



## About SmartSTEMs

SmartSTEMs exist to inspire the next generation about Science, Technology, Engineering and Maths (STEM) through cost effective collaboration between industry and education.

We have a vision that every child in the world, regardless of age, gender, background, ethnicity, religion, location, will have equal and fair access to STEM education and career opportunities. Our mission is to provide equal access to inspire and realise the full potential of future generations, through facilitating cost-effective collaboration with industry and education.

## Why?

Evidence tells us that if young people have a better understanding of what can be achieved and how, then unsurprisingly they will go on to achieve more themselves! Unfortunately, not everyone has access to people who have a story to tell or indeed someone willing to tell it.

SmartSTEMs can fill this gap, ensuring everyone, no matter their background or location has access to inspiring role models.

## How?

We organise and host events with the aim of inspiring and engaging young people with the range of careers in the four STEM pillars – Science, Technology, Engineering and Mathematics.

Prior to Covid-19, these would be large scale, face-to-face events engaging with up to 500 pupils. The arrival of the pandemic saw SmartSTEMs take their events online, streaming live into multiple classrooms at one time. Since November 2020, we have hosted over 60 events and engaged over 3,000 pupils across the country.

## Who?

Our events are targeted at young people age 10-14 as this ensures we can engage them with STEM prior to subject selection which is a critical time in career outcome. In doing so we ensure that no doors are closed to future opportunities and all young people are aware of what is possible and achievable.

We aim to encourage and inspire those who wouldn't normally engage with STEM subjects at school, those who would have the mindset that 'STEM isn't for me'. We do from time work with a wider age range on more bespoke requirements.

## Partner Benefits

Working with SmartSTEMs has various benefits both internally and externally when it comes to staff engagement, talent, future pipeline, working in local communities and brand awareness.

### Talent

Staff will have multiple opportunities to engage and inspire the future pipeline making a significant impact to the communities they work in. Working with SmartSTEMs will ensure the employees are confident, aware and engaged when it comes to inspiring future talent.

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#### Internally SmartSTEMs will give employees:

- The opportunity to engage at with young people which can include running a workshop, hosting an exhibitor stand or being a keynote speaker, a helper or all the above at each event.
- The opportunity to build their confidence engaging with young people.
- The array of options gives employees who are unsure or lower in confidence the chance to engage as a helper and build their confidence up from there working towards then running a workshop or even being a plenary speaker.
- The opportunity to create, adapt and build their own workshops whilst testing out others and increasing confidence.
- The opportunity to make a significant impact in the area/community they work in. SmartSTEMs works in several areas geographically across the United Kingdom working with the local schools in each district area brokering them with their local College and/or University. This gives a hearts and minds opportunity for staff. Employees can contribute to the area they grew up in or their pupils school as this is usually their first choice. SmartSTEMs can ensure a certain school is invited to an event if our sponsors employees desire this.

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#### Externally SmartSTEMs will give employees:

- Access to thousands of pupils per year through both face-to-face events and our new, virtual events. This gives your organisation several opportunities to showcase careers within the company in a fun and inspiring way, influencing pupils from P5 - S2.
- Multiple touch points with young people across Scotland increasing impact and widening access.
- The opportunity to connect with university/college students at our face-to-face events who are studying STEM but also key subjects such as Marketing, HR, Business and Events. SmartSTEMs encourages all students to get involved with volunteering and more importantly, to engage with industry and find opportunities which are out there for them.

## Brand Awareness

SmartSTEMs are working across multiple areas of Scotland as well as starting to work outwith Scotland. This gives your organisation an opportunity to raise awareness of their brand when working with SmartSTEMs.

By working with SmartSTEMs, your brand will be carried into new territory therefore enhancing awareness of your organisation with young talent across Scotland. New audiences can be reached quicker when working with SmartSTEMs than if doing it alone, this is because each event works with a minimum of 100 young people and a maximum of 500, so a guarantee for these types of figures in each new area are guaranteed, thus having a high increase in brand awareness.

We will be actively promoting your organisation in these areas with the use of our online social media platforms and marketing campaigns working collectively to ensure maximum exposure. Along with PR/Media press showcasing the work and engagement your organisation will be doing in local communities.



3,704 followers – Twitter is our most popular platform when engaging with schools.



473 followers – LinkedIn is our most popular platform when engaging with volunteers and other businesses in the sector.

## Project Management

SmartSTEMs pride ourselves in sponsor engagement and relationships and want to ensure we are providing the upmost support and care when working with our partners. We provide ongoing reports/KPI's and have monthly check in meetings with the team. This allows us to stay actively engaged providing our partners with the outcomes they desire.

For us its all about Collaboration #CollaborationIsKey.

