

Invitation to tender: Skills for safety webinar series provider

Deadline for submissions: 20 August 11am BST

Interviews held: 7 – 8 September

Period of engagement: September 2026 – June 2027 (with possibility of extension)

Indicative budget: up to £10,000

All queries and submissions to be sent by 20 August 11am BST to Coco

Burch: cordelia.burch@raeng.org.uk

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Overview

- [Engineering X Skills for Safety](#) is re-launching its [webinar series](#), with the aim to create more engaging content that is more purposeful and better aligned with the programme portfolio, and reaches a broader global audience particularly in Lower- and Middle-Income Countries (LMICs)
- The series will serve as a platform for raising awareness on specific safety issues, an advocacy tool for the importance of embedding safety and skills in engineering education and practice, and foster dialogue, knowledge exchange, and connection.
- We are seeking a provider who can support in the preparation (including preparing speakers), delivery, promotion, and pre and post-communication of the webinar, including through creating additional content, such as co-authoring thought leadership pieces for the Engineering X microsite and sharing impactful short video soundbites, and providing engagement metrics.
- We aim for the first webinar to take place by mid-November 2026, and the second by April 2027.
- Please submit your application to Coco Burch, Senior Manager - Engineering X at Cordelia.Burch@raeng.org.uk by 20 August 11am BST

Who we are

Engineering X

[Engineering X](#) is a growing collaboration, founded by the **Royal Academy of Engineering (the Academy)** and the [Lloyd's Register Foundation \(The Foundation\)](#), that brings together some of the world's leading problem-solvers to address the greatest safety and sustainability challenges of our time. We currently work on five programmes spanning three themes: the energy transition, waste management, and skills.

Our network of expert engineers, academics, and business and community leaders are working in partnership to improve safety while tackling sustainability challenges. We share best practice, explore new technologies, educate and train the next generation of engineers.

Skills for Safety

[Skills for Safety](#) programme is focused on enabling high-quality skills programmes that strengthen safer engineering practices worldwide with a focus on LMICs. We do this by building a strong evidence base, such as through the [Global Engineering Capability Review \(GECR\) 2025](#), funding partners through open grant calls to enhance skills and safety culture and fostering global engagement through initiatives like our [Engineering Skills for Safety Webinar series](#).

As most engineering safety issues occur in industry, we aim to develop sustainable collaborations with engineering industry partners who are committed to strengthening workforce skills and improving safety performance and culture across the organisation.

Our values

As an Academy, we are committed to advancing equity, diversity and inclusion in the engineering profession, and therefore proactively seek to procure services from diverse suppliers. We expect the project to be delivered in line with our values of inclusion and diversity and to the highest ethical standards. Diverse perspectives should be considered in the development of proposals and outputs should be inclusive. Please expect to be asked questions regarding your commitment to diversity and inclusion.

What we are looking for

Background on webinars

The Skills for Safety programme launched a [webinar series in April 2023](#) and has since run 7 public global webinars. Topics have varied from promoting our activities, such as the launch of the GECR, to those suggested by attendees or developed through collaborations with our networks, meaning engagement and relevance to our wider work has varied. The aim of the webinars was to 'inform and engage our global audience about engineering skills for safety, promote safer and innovative engineering, and establish a new skills for safety community'. Webinars have followed a format of presentations with slides followed by Q&A usually with a moderator and 2 – 5 speakers, with the recording being available on our website. We have contracted a supplier to lead on the technical components of the webinar, including running practice webinars, supporting speakers with technical issues, developing backgrounds, and

providing the recording to go on our website, but with no further output. The audience has been global but with numbers sometimes lower than hoped, varying around 40 – 70 (with the exception of the GECR launch which attracted 150), including Academy staff and awardees, with limited understanding of repeat attendees and/or engagement with external audiences after the event. Initially, each public webinar was paired with an internal ‘reflection’ webinar led by and for awardees, but these were difficult to arrange and engagement varied.

Overall, the webinars have taken considerable time and resource from the Skills for Safety team, and there is a growing sense that the value and outcomes achieved do not match the intense staff effort that goes into producing them.

Parameters for new approach

- We have decided to trial a new approach to the webinars, which includes outsourcing much of the work currently carried out by the team to the supplier, to reduce workload on the team.
- After two webinars have been conducted, they will be reviewed against newly agreed success metrics (see below), with a view to continuing the series only if these are met.
- Each webinar will include additional promotional and thought leadership content delivered both before and after the main event to maximise the value and outcomes and will have a specific call to action to drive engagement.
- Each webinar will focus on a safety related topic aligned with the current priorities of the Skills for Safety programme. For the first two, these would be two of the following three themes: AI, energy transition, or construction. AI and energy transition are included as ‘spotlights’ in our Global Engineering Capability Review, while construction safety is a focus of much of our current work. For information, the AI spotlight is available [here](https://engineeringx.raeng.org.uk/programmes/skills-for-safety/global-engineering-capability-review/gecr-report-2025/gecr-2025-spotlight-on-ai-safety/), and the remaining spotlights will be published soon: <https://engineeringx.raeng.org.uk/programmes/skills-for-safety/global-engineering-capability-review/gecr-report-2025/gecr-2025-spotlight-on-ai-safety/>
- Webinar speakers will include a mixture of experts from around the world who can speak about national / international standards, tools, guidelines or best practices, as well as reflect and share contextual understanding and insights from LMICs.
- The webinar will be promoted widely to our general networks in addition to identifying and targeting specific people who can provide local context on the issues, share best practice, guidelines and tools, and/or are responsible for decision-making in the relevant area, from a diverse range of countries, organisations and stakeholder groups.
- Webinars will be limited to 60 minutes, with a mixture of insights from the international / global level, and local or national level context, with carefully curated moderator questions and audience Q&A.
- Format – we are seeking suggestions for an engaging webinar format that allows us to achieve our intended objectives and outcomes.
 - Examples:
 - The Academy’s own Critical Conversations series involved expert guest speakers in conversation with our previous CEO, with plenty of space for audience questions <https://raeng.org.uk/news-and-events/events-series/critical-conversations/>
 - World Economic Forum hosts a variety of engaging content on its website, including blogs, podcasts, short videos, recordings of live sessions:

<https://www.weforum.org/videos/series/>. And develops a variety of content around its larger meetings, for example:

<https://www.weforum.org/meetings/special-meeting-on-global-collaboration-growth-and-energy-for-development-2024/>

- Systems innovation lab webinars are great for collaboration and community building, and include interesting audience participation options via Miro, e.g. [Si Open Accelerator Info Session](#)

Objectives

- To be an advocacy tool for the importance of investing in and embedding safety skills into engineering education and practice, particularly highlighting this to government, industry, funders and other decision makers.
- To reach new audiences, particularly in LMICs, with the aim of identifying and building a community of people who are interested in and can champion skills and safety in their contexts and contribute to the development of the programme.
- To share knowledge on global / national-level safety-related standards, frameworks, policies, tools, or best practice, and connect these with on-ground realities of people working and experiencing safety challenges, particularly in LMICs to increase understanding of different perspectives and contexts.
- To drive further engagement on the Global Engineering Capability Review and the Skills programme in general, by aligning content with programme priorities and themes.

Expected outcomes

Outcomes for attendees:

- Increased awareness and understanding among decision-makers and global experts of safety and skills gaps, priorities, and realities in low-resource environments.
- Increased knowledge on specific safety topics, standards, and best practices, and on the roles of different stakeholders in driving safer engineering outcomes.
- Access to new networks

Outcomes for the programme:

- Increased requests for engagement on the GECD and with the Skills for Safety programme in general by safety-focused individuals and organisations.
- Access to an expanded network of people who are interested in and/or responsible for safety, particularly in LMICs, beyond academics – to include engineering industry, government, funders, policy representatives, registration bodies, and other national and international decision-makers
- Skills for Safety programme and Engineering X positioned as a platform for thought leadership around safety and skills that joins up local, national and global perspectives.
- Webinars are a mechanism to help us create the change articulated in our Theory of Impact (available on request)

Outputs/deliverables

The selected supplier will be expected to provide the following outputs and deliverables, in close collaboration and discussion with the Skills for Safety team:

- Two high-quality interactive and engaging webinars, bringing together experts from local and global level to share knowledge and insights on a specific topic defined by the team.
- Webinar speakers and moderator fully prepared and briefed, with at least one full dry-run ahead of each webinar, organised, arranged and delivered by the supplier in coordination with the Skills for Safety team
- Full webinar recording (with any minor edits to improve sound and picture quality) to be ready and shared with Skills for Safety team for uploading on our microsite within four working days of the event
- Additional content to drive engagement, attendance, and interactions with the GEGR and Skills for Safety programme before and after the event, which could include the following, (we are open to further ideas from the supplier):
 - 2 – 3 blogs, thought leadership pieces or op-eds aligned to each webinar topic and co-authored by the speakers, Academy or Foundation staff, or programme awardees, with at least one delivered pre-webinar to be used as a marketing tool, and one post-webinar to reflect on content covered, drive sustained engagement and encourage attendees to react to our call to action.
 - Social media content to promote the event and boost attendance and engagement pre and post-event, including content that speakers themselves can promote
 - Minimum one video clip per speaker (30s approx) for Academy and Foundation social media including a variety of key messages and insights from each webinar, to drive further engagement and discussion, following Engineering X brand guidelines
 - Short webinar summaries with key insights
- Analytics to help measure webinar success (see details below) provided within one week of each webinar.
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Success metrics

The two webinars will be closely monitored, and only if deemed successful can further webinars be organised. We propose the following metrics to measure success, however the supplier is welcome to suggest other metrics based on their experience delivering similar events. The supplier will be responsible for providing analytics from the webinar platform, while the Academy team can provide analytics and metrics from its website and feedback forms. The goal for each metric will be discussed and agreed with the supplier, based on input from the Academy and the Foundation, and industry standards.

- Attendee engagement:
 - Number and % makeup of attendees – including:
 - Awardees / existing network vs new contacts
 - Country, especially those in LMICs
 - Repeat attendees
 - Industry, government, funder and other senior representatives
 - Average viewing time
 - Engagement metrics – questions, comments, poll engagement if applicable
- Post event engagement:

- % and number of attendees who contact the Skills team post event including for: connections to speakers/other attendees; access to information including on GEGR; requests for further engagement
- % and number of attendees who follow through with specific webinar call to action
- % and number of people who access Skills for Safety webpages post event by clicking on links in any webinar-related communications
- Number of webinar recording views
- Rating and quality of post event feedback, including extent to which knowledge, awareness and understanding of issues has increased

Other supplier responsibilities

- Lead on all technical elements of the webinar, leading on speaker briefings, run-throughs, webinar backgrounds (conforming to Engineering X branding), and all technical requirements and support.
 - Note we have previously used Zoom but are open to other platform suggestions
- Work with the Academy and the Foundation to promote each webinar, for minimum one month both before and one month after each, including through social media, to specific target audiences identified by the Academy, to include industry, government, and funders, as well as our general networks.
- Provide input and advice and work with the Academy to develop engaging webinar titles, format, and content including moderator questions, to maximise engagement and outcomes.
- Provide content for communications to be sent in mailouts by the Academy, or hosted on the Academy's webpage, including event promotional text, webinar invitations, joining instructions and post event surveys.
- Follow Engineering X branding guidelines when developing webinar slides, promotion materials, event content, and any other communication associated with the webinar (see attached guidelines).
- The Academy will lead on identification of speakers and specific audiences, and on event registration through our website, but we welcome input from the supplier.

How to respond

Please submit your proposal by 20 August 11am BST, including:

- **Track record:** At least 3 examples of similar work, which should include webinars with audience engagement, and relevant content used to drive discussion and engagement, such as short video clips or blogs, with details on the success metrics for each and what was achieved. Please include in this any experience of work conducted for other international organisations or charities, and/or technical, science or engineering organisations.
- **Broad project overview:** An overview of your proposed approach to delivering the two webinars including suggested webinar format, and any creative ideas you may have to support us to achieve our objectives.

- **Please note**, high scoring suppliers will be invited to interview to present a more detailed project plan for delivering the two webinars.
- **Team capacity**: A short bio of the individual or each of the team, their expected roles and responsibilities for this work, and experience on similar projects. (max 200 words per person)
- **Value fit**: A description of how your approach aligns with Academy values.
- **Budget**: A detailed account of the total cost of delivering this contract (with VAT if applicable), including cost per day for different staff included in the contract, account management, and cost for any additional or ad hoc activities. Please submit this as an additional document in Excel, with each budget line clearly broken down.
- **Organisation details**: Information about the organisation, including registration number, bank details for financial reference purposes, evidence of public and product liability insurance, and written confirmation of willingness to provide audited accounts should they be required.
- **Client testimonials**: At least two references with written statements, and links to the work undertaken from clients engaged in the past three years, with full name of the organisation, title and summary of the scope of work undertaken.

Selection criteria

All proposals will be scored on the below criteria. Higher scoring proposals will be invited to interview, which will include:

- Answering any questions raised by their proposal.
- Presenting a detailed project plan, including: how you would work with the Skills for Safety team and the Academy's communication team, your proposed timeline, contingency plan for webinar issues, and how you will track impact and supply metrics.

Proposed approach	Understanding of the aims and requirements of this brief. Quality and appropriateness of the proposed approach including relevant and engaging format suggestions and creative ideas.	10
Track record	Track record in delivering similar interactive webinars and associated content, including quality and relevance of references and examples provided.	10
Team capacity	Capacity of the team / individual to deliver the project.	10
Cost	Overall value for money and appropriateness of the budget	5
Value fit	Evidence of commitment to the values of equity, diversity and inclusion	5

General provisions

We reserve the right to change any aspect of the Invitation to Tender and the tender process, including amending substantive, or procedural provisions, extending any timescale, not making any awards, or suspending, or discontinuing the process (subject to treating all bidders equally).

The interview process is a second stage assessment and only organisations that meet the essential criteria will be invited to interview. The second stage will prove an opportunity to check aspects of the first level proposal and gain any further information as needed.

Any non-compliance with the procedural rules, including any late submission, for whatever reason, can lead to disqualification, subject to exceptional circumstances, which are consistent with all bidders being treated equally.

We reserve the right to reverse a contract award and/or terminate a contract, on the basis of any material inaccuracy in a proposal revealed after the contract is awarded, including after formalisation of the contract.

All costs relating to bids are the exclusive responsibility of bidders.