

Frimley, UK
3 September 2014

Siemens to inspire five million young people through the promotion of science and engineering

More than five million young people will benefit from a greater knowledge of the opportunities created by STEM subjects and the exciting career prospects engineering delivers.

The Curiosity Project launched today is a three-year engagement programme by Siemens, broadening their existing investment to bring science, technology, engineering and mathematics (STEM) to life in the UK.

For the next three years as part of the Curiosity Project, Siemens will support five major science and related festivals throughout the UK, each with a clear ambition to reach out to parents, teachers and students to make the world of science available in a fun and engaging way.

The Curiosity Project by Siemens also supports The Prince's Teaching Institute Residential for Mathematics and Science. This will enable Heads of Departments from state secondary schools across the country to also benefit from up to date knowledge, resources and ideas to deliver truly inspiring lessons. Furthermore, the project will incorporate a sponsorship of 'International Images for Science' photography competition and touring exhibition run by the Royal Photographic Society. This will showcase in an immersive, visual manner, the fascinating detail and scale of science and engineering in application.

Siemens will also conduct a research programme throughout the term of the project, to quantify the impact upon a young person's understanding of engineering that a business engaging with parents, students and teachers can have.

The investment is in response to engineering companies needing 1.86 million people with engineering skills from 2010-2020. Therefore the UK needs to double the numbers of engineering related apprentices and graduates coming out of colleges and universities.

To support this, the UK needs to double the number of young people studying GCSE physics as part of triple sciences and grow the number of students studying physics A level to match those of maths.*

Siemens will also increase its free online engineering education resources launched in 2013 as part of this project www.siemens.co.uk/education. Aimed at the UK's 21,000 primary and 5,000 secondary schools, the resources have already been rolled out to 5,000 schools across the country in its first year with the aim of reaching 4.5 million pupils by 2016.

Juergen Maier, Chief Executive, Siemens plc said: "I'm extremely proud that Siemens is engaging young students, teachers and parents all across the UK both in and out the classroom, unlocking the exciting potential of a career in engineering. I am confident that Siemens and our partners in this area can make a significant difference, and via our research, we intend to prove it."

Imran Khan, Chief Executive of the British Science Association, said: "We are really excited about our partnership with Siemens, as headline sponsor of the British Science Festival. Their support has enabled us to run a science and careers in action zone for the first time this year.

"We want to inspire a generation to be comfortable with science, whether they end up working in science or not. Working with Siemens will help us to challenge stereotypes of people working in science, allowing us to highlight inspiring mentors, exciting careers and fascinating research and technology."

Sir Paul Nurse, incoming President of the British Science Association, said: "It is very good to see big corporations, such as Siemens, becoming engaged with the public over science and supporting organisations like the British Science Association and other initiatives in the sector. Through such public engagement, Siemens will enable the BSA to celebrate the role of - and strengthen its own links with - industry; raise the profile of the range of careers available to young people; and hopefully inspire a new generation of innovators, researchers and engineers.

"I am looking forward to seeing the impact that Siemens' new sponsorship programme has on the UK's future economy and workforce."

Chris Pope, Co-Director, The Prince's Teaching Institute, said: "We are proud to be part of Siemens' Curiosity Project. The Prince's Teaching Institute has long worked to support and inspire teachers, as we believe that passionate and knowledgeable teachers are the key to unlocking curiosity and ambition, and thereby transform a young person's life. We are delighted to be working in partnership with Siemens to help create a transformation in Maths and Science learning in classrooms across the country. Siemens' support will enable us to reach over 150,000 children."

The Curiosity Project by Siemens encompasses the following:

- Sponsorship of 4 major UK Science festivals until 2017:
 - British Science Festival
 - Manchester Science Festival
 - Edinburgh International Science Festival
 - The Times Cheltenham Science Festival
- Sponsorship of Manchester International Festival 2015
- Sponsorship of Royal Photographic Society "images for Science" competition and touring exhibition at locations throughout the year
- 3 year research programme with students, teachers and parents
- Sponsorship of up to 1,600 state school teachers to benefit from The Prince's Teaching Institute programmes, inspiring more effective and rigorous teaching in Maths and Science. www.princes-ti.org.uk
- Continuation of existing sponsorship of The Big Bang Fair (75,000 school visitors over 4 days)
- Continuation of existing sponsorship of Greenpower electric car challenge (600 schools and 10,000 students – 60% more engaged with STEM after taking part)
- Continuation of existing sponsorship of the Museum of Science & Industry, MOSI
- Continuation of existing sponsorship of 'atmosphere: exploring climate science' at the Science Museum in London (until 2015)

- Continued investment into the interactive exhibition at the Crystal; a Siemens initiative in Newham, London

-Ends-



Media contacts

Laura Bennett
Tel: 07808 823598
Email: laura.bennett@siemens.com

For further information, please see: www.siemens.co.uk/press

Follow us on Twitter at: www.twitter.com/siemensuknews

About Siemens

Siemens was established in the United Kingdom 170 years ago and now employs 13,760 people in the UK. Last year's revenues were £3.36 billion*. As the world's largest engineering company, Siemens provides innovative solutions to help tackle the world's major challenges across the key sectors of energy, industry, infrastructure & cities and healthcare. Siemens has offices and factories throughout the UK, with its headquarters in Frimley, Surrey. The company's global headquarters is in Munich, Germany. For more information, visit www.siemens.co.uk

* Data includes intercompany revenue. Data may not be comparable with revenue reported in annual or interim reports

The Curiosity Project:

<http://www.siemens.co.uk/curiosity-project>

* Figures quoted on the status of engineering in the UK from Engineering UK

Upcoming key dates:

Date	Event supported by Siemens
6 - 11 September 2014	The British Science Festival
12 October 2014	Greenpower Finals at Goodwood
23 October – 2 November 2014	Manchester Science Festival
11 - 14 March 2015	The Big Bang Fair
4 - 19 April 2015	Edinburgh Science Festival
2 - 7 June 2015	The Times Cheltenham Science Festival
2 - 19 July 2015	Manchester International Festival

About the British Science Festival

The British Science Festival is one of Europe's largest science festivals and regularly attracts over 350 of the UK's top scientists and speakers to discuss the latest developments in science with the public. Over 50,000 visitors attend the talks, discussions and workshops. The Festival takes place at a different location each year and was last held in Birmingham in 2010. The 2014 Festival will take place from 6 - 11 September hosted by the University of Birmingham. For further information, visit www.britishsciencefestival.org @BritishSciFest #BSF14

About the British Science Association

The British Science Association (BSA) believes that science should be part of – rather than set apart from – society and culture, and is owned by the wider community. Our programmes encourage people of all ages and backgrounds to engage with science, become ambassadors for science, and ultimately to be empowered to challenge and influence British science - whether they work in science or not.

Established in 1831, the BSA is a registered charity that organises major initiatives across the UK, including National Science & Engineering Week, the annual British Science Festival, regional and local events, the CREST Awards and other programmes for young people in schools and colleges. The BSA also organises specific activities for professional science communicators, including a specialist conference and training. For more information, please visit www.britishscienceassociation.org

About The Prince's Teaching Institute

The Prince's Teaching Institute (PTI) is an organisation run by teachers for teachers. It aims to inspire teachers in their subject disciplines, to develop subject expertise, and to give them the confidence to introduce their pupils to challenging material.

Working in secondary schools in England and Wales, the PTI has activities for all levels in schools. For headteachers and senior leadership teams, it has a Schools Leadership Programme and Headteachers' Residentials to explore 'what works in schools', sharing good practice in promoting effective teaching and learning and good school curriculum design. The Schools Programme and Summer Schools are for subject leaders and include a membership scheme which enriches a department's subject provision both inside and outside the classroom. The one-day courses are subject-based Continuing Professional Development courses for all teachers. The New Teachers' Subject Days courses are for teacher trainees, newly qualified teachers as well as second and third-year teachers.

HRH The Prince of Wales established his first Education Summer School in 2002, with the aim of bringing together teachers of English and History from secondary state schools and giving them the opportunity to discuss why their subjects were important, what should be taught and how. The success of that Summer School led to the formation of The Prince's Teaching Institute (PTI) of which The Prince of Wales is President.

www.princes-ti.org.uk