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Aviation in Europe – Innovating for Growth

The 7th European Aeronautics Days



L O N D O N



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INSPIRING A FUTURE GENERATION

the key to future Innovation

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Overview

This presentation provides an overview of Rolls-Royce's approach to inspiring the next generation of scientists, engineers and technicians so critical to the future of our business.

Without new and diverse talent in Science, Technology, Engineering and Mathematics (STEM) we will not be able to continue to innovate and create a sustainable & better future.



What is the problem?

The Engineering UK 2015 report provided it's annual update on the state of the engineering sector and showed that UK engineering employers are projected to need 1.82 million people with engineering skills by 2022.



This means we will need **double the number of engineering graduates and apprentices** entering the industry.

Women make up just 14% of all people working in STEM occupations. And for other groups this % is even worse !



It's a global problem !

We need more young people (with increased diversity) talented & passionate about STEM

What are we doing about it ?



The case for action

- helps to widen the talent pool from which we (our supply chain, our customers and our sector) **recruit**
- provides opportunities to involve and **engage** our employees (and help **retain**)
- provides purposeful context to **develop** skills & leadership of our employees and talent
- provides opportunity to address and demonstrate commitment to **diversity**.
- helps to demonstrate our long term **commitment** & **sustainable** impact in the communities in which we operate
- helps to enhance our **reputation** & demonstrate focus on **material** issues



Inspiring young people

INSPIRE & engage young people

- Making STEM subjects fun for 5-11 year olds
- Showing 11 – 14 year olds how STEM learning can be applied in the world of work
- Inspiring and informing the learning choices and career pathways of 14 to 19 year olds and beyond

Motivate & Enable great **TEACHing** (teachers, assistants & youth leaders)

INFORM & Influence those who most influence young peoples aspirations and choices (parents, carers and teachers)

ENGAGE a diverse audience in STEM – particularly those in under-represented groups including women.

ADVOCATE & influence (education, industry & policy)

EXTEND into Customer and Supply Chain



Creative & high value.....

- Continually seek opportunities for connection, leverage, partnership and collaboration internally & externally – stop & focus elsewhere if not possible - where our impact will be proportionate to the quality & depth of reach:
 - Tier 1 – Connect (Visible in a STEM context)
 - Tier 2 – Engage (Active engagement in person or digital)
 - Tier 3 – Learn (Interactive learning opportunities)
 - Tier 4 – Sustain (Interactive learning over a sustained period)
- Tiers of reach 2, 3 & 4 are increasingly more likely to positively impact attitudes, behaviours, skills, aspirations and hence capacity & pipeline for STEM and, at the same time engage (and develop) our employees and talent in a more sustainable way....



We deliver through our people....

- We deliver primarily through our partnerships, employees, talent and leadership
- Over 1,000 RR STEM Ambassadors worldwide – STEM skills, mentoring & role models
- Over 300 RR UK School Governors trustees for 9 University Technical Colleges/ academies & 14 University Campus Teams
- High Potential population & accelerator
- Coach & Mentors, Trustees, Steering Groups, Non-Exec Directors
- 600 work experience (UK) placements & host over 5000 children on visits-in
- Purposefully engage our early career pipeline of apprentices, graduates and higher apprentices

Our employees volunteered over 140,000 hours (110,000 hours in STEM) in our communities around the world in 2014



Our driving principles.....

- Ambitious target that encourages creativity, gives purpose & focus (a framework) and translates globally/applies locally
- Increases connection & leverage internally as well as externally – business need, alignment , resources & powerful advocacy
- Communicate simply, openly, consistently and often. Embrace social media and digital. Sharing is Power.
- Purposeful engagement of early career and talent – stimulates innovation & encourages longevity
- Adopt a distributed (assisted/organic) approach to execution – engage, enable & excite 54,000 worldwide
- Continually seek opportunities for connection, leverage , partnership and collaboration internally & externally – stop & focus elsewhere if not possible.

Reach **6** **MILLION**
people
by 2020



Where next..... ?

Continue to focus on:

- Primary age – reach the next but one generation

- Gender and wider diversity

- Reach & influence Parents

- Go digital / Internet of things

- Engage with SME's

- Emerging countries (Customer & footprint)





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Thank You