



#ENGINEER

NET ZERO

ENGINEERING THE GREEN TECHNOLOGY REVOLUTION

2022

THE ENGINEER NET ZERO SPONSORSHIP PROPOSITION

THE ENGINEER IS LOOKING FOR PARTNERS TO SUPPORT THIS IMPORTANT CAMPAIGN AND TO HELP DELIVER INSIGHT AND IMPORTANT CONTENT FROM ACROSS INDUSTRY.

ALIGNING YOURSELF WITH THIS CAMPAIGN WILL GIVE YOU SEVERAL OPPORTUNITIES TO LEAD THE DISCUSSION ON HOW ENGINEERS FROM DIFFERENT SECTORS CAN WORK TOGETHER TO MEET THE NET ZERO CHALLENGE AND TO SHOWCASE YOUR ORGANISATION'S EXPERTISE TO THE ENGINEER'S 180,000 PLUS AUDIENCE OF PROFESSIONAL ENGINEERS.

The events of the past couple of years - from the rapid push for emergency COVID-19 ventilators to the subsequent development of effective vaccines - have provided a powerful reminder of the critical role that scientists and engineers play in our day to day lives.

But addressing the considerable challenges posed by the pandemic are arguably relatively straightforward when compared to complexities of humanity's next big challenge: achieving net-zero carbon dioxide emissions within the next three decades, thereby averting a climate catastrophe that could ultimately make much of our planet uninhabitable. And whilst all areas of society (politicians, business leaders, consumers, and communicators) will have a part to play in this push; the responsibility for inventing, developing, improving, testing, integrating, and maintaining the technologies and solutions that will get us there lies squarely with engineers.

Indeed, from the scale-up of renewable power generation and storage to the development of sustainable mobility solutions, infrastructure, and products; delivering the green technology revolution will require a rapid acceleration in the pace of engineering innovation as well as unprecedented levels of collaboration across different sectors and disciplines.

Running from August to November across The Engineer's online and print platforms The Engineer Net Zero campaign will champion the role that engineers will play in addressing this challenge, explore the opportunities this creates and deliver practical insights on how organisations can meet some of the challenges ahead.

We will also examine what - if any - progress has been made since last year's critical COP26 climate change summit in Glasgow and explore how engineering businesses are delivering on the pledges made at the summit: in terms of both achieving carbon neutrality within their own organisations and developing the technologies that enable will underpin the wider push for net zero by 2050.

The campaign will culminate in November with a special issue of The Engineer, and dedicated fortnight of Net Zero engineering coverage.

Jon Excell,
Editor

SPONSORSHIP OPPORTUNITY SUMMARY

- BRANDING THROUGH THE NET ZERO PROJECT AS HEADLINE PARTNER £21000
- SPONSORSHIP OF THE THE NET ZERO RESEARCH £10,000
- SPONSORSHIP OF ONE OF THE PANEL DISCUSSION EVENTS £6950
- EXCLUSIVE VIDEO INTERVIEW WITH THE EDITOR OF THE ENGINEER £3300
- EDITORIAL FEATURE AND ADVERTISING WITH THE SPECIAL NET ZERO ISSUE IN NOVEMBER £5400
- 3 ARTICLES TO BE PUBLISHED DURING THE THEMED FORTNIGHT £2500

SPONSORSHIP DETAILS

August: The Engineer Net Zero research Based on a detailed survey of The Engineer's large cross sector audience this special report will explore industry's attitudes to the net zero challenge. We will examine different sectors' appetite for change; uncover some of the key pinch points and knowledge gaps; and spotlight the sectors and disciplines that are leading the net zero 2050 charge. The full research findings will be shared with our project partner for their own analysis and exclusive use, offering them unique market insight.

September – October: The Engineer Net Zero Panel Discussions

This series of four panel sessions will bring together cross-sector panels of experts to discuss and explore key topics relating to the engineering net zero challenge. Each panel session will be live streamed to a registered audience, available on demand, and written up as a feature in The Engineer's net zero issue. Sponsorship – which guarantees involvement in one of these sessions – offers an opportunity to deliver your message around net zero and to benefit from access to the database of viewers. The events are as follows:

Understanding & addressing scope 3 emissions

In industry's quest for net zero, there are three categories of emissions that companies must address: the emissions it produces directly (scope 1), the emissions it makes indirectly, through – for instance – the electricity it buys (scope 2) and – arguably most problematically – the emissions it is indirectly responsible for up and down its value chain (scope 3).

In this panel session we will bring together experts from across industry to discuss and define the challenge of addressing Scope 3 emissions and examine some of the methods and approaches that organisations are putting in place to address this.

Green Hydrogen production

Thanks to its potential use across so many different application areas. Hydrogen is increasingly expected to play a key role in decarbonising society. However, with most commercial scale hydrogen production processes still reliant on fossil fuels, the pressure is on to develop and scale up so-called green hydrogen production processes.

In this panel discussion we will bring together a group of experts from across industry to explore the challenges of scaling up green hydrogen production, examine some of the latest key developments in green hydrogen production and consider what needs to happen next in terms of policy, skills and technology to ensure that green hydrogen production is scaled up as rapidly as possible.

Energy security and the UK's push for net zero

Russia's invasion of Ukraine has provided a stark reminder of Europe's ongoing reliance on oil and gas and has prompted fears that efforts to decarbonize at sufficient speed and scale to avert catastrophic climate change could be derailed.

In this panel session we will bring together a panel of experts from across the energy industry to explore the potential impact of the war on the UK's future energy mix. Will it hasten our clean energy transition or could it lead to a slow-down in our collective efforts to phase out fossil fuels. And what measures should we be taking now to ensure that our net zero ambitions are not abandoned?

Marine Energy in the UK

The UK Government estimates that wave & tidal energy technologies have the potential to deliver around 20 per cent of the UK's current electricity needs. Indeed, the UK's tidal power resource alone is estimated to be more than 10 gigawatts (GW), representing about 50% of Europe's tidal energy capacity. And yet - whilst the UK has helped pioneer many of the systems and technologies that could tap into this resource - wave and tidal energy are yet to make much of a mark on the UK's energy mix.

In this panel discussion we will bring together experts from across the marine and wider energy communities to discuss why this is the case and explore what needs to be done to finally exploit the enormous energy resource around the UK's coastline.

September - October: The Engineer Talks...Net Zero video interview series

As a partner you will have the opportunity to share your thought leadership via a dedicated video interview with The Editor of The Engineer. The Engineer will deliver these interviews to our 180k plus audience as a bi-weekly Net Zero themed series. This will provide our audience with an engaging knowledge resource they will be able to refer to over the coming months and years on the Engineer website.

November: The Engineer Net Zero Special Edition (print & digital) The Engineer Net Zero campaign will culminate with a special net zero edition of The Engineer magazine. Through a combination of news, opinion, in depth features and interviews this special dedicated issue of the magazine will explore every aspect of the net zero engineering challenge. As a partner you will be able to submit an article for this issue outlining your role in the journey to Net Zero and will also receive a full-page advertisement in the print and digital issues.

The Engineer Net Zero Themed fortnight - November The research, video, interviews, and feature content will be brought together in a fortnight of dedicated Net Zero content delivered on the Home Page of the Engineer website. As well as advertising on the site partners will be able to deliver editorial additional content during this fortnight to further demonstrate their position as thought leaders on the topic.

DEADLINE: PLEASE CONFIRM YOUR INTEREST NO LATER THAN THE 30TH MAY TO GUARANTEE INCLUSION.

TO CONFIRM YOUR PARTNERSHIP OR FOR MORE INFORMATION PLEASE CONTACT JUSTYN GIDLEY ON +44(0)7590 115805 JUSTYN.GIDLEY@MARKALLEGROUP.COM

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