

CHAPTER 15 PROMOTION OF THE PROFESSION

15. Promotion of the Profession

CROATIA

To attract prospective students, all universities organize an annual event called "open university days" which takes place in April each year. At this event, prospective students are informed in more detail about the studies, programs, laboratory facilities, employment possibilities, and are given an appropriate promotional material.

The Croatian Academy of Engineering is making continuous efforts to promote technical sciences and to enhance their role in the society. Activities undertaken in this respect include workshops, seminars, conferences and participation in public discussions, all in order to stress the significance of technical sciences in the society, particularly in the light of rapid developments in information science. Promotional "Days of Technical Engineering" are also planned.

The Croatian Academy of Sciences and Arts bestows awards for exemplary achievements in technical sciences (annual awards and lifetime awards).

The technical Museum in Zagreb hosts permanent thematic exhibitions showing development of technical sciences.

Every spring, the Construction Industry Fair is organized at the Zagreb Fair. Some minor construction exhibitions are held in other towns as well.

The following professional journals covering the field of civil engineering are published on the regular basis: *Građevinar* (civil Engineer), *Graditelj* (Construction Engineer), *Tehnički vjesnik* (Technical Bulletin), G021 (Civil Engineering and Equipment), *Ceste i mostovi* (Roads and Bridges), International Journal of Engineering Modelling (in Split), *Hrvatske vode* (Croatian Waters).

CYPRUS

The two local Civil Engineers' Associations and the Cyprus Technical Chamber publish their own technical magazines. The magazines are usually issued quarterly. The two local Associations participate in a 'fair' organized by the Ministry Education for career guidance to students and help them decide on the career they would like to follow. Representatives of the Associations explain to the students the profession of the civil engineer in a simple and convincing manner.

CZECH REPUBLIC:

15.2 - An Engineering Day is held yearly

ESTONIA:

EEL is involved in the preparation of drafts of laws and Governmental Acts, or curricula and Guidelines for University education studies.

FRANCE

To-day, there is no lack in Civil Engineers in France, but big efforts are developed in order to always assure numerous and excellent candidates.

CNISF is active in order to promote the Professions of Engineers.

- in direction of young students (Classes in "Lycées"), in order to help them to choose orientations allowing them to access to Engineers Careers. The plan "Action 200, Engineer to-morrow" gathers High Schools, Universities and Professionals in order to held forum (contacts with students, parents, teachers), specific presentations, seminars : in year 2002/2003, 210 actions were organised in France.
- Le "salon des ingénieurs" (Engineers Show) is organised every year in order to allow contacts between Firms and Engineers seeking for a first or for a new job. Several thousands of engineers are visiting the Stands during the 2 days of the Show.
- The CNISF Socio-Economical Survey. This survey aims at establishing knowledge on social and economical environment of the Engineer Profession: it deals with Education, Salaries, Career evolution, sectional Activities, Responsibilities involved, Changes in Employment, etc...15th Survey dealing with Year 2002 has been issued in September 2003.

The yearly "Chéreau-Lavet Award" is opened to Engineers having developed major Innovation already implemented in Production : 2003 Award was attributed to the Engineer having invented the "Self-cleaning glasses" used in the Building Industry.

Professional Federations are also developing very important actions for promotion of the Civil Engineering Profession.

- Fédération Nationale des Travaux Publics (FNTP) et Fédération Française du Bâtiment (FFB), as well as other Professional Federations have very important programmes of Promotion.

For example, at regional level, FNTP (in partnership with other professionals and local Authorities) shows around 100 actions a year. They involve young students from "Lycées", Professors, Directors and Inspectors in Education System, unemployed persons, etc... Actions deal with Jobsites Visits, Presentations, professional Exhibitions, etc..

- Main Contractors and professional federations are members of many Councils of Civil Engineering High Schools
- Professional Federations offer Grants, as scholarships for Students

HUNGARY:

Engineering Days take place each year in September.

IRELAND:

A number of initiatives are undertaken to encourage student members. Students who have successfully completed first year of an IEI accredited Certificate/Diploma or Degree are eligible to apply for free student membership. Other benefits include access to a free online CV register.

In November 2000 the Minister for Education and Science launched the "STEPS" Engineering as a Career. STEPS is the Science, Technology and Engineering Programme for Schools which is organised in partnership between the Institution of

Engineers of Ireland, the Department of Education and Science, Forfás, Fás and a number of leading high technology industries. The programme aims to address the problem of shortage of engineers by increasing public awareness, making career information available, developing projects to encourage students to undertake related subjects at schools and colleges and promote the take-up of science, technology and engineering subjects among girls. At present the ratio of graduates in engineering overall is around 83.5% male and 16.5% female.

In 2004 3,450 primary school pupils from 115 primary schools in Ireland are participating in the Junior Engineer for Ireland K'nex Challenge working in teams of two to design and make a model with K'nex construction kits. Winning teams progress from school to regional to national level. The winning school in the national final representing Ireland at the Celebration of Engineering in London organised by Young Engineers.

Seminars are organised for guidance counsellors, course co-ordinators, science, engineering, technology and other interested teachers regarding engineering as a career and a database is maintained of industry personnel who are willing to assist schools at school careers days, open days, parents nights, talks etc. Classroom resource materials are also available for teachers and students.

Information is available through a variety of specialist web-sites such as: www.steps.ie for the STEPS programme, www.witsireland.com details programme run by Women in Technology and Science (WITS) and www.mentrolink.com which investigates gender issues associated with engineering.

ITALY:

C.N.I. publishes and circulates a monthly magazine of information and culture **L'Ingegnere italiano**, freely sent to all the Members of the Ordine.

To contribute to enhance the Engineering profession, CNI has created a Centro Studi in 1999 which has already published about 60 books relevant to the profession on issues relevant to the profession.

Finally, CNI has created the internet site www.tuttoingegnere.it to promote the profession in Italy. This site deal with four main aspects: employment (a data bank with the Engineers' curricula and the job offers by companies), formation (a guide to the formation and to updating courses by universities and by the Provincial Ordine), regulations (National, regional and European legislations, in force relevant to the profession) and tenders (in Italy and in the other EU countries).

POLAND:

With regard to publications by member organisations of ECCE, the Polish Chamber produces:

Engineering and Building – monthly review

Building Review - monthly review

Proceedings of National and International Conferences in the range of civil engineering

Our publications are in printed form and also in electronic form on a web-site:

<http://www.zgpzib.org.pl>

Polish Chamber of Civil Engineers has its own web-site: <http://www.piib.org.pl>

In Poland the following Engineering Days are celebrated:

Building Day, Hydro-technicians Day

A number of activities are undertaken to make civil engineering studies more attractive to all.

Attractive country and abroad practices, technical visits and excursions, individual course of study, membership in scientific-technological Circles of Students, attendance in professional practice under supervising of academic teacher being also civil engineer specialist

PORTUGAL:

The Ordem dos Engenheiros promotes the following activities for Civil Engineers:

- A periodical Journal for OE;
- A yearly national congress for all the engineers;
- A yearly national meeting for civil engineers;
- Periodical technical sessions on relevant subjects for civil engineers;
- Participation in almost all national technical meetings for civil engineers;
- Organization of the Engineer Day;
- Visits to main construction sites;
- Organization of a premium for the Best Young Engineer;
- Acceptance of student members, receiving all the OE information.

ROMANIA:

There are a few publications edited by the members of the Union of the Associations of Civil Engineers (i.e. Romanian Journal of Materials).

SLOVAK REPUBLIC

1. Publications by member organisations of ECCE

The Slovak Chamber of Civil Engineers publishes monthly Inžinierske informácie (“Engineering Information”). This bulletin informs the members on the matters within the chambers, such as the minutes from the meeting of the Executive Board of the Chamber; reports on the activities of the chamber committees and working groups; Slovak and European legislation regarding the civil engineering profession, the organized conferences, new publications in the civil engineering sector, news on the international field of civil engineering, etc.

The chamber also publishes the monthly magazine Projekt a stavba (“Project and Construction”) and other publications and manuals.

Moreover, other magazines regarding civil engineering are published in Slovakia, e.g. Slovenské stavebníctvo (“Slovak Construction Sector”), Eurostav, Stavebný podnikateľ (Construction Entrepreneur), and so on.

2. Engineers' Days

Civil Engineers' Day is celebrated on 24th June in Slovakia.

3. Activities to make civil engineering studies more attractive to all.

Students studying civil engineering in Slovakia have the possibility to become a member of the chamber in order to get to more information and knowledge in this sector. Furthermore, the Award of the President of the Slovak Chamber of Civil Engineers is given every year to the students with the best master thesis.

The Slovak Chamber of Civil Engineers also provides its members with the possibility of lifelong education.

Slovak graduates in civil engineering have also the opportunity to win the EUR ING title and registration in the register of the European Federation of National Engineering Associations [FEANI]. This title confirms that its bearer is the graduate of a Technical University, has the title "Engineer", has an adequate professional practice and is speaking one of the acquired foreign languages. For the employer the title guarantees the professional engineering quality. The awarded certificate EUR ING is valid in all FEANI member countries.

UNITED KINGDOM

ICE is actively promoting the civil engineering profession in a number of ways. ICE contributes to the development of public policy at all levels of government in areas concerning UK's infrastructure and quality of life. A main tool in attracting the interest of Government and Parliament is the yearly "State of the Nation" report, which assesses the state of UK infrastructure. There's a yearly launch in the Houses of Parliament in London, attended by government ministers, MPs and ICE members, and it normally attracts coverage by major television channels and national newspapers. Supplementary regional versions of the State of the Nation report are also made.

ICE also contributes to the political debate by giving expert evidence to Parliamentary Select Committees and submitting written evidence to Parliamentary inquiries and responses to Government consultations.

In connection with general, regional and local elections in the UK, ICE makes a statement, an "Agenda for Change", of what it would like to see happen in areas such as transport, energy, environment etc. ICE does not take a view on the political parties' programmes, but points to improvements that could be made in these areas. ICE has the advantage of being an independent, non-political and non-commercial organization which can give an authoritative voice on major social and political issues.

ICE engages with schools and university in order to create interest for engineering amongst children and teenagers, encouraging more young people to choose civil engineering as a career. Information material is targeted at different age groups, from 7-year old children to undergraduates.

PROMOTION OF THE PROFESSION - TABULAR INFORMATION

Respondents were asked to complete a table of services offered to members and to provide information on the following activities that promote the profession:-

1. Publications by member organisations of ECCE
2. Engineering Weeks/Days celebrated in member countries
3. Activities to make civil engineering studies more attractive to all.

The range of services is set out in a table below. In the field of publications, it is interesting to note that since the last edition of "The Civil Engineering Profession in Europe", a number of member publications are now produced electronically.

SERVICES OFFERED TO MEMBERS: KEY

M/C natnl	- Meetings/Conferences organised and held at national level
M/C int	- Meetings/Conferences organised and held at international level
Ed	- Education courses
CQ	- Certification of Qualification is provided by organisation to members
Code/Ethics	- Organisation has a Code of Practice or Ethics
Career Guidance-	Career Guidance is offered to members
Public Rels	- Organisation ensures a public relations function – producing press releases, promotional material etc.
Manuals/Guides	– Practice Manuals and Guides are produced on behalf of members to promote best practice
Insurance	- Insurance benefits are made available through this organisation to members
Databases	- Databases are held
Library	- Library facilities are available to members
Govt/Public Aff	- The organisation ensures a Government/Public Affairs function whereby members are informed of political and policy developments and the opportunity is given to present views to Government and authorities
Labour	- Labour market services are offered to members
Employ	- Employment assistance is given
Other	- Other services (these are also detailed separately on Annex)

SERVICES OFFERED TO MEMBERS

<u>COUNTRY</u>	M/C nat	M/C Int	Educ	Cert. of Quals	Code of Ethic	Car- eer Guid.	Pub- lic Rel	Man- uals Guid.	Insur- ance	Data- Base	Lib- rary	Gov/ Pub. Affrs.	Lab- our Mar- kt.	Em- p- loy	Oth- er
Croatia	√	√	√	√	√	no	√	√	√	√	no	√	√	no	√
Cyprus	√	no	√	no	√	√	√	√	no	no	no	no	no	no	no
Czech Rep	√	√	√	√	√	no	√	√	√	√	√	√	no	no	no
Estonia	√	√	√	√	√	no	no	√	no	no	√	√	no	no	no
Finland															
France	√	no	no	no	√	no	√	Innov- ation	√	Re- gist- er	Jou- rna- ls	√	no	no	
Germany	√	no	√	no	no	no	√	√	√	√	no				
Hungary	√	√	√	√	√	no	√	√	√	√	poor	√	no	no	√*
Ireland	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√
Italy	√	no	no	no	√	no	√	√	no	√	no	√	no	no	√
Lithu- ania	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√
Poland	√	√	√	√	√	√	√	√	√	√	√	√	no	no	
Portugal	√	√	√	√	√	no	√	no	√	no	√	√	no	√	
Romania															
Russia															
Slovak Rep.	√	√	√	√	√	√	√	√	√	√	- 1	√	√	-	- 2
Turkey	√	√	√	-	-	√	√	√	-	√	√	√	-	√	
United Kingdom	√	√	(√)	√	√	(√)	√	√	√	√	√	√	(√)	√	√*

NOTE TO MEMBER RESPONSES:

Hungary Response:

Under the heading 'Other' : Hungary offers legal advice: professional software and standards at a reduced price

Italy Response:

Publications are offered to CNI members through its Centro Studi.

Slovak Republic Response:

¹ - The members of the chamber can use the library of the Institute of Education and services, Ltd. as well as the library of the Ministry of Construction and Regional Development of the Slovak Republic

² - depending on the request of the member

UK* Response:

(1) Note: (√) means that this service is offered through Thomas Telford Ltd., the commercial arm of ICE.

(2) Other services: ICE also deals with arbitration, adjudication and disputes in relation to New Engineering Contract

Table of publications offered to members

<u>COUNTRY</u>	Daily/Weekly News	Magazine	Journal	National Newsletter	Internat. Newsletter	Handbooks	Standards	Other Publicatns	Codes of Practice
Croatia	-	-	P	-	-	P	-	-	-
Cyprus		P						Site diary	
Czech Rep		3	3	-	-	P	P	P	P
Estonia		P				P	P	P	
Finland	P + E	P	P	E	no	P	P	P	P + E
France	No	No	No	No	No	No	No	Annual Survey, 'Flash Info'	
Germany	No	Yes	Yes	No	No	No	No	No	No
Greece									
Hungary	-	Yes* 'Mérnök Ujság' monthly	-	-	-	-	-	-	-
Ireland	Yes, 2 per month	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Italy		Yes			Yes				Yes
Lithuania	-	Yes	-	Yes	-	Yes	Yes	Yes	-
Poland	No	(P+E)	P+E	P+E	No	P+E	No		P+E
Portugal	no	Yes(P)	Yes(P)	no	no	no	no	no	no
Romania									
Russia									
Slovak Rep.	-	P	P	-	-	P	-	P 'Flash Info'	P
Turkey	P (Teknik Güç / Technique)	P (TMH Turkish Engineering News)	P Branch Journals	P Technical News	P Digest	+	-	P	_*
United Kingdom	P	P	P E	E	P E	P	P E	P E	P

* when codes imply standards, they are covered by law & regulations

KEY: P = Printed Matter E = Electronically available (via web or e-mail)

Daily/Weekly News – A daily and/or weekly newspaper is produced for members

Mag – A magazine is made available to members (e.g. weekly or monthly)

Journal – A Journal is produced (differentiated from Magazine definition by greater emphasis on learned society activity)

Natl News – A National Newsletter is produced **Int News** – An International Newsletter is produced

Handbooks – Handbooks on key topics are produced for members

Standards – Organisation is involved in the publication of standards for profession

Other Publicatns – Other publications

Codes of Practice