become the leading voice of European engineers. We aim at establishing an approach that will assist in the provision of effective solutions to the challenges of our European economies. In doing so, this also may successfully promote the interests of European engineers.

We support the intention of the Engineers Europe Advisory Group and trust that its activities will be based on inclusiveness and openness as it aspires to bring together all relevant stakeholders, from industry, profession and academia to engage with wider sectors of society.

We agree to support “Engineers Europe Advisory Group” in a meaningful way to better fulfill its role and vision, more specifically in three major areas:

1) Fostering stronger relations between academia, profession and industry including STEM
2) Reinforcing the branding of the engineering profession and increasing its visibility
3) Emphasizing the digital dimension as a common denominator connecting these areas

Therefore:

we believe that the “Engineers Europe Advisory Group” can offer fruitful ground for developing joint projects which multiply impact and benefits as its overarching goal will be to be projects-driven and action-oriented.

Signed by:
27 Signatories of the EEAG Letter of Intent
I. Background

Our Goal?

To be the leading voice of European engineers

How?

- Fostering stronger relations between academia, engineering professional Organizations and industry with a specific focus on STEM.
- Reinforcing the branding of the engineering profession and increasing its visibility.
- Emphasizing the digital challenge as a common denominator connecting these stakeholders.

Why is EEAG important to you?

Society faces major new challenges, particularly in environment and energy; engineers need to show leadership in solving these problems.

Doing this means having young engineers with the correct skills and competences to make a difference. The existing skills gap needs to be overcome; this is what the EEAG is actively trying to address. Education in its broadest sense is the answer. Not merely formal academic education, but also training on the job, learning by doing, lifelong learning, apprenticeships and work placement are also of vital importance.
I. Background

FEANI organises twice a year (every 6 months) a high level event gathering high level representatives of the most relevant stakeholders for the engineering profession: universities, politicians, professional organizations and captains of industry, aiming at creating a valuable networking platform, sharing knowledge, ideas and best practices, defining or re-defining skills, discussing challenges and opportunities for future engineers, ultimately shaping together the profile of the future European engineer.

This is why you need to be present!
II. Events: 11 September 2018: EEAG Inauguration

Bridging the gap
An innovative new alliance is set to strengthen the voice of Europe's engineers while deepening engagement with policymakers, industry and academia. Colin Mackay reports.

A n innovative new alliance is set to strengthen the voice of Europe's engineers while deepening engagement with policymakers, industry and academia. This was the key message at the recent Engineers Europe Advisory Group (EEAG) launch event in Brussels.

Jane Viera, President of FEANI, Europe's largest federation of engineers, explained that the motivation behind the Advisory Group was to allow the engineering community to have a wider impact on society. The primary objective was to provide a unified voice for engineers on a European level. However, it is an effective “The input of other stakeholders will be essential. This is why we have invested considerable time and effort in preparing the setup of this Group.”

Key priorities for the group include greater cooperation with employer organisations; redefining the status of engineers and ensuring sufficient engineers to meet future demand; and actively explore the implications of digitalisation for education.

During a panel discussion on the future of work, industrial competitiveness and the challenges of an ageing workforce, European Commissioner DG for Education, Youth, Sport and Culture, Thanos Christodoulou explained that “the ever increasing use of technology demands ever stronger digital skills”. Thonas believes that the new literacy and were essential in maintaining European competitiveness. Although the demand for STEM (Science, Technology, Engineering and Mathematics) skills was immense, not enough people were choosing to study them. “Digital talent is essential; we need to assess whether the quality and nature of education is delivering what we need.”

Explaining the logic behind EEAG, Dirk Bochol, EEAG Secretary General, expressed his hope that the initiative would address these issues currently facing the engineering profession. It was FEANI's mission, explained Bochol, to build bridges between stakeholders in academia and industry. Having so many diverse groups sign the Advocacy Group's Letter of Intent, he elaborated, was an important signal of Europe's commitment in achieving these common objectives.

During the panel discussion on digitalisation, Ralf Jopp, CEO of VDI, and Vice-President of FEANI, noted that the shift to digital had been ongoing for many years. However, the issues of change were accelerating and Europe was needed to keep pace.

During the panel discussion on digitalisation, Ralf Jopp, CEO of VDI, and Vice-President of FEANI, noted that the shift to digital had been ongoing for many years. However, the issues of change were accelerating and Europe was needed to keep pace.

The event concluded with a formal signing of the Letter of Intent and the unveiling of a virtual identity for the Advisory Group.

"We need to make data engineers, not just product engineers. Data is gold, and we need the expertise to extract the maximum value."

Director-General of DIGITEUROPE, Cecilia Bonnefeld-Dahl.
II. Events: 7 March 2019

Can Europe Deliver The Qualified Engineers It Needs For The Future?

11 September 2019

The Future Engineer: Wishes and Facts
Meeting review: Converging ambitions

Europe still faces a challenge in meeting the demand for future engineers. However, thanks to FEANI and its efforts to establish the Engineers Europe Advisory Group (EEAG), the cornerstones are in place to find the solutions.

Despite the disparity between the engineering skills that Europe’s industry needs and those emerging from education institutes, a strategy for closing the gap is emerging. Thanks to the efforts of the Engineers Europe Advisory Group over the last 12 months, the elements needed are falling into place. This was the key message to a large audience at the recent FEANI hearing entitled “The future engineer: wishes and facts” that marked the first anniversary of the launch of the Group.

Engineers need to show leadership

FEANI’s President, Prof José VIEIRA, was pleased to announce that since the inauguration of the EEAG exactly one year ago, 15 more organisations had added their names to the FEANI consortium, which now totals 27 signatories. Society faces major new challenges, particularly in environment and energy; engineers need to show leadership in solving these problems. Doing this means having young engineers with the correct skills and enthusiasm to make a difference. The existing skills gap needs to be overcome, this is what FEANI is actively trying to address. Education was part of the answer, but education in its broadest sense; not solely academic, learning by doing, apprenticeships and work placement are of vital importance.

Skills and innovation are key to future business success

During the first and second round table discussions, stakeholders explored the challenges they faced in attracting talent. Mr Markus BEYERER, Director-General of Business Europe said their members were increasingly concerned by the skills gap; skills and innovation are key to future business success. The Business Europe Reform Barometer, which benchmarks Europe against other economic areas, showed the gap at its greatest in 20 years. He noted that too often, academic choices were disconnected from market needs. The need for Science, Technology, Engineering and Mathematics (STEM) skills will only increase; there was a clear need to adapt training and education accordingly. In addition, skills — particularly digital skills - can quickly become obsolete. The key, he felt, was to start early, exposing primary schools to the potential of STEM subjects. However, this needs to be “hands on,” not textbook learning. He agreed that a “working by doing” approach was important. Business Europe actively supports apprenticeships.

Europe needs to address its current excessive risk aversion

In addressing this, it was important to raise the profile of the prestige of engineering as a career. Europe also needs to address its current excessive risk aversion - it blocks progress. Failure, if properly analysed and solved, can be positive. Gender balance was also an issue, with twice as many males as females studying maths in ICT, the gap is even higher.

Engineering graduates should be a key target for outreach

Speaking for the European Young Engineers (EYE) organisation, Ms Milda PLADAITE explained that her organisation represents some 250,000 young engineers in Europe. In her public policy role, two issues stood out; the first was professional mobility. Mutual recognition of qualifications was key, and EYE was undertaking a survey to inform a future position paper on this issue. The second issue was mentoring; encouraging young people to pursue studies in engineering and supporting them as they progressed. In her case, her father had proved the inspiration, but that was not always the case. Engineering graduates should be a key target for outreach.

It is important to find a ‘European Way’ for developing new talent

Speaking for CEFIC, the European Chemical Industry Council, Executive Director Mr William GARCIA said that the chemical industry was facing a talent crunch. He believed it is important to find a ‘European Way’ for identifying and developing new talent needed; an approach that European Commission President-elect Ursula von der Leyen was eager to see. He too felt that the skills required were not being reflected. The industry will also become less sized; environmental concerns will see much stronger interconnections with other industries as they seek to deal with the full lifecycle of their products. Molecular management, i.e. knowing how to construct - and disconnect molecules - will be vital in future.
Engage the imagination of the potential engineers of tomorrow

Mr Antona FERAL, vice president EU affairs at Rolls-Royce Aviation, explained that the company relied on engineers across all its product ranges. For this reason, it invested heavily in professional development. The company routinely looks for ways to engage the imagination of the potential engineers of tomorrow. Each Friday, the company receives a report detailing how many schools and universities Rolls-Royce has talked to about the company and the opportunities engineering can offer. This doesn’t stop at schools; they also seek local community partnerships as a way of engaging with those young people outside of school or even employment.

‘On-the-job training’ should enjoy wider recognition

The panelists agreed that there was a significant gap between education and the real world. Discussing potential measures, Mr FLADAITE stressed the importance of lifelong professional development. While Mr FERAL believed that creating and defining core technologies to help young people choose would be a step forward, Mr GARCIA added that the value of ‘on-the-job training’ should enjoy wider recognition.

Skills have little value without their formal recognition

Opening the second roundtable, Mr Katarina ANANIDOU, a Programme Specialist with UNESCO-UNEVOC, highlighted the importance of cross-border skill recognition. More than a quarter of a billion people currently live in countries outside the one where they were born, and in so doing bring skills and qualifications with them. However, these skills have little value without their formal recognition. UNESCO-UNEVOC is developing tools to make qualifications and skills more portable. The introduction of “World Reference Levels” can help translate outcomes-based qualifications into forms that are comparable between countries.

Quantify the value and the impact of mentoring

Prof Heidrun STÖGER, Chair Professor at the University of Regensburg in Bavaria, addressed the issue of mentoring, particularly those students with the greatest potential. The Global Talent Management Initiative will mentor outstanding students from around the world from the age of around 16 upwards, supporting them for up to 10 years and giving them access to a global network of peers. The programme, which was due to start in 2020, would try to quantify the value and the impact of mentoring.

Everyone should be equipped with core scientific knowledge

Mr Mikkel BOHM, Director of Aarhus, the Danish National Centre for Learning in Science, Technology and Health, described the success of their work in promoting STEM subjects in Denmark. He explained that it was important to recognise that “not everyone should become an engineer”; however, everyone should be equipped with core scientific knowledge to understand the world around them, effectively. By starting at an early age, children would gain the right insights, encouraging more of them to pursue STEM subjects. Denmark, with its FEANI national partner in Denmark, IDEA, had put in place an ambitious long-term approach for putting engineering on the curriculum. It was clear he said that students remember discussions in engineering courses better than those in traditional teaching. It did a better job in motivating and engaging people.

The importance of seamless life-long learning and the value of apprenticeship

The last speaker, Mr Raimond KIRILOV, Policy Officer at EURASHE, the European Association of Institutions in Higher Education, believed that FEANI and its organisation shared both a common vision of the future and the best way to bridge the skills gap. He echoed many of the points that had already been stressed; the importance of seamless life-long learning and the value of apprenticeship and work-based learning as part of the future ‘European Way’. He foresee a future for education that encouraged increasingly flexible skillsets; professionals would acquire elements of knowledge and skill when they needed it, increasingly crossing over professional boundaries. This adaptability will be key to success.

Solid achievements to be proud of

Closing the meeting, FEANI Vice-President Ralph APPEL noted that there were solid achievements to be proud of during the last year. Not only had it enlarged the consortium membership significantly, members now had a more complete overview of the skills landscape. This provided a platform where they could leave their comfort zones and advance discussions collectively. Looking to the future, there was sufficient critical mass to move away from planary discussions; it was time to create working groups to advance the ambitious work programme for the coming year. He looked forward to future hearings, on a biannual basis, reporting back on achievements to help accelerate progress. Given the predicted shortfall, engineers throughout Europe, rapid progress was not only desirable but essential.
III. Our Stakeholder Speakers at these Events:

1/ Policy Makers:

Mrs Themis CHRISTOPHIDOU (CY), Director, DG EAC
Mrs Fabrizia BENNINI (IT), Head of Unit, DG CONNECT
Mr Alexander RIEDL (DE), Deputy Head of Unit, DG CONNECT
Mr Jacek KRAWCZYZK (PL), President EESC Employers’ Group
Mrs Katerina ANANJIADOU (GR), VET Specialist, UNESCO

2/ Industry:

Dr Ekaterina VLADISLAVLEVA (RU), CEO, DATA STORIES International
Mr Antoine FERAL (FR), Vice President EU Affairs, ROLLS-ROYCE
Ms Milda PLADAITE (LT), HOCHTIEF
Mrs Julia STOCKERT (DE), Executive Director, SKILLY

3/ Academia:

Prof Greet LANGIE (BE), University of LEUVEN
Mr Mikkel BOHM (DK), EU STEM Coalition, Director ASTRA
Prof Heidrun STÖGER (DE), University of REGENSBURG

4/ Professional Organisations:

Mrs Cecilia BOHNEFEZ-DAHL (DK), Executive Director DIGITALEUROPE
Mr Maxime CERUTTI (FR), Director BUSINESSEUROPE
Mr Markus BEYERER (AT), Executive Director BUSINESSEUROPE
Mr William GARCIA (FR), Deputy Director, European Chemical Industry CEFIC
Mr Jan PIE (SE), Secretary General, European Aerospace and Defence Industries ASD
Mrs Véronique WILLEMS (BE), Secretary General, SMEunited
Mr Iskren KIRILOV (BG), Policy Advisor, EURASHE
Mr Frederik SCHULZ-SPUNTRUP (DE), President, EYE
Mrs Antonia NANAU (RO), President, BEST
This project which is elaborated in cooperation with some of the EEAG-signatories aims at setting up an engineers monitor, in promoting new trends in the engineering education and by developing future career paths.
IV. “Engineers for Europe” (E4E)

1- Engineers for Europe Monitor

A new knowledge tool collecting and displaying information on engineering professionals in all their diversity (e.g. demographics, fields of engineering, labour conditions, aspirations). The E4E Monitor Team will update three revealing E4E studies annually:

“Do We Know Our Engineers?”
“Engineering Education in Practice.”
“What Engineers Want.”

The data and needs analyses in these three studies and further online material will assist strategic decision-making in higher education, industry and government. The E4E Monitor will be designed to outlast the project and be updated on a yearly basis afterwards.

2- New Trends in Engineering Education

The E4E Education Team will work on tools to support new trends in Engineering Education in Europe (E4E Education). It will do so by focusing on future competences through the E4E Skills Compass and by promoting flexible learning through the E4E Microcredentials Register.

3- Innovating Engineering Careers

The E4E Careers Team will map future career paths, bridging disciplines, countries and lifestyles in view of promoting innovating engineering careers in Europe (E4E Careers). The team will design and test new tools that open up and facilitate the career for “The Engineer of the Future”, promoting new competences through the E4E Competence Badge and fostering partnerships through the E4E Matching App.
IV. “Engineers for Europe” (E4E)

Consortium Partners

Associated partners
FEANI, together with the European Council of Engineers Chambers (ECEC) and the European Council of Civil Engineers (ECCE), will organize the Fourth European Engineers’ Day on 24 June 2020 in Brussels, at the European Economic and Social Committee’s premises. Together, these Organizations represent a wide variety of European Engineering branches and approximately 6 millions European Engineers. The event will gather different stakeholders and policy-makers to discuss various topics around engineering intelligence in Europe, from the challenges of education to those of digitalization.

Confirmed speakers:
- **Mr. Robert Wagenaar**, Director International Tuning Academy Groningen;
- **Mr. Markus Ferber**, Member of the European Parliament – Committee on Economic and Monetary Affairs;
- **Mr. Margaritis Schinas**, Vice President in the European Commission – DG Migration and Home Affairs.
## VI. Sponsorship Opportunities

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<th>Sponsorship packages in EUR</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
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<tr>
<td>1 Event p.a “Engineers Europe Advisory Group”</td>
<td>2,500</td>
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<tr>
<td>2 Events p.a “Engineers Europe Advisory Group”</td>
<td>4,500</td>
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<td>4th European Engineers’ Day 2020</td>
<td>6,000</td>
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<td>All three events (2 EEAG events + 4th European Engineers’ Day 2020)</td>
<td>10,000</td>
<td>8,000</td>
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* The EEAG-events relate to an evening event, incl. dinner (18.00-22.30 hrs), whereas the European Engineers’ Day relates to a full day event.

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<thead>
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<th>Content of the Sponsorship packages</th>
<th>Gold</th>
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<td>Unlimited number of participants from the sponsor, free of charge</td>
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<td>1 speaker slot and speaker biography in the program and on FEANI-website</td>
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<tr>
<td>Logo of sponsor on all pre- and post event communications (social media, video on website, press-release, publications in European media (“The Parliament”, etc.)</td>
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<td>Advert in event’s brochure and on FEANI’s website</td>
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<td>Access to participant’s organizations and networking</td>
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<td>Cocktail reception sponsor or co-sponsor</td>
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