



IBM Systems and Technology Group



Engineering Paradise

Inspiring kids to build a Smarter Planet

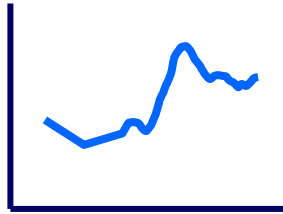
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I want YOU
to help ME
get kids excited about
Engineering Careers



Engineering Paradise

Engineering career trends



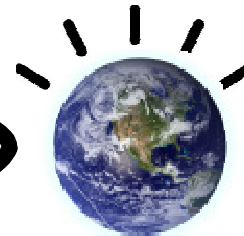
Perceptions of Engineering



What do kids want ?



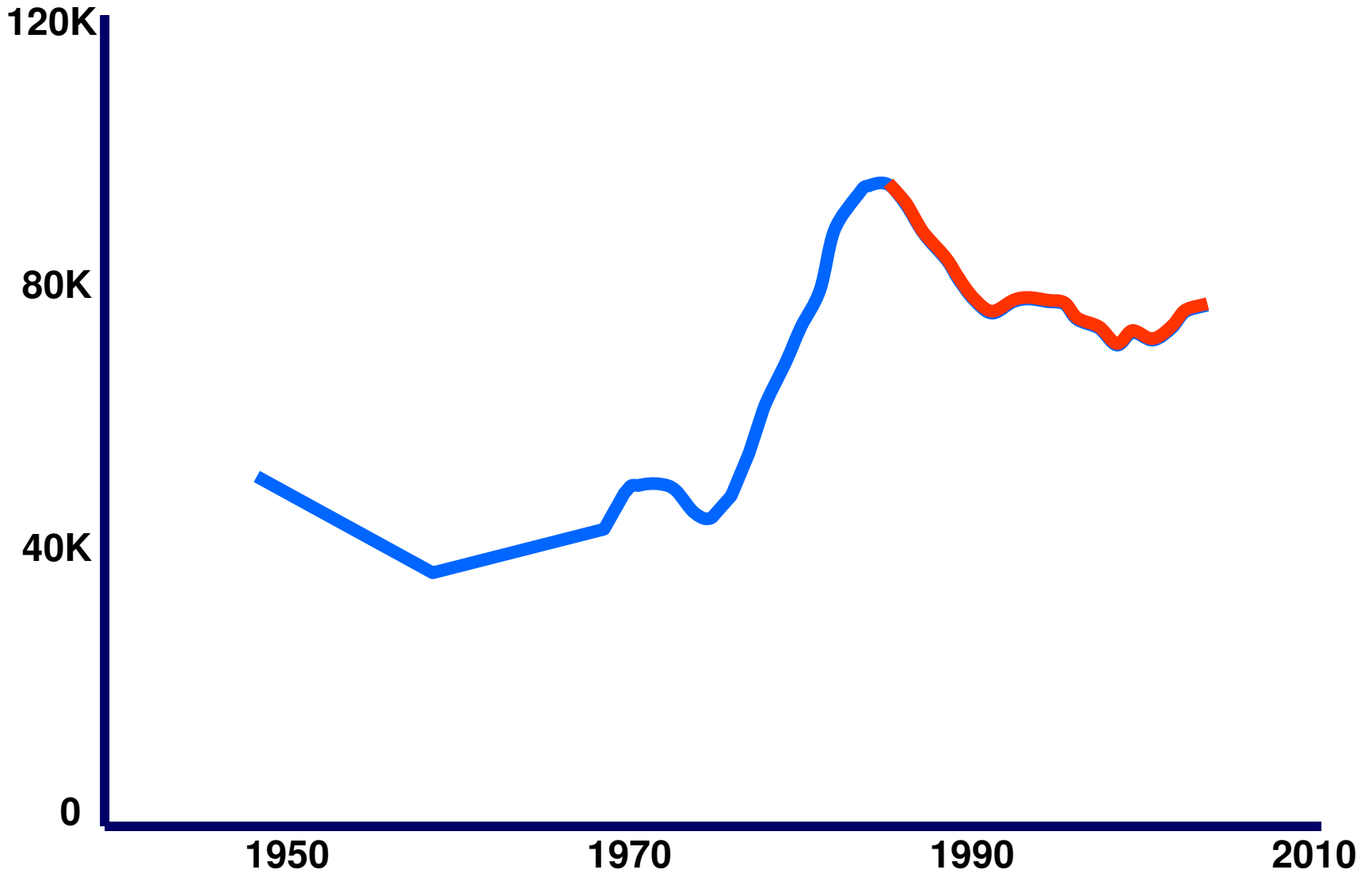
The Opportunity



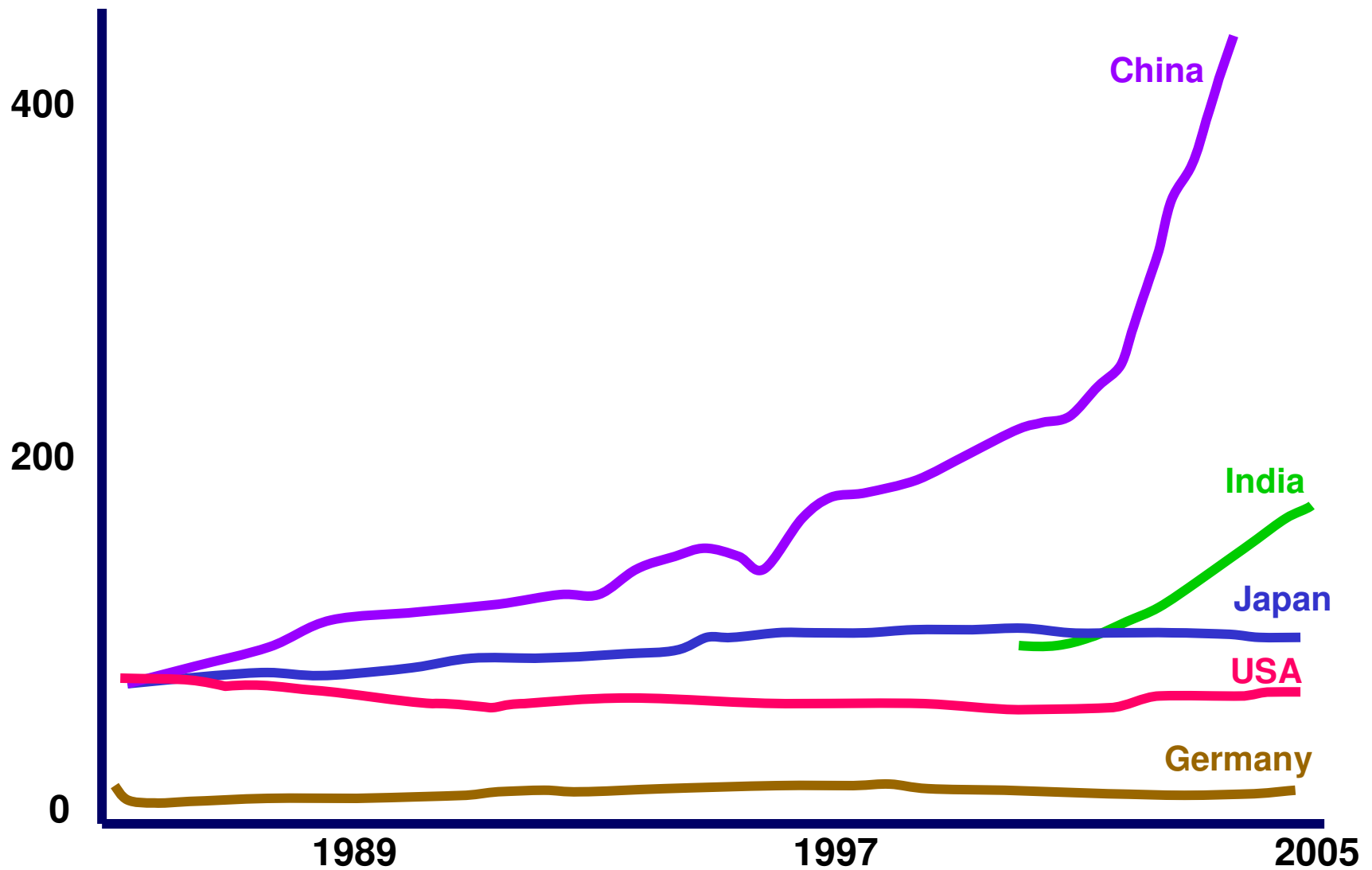
What can we do ?



US Engineering Degrees



Science and Engineering Degrees by Country



22%

of the world's engineers
are women



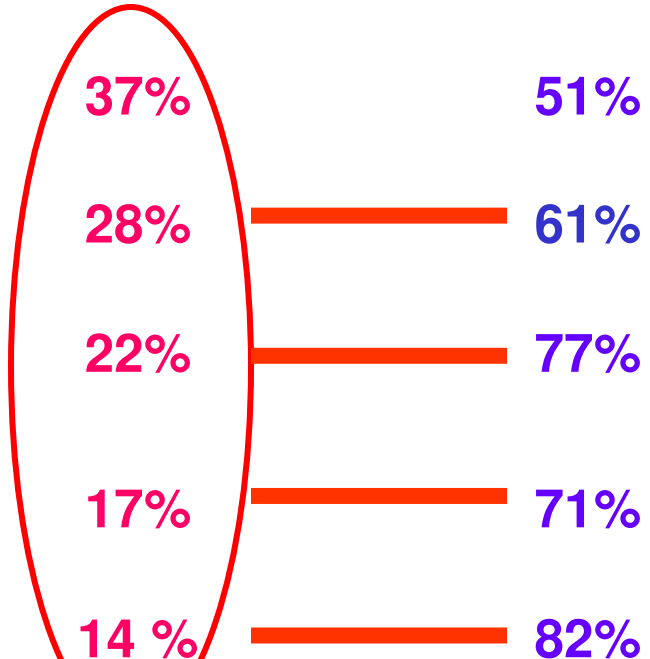
80%

of kids worldwide would
not consider a technical
career



Public Perception of Engineering

<u>Attributes</u>	<u>Engineers</u>	<u>Scientists</u>
Creates economic growth	69%	25%
Would make a strong leader	56%	32%
Cares about the community	37%	51%
Sensitive to societal concerns	28%	61%
Improves the quality of life	22%	77%
Protects the environment	17%	71%
Saves lives	14%	82%



What they hear:

1. “Engineering is hard”
2. “Must be good at math and science”
3. “It’s not for everyone”



What they *don't* hear:

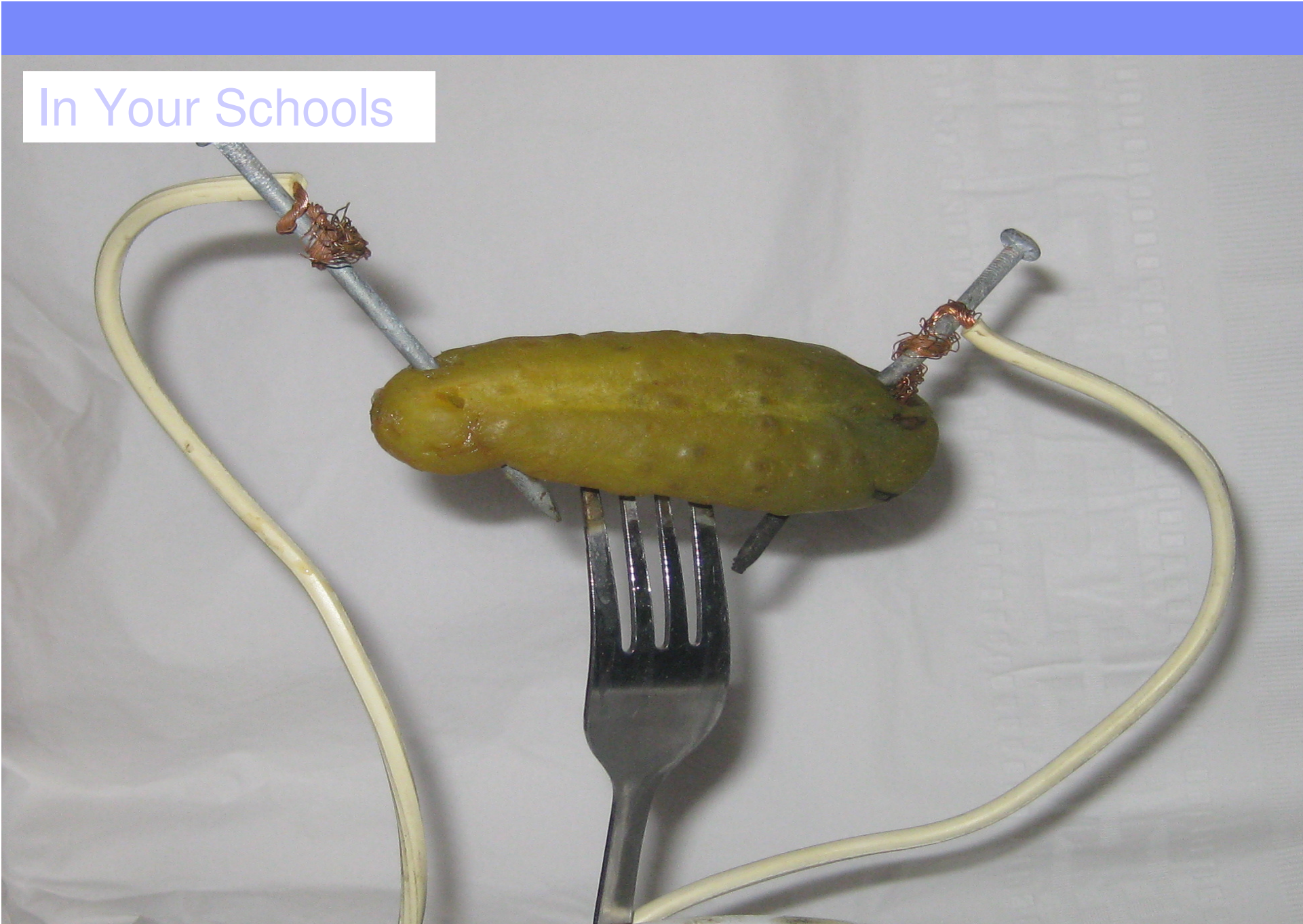
1. Creativity

2. Collaboration

3. Value to society



In Your Schools

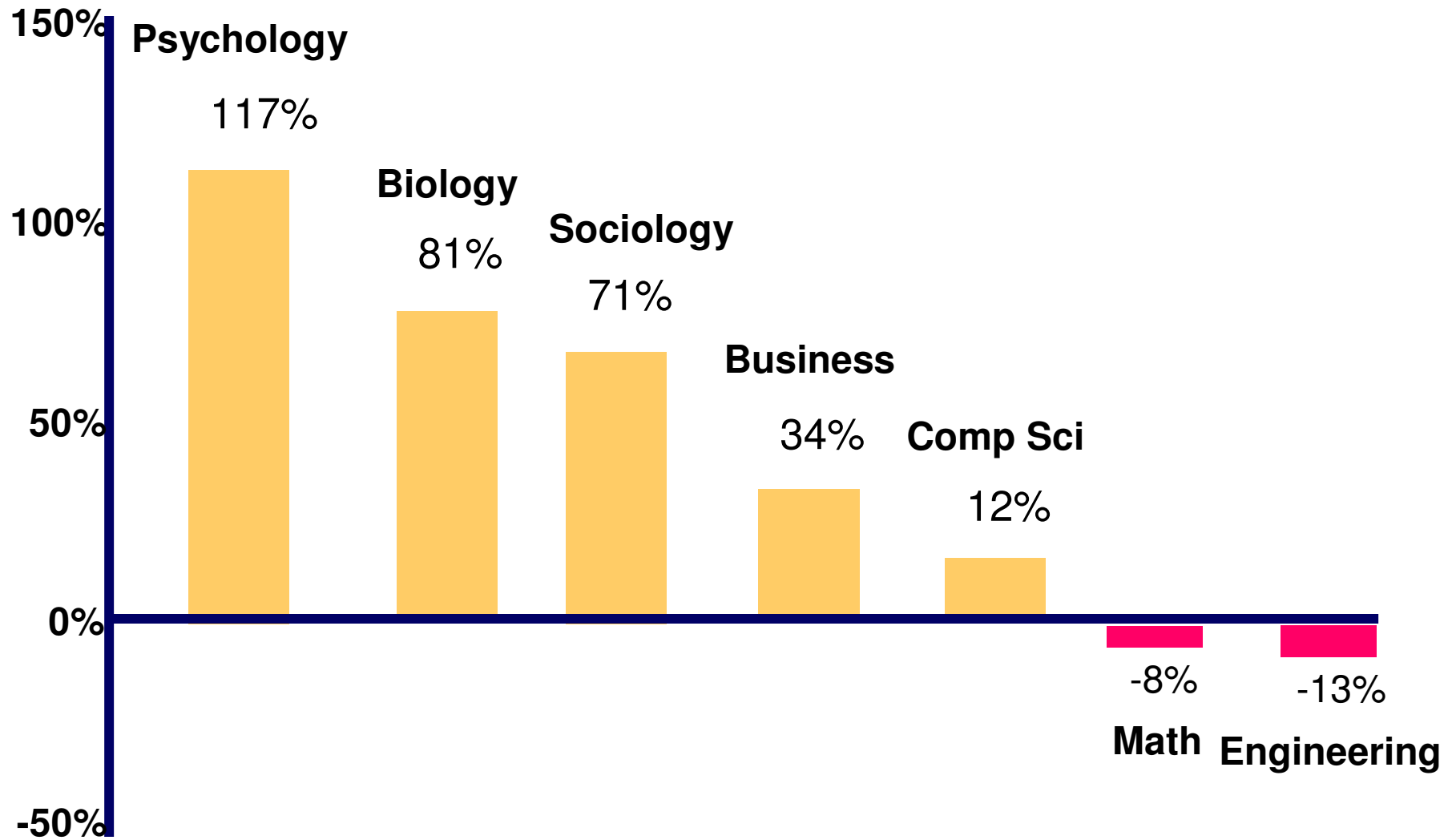


85%

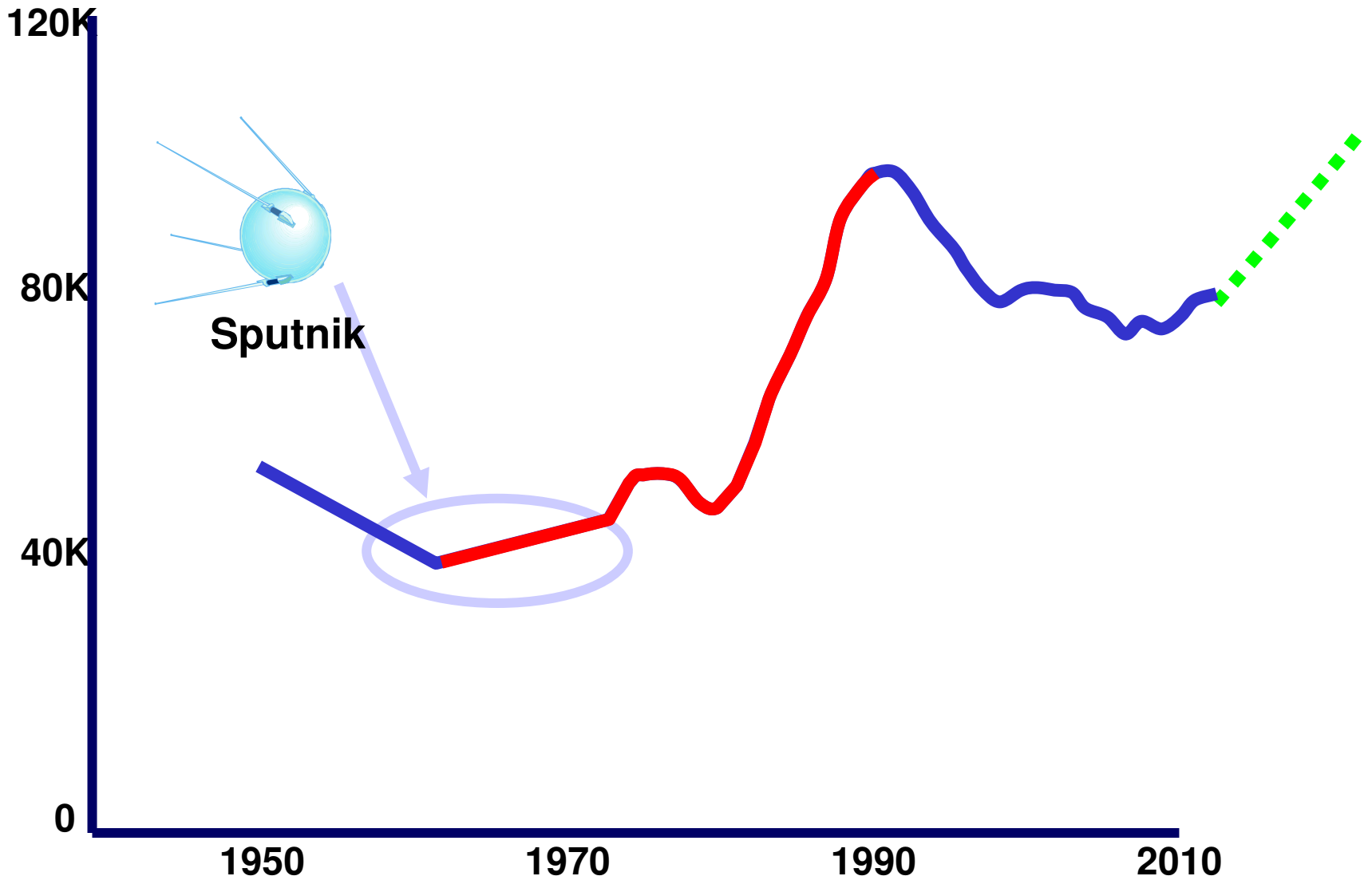
of kids worldwide
want work that is
meaningful and
important



Change in US Degree Choices 1985-2005



Engineering Degrees – The Sputnik Effect



81%

of kids worldwide
believe that we
must address
environmental and
energy issues



Our Marketing Agency



We will restore science to its rightful place

We will harness the sun and the winds and the soil to fuel our cars and run our factories.

US Pres Obama



We must make conserving energy, decreasing energy consumption, protecting the environment
the breakthrough point

Chinese Premier Wen



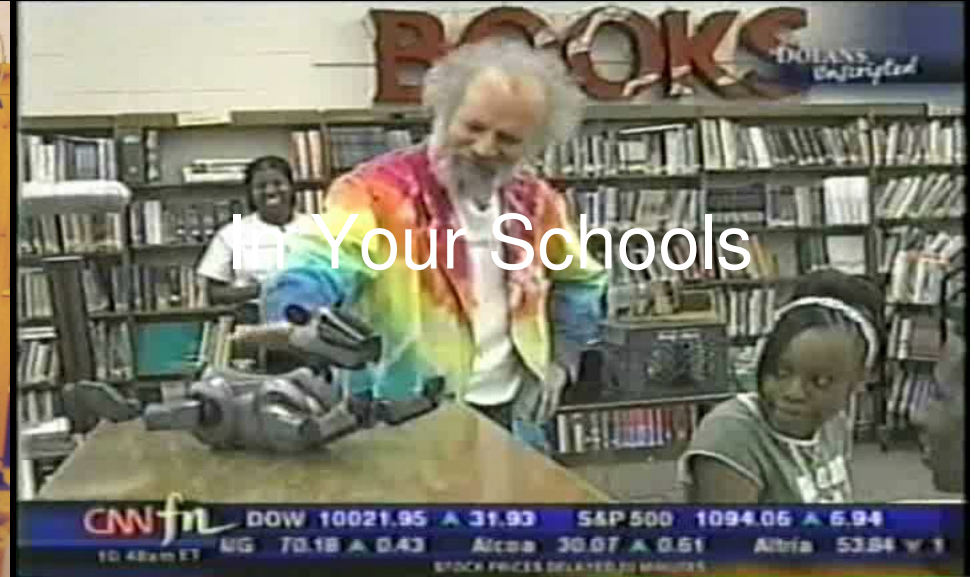
“We will pool all our scientific, technical and managerial talents, ... to develop solar energy as a source of abundant energy to power our economy”

Indian Prime Minister Singh

How can we do ?



In Your Home



In Your Schools

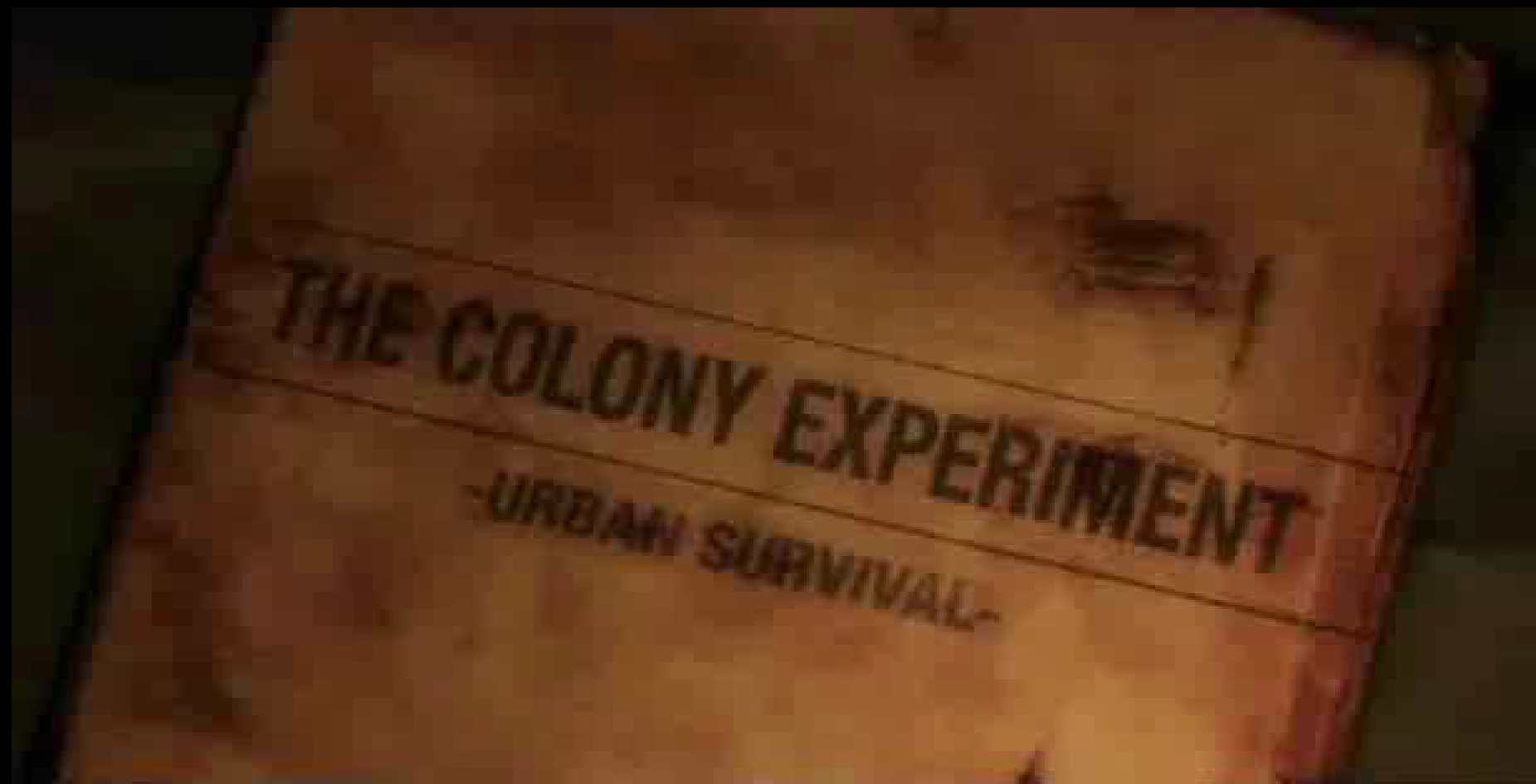


In Your Community



In The World

What I did about it



The Challenges



The Builds: Water Filter



The Builds: Wood Gasifier



The Builds: Solar Tracker



Uhhhhhhh

Executive Producer
PHILIP D. SEGAL



The Builds: The Ozonator



Do try this at home !

Colony Experiment

PHASE 12: SECURITY

DISASTER CONTEXT: SAFETY FROM ATTACK

NEW SPACES



“Never doubt that a small group of thoughtful, committed citizens can change the world.



Indeed, it's the only thing that ever has.”
-Margaret Mead