

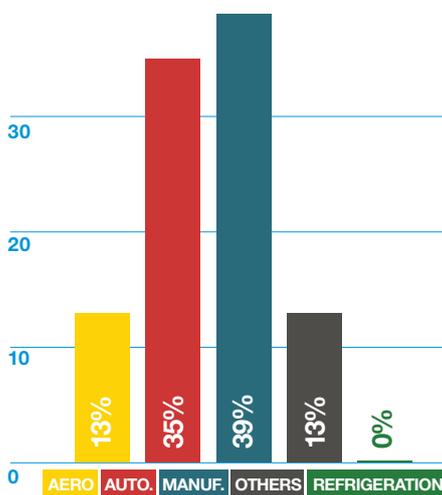
Youth Engagement Project

Britain is great at engineering, but it's projected that we need double the number of engineering related apprentices and graduates coming out of colleges and universities. The Cooling Industry simply suffers the same fate as Engineering does as a whole, whether more acutely or not is the real debate. Skills shortage and future skills gap are real challenges for us to address now.

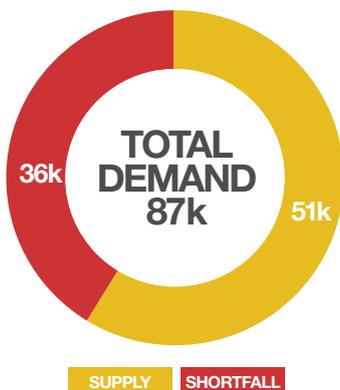
*Critical to Future development and talent pipeline is an ability to **inspire** younger members and **attract** young people from different backgrounds*

Facts & Figures...

Industries students would like to work for:



Graduate level engineers per year & 2013 shortfall:



Source: Engineering UK annual report [2014]



COOL SCIENCE
..How refrigeration works



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

The **Cool Science** concept has been successful in being selected to be a 4-day activity at the NEC in March for 2015's **'The Big Bang UK Young Scientists & Engineers Fair'**

What is 'The Big Bang Fair'?

- **The largest youth event in the UK**
- Introduces young audience (7-19yrs) to what careers in STEM can offer, often for the first time
- **Over 80,000 visitors** over 4 days (approx. double EcoBuild)
- 35,000 sqm of showfloor
- Hosts; National Science & Engineering Competition (NSEC)
- Extensive media with 2,100 pieces of coverage in local and national news

visit www.thebigbangfair.co.uk

Call to action...

Our challenge now is to make the 25sqm stand at the fair as **engaging** and **inspiring** as possible through donations of **time** and **funds** from industry supporters who would then become a 2015 **'Youth Engagement Supporter'** (Y.E.S.)

This is a **fantastic opportunity** for **youth engagement** to address a real challenge facing the future of our industry. To find out more about donating financial & staffing support please contact: **chris.vallis@abgroup.com** (07889 848 444)