

MEDIA RELEASE
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Green Agenda Inspires Young Engineers

The Engineering and Technology Board (ETB) today launched its annual flagship publication *Engineering UK 2008*, a comprehensive guide to the state of Engineering supply and demand in the UK which over the years has developed a profile as an informative, evidence-based document whose findings can be used across the science, technology, engineering and mathematics, or STEM, community to inform policy and generate action. A key finding of the report is that young people are more likely to be motivated by a possible career in engineering when it is directed towards environmental goals.

Based on a case study from Energy & Utility Skills (EU Skills) , *Engineering UK 2008* finds that although there is a great deal of cynicism towards what some see as 'greenwashing' - talking up questionable green credentials - many potential engineers felt that "that a **genuine** green agenda would make the sector more attractive as a potential career choice."

The findings have emerged at a time when the government is considering its energy policy for the next ten years, having recently established the new Department of Energy and Climate Change.

Dr John Morton, Chief Executive of the Engineering and Technology Board said:

"Engineering and technology has the potential to make a huge difference to our climate and to the future of our planet. It is hugely encouraging to see young people taking an interest in engineering as a career and recognising the contribution it can make to our society. The ETB is continuing to support young people who are taking engineering subjects to help to produce the next generation of problem solvers that the UK needs."

Paul Lester, Chief Executive of VT Group said:

"Engineering UK is a very useful narrative on the supply and demand issues of the engineering markets and will help inform future policy making.

Notes to Editors

1) The Engineering and Technology Board (ETB) is an independent organisation that promotes the vital contribution of engineers, engineering and technology in our society. The ETB partners business and industry, government and the wider STEM community: producing evidence on the state of engineering, and inspiring young people to choose a career in engineering, matching employers' demand for skills. For more information about the ETB please visit www.etechnology.co.uk.

**For further information please contact:
Laura Marsh, Senior Communications Executive, the ETB**

Tel: 020 3206 0444 or (m) 07887 943 017

Email: lmars@etechb.co.uk