

--- COOL SCIENCE ---

Youth Engagement Project

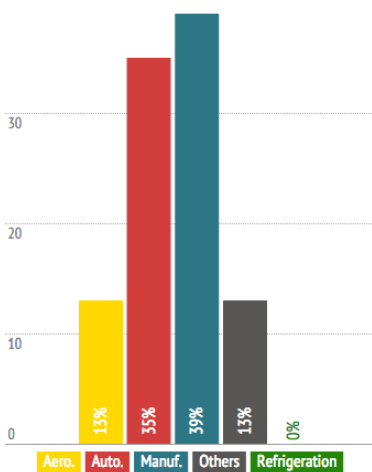
Our rapidly changing economy places ever-greater demands on the skills of our workforce. Concerns about the provision of Engineers and Engineering skills are increasing.

This is compounded in the RACHP industry due to its rising average age & lack of technical and specialist skills in applicants

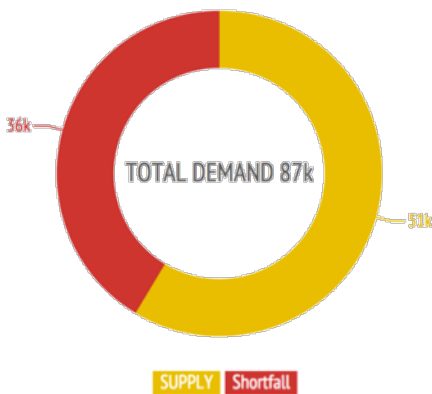


The Opportunity...

Industries students would like to work for



Graduate level engineers per year & 2013 shortfall



Source: Engineering UK annual report [2014]

Critical to Future development and talent pipeline is an ability to **inspire** younger members and attract young people from different backgrounds



Cool Science was conceived as a simple brand message to deliver the core theory behind Refrigeration & Air Conditioning to a young audience.

The concept has been successful in being selected to be an activity at the NEC in March 2015 for The Big Bang UK Young Scientists & Engineers Fair

What is 'The Big Bang Fair'?

- **The largest youth event in the UK**
- Introduces audience to what careers in STEM can offer, often for the first time
- **Over 80,000** visitors expected in 2015
- 35,000 sqm of showfloor
- Hosts; National Science & Engineering Competition (NSEC)
- Extensive media with 2,100 pieces of coverage in local and national news www.thebigbangfair.co.uk

Call to action

The **challenge** now is to promote awareness and raise funds from industry supporter's to make this event (and future shows) **a huge success**

This is a **fantastic opportunity** for **active engagement** to address a real problem facing the future of our industry.

To find out more about levels of sponsorship available to **become a 'Youth Engagement Supporter'** please contact chris.vallis@abgroup.com (07889 848 444) (Bronze/Silver/Gold/Platinum packages available)

Become a 'Y-E-S'

