

The Curiosity Project

A three-year engagement programme by Siemens, aimed at bringing science, technology, engineering and mathematics (STEM) to life for young people in the UK. For more information, visit siemens.co.uk/curiosity-project

Why the Curiosity Project?



Britain is great at engineering, but we need more engineers!



People don't know what engineering is



Engineering provides great prospects



Teachers and parents need support and information

Our aims



Provide career inspiration and aspirations



Leave a legacy to inspire future generations



Support parents, teachers and careers advisors



Encourage and facilitate networking

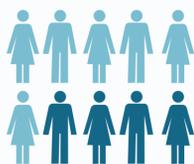


Helping employees to be involved in local communities



Provide investment and support to our project partners

An overview of what we have done in Year 3



396k

Visitors engaged at Curiosity Project events



837

Siemens employee volunteers deployed



54

Executive networking opportunities created



96%

of parents were very likely or likely to recommend Curiosity Project activities

*Based on Curiosity Project activities and visitor research data, October 2016 to October 2017

Impact on visitors at Curiosity Project events*



83%

of parents of 11 – 18 year olds perceived that engagement with Curiosity Project activities increased their children's interest in a career in engineering



+15%

increase in parents' knowledge about engineering as a career



+20%

Feel the Curiosity Project makes a positive contribution to their community

*Based on research at 5 Curiosity Project supported festivals, October 2016 to October 2017

Impact on teachers*



97%

Think that attending the day was valuable



88%

Report that the PTI Schools Programme has helped my department raise the aspirations and expectations of my school's students



149,053

Total pupil reach of just one residential course

"...My fire has been relit and this can only enhance my teaching..."

* Based on research conducted post The Prince's Teaching Institute Science and Maths Autumn Residential course 2017

The Curiosity Project Partners

