



STEM CHALLENGE

Sponsorship and
Information Pack



About GUH STEM Challenge

Organised and run by Global Underwater Hub, STEM Challenge is an established nationwide competition that aims to illustrate to school pupils how science, technology, engineering and mathematics (STEM) skills can be applied to the workplace, while inspiring them about a career in the underwater industry.

The initiative sees 13 and 14-year-old pupils apply their STEM skills to design, build, programme and market a model wheeled ROV (remotely operated vehicle) using Lego Spike sets.

Supported by educational charity The Smallpeice Trust, STEM Challenge is run as a series of regional heats with pupils competing against their peers from local schools. The winners of each regional heat then compete in the national final.

The programme demonstrates to the pupils the breadth of job opportunities that are offered by companies working across the underwater industry.

What's Involved?

STEM Challenge is a hands-on initiative built around the premise of designing, building, testing and marketing a new remotely operated vehicle capable of navigating the marine ecosystem to retrieve plastics, thus enhancing the environment.

It sees up to 10 teams of six pupils competing in six regional heats around the UK. Led by educators from The Smallpeice Trust, the teams are tasked with using a selection of Lego bricks, sensors, motors and components to create a fully functioning wheeled model ROV. The device has to be capable of completing a series of navigational and operational tasks, including retrieving objects.

Alongside the physical build, the pupils are required to create a paper design of the ROV, establish a brand name, develop a presentation and produce a promotional poster that will be used to market their concept to a panel of industry judges, including sponsors of the initiative.

Points are awarded for the successful completion and execution of various tasks as part of the build and testing phases, while teamwork demonstrated by each group and the delivery of their presentation are also considered as part of the judging process. For the national final, additional tasks are also set for the pupils as part of the testing phase and the marketing presentation.

The challenge is designed to utilise the skills that are expected to be needed in tomorrow's workplace.



Why is the GUH STEM Challenge held?

STEM Challenge takes place across the United Kingdom in locations where the knowledge of the underwater industry may be more limited. It aims to educate teachers and pupils - and in turn parents - about the vibrant underwater industry and the diverse career opportunities it presents.

Global Underwater Hub, its members and stakeholders are aware that new talent is continually required to sustain the future of the underwater industry. By educating and demonstrating to communities across the United Kingdom, often in areas with limited knowledge of the underwater sectors, STEM Challenge plays its part in helping to potentially broaden the talent pool.

An established initiative, 2025 saw the seventh STEM Challenge take place, once again engaging with a new set of pupils across the United Kingdom at a time in their schooling when they are actively considering their future career options.

The programme also provides a learning opportunity for teachers, providing real-world examples of how STEM subjects are applied in the workplace that they can utilise in the classroom. Teachers also gain an understanding of a vibrant sector, which they may have limited knowledge of, whilst illustrating the different career options it can offer pupils.

Benefits for Pupils

The initiative provides an opportunity for pupils with an interest in science, technology, engineering and mathematics to harness and develop skills in these areas. Pupils are encouraged to work in their teams with no support from their teachers, utilising their own initiative to overcome challenges and solve problems, often thriving when pushed outside of their normal comfort zones.

STEM Challenge can:

- Build teamworking and critical thinking skills
- Develop problem solving and decision-making abilities
- Improve creative thinking through storytelling and presentations
- Put into practice design, engineering and coding knowledge
- Learn about planning and project management
- Meet other young people and teachers from other schools
- Foster social skills and build confidence
- Provide an opportunity to develop experience in public speaking
- Gain insight on potential career paths
- Create experiences that some pupils do not normally have access to.

This unique educational programme has been tailor made for Global Underwater Hub.

It has been designed to build understanding of the underwater industry and wider energy industry, highlight environmental challenges, enable application of skills, facilitate learning and enable the development of a broad set of skills.

CSR Opportunity

Sponsorship of the Global Underwater Hub STEM Challenge competition can align with the corporate social responsibilities of companies. It affords a stage to engage with local communities; support the learning and development of pupils, teachers and staff; educate audiences about the role of the underwater industry and energy sector in the energy transition and drive to net-zero; inspire and inform a future workforce; and been seen as a socially responsible business.

It is opportunity for companies to align their brand with a popular, established and respected annual educational initiative; engage with a young age demographic passionate about STEM; demonstrate the innovation and opportunities available in the different sectors of the underwater industry; and support their own corporate social responsibility, STEM and educational schemes.

Previous Sponsors include:



subsea 7



STEM Challenge is an exciting national opportunity that tests the knowledge, skills and problem-solving capabilities of pupils, providing a positive, inclusive and safe platform for them to build independence, gain new experiences and learn about possible career paths.

Engaging with the programme delivers inspiring and rewarding outcomes for all participants - pupils, teachers and judges alike.



Package Options

Bronze | Silver | Gold | Platinum

Our bronze and silver tier options offer branding benefits, social media promotion, event participation and more.

Contact events@theguh.co.uk to discuss your needs.

BRONZE

£3,500

- Small logo on the STEM Challenge event page with click through link
- Mentioned and tagged in all social media posts regarding STEM Challenge 2026
- Opportunity to judge a regional heat
- One colleague can attend one regional event or the final in Aberdeen.

SILVER

£5,500

- Logo on the STEM Challenge event page with click through link
- Mentioned and tagged in all social media posts regarding STEM Challenge 2026
- Opportunity to judge a regional heat
- One colleague can attend one regional event and the national final in Aberdeen
- STEM Challenge 2026 sponsor pack provided for use by sponsor including email signature, LinkedIn carousel images, selection of GIFs.

Continued...

Package Options

Our gold tier option offers enhanced branding benefits, social media promotion, event participation and additional benefits to increase your visibility.

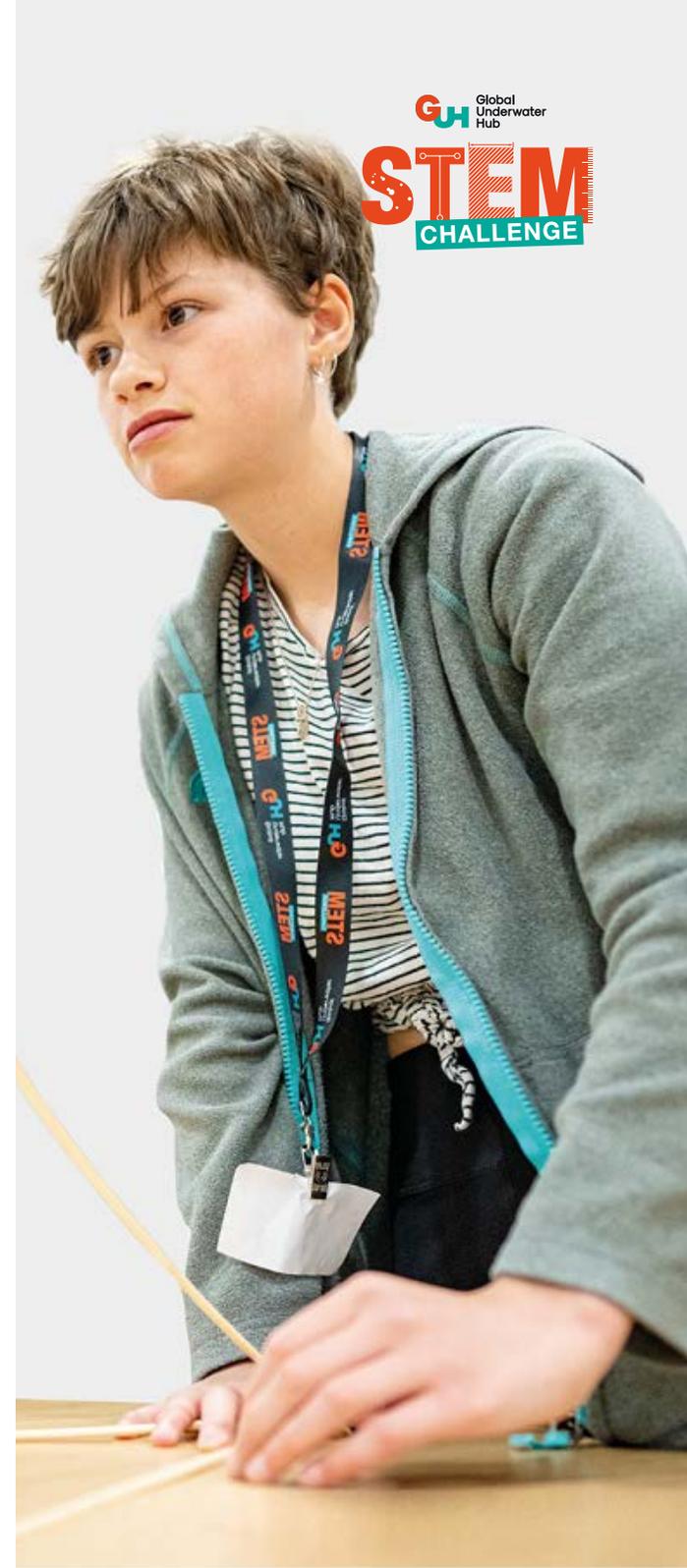
Contact events@theguh.co.uk to discuss your needs.

GOLD

£7,995

- Large logo on the STEM Challenge event page with click through link
- Mentioned and tagged in all social media posts regarding STEM Challenge 2026
- Logo included on all certificates for the regional heats and the national final
- Opportunity to judge a regional event and national final
- Up to two colleagues can attend each regional heat and the national final in Aberdeen
- STEM Challenge 2026 sponsor pack provided for use by sponsor including email signature, LinkedIn carousel images, selection of GIFs
- Display your branded banner at the regional heats and national final (supplied by sponsor)
- Sponsor video, max. two minutes, played during regional events (ability for sponsor to provide their own video or to be filmed at a GUH office).

Continued...



Package Options

Our platinum tier option is the ultimate package for maximal branding, promotion and involvement.

Contact events@theguh.co.uk to discuss your needs.

PLATINUM

£19,995

- Large logo on the STEM Challenge event page with click through link
- Mentioned and tagged in all social media posts regarding STEM Challenge 2026
- Logo included on all certificates for the regional heats and the national final
- Opportunity to present (five minutes max.) at the final in Aberdeen
- Opportunity to judge a regional event and national final
- Up to three colleagues can attend each regional event and the final in Aberdeen
- Sponsor video, max. three minutes, played during regional events and national final. Video also promoted on GUH social media channels - ability for the sponsor to provide their own video or to be filmed at a GUH office
- STEM Challenge 2026 sponsor pack provided for use by sponsor including email signature, LinkedIn carousel images, selection of GIFs
- Logo included on all materials related to STEM Challenge 2026 including photos and videos
- Referenced as Platinum Sponsor in all press releases and communications related to STEM Challenge 2026
- Opportunity to provide branded merchandise (at sponsors cost) to pupils at the regional heats and national final.

Exceptional Feedback

STEM Challenge aims to inspire the workforce of the future about the opportunities available in the underwater industry, whether in design, engineering, programming, operational or commercial roles. To do that and help build a pipeline of future talent that creates a sustainable workforce, industry support is needed to deliver this exciting and engaging programme.

In supporting Global Underwater Hub's annual STEM Challenge companies are helping to inform and nurture the workforce of the future that will help sustain and grow the UK's underwater industry and power the energy transition.

7
days

of competition comprising of six regional heats and one national final

50+
schools

from the UK participate every year

330
pupils

from secondary schools take part in the GUH STEM Challenge annually

98%
success

with students reporting that they have a greater understanding of engineering

75%
of pupils

say that they would now consider a career in engineering after taking part

100%
of teachers

rated the event as "excellent" and would participate again in the future





Why Support the GUH STEM Challenge?

Inspiring the future workforce

Global Underwater Hub's annual STEM Challenge competition is inspiring for the pupils taking part, giving those with an interest in STEM subjects an opportunity to apply their skills and hopefully setting off a spark that will see them consider a career in a relevant field.

In supporting Global Underwater Hub's annual STEM Challenge companies are helping to inform and nurture the workforce of the future that will help sustain and grow the UK's underwater industry and power the energy transition.

Educational reach

With heats across the UK, STEM Challenge has an extensive reach, engaging with young people who may have little knowledge of the underwater industry and its sectors, and the technologies that operate within it. The initiative engages with a range of secondary schools, including some in more deprived areas of the country, offering opportunities sometimes not afforded to them.

Life experiences and development

The initiative provides a positive experience for pupils, allowing them to gain new experiences, develop skills and build confidence. For some pupils, participating in the national final has allowed them to either fly for the first time or enjoy a first trip away from home.

Attending the regional heats gives teachers exposure to the new industries, aiding their learning and contributing to their continued professional development.



GUH STEM Challenge in 2025

Employee professional development

For companies sponsoring the STEM Challenge there is the opportunity for an employee to attend the heats and participate as a judge and mentor, engaging with both the pupils and teachers. Judges chat with all the participating pupils during the design, build and testing phases of the project, asking questions about their prototype offering encouragement, reassurance, guidance and impartial suggestions, awarding points for specific elements throughout the day. Pupils then pitch their creations to the judges in the final part of the challenge, with the judges assessing the overall presentation.

Acting as a judge allows employees to develop their interpersonal skills, enhance mentoring capabilities, augment communication skills, sharpen analysis and evaluation

Reach and Impact

With heats across the UK, STEM Challenge has an extensive reach, engaging with young people who may have little knowledge of the underwater industry and its sectors, and the technologies that operate within it. The initiative engages with a range of secondary schools, including some in more deprived areas of the country, offering opportunities sometimes not afforded to them.

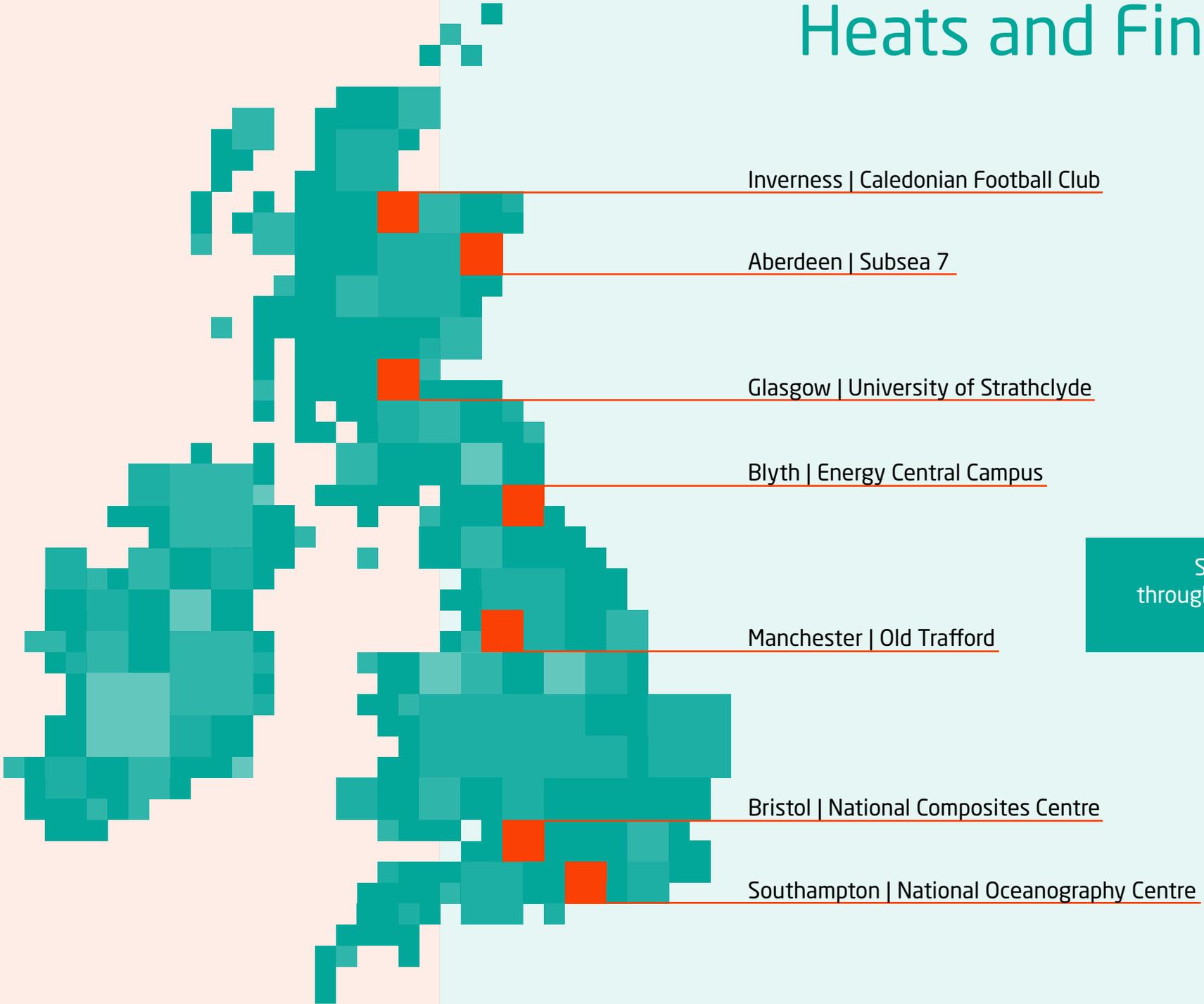
In 2025, six regional heats were held across the United Kingdom, engaging with over 330 pupils from 53 schools. Heats took place in Inverness, Glasgow, Blyth, Manchester, Bristol and Southampton.

The winning school from each heat then travelled to Aberdeen to compete in the national final. As part of the two-day trip, the pupils visited the offices of geo-data specialist Fugro, gaining an insight into some of the firm's underwater inspection technologies that are used to support the energy industry.

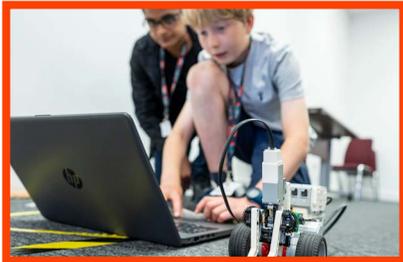
This opportunity to view different ROVs and understand their scale, learn about the mechanics of the devices, how they operate and the application of different tools, plus gaining awareness of different roles in the underwater industry offers real insight for pupils and teachers. It also helps bring to life some of what they learnt about in the regional heats.

Along with touring the ROV workshop and tooling centre, hearing how ROVs are constructed and maintained, the pupils were also shown Fugro's remote operations centre. Featuring advanced streaming technology, the centre allows onshore inspection engineers to visualise, command and control eROVs hundreds of miles away. It illustrates how technology has transformed industry and the potential for further evolution.

Heats and Finals Map



Six regional heats take place throughout the UK each year, with the final held in Aberdeen.

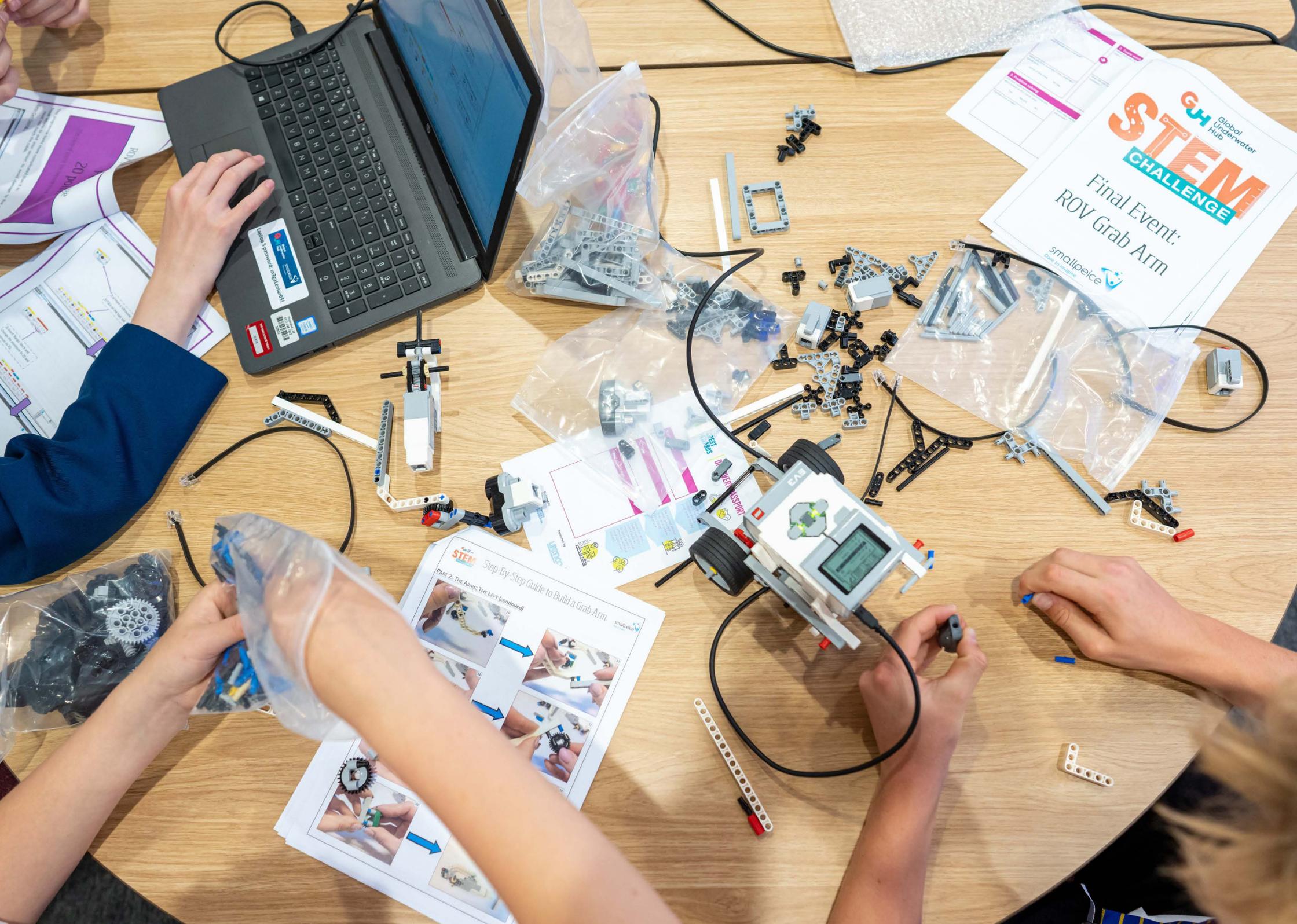


GUH Global Underwater Hub

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www.globalunderwaterhub.com

events@theguh.co.uk



Global Underwater Hub
STEM CHALLENGE
Final Event:
ROV Grab Arm
smalloeice
Care in Innovation

STEM Step-By-Step Guide to Build a Grab Arm
Part 2: The Arms: The Left (continued)

1. Insert the axle into the hole in the Technic brick.

2. Attach the gear to the axle.

3. Connect the axle to the motor.

4. Test the assembly.

20 pages

ROV

LEGO Mindstorms EV3