

WOOD IN EAST ANGLIA: EXPLORING OPPORTUNITY FOR TOMORROW

EEGR COASTAL ENERGY
INTERSHIP PROGRAMME

TIMUR BAKHTINOV
KIT VAN HAREN

ABOUT US

TIMUR

- 17
- T-LEVEL ENGINEERING, DESIGN, CAD
- ENJOYS HOBBIES: SCULPTING, DRAWING, 3D PRINTING
- FACT: MOVED IN THE UK OVER 5 YEARS AGO
- I WANT TO BECOME A SUCCESSFUL ENGINEER COMMITTING TO ALL SECTORS

KIT

- 18
- A-LEVEL ENVIRONMENTAL SCIENCE, PSYCHOLOGY, BUSINESS
- ENJOYS SPORTS: HOCKEY, LACROSS, ATHLETICS
- FACT: I LIVE ON A BOAT
- I WANT TO BE AN ENVIRONMENTAL CONSULTANT/LAWYER

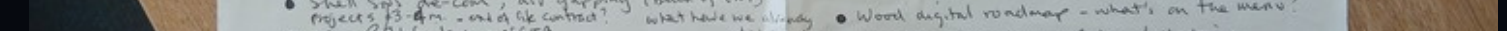
TABLE OF CONTENTS

01	Planning project
02	Project timeline
03	Project outline
04	Wood Group
05	Woods Visibility
06	Making people aware of Wood
07	Interesting young people
08	Summary and recommendations
09	Project conclusion

Project planning



- At the beginning of this project, we didn't know each other and had very different perspectives and approaches.
- We began by compiling any research into a word document
- One separate document for planning out the report
- We then decided to tackle each question on the project overview to ensure we covered all the relevant topics
- We made a gantt chart to fill in as the days went to to record how we spent our time



- What's the plan, are you happy? What have we already
- Wood digital roadmap - what's on the menu?

- Shall says pre-com, not happening. What have we already
- Wood digital roadmap - what's on the menu:



Project timeline

start**week 1****week 2****week 3****week 4**

- Researching Wood
- investigating surrounding energy sector
- Identifying strategies to involve young people

- Began writing report
- Developing sepcific communication ideas for different age groups
- Watched East wind presentations
- Meeting with TEAM inc

- Had interviews with Department Lounge media group
- Began developing a presentation on our project
- Visited E-colours talk

- Finish writing report
- Prepare for presenting project
- Creating a Revised Presentation



Project outline



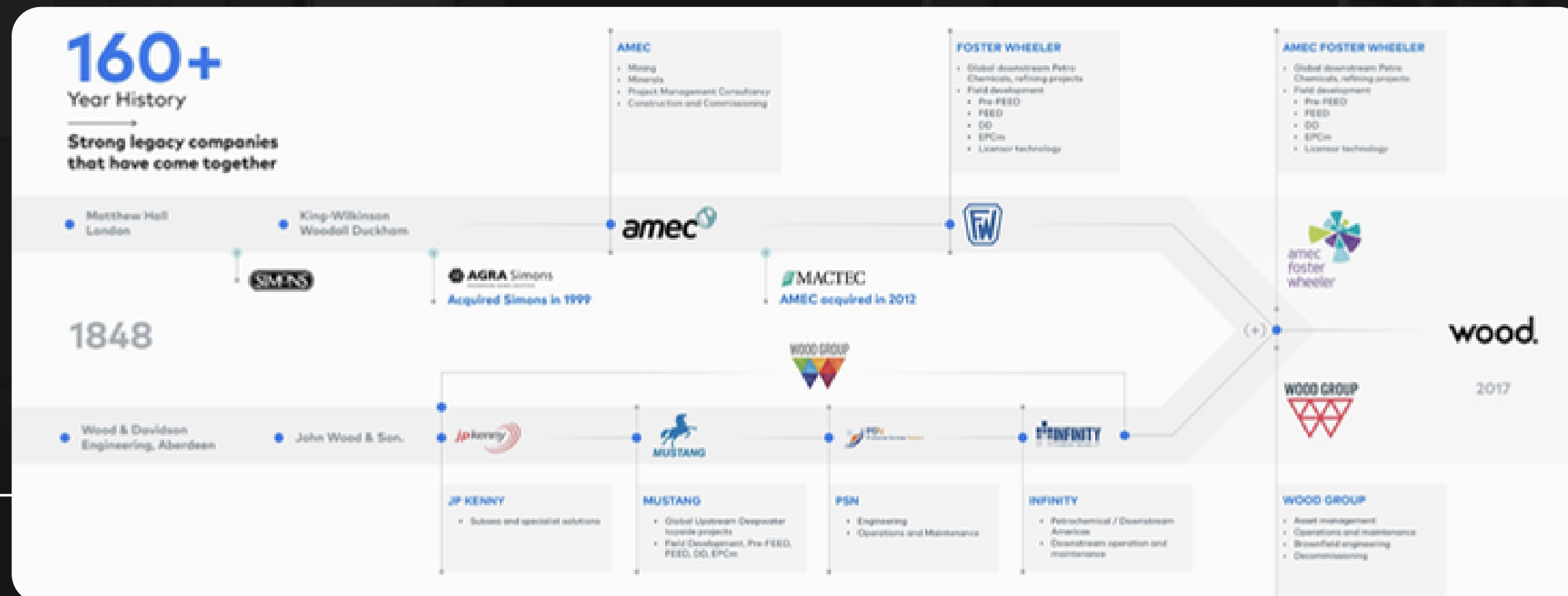
The purpose of this report is to use knowledge of the changing energy industry to identify future opportunities and suggest effective strategies for Wood to grow their footprint within earlier careers networks.

We will summarise The key aspects of the energy sector in East Anglia, how Wood can become more visible to its future clients and young people and form communication ideas for Wood to use for outreach.

Wood Group /Current work

Global engineering and consulting company. Founded in 1912 as John Wood Group. Acquired by Sidara in 2026 Operates in over 60 countries with around 35,000 employees.

Provides engineering, consulting and project delivery services for the energy, industrial and infrastructure sectors. Its client portfolio includes major operators such as BP and Shell



Wood's visibility in East Anglia

- Prior to this project, neither of us was familiar with Wood or its role within the energy sector
- research suggests that relatively few young people are entering the energy industry
- From our perspective, Wood has limited visibility among younger audiences



Why is Wood's visibility limited

- **Limited public engagement: Many people only encounter the energy industry when using its services, not through community outreach**
- **Low awareness of the variety of careers within the energy industry.**
- **Limited representation of engineering careers in mainstream and local media.**

The background features a dark grey gradient. On the left, there is a faint line-art illustration of a group of people sitting around a table in a meeting. On the right, there is a faint line-art illustration of two men in suits standing and talking. In the bottom right corner, there is a small white gear icon. The text 'Making people aware of Wood' is centered in the middle of the image.

Making people aware of Wood

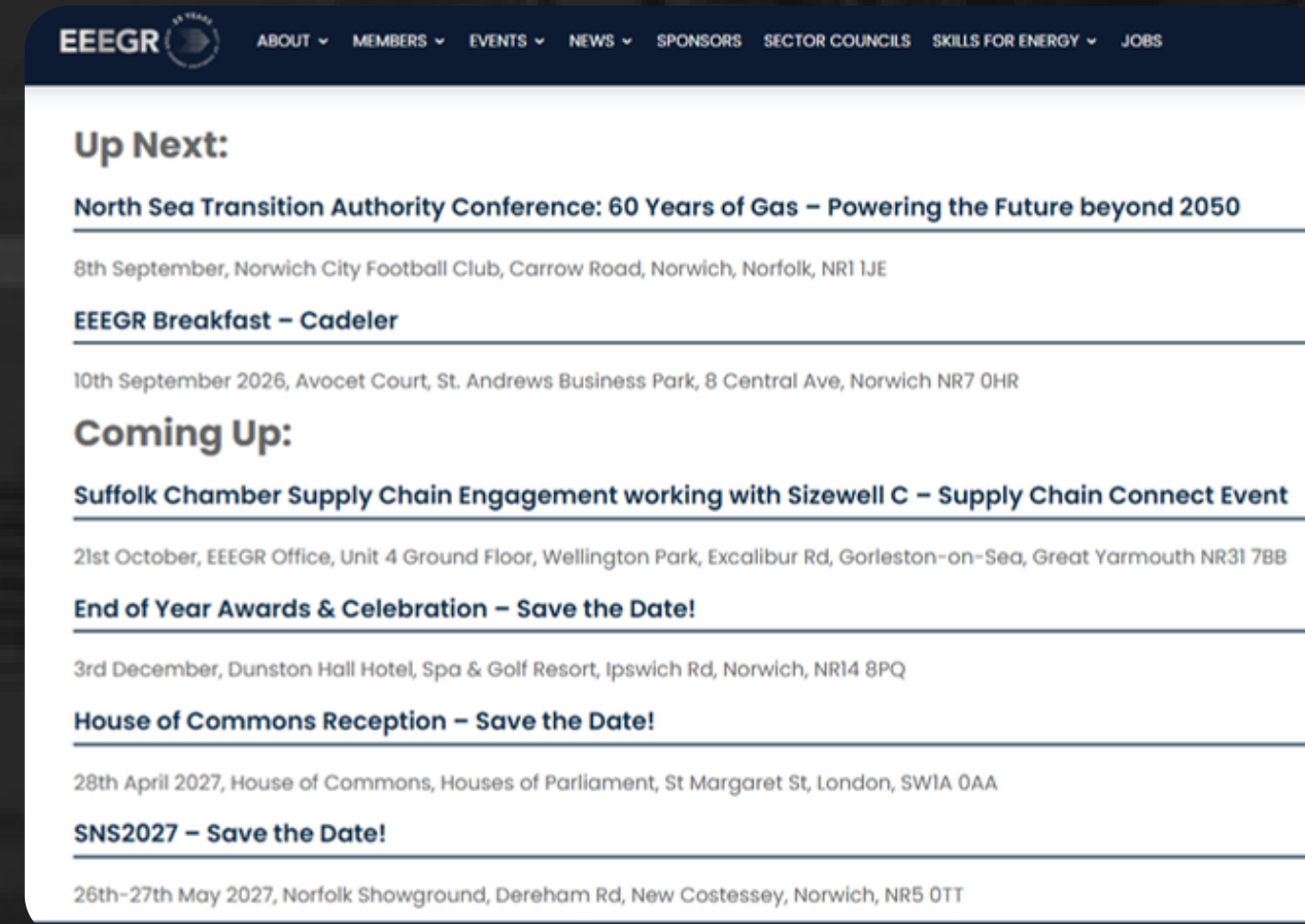
Making people aware of Wood

Online visibility and media influence

- **Improve awareness among young people through modern digital platforms (such as TikTok, Instagram)**
- **Challenge misconceptions about engineering and energy careers.**
- **Make use of local news and community media**
- **A stronger media presence can help attract future employees, clients and industry partners**
- **Create engaging content: Behind-the-scenes videos, Employee experiences, "Day in the life" features, Project highlights**

MAKING PEOPLE AWARE OF WOOD - EEEGR

EEEGR (East of England Energy Group) is a not-for-profit trade association representing the energy sector and its supply chain in the East of England. As a member, Wood already has access to the EEEGR network



The screenshot shows the EEEGR website with a dark blue header containing the logo and navigation links: ABOUT, MEMBERS, EVENTS, NEWS, SPONSORS, SECTOR COUNCILS, SKILLS FOR ENERGY, and JOBS. The main content area is white and lists upcoming events under two sections: 'Up Next' and 'Coming Up'. Each event entry includes the event name, date, and location.

Section	Event Name	Date	Location
Up Next:	North Sea Transition Authority Conference: 60 Years of Gas – Powering the Future beyond 2050	8th September	Norwich City Football Club, Carrow Road, Norwich, Norfolk, NR1 1JE
	EEEGR Breakfast – Cadeler	10th September 2026	Avocet Court, St. Andrews Business Park, 8 Central Ave, Norwich NR7 0HR
Coming Up:	Suffolk Chamber Supply Chain Engagement working with Sizewell C – Supply Chain Connect Event	21st October	EEEGR Office, Unit 4 Ground Floor, Wellington Park, Excalibur Rd, Gorleston-on-Sea, Great Yarmouth NR31 7BB
	End of Year Awards & Celebration – Save the Date!	3rd December	Dunston Hall Hotel, Spa & Golf Resort, Ipswich Rd, Norwich, NR14 8PQ
	House of Commons Reception – Save the Date!	28th April 2027	House of Commons, Houses of Parliament, St Margaret St, London, SW1A 0AA
	SNS2027 – Save the Date!	26th-27th May 2027	Norfolk Showground, Dereham Rd, New Costessey, Norwich, NR5 0TT

Increase visibility at EEEGR events through:

- Industry exhibitions
- Technical presentations
- Conferences
- Panel discussions
- Networking activities
- Meeting future employers

EEEGR provides a platform connections to:

- Identify new partnership opportunities within East Anglia.
- Engage with students and graduates through EEEGR careers events.
- Promote Wood as an attractive employer and help address the skills gap.

EEEGR

Interesting young people in the energy sector

The Challenge

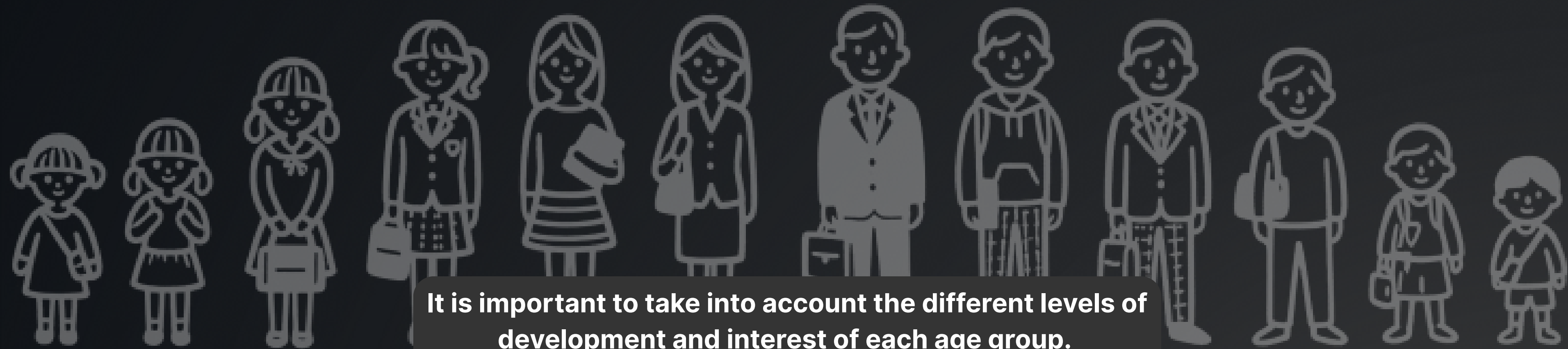


- The energy industry faces a growing skills gap.
- Many young people are unaware of the range of careers available.
- Engineering careers in the energy sector may be associated only with traditional oil and gas, which is seen as fading out.
- An ageing workforce with increasing retirement increases demand for new workforce
- Students don't now how to get into the industry

Wood can improve awareness by engaging with students earlier, while promoting the wide range of career opportunities available across the evolving energy sector.

By highlighting its involvement in energy transition projects and employee career pathways, Wood can challenge misconceptions and position itself as an attractive employer for future engineers and technical professionals.

Understanding age groups



It is important to take into account the different levels of development and interest of each age group.

To communicate effectively with young people, you must understand their priorities and the strategies to keep them interested.



Primary School



Wood should focus on creating engaging and imaginative experiences that encourage children to ask questions and explore how things work. At primary school age, the goal is not to promote specific careers but to build curiosity around science, technology and engineering. Activities should encourage conversation, creativity and problem-solving .

Primary School

Examples:

- STEM workshops and classroom demonstrations.
- Building challenges using LEGO® or other construction activities.
- Designing and testing simple engineering solutions.
- Minecraft Redstone activities to introduce systems thinking and logic.
- LEGO® Education robotics projects.
- Simple energy-themed games, such as managing an offshore wind farm or powering a town.

[Game concept \(link\)](#)



High School



At secondary school, students begin making important decisions about GCSEs, A-levels and future careers. Wood should focus on demonstrating the wide range of opportunities available within the modern energy sector.

Activities should provide practical experience, showcase real career pathways and encourage students to develop the skills needed for future employment.



High School



Examples:

- Site visits or virtual tours of engineering facilities.
- Work experience placements and careers fairs.
- Support for local STEM clubs with hands-on engineering projects.
- Tinkercad and 3D printing workshops introducing CAD.
- Take-apart electronics projects to explore how technology works.
- An engineering simulation game where students design and manage an offshore energy system, considering factors such as wind, terrain and cost.

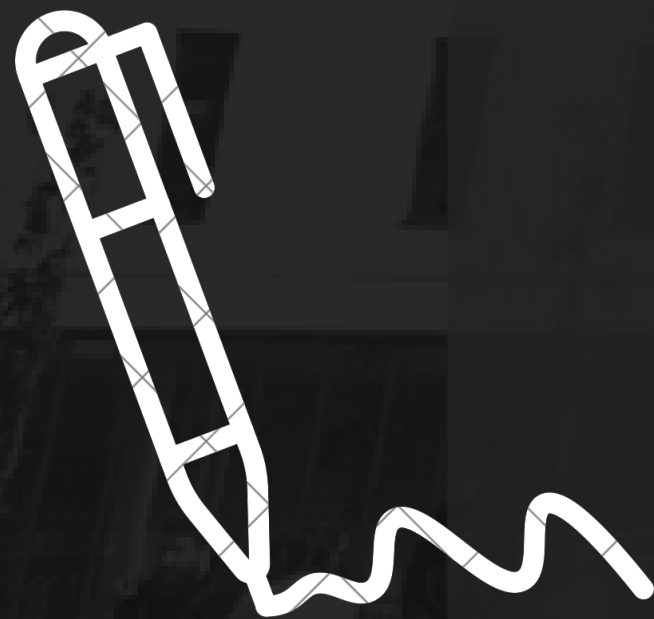


College University



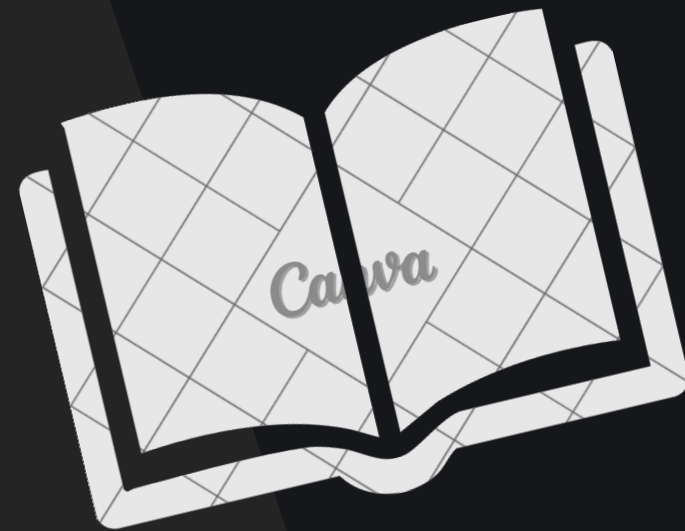
Students in further and higher education are preparing to enter employment, making this the ideal stage for Wood to build long-term recruitment relationships. Engagement should focus on providing real industry experience, professional networking opportunities and clear career pathways into the company. Demonstrating both engineering and non-engineering roles will help students understand the wide range of opportunities available within the modern energy sector.

College University

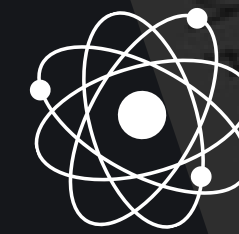


- **Examples:**
- **Internships, industrial placements and apprenticeships.**
- **Technical guest lectures and industry workshops.**
- **University careers fairs and networking events.**
- **Site visits and mentoring by Wood engineers.**
- **Promotion of graduate opportunities and career pathways.**
- **Showcase careers beyond engineering, including: Project management, Health & Safety, Environmental consultancy, Procurement & Commercial, Finance & HR and Digital technologies**
- **Hard Hat and Pen**





College/ University



wood.

Key Insight – Director of Business and community engagement at norwich business school Interview

Universities have dedicated Business Engagement and Employer Relations teams that actively seek partnerships with industry.

Invest in future talent, not just experienced staff

Recruitment is no longer passive—companies must actively engage students throughout their education.



SUMMARY AND RECOMENDATIONS

- **To strengthen its regional profile, Wood should increase engagement with both industry and the local community:**
 - **Greater use of social media**
 - **participation in EEEGR networking and careers events**
 - **stronger partnerships with schools, colleges and universities**
- **This would improve brand awareness, attract future talent and help establish Wood as a leading engineering company within the East of England's energy sector.**

Call to action



"YOUR INDUSTRY NEEDS

YOU"

- **Networking is needed between businesses, education and EEEGR**
- **share your story with young people:**
- **Promote real career journeys to inspire the next generation of engineers.**
- **Consider establishing an 'East Anglia Skills Group' to bring together industry, education and local organisations to coordinate outreach, share best practice and address the regional skills gap.**



PROJECT CONCLUSION



TIMUR

” I'm glad to get an opportunity to get an internship with Wood this was an amazing experience to find out more about certain part of industry Wood works in and see the behind sense of an engineering company. This internship has opened many roots for me to explore to get into the industry and has opened my view beyond the things I have seen before. ”

KIT

” This internship has cemented my interest in the energy industry as a future career path. Working at Wood has also shown me the most friendly and supportive work environment I have ever seen. While i am still determined to study at university to MSc or PhD level, I could very much imagine returning to wood for future work.”



Interview



We are on
Linked In

Timur Bakhtinov



Kit Van Haren



THANK YOU

FOR LISTENING