In support of UNESCO
World Engineering Day

unesco

WORLD ENGINEERING DAY FOR SUSTAINABLE DEVELOPMENT

# Final Report

## 2025 WORLD ENGINEERING DAY

Prepared by

the Big Creative

# Contents


03 Hackathon

04 Challenge Development

05 Registrations

12 Social Media

15 Email Marketing

17 Submissions

25 Public Vote

30 World Engineering Day

31 Website

33 Email Marketing

35 Social Media

38 Live Event

42 Events

44 Recommendations

# Hackathon

# Challenge Development

For this year's Hackathon, all of the challenges were centred around UN **SDG 1 - Ending Poverty in All its Forms**. The challenges were developed by the WED working Group, in collaboration with **Engineers Without Borders**.

CHALLENGE 1

## Improving the climate resilience of subsistence farming

CHALLENGE 2

## Addressing informal housing and infrastructure challenges in urban areas

CHALLENGE 3

## Empowering women to overcome poverty through digital technologies

# Registrations

For 2025, we set a new record for Hackathon registrations, with **2,998 individuals registering** from **90 countries**. This is a **20% increase** from the previous year (2508 registrations).

The **Middle East**, **Asia**, and **Africa** were the most common regions for registrations.

**Saudi Arabia** was the most popular nation for sign-ups, with **37%** of all registrations (1103).

**3K**

Registrations

**90**

Countries

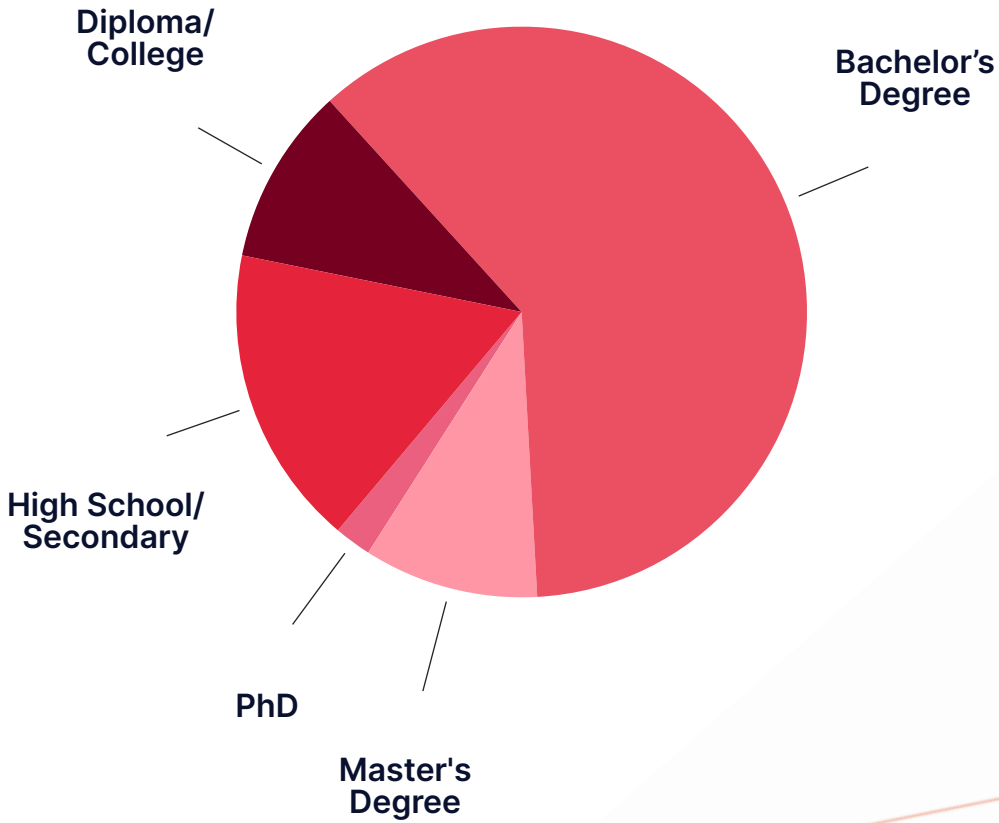
**20%**

Increase in registrations over previous year

# Education

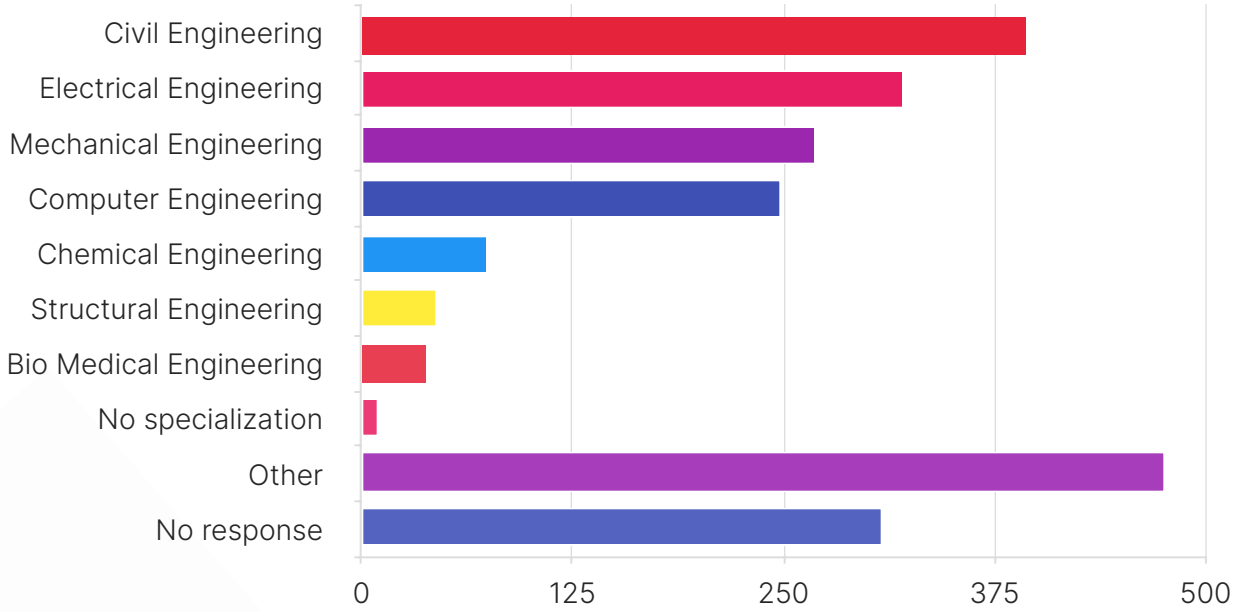
## Educational level

The majority of registrants **(72%)** were undertaking tertiary education, with **61%** currently studying for or holding a **Bachelor's Degree. 17%** of registrations were from students in High school.




## Field of Study

Among university students, the most popular field of study was **Civil Engineering (18%)**, followed by **Electrical** and **Mechanical Engineering**.



# Education

Data Tables

**Field of Study** *(University students)* ▾

| Field of Study | Amount | Percent |
|---|---|---|
| Civil Engineering | 393 | 18 % |
| Electrical Engineering | 321 | 14.7% |
| Mechanical Engineering | 269 | 12.3% |
| Computer Engineering | 249 | 11.4% |
| Chemical Engineering | 75 | 3.4% |
| Structural Engineering | 45 | 2.1% |
| Bio Medical Engineering | 38 | 1.7% |
| No specialization | 10 | 0.5% |
| Other | 476 | 21.8% |
| No response | 309 | 14.1% |

**Registrations** *(by level of Education)* ▾

| Highest Level of Education | Amount | Percent |
|---|---|---|
| High School/Secondary school | 511 | 17.0% |
| Diploma/College | 302 | 10.1% |
| Bachelor's degree | 1825 | 60.9% |
| Master's degree | 297 | 9.9% |
| PHD/Doctorate | 63 | 2.1% |

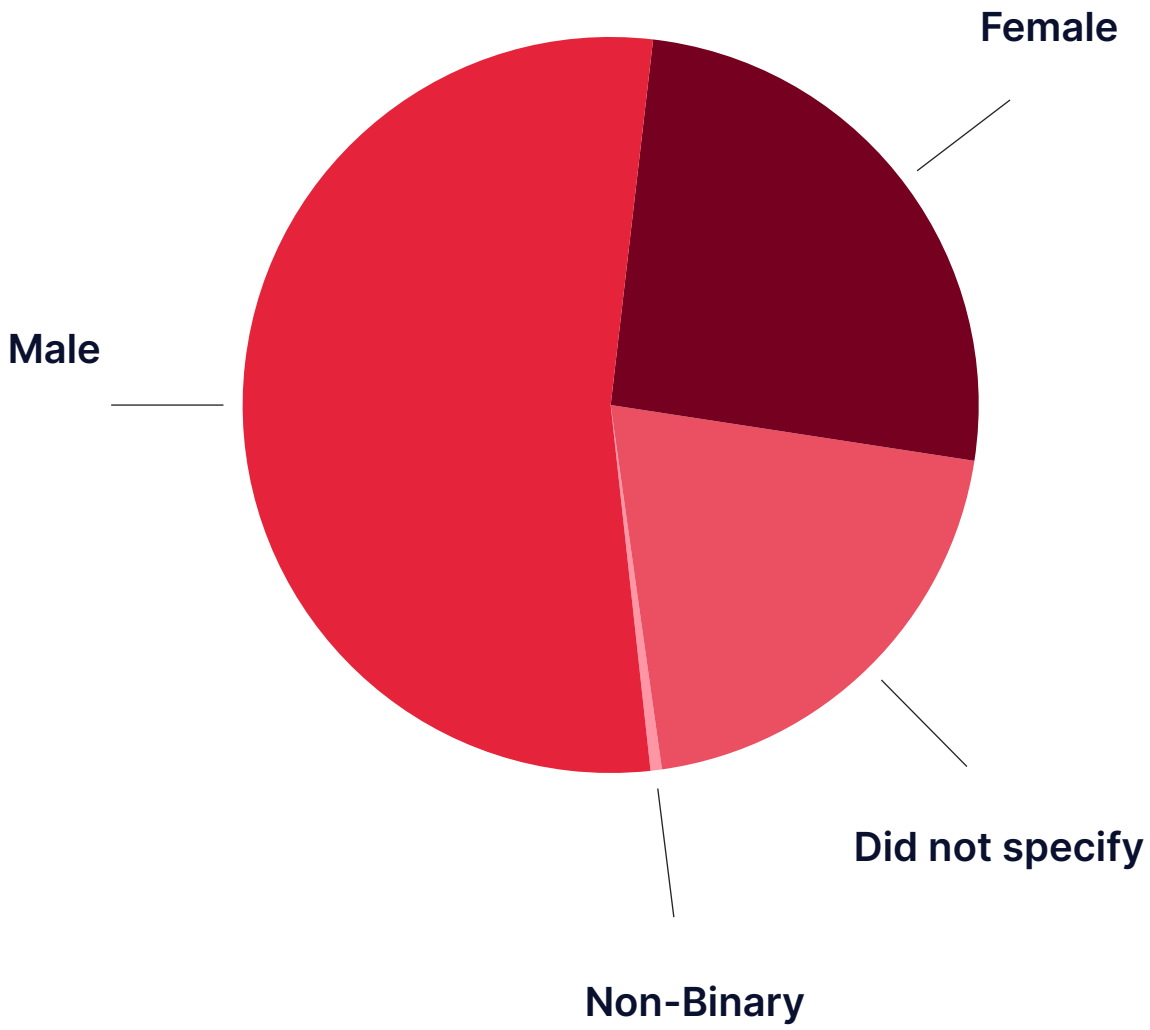
# Gender

Registrants for the WED Hackathon skewed predominantly **male**, with **1,606 men** signing up for the competition, compared to **767 women**. **15** individuals identified as **non-binary**.

**610 individuals** did not specify their gender identity, of which **64** selected *Prefer not to say* and **546** did not provide an answer to the question.

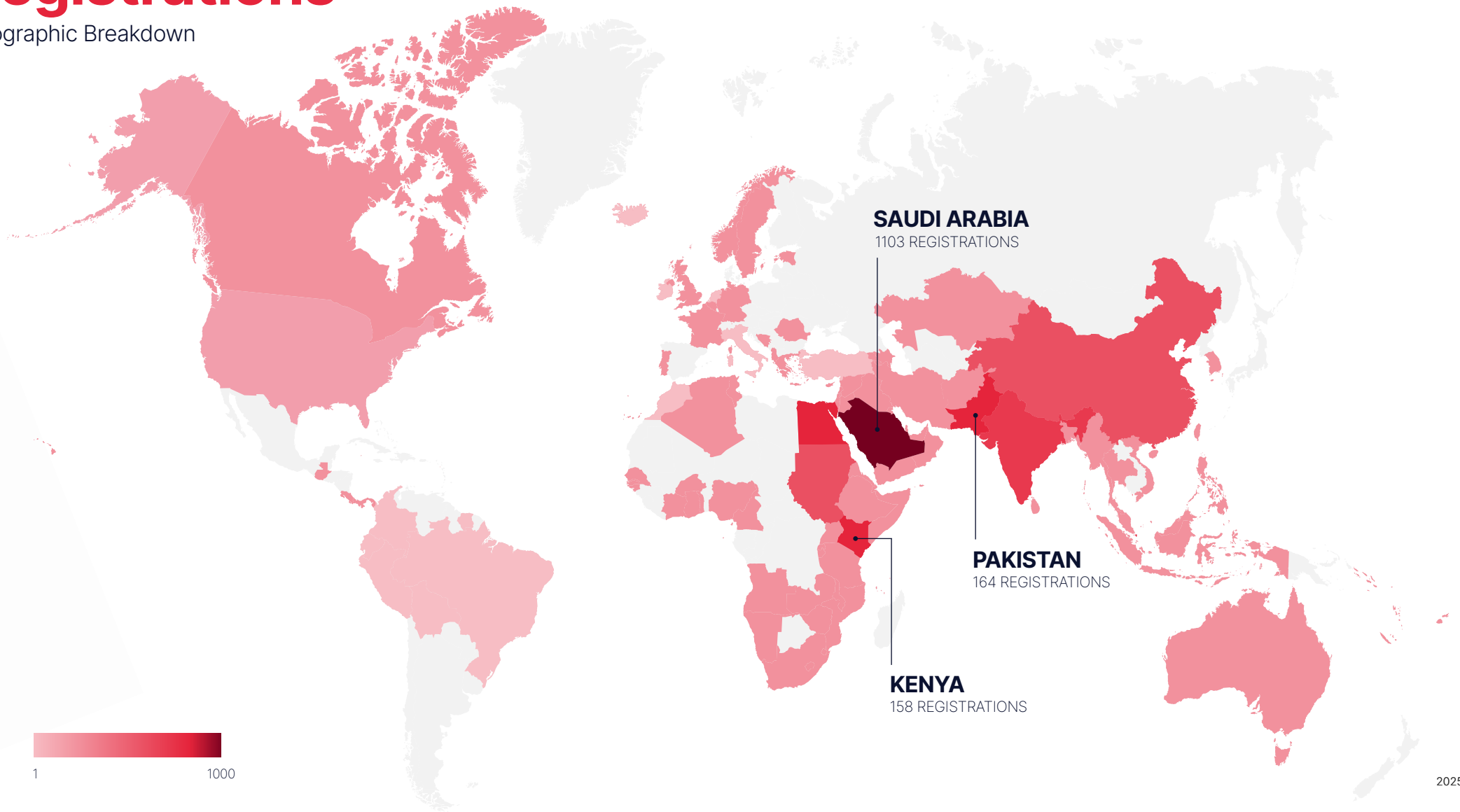
This is a slightly more even gender balance compared to 2024: **61% Male** (1,526), **32.4% Female** (814), **0.6% non-binary** (15), **1.63% Prefer not to say** (41), and **4.47% did not respond** (112).

However, **fewer women** registered for the 2025 Hackathon and a larger portion did not specify their gender identity.



# Registrations

Geographic Breakdown



# Geographic Breakdown

Data Tables

**Global Registrations** *(by region)* ▾

| Region | Registrations | Percent |
|---|---|---|
| Europe | 96 | 3.2% |
| Asia | 868 | 29.0% |
| Middle East | 1233 | 41.1% |
| Africa | 678 | 22.6% |
| N. America | 44 | 1.5% |
| Central & S. America | 45 | 1.5% |
| Oceania | 34 | 1.1% |

**Top 20 Registrations** *(by country)* ▸

| | Country | Registrations |
|---|---|---|
| 1 | Saudi Arabia | 1103 |
| 2 | Pakistan | 164 |
| 3 | Kenya | 158 |
| 4 | India | 153 |
| 5 | China | 130 |
| 6 | Egypt | 123 |
| 7 | Singapore | 114 |
| 8 | Myanmar | 90 |
| 9 | Sudan | 89 |
| 10 | Bahrain | 79 |
| 11 | Ghana | 61 |
| 12 | Philippines | 53 |
| 13 | United Arab Emirates | 46 |
| 14 | Belgium | 38 |
| 15 | Zimbabwe | 38 |
| 16 | Nigeria | 37 |
| 17 | Bangladesh | 36 |
| 18 | Uganda | 36 |
| 19 | Yemen | 36 |
| 20 | Australia | 33 |

# Comparison to 2024

In 2025, registrations were received from **90 countries,** similar to the **91 countries** represented in the 2024 Hackathon.

In the top 15, several nations are present across both years: **Kenya**, **India**, **Ghana**, **The Philippines**, **Belgium**, **UAE**, **Bahrain** and **Singapore**. For both years, **Africa**, **Asia** and the **Middle East** were the most common regions for registrations.

The significant number of registrations from **Saudi Arabia** in 2025 appears to be an anomaly, with only 1 registration from the country in 2024. The registrations were from students at **various universities** across Saudi Arabia, as well as **international students*** studying in other countries.

Some nations had a noticeable drop from the previous year: with **Canada** dropping from **250 registrations** in 2024 to only 26 in 2025.

## 2024

| | Country | Registrations |
|---|---|---|
| 1 | Kenya | 444 |
| 2 | India | 371 |
| 3 | Canada | 250 |
| 4 | Bahrain | 106 |
| 5 | Nigeria | 97 |
| 6 | Morocco | 84 |
| 7 | Singapore | 84 |
| 8 | Ghana | 83 |
| 9 | United Arab Emirates | 82 |
| 10 | Australia | 62 |
| 11 | Uganda | 62 |
| 12 | Tanzania | 60 |
| 13 | Philippines | 55 |
| 14 | South Africa | 38 |
| 15 | Belgium | 31 |

## 2025

| | Country | Registrations |
|---|---|---|
| 1 | Saudi Arabia | 1103 |
| 2 | Pakistan | 164 |
| 3 | Kenya | 158 |
| 4 | India | 153 |
| 5 | China | 130 |
| 6 | Egypt | 123 |
| 7 | Singapore | 114 |
| 8 | Myanmar | 90 |
| 9 | Sudan | 89 |
| 10 | Bahrain | 79 |
| 11 | Ghana | 61 |
| 12 | Philippines | 53 |
| 13 | United Arab Emirates | 46 |
| 14 | Belgium | 38 |
| 15 | Zimbabwe | 38 |

**Top 15 Registrations** *(by country)* ▲

**The presence of international students may explain the discrepancy between registrations and submissions. During registration, the individual is asked to list their country of origin, whereas during the submission phase the teams provide the country of their study institution.*

# Social Media

# Social Media

A promotional campaign was developed to raise awareness about the Hackathon. The posts directed users to sign-up for the competition on the event registration page.

The campaign was developed in four key UN Languages: **English**, **French**, **Spanish**, and **Arabic.**

# Campaign Results

Over a 6-week advertising campaign, our social media adverts reached over **2.5 million users.**

| Link Clicks | Reach | Video Views | Frequency | Cost per click |
|---|---|---|---|---|
| 365,391 Clicks | 2,605,415 Users | 297,228 Views | 2.39 | $0.01 AUD per Click |

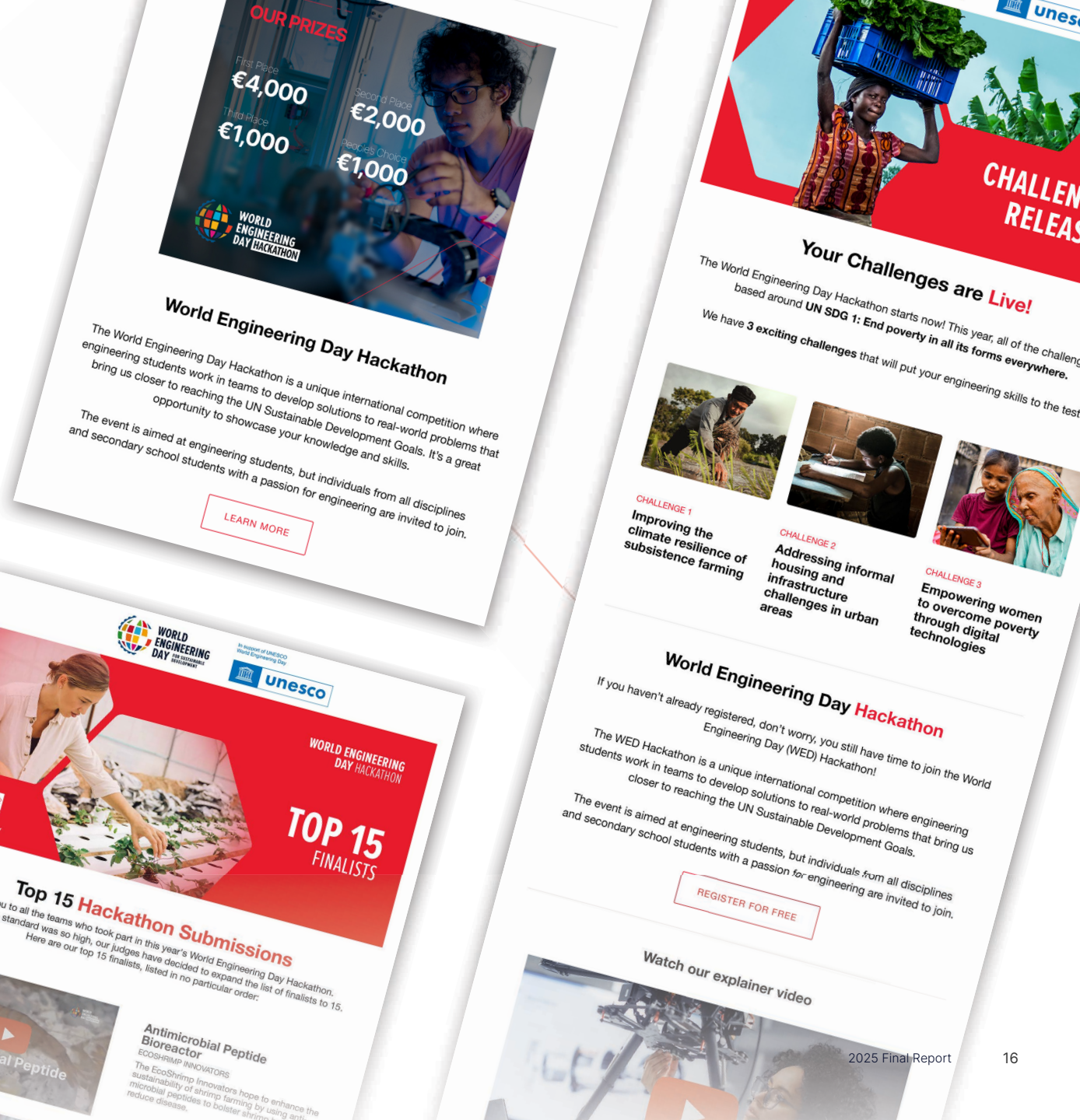
# Email Marketing

# Email Marketing

Over **20 marketing emails** were sent promoting the Hackathon and the public vote. Emails were sent via both **Mailchimp** and **Humanitix** to ensure registrants did not miss the event.

During the Hackathon, several reminder emails were sent highlighting the submission deadline and informing teams with submissions in drafts to submit their entry.

**2,373 new contacts** were added to the email audience list.



# Submissions

# Hackathon Submissions

The Hackathon commenced on **12 November 2024**, with the release of the three challenges. The Hackathon closed at midnight on **26 November 2024.**

**161 entries** were submitted over the course of the Hackathon. After review, **142 teams** were approved and entered into the preliminary round of judging.

**556 participants** took part in the Hackathon, from across **33 countries.**

CHALLENEGE 2

**Addressing informal housing and infrastructure challenges in urban areas**

## HEATWAVES

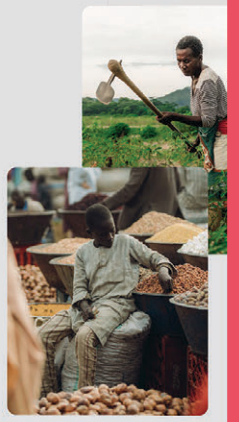
Intense periods of heat are **projected to worsen** in all regions of the world: 1 in 20 year events are expected to be hotter, while periods of extreme temperature considered unusual today will **become the norm**.

## WHAT CAN BE DONE?

Addressing this issue requires understanding **existing farming practices**, as well as empathising with the **lived experience** of vulnerable communities facing an uncertain future due to climate change.

**Women** are particularly vulnerable in small rural farming communities and usually carry a greater share of the workload in addition to their household and family responsibilities.

**Can you support communities most vulnerable to the impacts of climate change to maintain sustainable food production?**



# Submissions

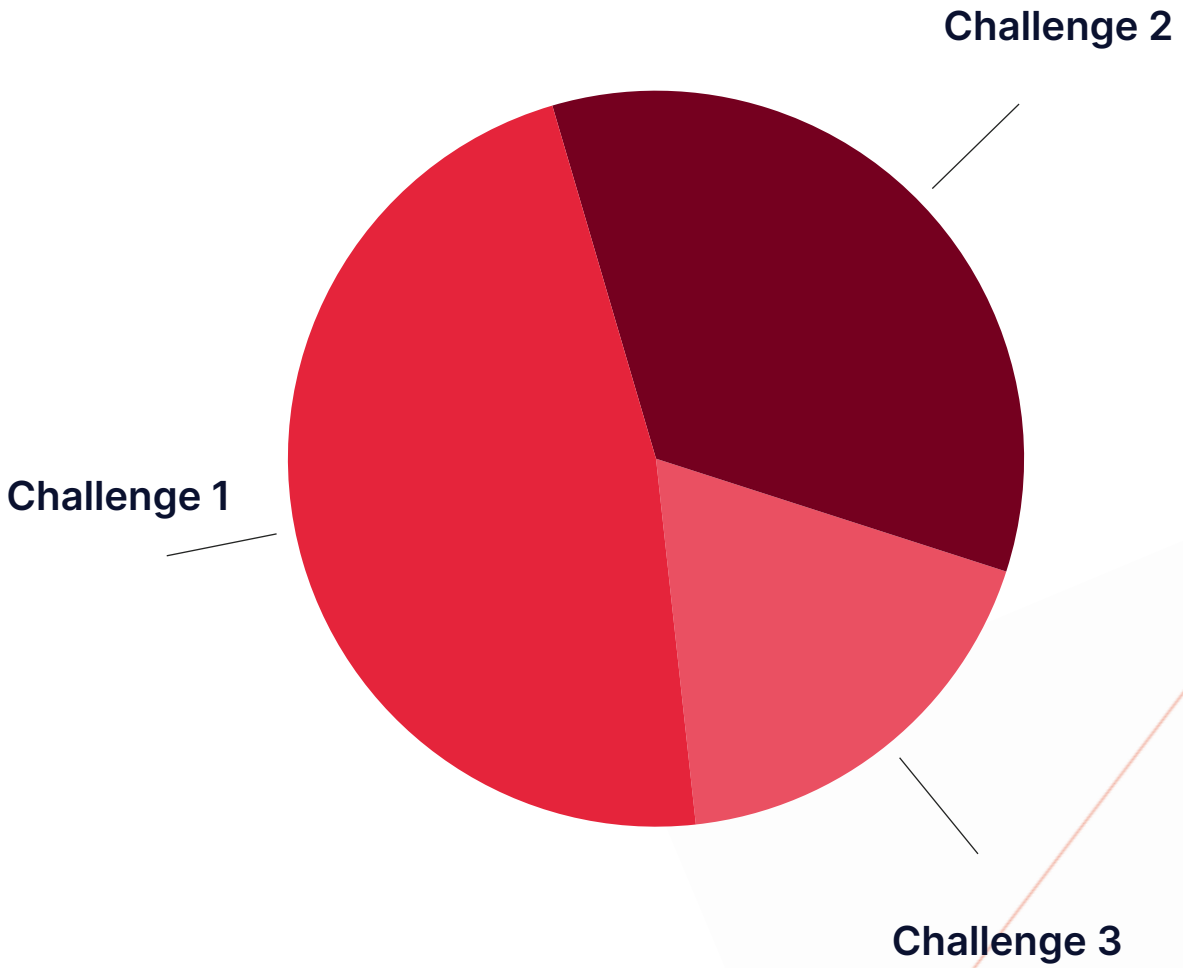
## Geographic Breakdown

**33 countries** were represented among the 142 Hackathon teams, up from **28** the year before. **Kenya** was the most represented country, with **17 teams**, followed by **Singapore** with **15 teams**, and **The Philippines** with **14 teams**.

**Asia** was the most represented region, at **43%** of teams, followed by **Africa** at **24%** of teams, and the **Middle East** with **14%** of teams.

## Challenge Breakdown

Challenge 1 was the **most popular challenge**, selected by **67 teams.** Challenge 2 was selected by **49 teams**, and Challenge 3 was selected by **26 teams**.



# Geographic Breakdown

Data Tables

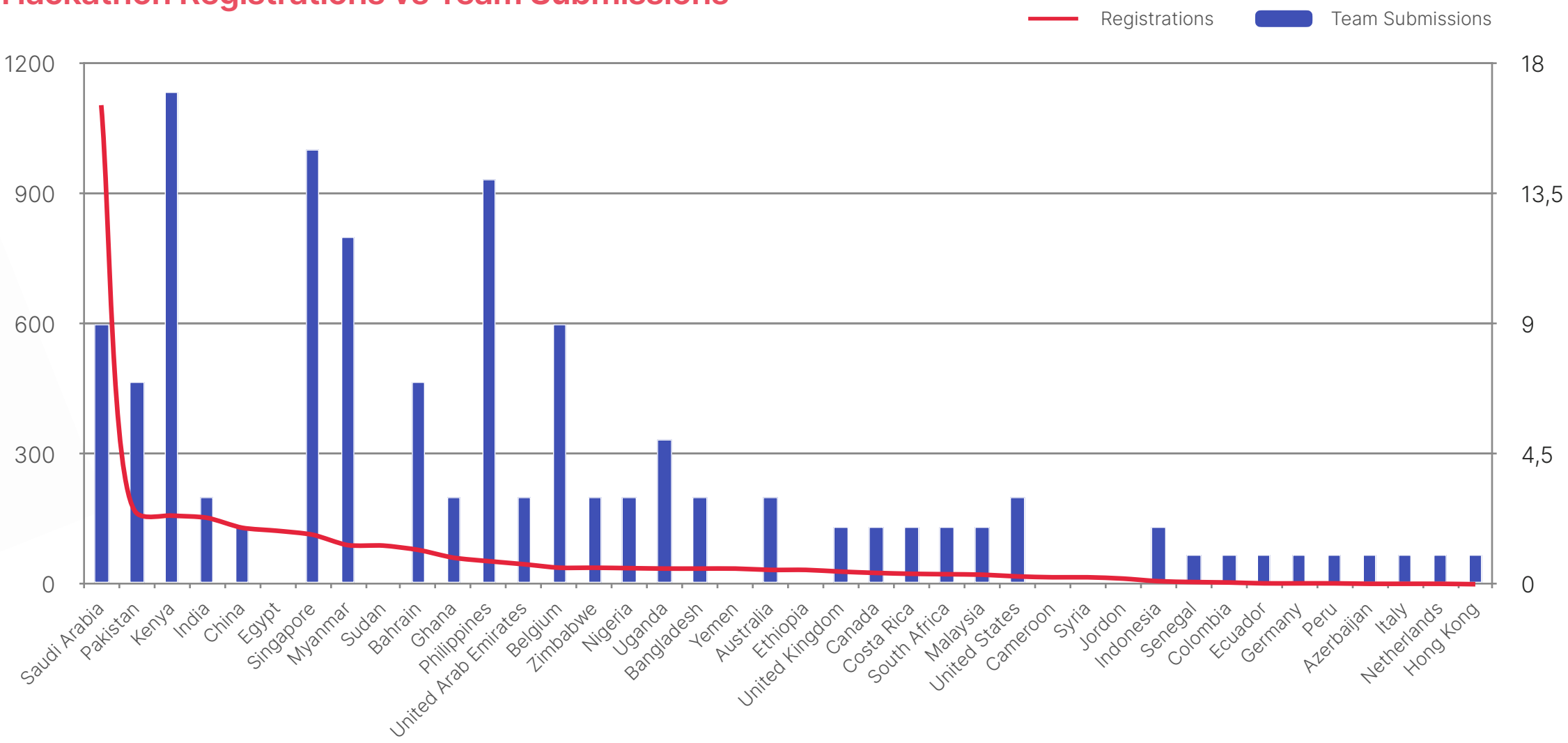
**Hackathon Team Submissions** *(by region)*

| Region | Teams | Percent |
|---|---|---|
| Africa | 34 | 23.9% |
| Asia | 61 | 43.0% |
| Middle East | 19 | 13.4% |
| N. America | 5 | 3.5% |
| C. & S. America | 5 | 3.5% |
| Oceania | 3 | 2.1% |
| Europe | 15 | 10.6% |

**Top 15 Team Submissions** *(by country)*

| | Country | Teams |
|---|---|---|
| 1 | Kenya | 17 |
| 2 | Singapore | 15 |
| 3 | Philippines | 14 |
| 4 | Myanmar | 12 |
| 5 | Belgium | 9 |
| 6 | Saudi Arabia | 9 |
| 7 | Bahrain | 7 |
| 8 | Pakistan | 7 |
| 9 | Uganda | 5 |
| 10 | Australia | 3 |
| 11 | Bangladesh | 3 |
| 12 | Ghana | 3 |
| 13 | India | 3 |
| 14 | Nigeria | 3 |
| 15 | United Arab Emirates | 3 |

# Hackathon Registrations vs Team Submissions*




*For clarity, nations with fewer than 10 registrations and zero team submissions have been excluded from the chart.*

# Judges

**44 judges** were invited to take part in the Hackathon, including **40 preliminary judges**, and **4 final round judges**.

The preliminary judges selected **15 finalists** from the initial pool of **142 teams.**

A **welcome message** from the judges was created and released on social media.

SEE ALL JUDGES

# Finalists

The 15 finalists were announced on 7 February. **11 countries** were represented in the final round. **The Philippines** was the most represented nation, with **4 teams** in the final round.

**14 universities** were represented in the final round, with **Batangas State University** in the Philippines having **3 teams** in the final.

Challenges 1 and 2 were equally represented in the final, with **7 teams** each. Only **1 team** that selected challenge 3 was chosen for the final round.

# Winning Teams

On 4th March, the top 3 winning entries were announced live at the World Engineering Day event in Paris:

1ST PLACE

## ManufacturingBox

ManufacturingBox

2ND PLACE

## ECO BEADa

Team ECO BEADa

3RD PLACE

## SIMS

Team Torpedo

# Public Vote

# Public Vote

For the first time, members of the public were allowed to vote for their favourite Hackathon entry. The winning entry would be awarded the **People's Choice** prize.

The voting period ran from **16th December 2024 - 3rd March 2025.** Over the 3-month period, **7,594 votes** were cast by the public.

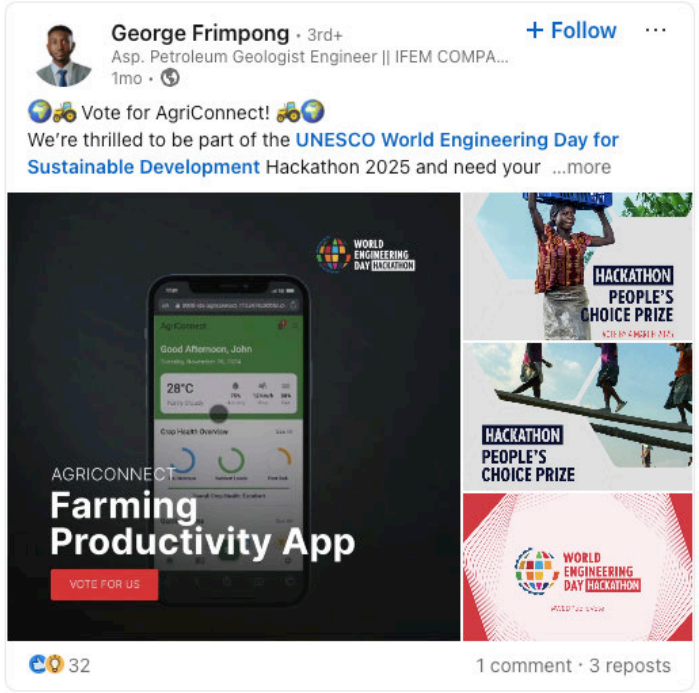
**AgriConnect**, a Ghanaian/French team, won the People's Choice prize with **1,227 votes**.

## AgriConnect

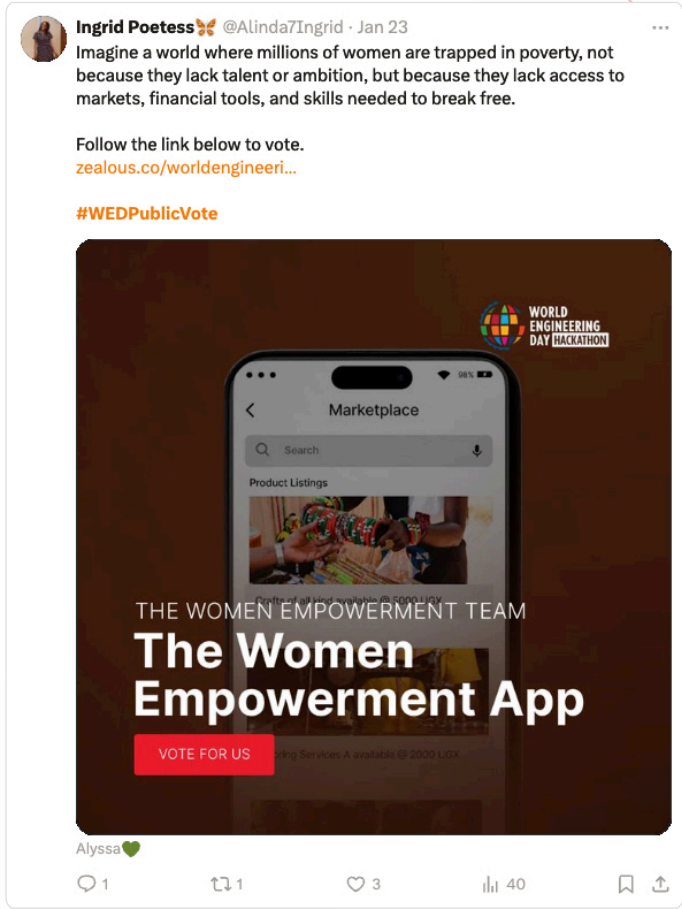
People's Choice Winner

# Social Media Promotion

Teams were provided social media tiles and invited to promote their entries on social media channels using the hashtag **#WEDPublicVote**




**AGRICONNECT**
GHANA/FRANCE




**The Women Empowerment App**
Uganda

**DocPal**
Zimbabwe

# Certificates

# Certificates

Each participant received a personalised certificate to recognise their participation in the Hackathon. Specially-designed certificates were sent to each of the finalists and to the team members for the four prize-winning entries.

Certificates were also created for all judges, as a mark of appreciation for their support.

# World Engineering Day

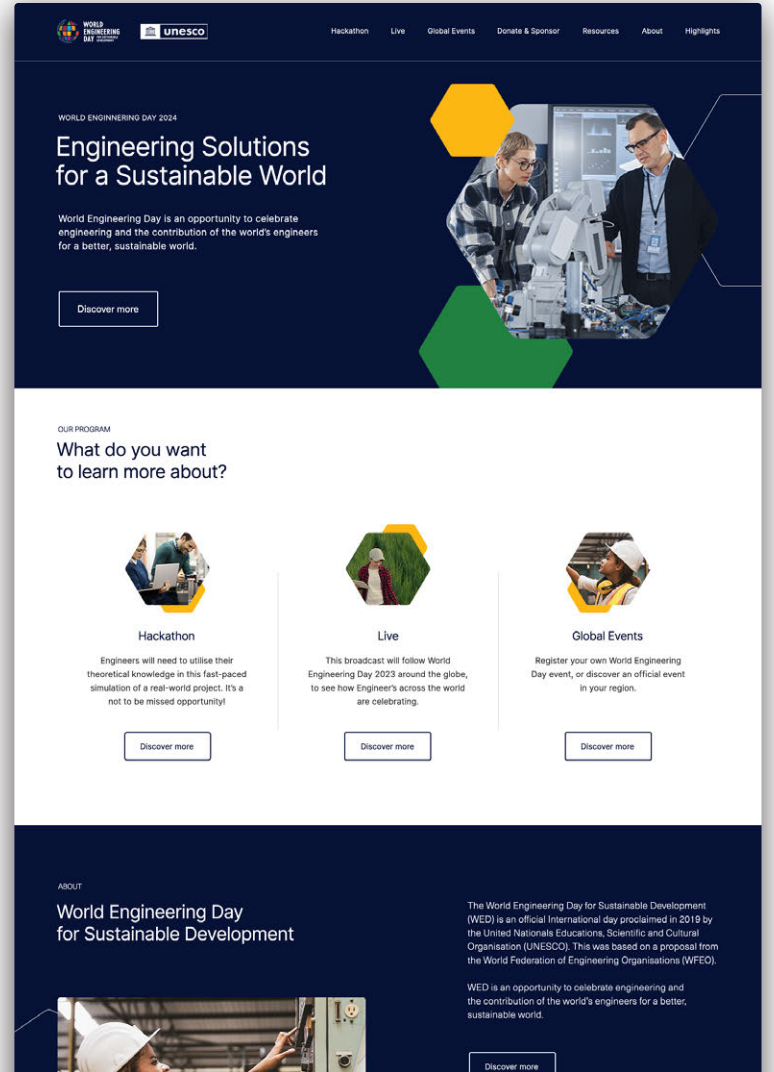
# Website

# Website Redesign

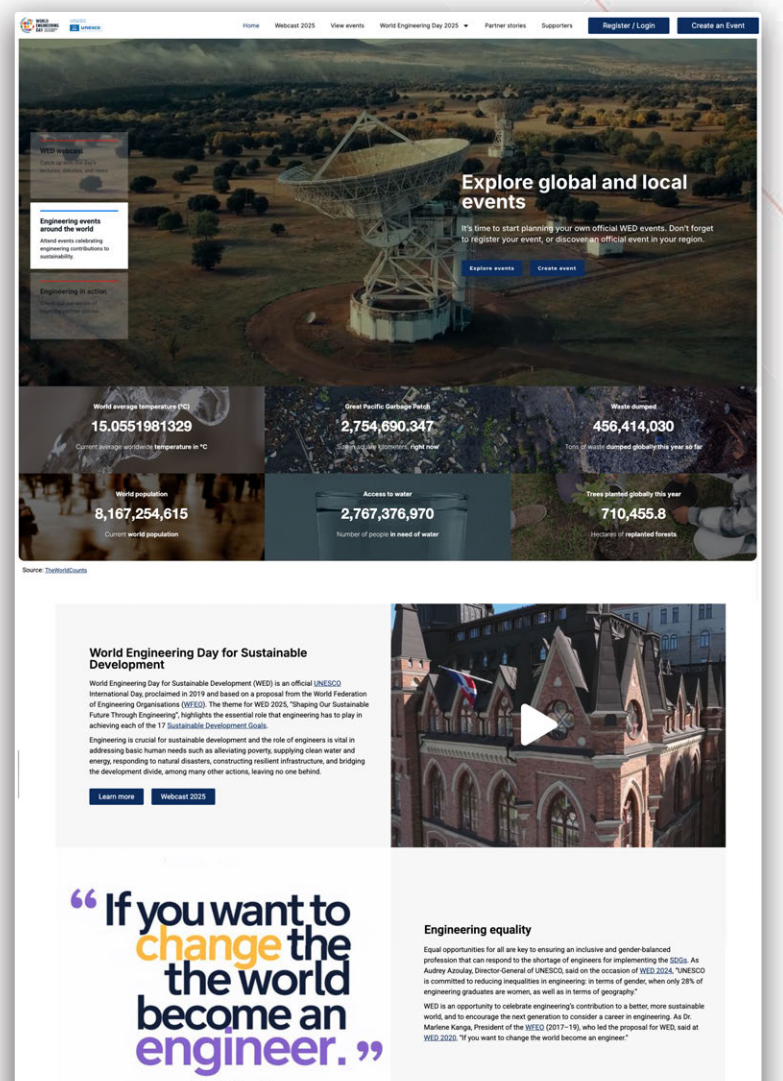
The Big Creative supported **St James's House** in transitioning the World Engineering Day website to an updated design.

Support was provided on copywriting, image selection, and layout design. The Big Creative was also heavily involved in the design of the **Hackathon** and **Public Vote** landing pages.

BEFORE




AFTER

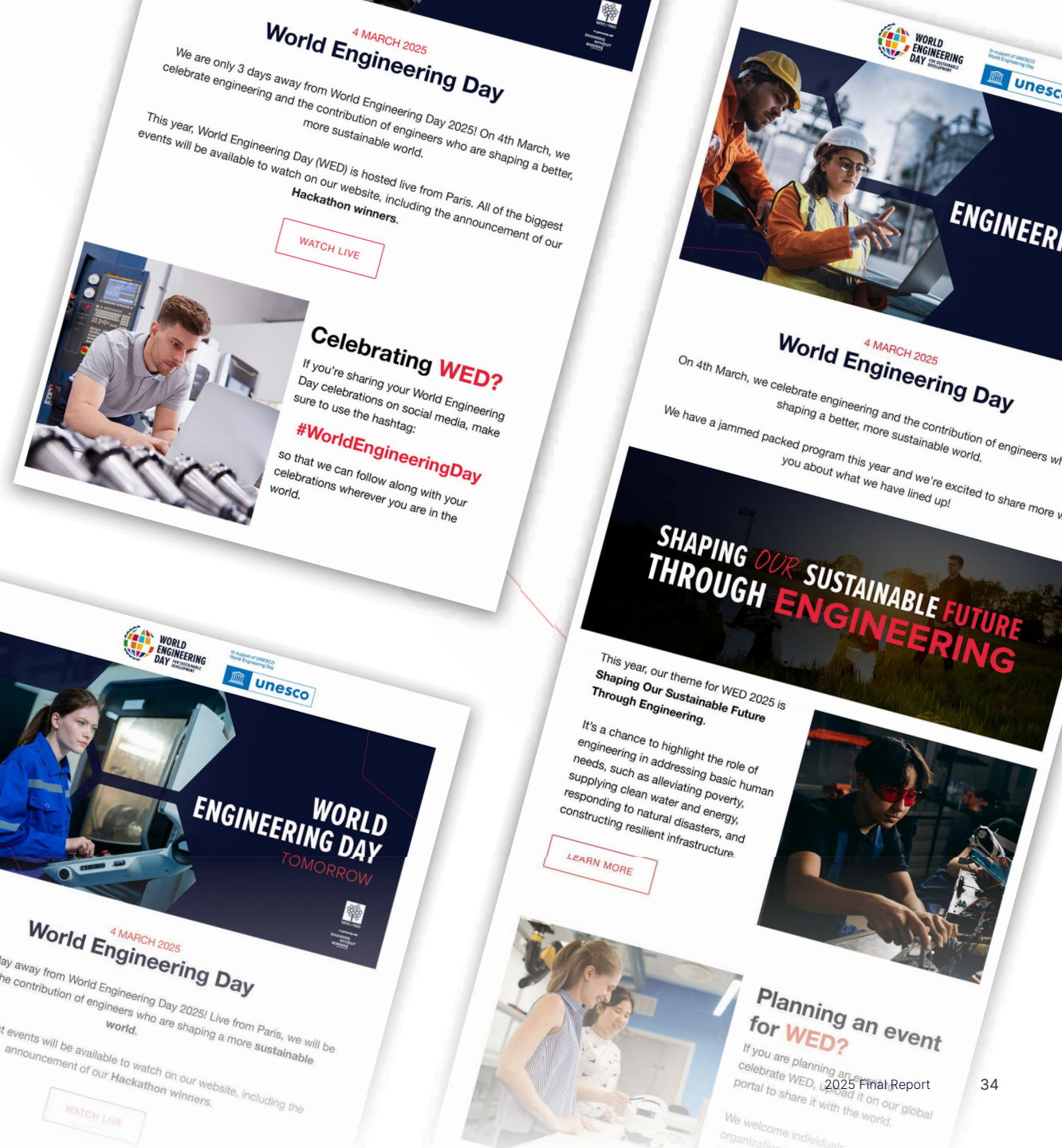


# Email

# Email Marketing

**5 marketing emails** were sent promoting the World Engineering Day event.

**2,373 new contacts** were added to the email audience list.



# Social Media

# General Promotion

The social media campaign focused on raising awareness about the global stream on the 4th March and key events occurring on the day.

In the run up to World Engineering Day, a two week countdown to the event was launched on social media channels directing users to the WED website and livestream.

The campaign also highlighted this year's theme, *Shaping Our Sustainable Future Through Engineering.*

# Advertising Campaign

Over a 2-week advertising campaign, our social media adverts generated over **130K ad impressions.**

| Link Clicks | Impressions | Clickthrough Rate | Video Views | Cost per click | Ad Spend |
|---|---|---|---|---|---|
| 2,825 Clicks | 135,758 Impressions | 2.08% | 4,000 Views | $1,13 AUD per Click | $2,500 AUD |

# Live Event

# Global WED Celebrations

5 shares

Comment Share

orld Engineering Day

290 4 shares

Comment as World Engineering Day

12 1 share

Like Comment Share

Comment as World Engineering Day

Vertiv · Follow
11 March at 06:30 ·

In celebration of #WorldEngineeringDay, Vertiv Manila hosted its first-ever Vertiv TechXperience tour, offering future engineers an exclusive, hands-on journey into the world of #datacenters. Engineering students from the University of the Philippines, Polytechnic University of the Philippines, and De La Salle University had the opportunity to explore the Vertiv Academy and Vertiv Experience Center, where they got an up-close look at our cutting-edge power and cooling solutio... See more

64 8 shares

Like Comment Share

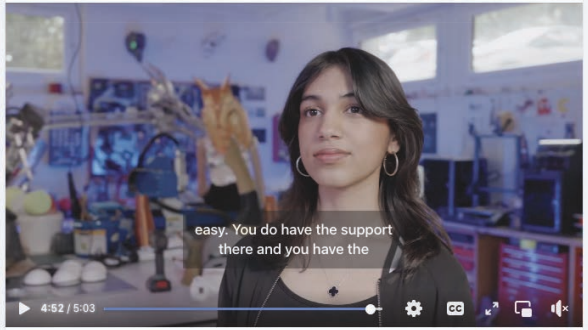
Comment as World Engineering Day

Ecole Internationale de Genève — International School of Geneva · Follow
7 March at 11:00 ·

Celebrating World Engineering Day with Ecolint STEM!

We are honoured that our Foundation was invited to partner for World Engineering Day for Sustainable Development on 4 March this year. The WED Founders recognised the exceptional talent of our students and the role of Ecolint STEM in preparing them for future-fit careers.

World Engineering Day was proclaimed by UNESCO and is celebrated globally. This day shines a spotlight on the incredible achievements of engineers and t... See more




24 2 shares

Like Comment Share

Comment as World Engineering Day

70

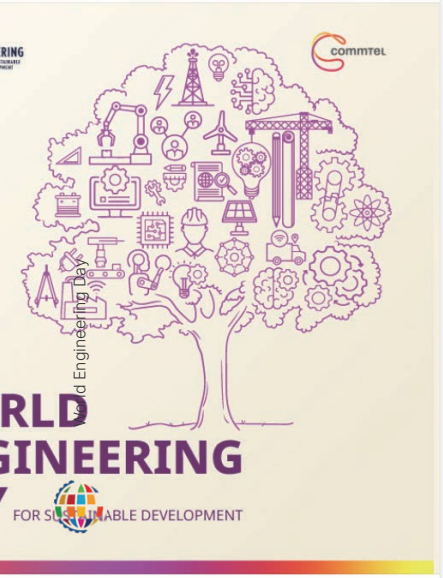
Like

orks · Follow

ng Day for Sustainable Development!

ovation, sustainability, and progress! From resilient infrastructure to tions, engineers play a vital role in shaping a better future for all.

wer of engineering in building a sustainable world! ... See more




Mhiz Hiffeh is at Petroleum Training Institute (P.T.I.) Effurun, Warri.
5 March at 12:52 · Warri, Nigeria ·

Practicing Engineer

#worldengineeringday engineer #petroleumengineering #pti

TROX UK · Follow
4 March at 13:15 ·

Today we celebrate #WorldEngineeringDay, an opportunity to recognise #engineering - and the contribution of the world's engineers - to address global challenges like climate change and #SustainableDevelopment ♻️, and to encourage young people to pursue engineering careers to develop our workforce of the future. 🚇👷👩‍🔧👨‍🚒

TROX UK is proud to have invested in many engineering #apprenticeships in recent years and in developing further skills and competencies of our team to drive ... See more

GDC Kenya · Follow
4 March at 07:05 ·

Today is #WorldEngineeringDay. We celebrate our engineers who are shaping a greener, more sustainable world. By helping to harness geothermal energy, our engineers are at the heart of Kenya's energy transition and economic transformation.

De Montfort University Leicester (DM
4 March at 16:16 ·

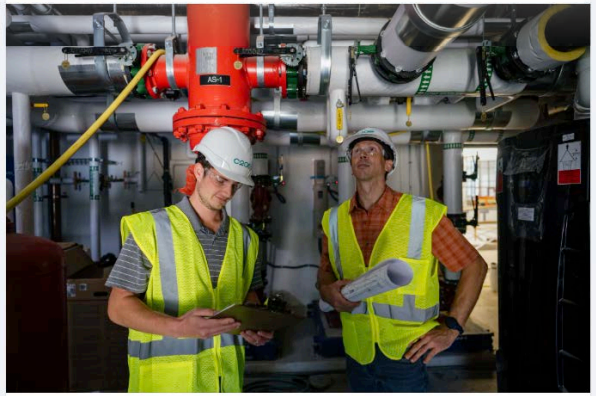
On #WorldEngineeringDay, take a tour of ou students and see where ideas come to life!

Come and see for yourself at our next Open D https://www.dmu.ac.uk/opendays

C2AE · Follow
4 March at 15:10 ·

Happy #WorldEngineeringDay! Today, we celebrate the brilliant minds that design, build, and innovate to shape a better future for all.

#createahead



5

Like Comment Share

Comment as World Engineering Day

1.4K 49 comments 22 shares

18 10 comments

Like Comment Share

Royal Academy of Engineering · Follow
4 March at 18:34 ·

Happy #WorldEngineeringDay!

Today, on UNESCO's World Engineering Day for Sustainable Development, we are proud to publish our Engineers for Africa 2025 report.

Building on over a decade of research and dialogue, the report highlights the critical role of engineering skills in Africa's continued sustainable development.... See more

3 2 shares

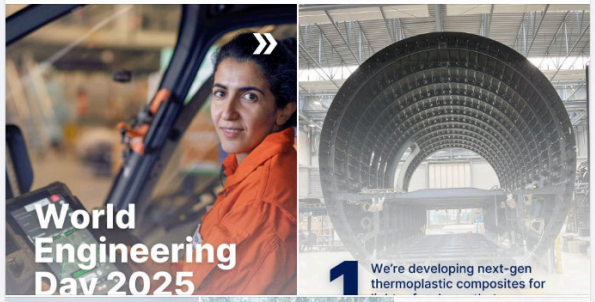
Like Comment Share

Comment as World Engineering Day

Airbus · Follow
4 March at 16:40 ·

✈️ Engineering is where creativity meets possibility. On #WorldEngineeringDay 🌍, we celebrate those who design, build and inspire.

#Engineers #Innovation




384 23 comments 55 shares

Like Comment Share

UNOPS · Follow
4 March at 15:26 ·

Happy #WorldEngineeringDay!

From health facilities to roads to clean energy infrastructure, our engineers are working around the world to help shape a more sustainable future – for people and the planet.

186 10 comments 14 shares

Like Comment Share

Ministry of Planning, Development and Special Initiatives is with UrduPoint Plus and 7 others. · Follow
4 March at 09:22 ·

Celebrating #WorldEngineeringDay! Join us as Federal Minister for Planning, Development & Special Initiatives, Prof. Ahsan Iqbal delivers a keynote address as Chief Guest on Shaping a Sustainable Future for Engineering at an event organized by the Institute of Engineers Pakistan

🎤 Tune in to hear his insights on the role of engineering in Pakistan's sustainable development, innovation, and economic growth.

#WorldEngineeringDay #EngineeringForSustainableDevelopment #Innovat... See more

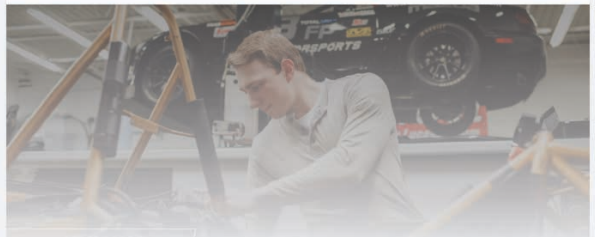
World Engineering Day

4 comments 12 shares

Like Comment Share

Purdue for Life Foundation · Follow
4 March at 17:06 ·

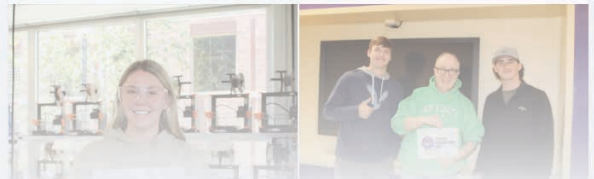
Celebrate #WorldEngineeringDay with Purdue Engineering! Help build a more sustainable world with a gift of $50 or more to the College of Engineering's 150th Fund, and you'll receive a commemorative anniversary lapel pin! Give at https://purdue.university/3Xk3roV.



WCU College of Engineering & Technology · Follow
4 March at 18:32 ·

Happy World Engineering Day from WCU!

#wcuengineering #wcuconstructionmanagement #wcucet #kimmelschool #expandingengineering #gocats #worldengineeringday



EngineerProf PH · Follow
4 March at 04:57 ·

**There is no development in any nation without engineering.**

Happy #WorldEngineeringDay for sustainable development!

2.7K 2025 Final Report

Like Comment Share

Power and Water · Follow
4 March at 05:10 ·

On World Engineering Day we're taking a peek at a day in the life of Trevor Durling, our Principal Engineer for the Darwin Region Water Supply Infrastructure Program!

Trevor is passionate about water and works on some of our biggest water ventures, including the Manton Dam Return to Service project. The project will provide an additional 7,300 megalitres into the Darwin region water supply system.

Big Creative

Lombard
23h ·

With #WorldEngi
through engineer
greener future. L
700kW DC / 660k
Area.

This system is de
the following... Se

6

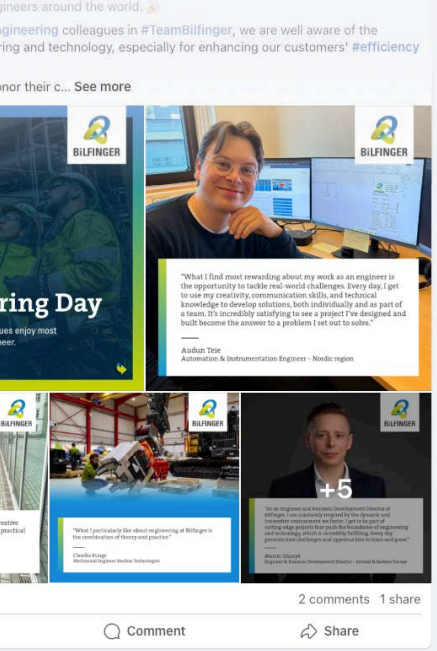
Like

Comment

HLA Engir
4 March at

Happy World Eng
better place to liv

32

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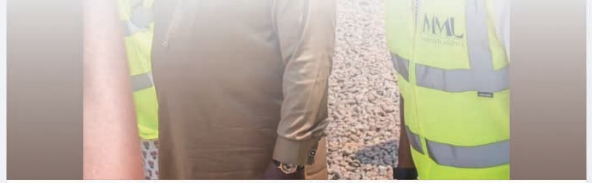

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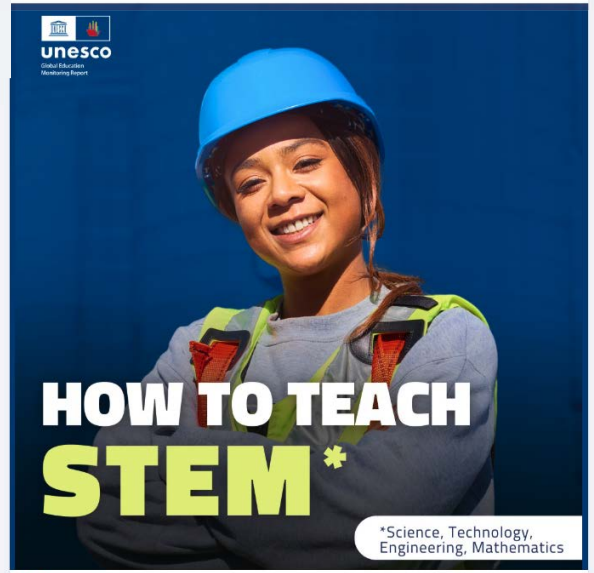
GEM Report Unesco · Follow
4 March at 15:13 ·

Happy #WorldEngineeringDay!
As we celebrate it, let's also explore the best practices for teaching STEM subjects, crucial for nurturing the engineers of tomorrow. Based on the insights from the 2023 GEM Report, here are 8 key strategies:
1 Make it compulsory: Across the globe, computer science education is becoming a staple in compulsory curricula, ensuring all students are equipped with essential digital skills.
2 Make it hands-on: Access to a laboratory is associated wi... See more

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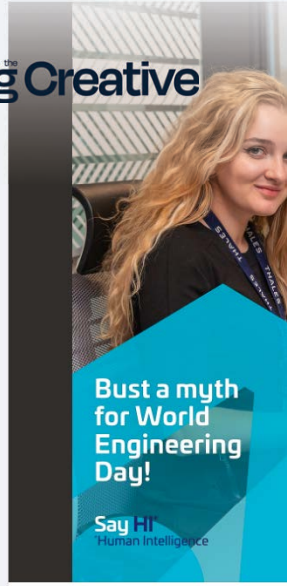


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The Smallpeice Trust · Follow
4 March at 16:30 ·

Happy #WorldEngineeringDay!

At The Smallpeice Trust, we're all about inspiring the next generation of engineers through hands-on STEM experiences.

Know someone who wants to become an engineer? Why not sign them up to one of our Summer of STEM courses? ... See more

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Çelebi Kalkan
4 March at 18:10 ·

On March 4th World Engineering Day for Sustainable Development, celebrated under the 2025 STEM Discovery Campaign with the theme "Shaping Our Sustainable Future with Engineering" we conducted a wonderful STEM Career work for our students together with my dear friends Aysun AÇIKGÖZ (Electrical Electronics Engineer) and Neslihan KIRAÇLAR (Mechanical Engineer).
Contributing the engineering profession to sustainable development goals and creating awareness about future eng... See more

See original · Rate this translation

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Trimex Colleges - College of Engineer
5 March at 16:22 ·

LOOK: Yesterday, March 4, 2025, the College Engineering Day with an event that truly embod Carnival of Minds. This gathering of Computer E faculty was not just a commemoration of the g showcase of ingenuity, teamwork, and dedicat the engineering spirit, h... See more

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Day, we're honoring the pioneers who have shaped our industry by meeting rooms after fantastic engineers who paved the way for Darchem create today

you:

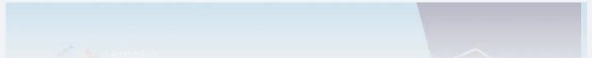
x was clock number 001 and worked at Darchem from opening until See more

Samuel Dennis Jr. · Follow
4 March at 09:21 ·

#WorldEngineeringDay
Today is March 4th, a day to celebrate engineers around the world. Happy World Engineering Day to me and every engineer making a difference in our society.
Electrical engineering is not just my career, it's my life and passion.

American Water Works Association · Follow
4 March at 14:01 ·

On #WorldEngineeringDay, AWWA recognizes the integral role engineers serve in the water sector. Their expertise and dedication are essential to ensuring safe, sustainable water for communities worldwide. We celebrate their commitment to innovation and public health and their contributions towards achieving UN Sustainable Development Goal 6: Clean Water and Sanitation for All.



IEEE Women in Engineering · Follow
4 March at 15:30 ·

Celebrate World Engineering Day with us today, 4th March! At IEEE Women in Engineering, we're proud to have members from diverse engineering fields, driving innovation and creating solutions that transform industries and improve lives. Let's honor the incredible #engineers who make our world a better place. Discover more about IEEE Women in Engineering: https://wie.ieee.org/
#WorldEngineeringDay #IEEE #WIELead

# Events

# WED Events

A social media campaign was launched informing users how to create and register events marking World Engineering Day. Each post directed users to the Events hub on the World Engineering Day website.

**40 events** held on or in celebration of World Engineering Day were registered on the website Events hub.

# Recommendations

# Recommendations

A list of recommendations for future WED events has been prepared:

## 1 Earlier planning phase

We recommend that the deliberation on the theme for World Engineering Day 2026 and the Hackathon begins at an earlier date, ideally by July/August.

This will allow greater time to plan and prepare a full marketing campaign for the events. It will also leave greater time to develop the Hackathon challenges and prepare content for the website.

## 2 Clearer entry conditions

In this year's Hackathon, several entries were submitted as part of pre-existing research projects. This undermines the spirit of the competition and puts teams who developed their project within just the 2 week period at a disadvantage.

Currently, there is no rule specifying that a Hackathon must be an original solution. We recommend adding the following condition to the rules: *All submissions must be fully original and developed within the 2 week Hackathon period. The solutions cannot be pre-existing projects or based solely on self-published research.*

## 3 Minimum team members

A few participants entered this year's Hackathon without a team, resulting in them receiving no points for the *Successful team collaboration* criteria.

Currently, the rules just advise participants to form teams of 3-5, but do not set a minimum. We recommend the rules specify: *Teams must consist of at least 3-5 members.*

## 4 Provide licensed audio-visual content

Though we requested that entrants only feature copyright-free material in their submissions, several teams submitted projects featuring copyrighted assets. This meant these projects could not be promoted on social media, and could have led to copyright issues.

We recommend that the teams are provided with a library of copyright-free video footage and audio tracks for use in their submissions once the challenges are released. The footage would cover a variety of topics related to the three challenges.

# Recommendations

A list of recommendations for future WED events has been prepared:

## 5 Update Public Vote

As the current format of the public vote has several issues, we would recommend revising the competition. One potential solution would be to limit the public vote to just the finalists. For this solution, the finalists must be announced earlier, ideally in **January**, to allow enough time for the public to to take place before 4th March.

The other option would be to include all accepted entrants, but to create **more stringent rules** for acceptance, so that only suitable teams are approved.

A clearer closing date for the public vote should also be specified, ideally 2 weeks before 4 March.

## 6 PhD and School-level Participants

PhD and secondary school students were permitted to participate in this year's Hackathon. However, due to the vast difference in each group's level of engineering expertise compared to the majority of participants, there was a slight imbalance in the contest.

We would propose a simplified contest targeting just secondary school students. This would allow the competition to involve more schools and younger engineers in World Engineering Day. We would also propose a more in-depth research-based contest for Doctoral students. As this is a more time-intensive recommendation, the proposed contest could occur at a different time of year or in a more simplified format, e.g. single challenge contest, with only one judging round.

## 7 More team forming methods

In this year's Hackathon, some participants had difficulty finding team members. Currently, the dedicated **Facebook group** is the only offered method for forming teams, which excludes participants without a Facebook account.

We recommend other methods are made available to participants, such as a dedicated Slack portal or Discord channel.

## 8 Mandatory Data Reporting

Currently during registration, the gender and field of study questions are voluntary. This meant both questions had a large proportion of null responses.

We recommend that these questions are both made mandatory, to allow for more accurate analysis of registration data. For field of study, a text field should be included for those who select *Other* so that they can add their course.

# Recommendations

A list of recommendations for future WED events has been prepared:

## 9 Greater contact with Academia

For the 2026 WED Hackathon, greater focus should be placed on connecting with representatives in academia, such as university staff and academic networks.

By having a greater relationship with these groups, students at these institutions are more likely to be made aware of World Engineering Day and the Hackathon.

## 10 More Communication Funnels

Beyond social media and email marketing, further communication methods should be utilised for future marketing campaigns, such as SMS messaging, Academic networks, and journalistic networks.

Third-party marketing could also be attempted, such as providing social assets and marketing materials to World Engineering Day sponsors to share on their social media channels/networks.

## 11 Multi-lingual Campaign

In this year's Hackathon, the social media campaign was developed in multiple UN languages. However, most elements of the campaign were still limited to English, including the World Engineering Day website, the Humanitix registration page, and Zealous event portal.

We recommend that all relevant campaign elements are localised into the UN languages to enable greater access to the contest.

## 12 Extend the Hackathon Submission Period

It has been noted that the two-week Hackathon Submission period in November is difficult for students in certain countries, (e.g. UK) due to scheduling conflicts with university coursework.

It is recommended to extend the submission period to 3 weeks.

In support of UNESCO
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# Thank you

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