

Recognising Excellence – a profile:

Recognising Excellence is a new campaign, conceived and led by the Engineering Council and being run by the Council in partnership with 38 professional engineering institutions. The campaign operates on behalf of all those who work as professionally recognised engineers and technicians. It aims to raise awareness and interest among both engineer employers and employees of:

- The important benefits and demonstrable value of professional institution membership, and
- The business-related and personal career advantages that flow from the internationally recognised mark of excellence that is conferred by professional registration

The pilot phase of Recognising Excellence, backed by Engineering Council funding of up to £250,000, is being conducted here in the East of England, throughout the counties of Hertfordshire, Bedfordshire, Essex, Cambridgeshire, Norfolk and Suffolk until the end of this year. The campaign will be rolled out to more regions in the UK once sufficient sponsorship has been attracted and initial results have been evaluated. If you are one of this region's 26,000 registered engineers or if you are an employer of engineers in the East of England, you will probably already have personal experience of the direct marketing, media relations or website-based strands of the Recognising Excellence campaign in action. In the last few months you may well already have seen the campaign's supporting literature – pamphlets, workplace posters and guides – or have called the freephone help desk or visited the website's central point of membership information for professional institution partners. You may even have been contacted by Metra Martech, our specialist research organisation carrying out attitudinal research against which to measure positive changes in perceptions and behaviour. But if you have not and you want to learn more about Recognising Excellence, then get in touch using the details at the back of this brochure. We look forward to hearing from you.

A Final Message

The organisers and presenters of Global Guardians offer you their grateful thanks for attending this event. By doing so you have tangibly demonstrated your support for what we are seeking to do. The East of England PEI, CPE and Recognising Excellence all face daunting challenges in achieving their objectives. Meeting their joint and several ambitions will not be an easy task. A considerably encouraging start has been made by the union of this region's almost 40 engineering institutions backing the East of England PEI, the industrial patrons behind CPE and the many thousands of individual engineers and engineering companies championing Recognising Excellence, but a great deal still remains to be done. Can you and will you help?

You can contact the East of England PEI, the CPE Eastern Network and the Recognising Excellence campaign by means of the details overleaf. We hope you will make the effort to use them. And we look forward to collaborating with you – in genuine partnership – as we work together towards one aim:

Engineering the future.

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Region covered by the East of England PEI

East of England PEI contacts:

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Recognising Excellence contacts:

Point your browser at: www.engc.org.uk/excellence
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Write to:
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Engineering Council
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Global Guardians

engineers safeguarding our
environment in partnership
with society

an East of England regional
conference on Wednesday
8th November 2000

East of
England

PEI

Professional
Engineering
Institutions

cpe

campaign to promote engineering

engineering council

Welcome to Global Guardians, an evening conference staged in the East of England region by professional engineers and those who work closely with them.

Engineers – and their partner professionals – fundamentally shape the very fabric of our society across every imaginable spectrum of human endeavour. They conceive, design, manufacture, test, improve, create and then re-create virtually our entire world.

Engineers daily present us all with new products and services to enrich our lives. But this very act of creative production – and crucially our collective usage of and demand for its bounty – gobbles up energy and raw materials and generates ever-increasing quantities of waste products.

So, are engineers asset strippers and pollution producers – or is it instead the case that their keenly-felt sense of social responsibility drives them to place environmental protection at the forefront of all aspects of their work?

Is it a poorly-recognised reality that, far from wasting Earth's resources, engineers husband them – and that they not only constantly discover new and ingenious methods of reducing waste but actually invent innovative systems to derive clean energy from it?

Do they in truth deserve to be recognised as our society's Global Guardians?

With the profession of engineering becoming increasingly acknowledged as the powerhouse which transforms science into technology, our speakers tonight will highlight for you and debate with you:

"The social responsibilities of the engineer and the consumer in the context of husbandry of original and waste resources, political and legislative implications for a world-wide market place and the need for a complete-cycle approach to the harnessing of energy, materials and waste resources".

Global Guardians' speakers tonight possess in-depth experience of the theory and practice of engineering environmental protection. They are:

- Professor Roland Clift OBE FREng FIChemE FRSA, Director of the Centre for Environmental Strategy at the University of Surrey and a leading academic, internationally recognised as one of the foremost specialists in identifying for the benefit of society the challenges presented to us all by the quandary of energy, materials and waste resources management
- Mr John Stubbs, Project Director of Shell UK's £876 million Shearwater Development since April 1996. This Central North Sea development includes drilling 6 High Pressure/High Temperature (1000 bar & 180 degrees Celcius) development wells, the installation of production facilities to produce a sales-quality gas offshore and the necessary export infrastructure. This has led to the installation of one of the most technologically advanced production platforms in the world. Shell UK, together with its co-venturers ExxonMobil and BP, has adopted an holistic approach to the Shearwater Development and Mr Stubbs will detail some of the imaginative solutions that have been engineered to improve overall safety and lessen the environmental impact of such a massive undertaking

The Chairman of the evening's proceedings is Denis Filer CBE TD FREng, President of the Institution of Mechanical Engineers. Global Guardians' introductory welcome will be given by the University of Hertfordshire's Pro Vice Chancellor Prof Peter Lines. The Environment Award for Engineers will be outlined by Hannah Reynolds of the Engineering Council. The closing vote of thanks will be made by Neville Reyner, Deputy Chairman of the East of England Development Agency (EEDA).

Sponsors and supporters

Global Guardians is organised and presented by the East of England PEI, the Campaign to Promote Engineering Eastern Network and the Engineering Council's Recognising Excellence campaign. Grateful thanks and appreciation are paid to principal sponsors and supporters, including:

- Hertfordshire TEC & Business Link Hertfordshire
- University of Hertfordshire
- East of England Development Agency (EEDA)
- Engineering & Marine Training Authority (EMTA)
- Engineering Council
- Institution of Mechanical Engineers, Auto Division Luton Centre; North Herts Area; Beds & Cambs Area
- Institute of Quality Assurance
- Institute of Physics, London & South East Branch
- Royal Aeronautical Society
- Institution of Electrical Engineers
- Institution of Incorporated Engineers
- Institute of Measurement & Control, Herts Area
- Institution of Civil Engineers, Chilterns Association
- Institute of Marine Engineers
- Institution of Plant Engineers, Hertfordshire Branch
- Chartered Institution of Water & Environmental Management
- Institution of Chemical Engineers
- Institution of Water Officers



East of England PEI – what it is and what it does:

The East of England PEI is a voluntary, non-commercial and non-political regional grouping of engineers representing their professional institutions – and thus the profession of engineering itself – drawn from the six counties of Norfolk, Suffolk, Cambridgeshire, Hertfordshire, Bedfordshire & Essex. All East of England PEI members are dedicated to working through partnership to raise the profile of engineering and to promoting it as an exciting and rewarding career for young men and women. Set up in 1997 by the professional institutions and the Engineering Council, the lead body for the profession, the East of England PEI works to fulfil its mission – becoming the “voice of the engineering profession” in its region – in two main ways. Firstly, it addresses broad issues by forging links and communication channels with opinion-formers and decision-makers in the realms of industry & commerce, education, and both national and regional government. Secondly, it works to organise and deliver targeted joint ventures ‘on the ground’ in its region, in which institutions work together and pool funds, resources and expertise to meet identified local needs. The East of England PEI's current joint ventures are:

- Schools Liaison: integrating with the regional SATRO and SETPOINT organisations, and with the Engineering Council's regional teams of Neighbourhood Engineers, this joint venture is recruiting 6 county teams of enthusiasts to help inject engineering expertise into the region's classrooms
- Careers Conventions: this joint venture places well-briefed engineers with a pan-profession breadth of experience at Careers Conventions across the region, armed with detailed ‘further information’ literature from nearly 40 institutions
- Prestige Affairs: organising and delivering high-profile events such as tonight's Global Guardians presentation, this joint venture aims to keep engineering firmly in the public eye, with a team of ‘Engineering Ambassadors’ spreading our messages to all sectors of the region's communities

The East of England PEI maintains a Website of news and events, and is working to forge stronger links between engineers of different disciplines and between engineers and their ‘customers’ – the general public, the media and regional agencies of influence

The Campaign to Promote Engineering – a profile:

The Campaign to Promote Engineering is industry led, project based and supported by the Government. Its objectives are to make the UK public aware of the important role that engineering plays in our quality of life and national wealth and to help industry meet the challenge of the shortage of engineers by promoting engineering as an exciting and rewarding career. The Campaign functions through local activity in partnership with local industry and educational groups and through national projects in partnership with major UK companies and organisations. The Campaign's Eastern Network is active within the East of England. The Campaign is supported by over 50 patrons, of which the following operate within this area:

- British Telecommunications plc
- Vauxhall Motors Ltd
- Royal Air Force
- London Underground
- Ford Motor Company Ltd
- Railtrack plc
- Marshalls Group of Companies
- BAE SYSTEMS
- London Electricity
- National Grid Company
- Marconi plc
- York International Ltd