

# Neon overview for contributors

A guide on how to feature your brilliant engineering and technology experiences on a trusted platform for teachers



# What is Neon?

The Neon website brings together the UK's best engineering experiences and inspiring careers resources to help teachers bring the STEM curriculum to life with real-world examples of engineering and technology.

Neon aims to make life easier for teachers by curating the best experiences so they can be confident they are good quality with clear learning outcomes, they are engaging and inclusive, supporting careers education and highlighting real-world applications of engineering and technology.

Neon is free for users and contributors, with no hidden costs.

It is powered by EngineeringUK, a not-for-profit which works in partnership with the engineering community to inspire tomorrow's engineers.

[www.neonfutures.org.uk](http://www.neonfutures.org.uk)

## Working together

Neon is the product of the collaborative effort highlighted in the original (and subsequent) Perkins review of engineering; that argues that substantially increasing the number of engineers would help the UK economy. It builds on the work of Tomorrow's Engineers in bringing the community together to collectively help teachers find quality engineering experiences.

We worked with partners from across the engineering community to create Neon, to make it work for users and contributors and complement the tools teachers use.

## Brilliant feedback

Teachers are really making the most of Neon, downloading careers resources, booking and favouriting experiences and hearing the stories of real engineers.

Thousands of teachers from around the UK are using Neon every month and we're regularly adding new experiences, collections and resources to keep them engaged.

We have a fortnightly email that highlights the latest content and goes out to over 2000 teachers and careers leaders.

“ Having our games featured as experiences on Neon and in the email to teachers has **doubled our downloads**, and we're delighted to be reaching more teachers and young people on a platform they are familiar with.

Working with Neon has been a pleasure. We look forward to producing more great games and getting them into schools with Neon's expert help. ”

**Helenna Vaughan-Smith**  
Senior Product Manager at Enginuity



# Be part of it

Help us make Neon inspiring for teachers by submitting all your **brilliant interactive engineering and technology activities** to be featured as **experiences**. Neon gives you a **shop window** and lets you **target your audience**. It is **free for users and contributors**.

Please be aware that we are not currently accepting external careers resources and case studies as these are produced in-house. This may change in future!

## Featuring your experience on Neon

To feature an experience, you first need to fill out our online application form. It will take around 25 minutes to complete, depending on the information you have to hand.

Once submitted, our team will review your application to assess its quality. If your experience meets our quality standards, which are fully outlined below, we will upload it to Neon within 10 working days.

If your experience doesn't meet all the quality standards, we can offer guidance and support. So, complete as much of the application as possible, hit save, and we'll be in touch.

We will share a preview of your experience listing before it goes live. Once your experience is online, the Neon team will work with you to make any changes, so the site is always up-to-date.

[www.neonfutures.org.uk/application-form](http://www.neonfutures.org.uk/application-form)

## Quality matters to us

We want STEM teachers and their students to enjoy the very best engineering and tech experiences, so we only feature experiences that meet our quality standards.

These were developed in collaboration with the engineering and technology community and are an important part of the Neon application process.

### Experiences that meet Neon quality standards:

1. Include positive and contemporary messaging about engineering and technology
2. Raise young peoples' aspirations:
  - For primary: Broaden horizons and challenge career stereotypes, and put curriculum subjects into a real-life context
  - For secondary: Include an explicit careers dimension and align with at least 2 Gatsby benchmarks
3. Are designed and delivered so they are inclusive for students
4. Clearly articulate expected learning outcomes to end user
5. Are committed to embedding learning and improvement
6. Are transparent on cost and time to end user
7. Meet safeguarding, health and safety and data protection standards and have public liability insurance

## Pick your audience

As a contributor, you get to pick where your experience is available and which schools can see it.

### Refine your target area

Neon connects schools to experiences in their local area, ensuring that teachers can find experiences that are right for their students.

You can choose where you want your experience to be available. This can range from a specific postcode to a town, local authority, region or the whole of the UK.

### Refine your target demographics

Work with us to increase the number and diversity of young people choosing academic and vocational pathways into engineering and technology.

You can target your experience exclusively at schools with the highest proportion of young people from groups who are underrepresented in the engineering and tech profession.

Simply select the option to only make your experience visible to schools that meet the EngineeringUK Priority School Approach in your application form.

Learn more on [www.neonfutures.org.uk/engineeringuk-edi-criteria](http://www.neonfutures.org.uk/engineeringuk-edi-criteria)

## A few practical points

**What's an experience, exactly?** Experiences vary but they must all **include an engineering element** and help students understand more about **careers in engineering**.

Here's an overview of the different types of experiences we feature on Neon:

**Workshops:** Practical activity sessions (one-off or a series)

**Speakers:** Visitors with inspiring stories to tell

**Projects:** Challenges where students research and display their findings on a specific topic

**Competitions:** Challenges with a time limit, a set of criteria for judging and a winning team or individual

**Events:** Fairs, festivals and exhibitions for learning away from the classroom

**Trips:** Inspiring visits for students to immerse themselves in engineering

These can take place online, in schools or at other venues.

Some experiences aren't suitable for Neon. For example, we don't feature downloadable worksheets and lesson plans, or standalone videos as these would **need to be included in a structured interactive experience to qualify**.

If your experience doesn't quite fit, we're always happy to provide guidance and support, so don't hesitate to get in touch.

**How do I update my experience after it's live on Neon?** If there's anything you'd like to change on your experience listing, please email us at [hello@neonfutures.org.uk](mailto:hello@neonfutures.org.uk) and we'll get it sorted.

**How do I unpublish my experience?** Your experience will automatically unpublish at the end date you set in the application form. We can also unpublish it before the end date as needed, just email us at [hello@neonfutures.org.uk](mailto:hello@neonfutures.org.uk) to let us know.

## Talk to us!

If you run an inspiring engineering or tech experience, we'd love to talk to you about featuring it on Neon.

Get in touch by email on [hello@neonfutures.org.uk](mailto:hello@neonfutures.org.uk) or head to [www.neonfutures.org.uk/contributors](http://www.neonfutures.org.uk/contributors)

“ At Siemens **we really see the value in Neon**, for engineering outreach providers wanting to get into new schools and for teachers all around the UK looking for quality engineering experiences to get their students excited about careers in STEM.

We listed our virtual work experience on Neon and it was featured in their teacher newsletter and social channels, which drove a lot of traffic to our booking site. We'll be back for more – **the process is simple and the impact is fantastic.** ”

**Brenda Yearsley**  
**Education Development**  
**Manager at Siemens**

## Looking for next steps?

If you haven't signed The **Tomorrow's Engineers Code** - a commitment to work toward common goals to increase the diversity and number of young people entering engineering and technology careers - take a look at [code.tomorrowsengineers.org.uk](http://code.tomorrowsengineers.org.uk) and join the Code Community!

**neon**  
Brilliant Inspiration