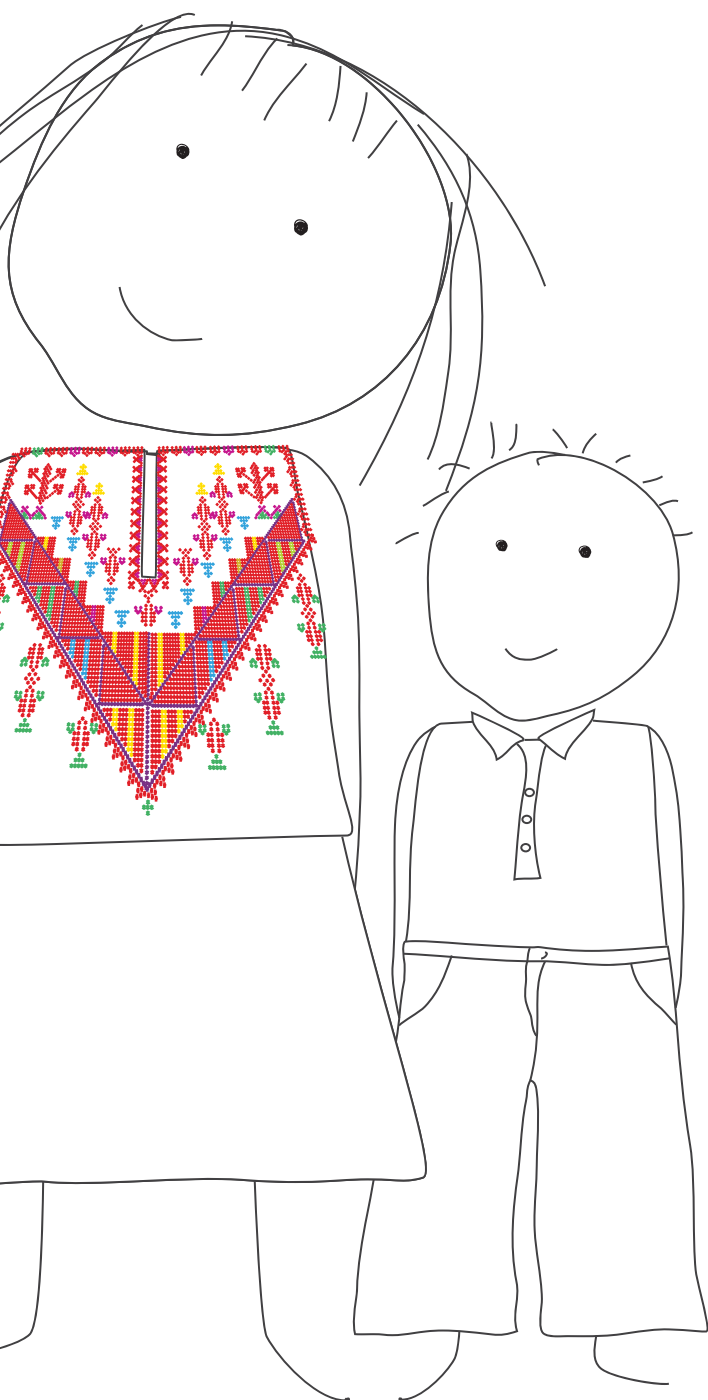


The Children's Museum Jordan Annual Report

16



Since 2007
The Children's Museum Jordan Welcomed



MILLION
VISITORS . SMILES . LEARNERS

Thank You for Believing in Us!

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Our Mission

To nurture curious children who love to learn

Our Vision

To become a memorable growing-up experience for children in Jordan



Our Strategic Objectives 2015-2017

- To increase awareness of the Children's Museum Jordan and make the Museum's experience more accessible both nationally and regionally.
- To make the Museum a flagship for innovation.
- To intensify and augment the Museum's initiatives that enhance Early Childhood Development.

From Her Majesty Queen Rania Al Abdullah

“Play and learning merge together at the Children’s Museum Jordan in an amazing and informal mechanism. Curiosity, discovery and creativity have a platform to soar from and into a sea of knowledge and science. Makers and leaders of our future gather at this cornerstone of the road to success.”

Her Majesty Queen Rania Al Abdullah
Chair of the Board of Trustees



Message from Management

Museums play an essential role in the cultural and educational development of societies and are key to any progress. Over the last few years, museums and science centers received great attention globally culminating in UNESCO's adoption and launch of the World Science Day for Peace and Development held in November every year starting 2016. This recognition is particularly important as science is a top priority on the UN's 2030 Agenda for Sustainable Development adopted by world leaders in July 2015.

We, at the Children's Museum Jordan, naturally believe in this critical role as we continue to develop interactive learning opportunities in science, art, literature, and many other areas to stimulate children's curiosity and their love for knowledge and learning.

We are proud of another great year in results and ambitious plans that were successfully achieved. We received 305,183 visitors in 2016; including 39,159 visitors at our Children's Mobile Museum which visits all Jordanian Governorates every year.

In October 2016, in a one-of-its-kind event in Jordan, our Museum hosted the 5th Conference of the North Africa and Middle East Science Centers Network (NAMES) under the theme "Reach". The conference was a truly rich and interesting experience benefitting professionals and experts in regional and international science museums and centers.

Finally, we would like to extend our appreciation and thanks to the Children's Museum Jordan's team for their relentless passion, creativity and, above all, their faith in the Museum's mission. We would also like to thank our partners and supporters from the private sector, the government and schools; who believe in the importance of our role and realize that change requires joint efforts and a thrive for a better future.

We present you with the fruits of our year's work in this Annual Report as well as some of our plans for next year and wish you pleasant reading.

Khalid Nahhas

Chairman of the Board of Directors

Sawsan Dalaq

The Director

The Board of Trustees

- Her Majesty Queen Rania Al Abdullah - Chairperson
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- HE Mr. Akel Biltaji, Mayor of Amman
- Mr. Nadim Haddad
- Mrs. Reem Mouasher
- Professor Safwan Masri
- Mrs. Samia Salfiti
- HE Mrs. Suzanne Afanah
- Mr. Yassin Talhouni
- Zain Jordan represented by Mr. Tareq Al Bitar



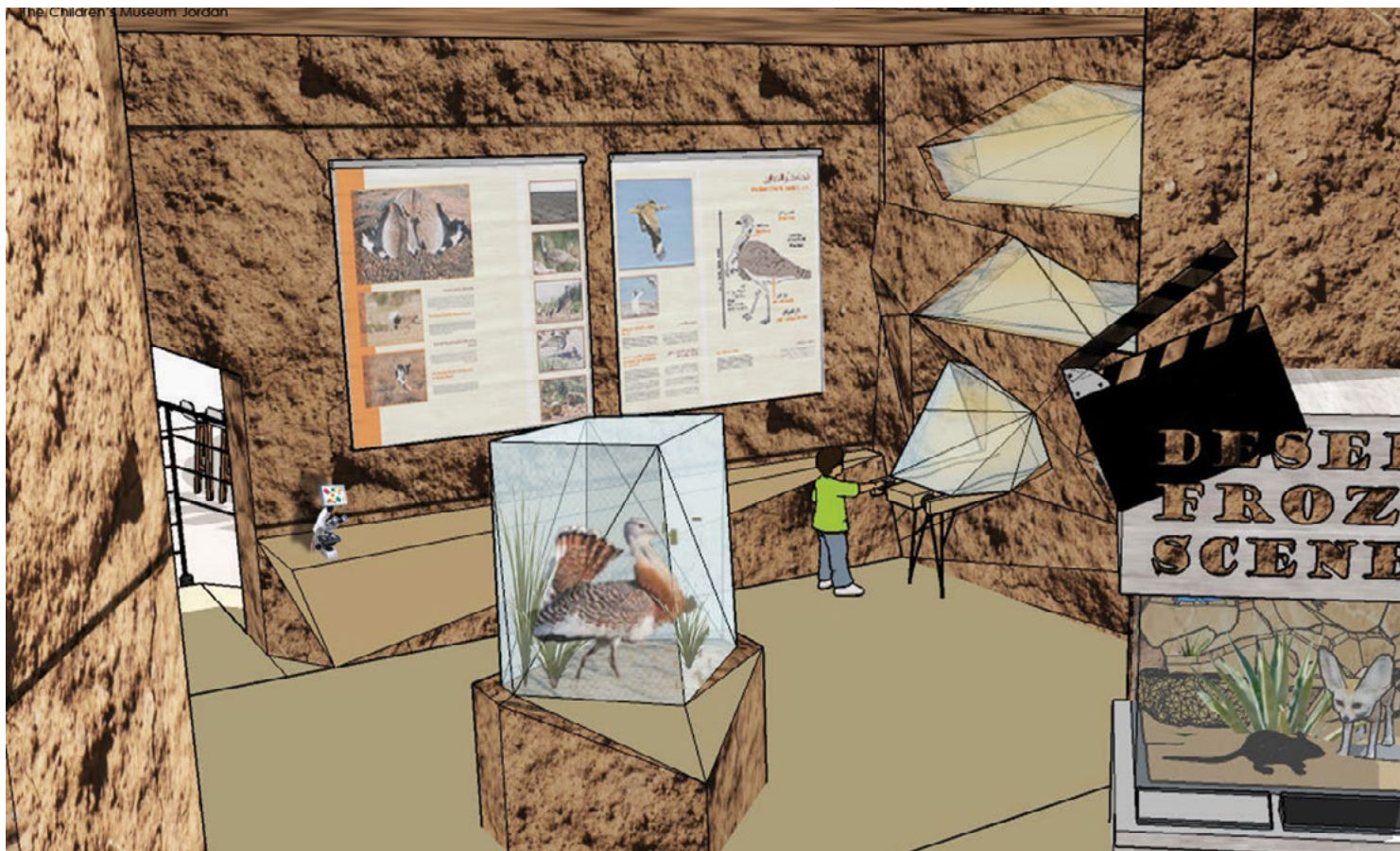


Our Achievements in 2016

The Exhibit Hall

Design and Development of the Biodiversity Exhibit

In cooperation and partnership with the Royal Society for the Conservation of Nature (RSCN), we started working on the design and development of an exhibit about Jordan's biodiversity which is expected to open in June 2017.



The objective of this exhibit is to introduce biodiversity and its challenges in an interactive manner and provide children and families with the opportunity to learn about the many species living in Jordan. The exhibit is designed in a way to simulate the original environments of these species and Jordan's unique and diverse environment. This exhibit also sheds light on the Houbara bird and the need to protect it.



The Development of the “Up and Away” Exhibit

The Children’s Museum Jordan signed a Memorandum of Understanding with Royal Jordanian Airlines to upgrade the “Up and Away” area and exhibit. The area was designed in a partnership between the two parties and is expected to be ready by mid-2017.

This upgrade will include the addition of several details that will provide children with a complete experience as passengers or workers in the aviation field in a fun interactive manner. Children can be travelers, pilots, aircraft engineers, flight attendants or air observers in the control tower.

It is worth mentioning that both projects are designed, implemented and supervised locally by the Children’s Museum’s team and supporting companies.

Our Programs

Community Connections

This program's objective is to raise children's awareness on important global issues and enhance their commitment to their role in the world. Our Education and Programs team designs and develops activities reflecting important issues in an interesting and interactive form. In 2016, we dedicated 3 months to this program as follows:

Earth Month	April of every year	We received 36,662 visitors
Arab Child Month	October of every year	We received 21,657 visitors
Persons with Disabilities Month	December of every year	We received 16,699 visitors

Celebrations

Every year, the Museum celebrates certain major occasions and national holidays; offering our visitors programs that combine fun and learning. In 2016, we organized the following 6 celebrations:

Mother's Day	March 19	We received 1,222 visitors
Labor Day	April 28	We received 1,237 visitors
Independence Day Carnival	May 21	We received 1,655 visitors
Eid Al Fitr	On the 2 nd and 3 rd day of Eid Al Fitr	We received 4,050 visitors
Eid Al Adha	On the 2 nd , 3 rd and 4 th day of Eid Al Adha	We received 4,344 visitors
Christmas	December 16	We received 1,013 visitors





■ Back to School Festival in Partnership with the Newthink Festival

The Back to School Festival is our biggest annual festival which primarily aims to put a positive spin on going back to school and stimulate children's curiosity for knowledge and learning.

The Back to School Festival was organized in partnership with the 2016 Newthink Festival over a period of two days between 20th and 21st of August and was visited by nearly 5,000 children and families. The Festival which incorporated science, art, literature and entertainment included 24 workshops, 24 interactive activities and 3 science shows, in addition to awareness sessions for parents. More than 15 well-established institutions and a number of speakers and education specialists participated in this Festival.



● Interactive Schools' Programs

Our Education and Programs team regularly develops interactive programs for school students to support the curricula and enhance the educational process by adding a fun ingredient to it. Our programs use play and exploration as the basis for learning and include interactive science, art and literature workshops and shows.

■ Daily Visitors' Programs

In addition to our unique Exhibit Hall, we offer our visitors daily programs throughout the year; including activities and workshops that generally aim to enrich children's interactive learning and develop their skills, knowledge and curiosity. The programs are changed periodically with their diversified content presented in our educational facilities: the Exhibit Hall, the Art Studio, Library, Tinker Lab, and on science trolleys.



■ Science Shows

The Children's Museum Jordan hosts an international science show in March every year. This year, however, we presented schools and families with our first and very own science show: "Y Science to Hawaii" which, according to visitors, was a truly wonderful experience. This show was developed by our Education team and participated in Abu Dhabi Science Festival too.



■ Camps and Clubs

The Museum organizes winter and summer camps and clubs to ensure children spend their holidays enjoying a distinctive and creative program that helps develop their knowledge and skills through fun and interesting activities offered in a safe environment.



■ Participating in National and International Festivals and Events

Every year, the Children's Museum Jordan and its creative team participate in several local and international festivals and events in which we offer a number of distinctive interactive workshops and educational programs. In 2016, the Museum participated in:

● **The Sharjah Children's Reading Festival:** In April, members of our Education and Programs team participated in the Sharjah Children's Reading Festival in which they presented "Jack and Beanstalk". The interactive and hands-on learning workshop presents this famous story with a new twist told by the giant. The story was followed by a greenhouse planting of beans activity.

● **The Abu Dhabi Science Festival:** For the fourth consecutive year, the Children's Museum Jordan participates in the Abu Dhabi Science Festival with interactive workshops and innovative science shows. In the 2016 Festival, we presented the science show "Y Science to Hawaii" which received praise from attendees and organizers alike.

● **The Science Film Festival:** Every November since 2012, the Museum hosts the Science Film Festival in cooperation with the Goethe Institut. This international festival – which is held annually in several countries – presents documentary science films dubbed into Arabic, followed by interactive workshops. The Festival is hosted both in our Museum and in our Mobile Museum in Governorates.



● **International Museums Day:** Realizing the important role of museums in preserving and passing on heritage, by working with various communities, the International Council of Museums (ICOM) announced the 18th of May of every year as the International Museum Day in which museums from all over the world participate with special activities. The theme of the 2016 International Museum Day was “Museums and Cultural Landscapes” and our Museum participated in the event by opening its doors to visitors free of charge.

● **International Science Center and Science Museum Day:** On November 10th of every year, the world celebrates the World Science Day for Peace and Development launched by UNESCO in 2001. In 2016 and due to the importance of science museums and centers, it was decided to launch an annual day on the same date called the International Science Centers and Museums Day. The Children’s Museum Jordan participated in this day with a special program for visitors shedding light on the Sustainable Development Goals.



The “Museum for All” Initiative

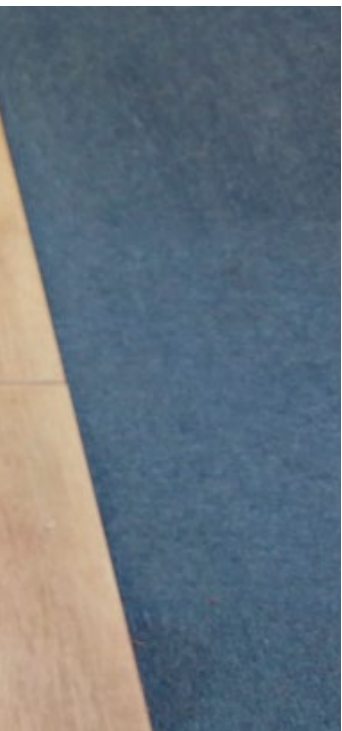
The Children’s Museum Jordan is a “Museum for All” Jordanians and people living in it and we always strive to ensure that our educational experience is accessible to all children without any financial or geographical barriers. To this end, we launched the “Museum for All” initiative in 2010; offering sponsored free-of-charge entry to the Museum. The programs and beneficiaries of this initiative grew every year since thanks to our public and private partners. The number of visitors benefiting from this initiative in 2016 reached 141,302 visitors; accounting for approximately 46.3% of total visitors.

Today, this initiative includes 4 main programs and an additional planned program expected to be launched in April 2017. These programs are:



1 Public Schools Visitation Program

Under a long-term memorandum of understanding concluded between the Children’s Museum Jordan and the Ministry of Education, this program enables all public schools’ students to visit the Museum during school semesters free of charge. It also enables public schools’ teachers and their families to visit the Museum free of charge in most times of the year. In 2016, 36,035 students and 15,754 teachers and their families benefited from this program.



2 UNRWA Schools' Students Free Admission

In addition to the Public Schools Visitations Program, and in order for more school students from various communities to benefit from the Museum, the Children's Museum Jordan receives visits from UNRWA schools during school semesters free of charge under a sponsorship scheme. In this program, we received 11,665 students in 2016.



3 Open Days

For families, particularly those who cannot afford to visit the Museum, we open our doors free of charge on every first Friday of every month so that they can enjoy a fun family experience with their children. We received a total of 37,097 visitors during 2016's Open Days with one alone receiving more than 6,000 visitors.

There was also an additional half open day supported by the Greater Amman Municipality when we welcomed 1,592 visitors.

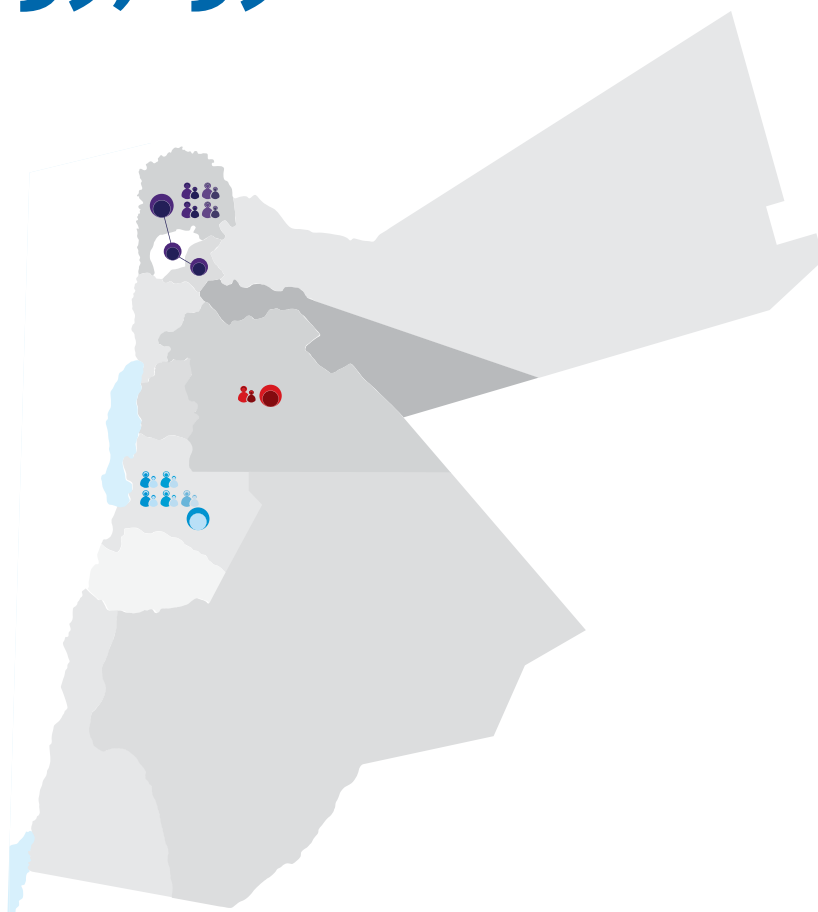
4 The Children's Mobile Museum

Launched in 2012, the Children's Mobile Museum is a one-of-its-kind project in the region that offers children in various governorates an interesting, interactive, and educational experience similar to that enjoyed by visitors in Amman. The Mobile Museum also works on removing geographical and economic barriers preventing children from accessing the Museum in Amman.



The Children's Mobile Museum carries a number of exhibits and interactive programs; such as the Planetarium, Energy Around Us, Art Station and other exploration stations. The Museum is open for families and schools alike and is very popular everywhere it goes.

**In 2016,
The Children's Mobile Museum
received
39,159 visitors**



● **Southern Governorates**

(Karak and its districts)

20,486

● **Northern Governorates**

(Ajloun, Jarash, Irbid)

16,642

● **The Capital Governorate**

(Dar Al Eiman Orphanage, Queen Rania Family and Child Center)

2,031

Developing Special Content for UNESCO Jordan: Interactive Workshops on Umm El Jimal

Our Education and Programs team developed special content about Umm El Jimal as part of “Umm El Jimal for Children” program: “Empowering rural women in Mafrqa Governorate” – a partnership project between UNESCO and UN Women.



The “Umm El Jimal for Children” program aims to provide educational services in the area of heritage for children aged 8 to 13. A training manual and five workshops have been designed and developed; covering various topics including the significance of the Umm El Jimal site, architectural techniques used in it and other important and interesting topics.

Launch of Bassam and the Moon – The Children’s Museum Jordan’s First Story Book

In a members only event organized on October the 1st, the Children’s Museum Jordan celebrated the launch of “Bassam and the Moon” story book by Rasha Dababneh, a member of our Education and Programs team; marking the first story book produced by the Children’s Museum.

The 22-page story discusses a scientific subject in an interesting narrative style; featuring the adventure of the curious boy, Bassam, who observes the Moon and how its shape changes as it orbits Earth. The story aims to explain the moon’s cycles and encourage children to inquire about intriguing phenomena and things they encounter.



Hosting the 5th Conference of the North Africa and Middle East Science Centers Network “Reach”

In the first event of its kind in Jordan, the Children’s Museum Jordan hosted the 5th Conference of the North Africa and Middle East Science Centers Network (NAMES) 2016 under the slogan “Reach” from 26th to 28th of October at the Intercontinental Amman Hotel. Around 230 regional and international specialists and members of science museums and centers participated in the Conference.



This biennial conference seeks to serve as a platform for sharing experiences, knowledge and skills in a growing and rapidly developing sector worldwide. The 5th conference addressed the concept of “Reach” in three main themes: Learning for Your Community Members, Your Exhibits and Programs inspired by your community and Science Museums and Centers as a Pillar of Social Change and Development.

These themes were covered in 16 sessions including workshops and presentations delivered by 38 top speakers and researchers from the Arab region, Europe and the USA.

Furthermore, 15 companies and establishments specialized in the field participated and offered their services and products in the Conference's exhibition, which contributed to introducing participants to areas for improvement for exhibits, capacity building and scientific content.

We are also very proud of the fact that the Children's Museum Jordan was elected to preside over NAMES for a second and final term by the Network's Board of Directors.



2016 In Numbers

Subsidized and Free Admission (In Number of Visitors)

The Museum for All Initiative:

- Public Schools Visitation Program: 51,789
- UNRWA Schools' Students Free Admission: 11,665
- Open Days: 38,689
- The Children's Mobile Museum: 39,159
- Corporate Partners Admission: 6,119
- Other Free Admissions: 2,363



Subsidized and Free Admission vs. Paid Admission (In Number of Visitors)

- Subsidized and Free Admission: 149,784
- Paid Admissions: 155,399

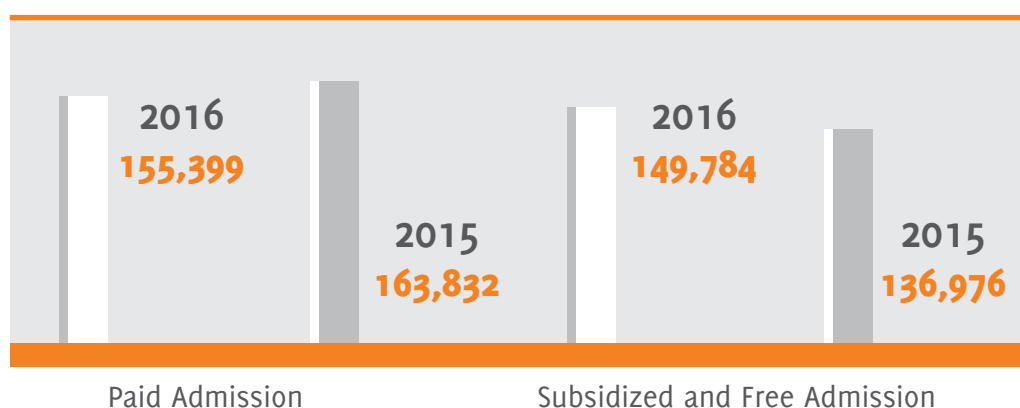


Statement of Revenues and Expenses

For the year ended December 31, 2016

	2016 JD	2015 JD
Income		
Revenues	552,078	537,321
Cash grants revenues	1,010,850	907,776
Non-monetary grants	30,100	31,250
Amortization of deferred grants revenues	220,376	201,562
Other revenues	8,778	54,439
Interest income	5,476	14,585
Total Income	1,827,658	1,746,933
Expenses		
Administrative expenses	(1,486,740)	(1,520,075)
Depreciation	(371,982)	(363,063)
Losses from sale and disposal of property and equipment	(1,939)	(11,477)
Total Expenses	(1,860,661)	(1,894,615)
Deficit for the year	(33,003)	(147,682)

2015 - 2016 Annual Comparison of Number of Visitors



Testimonials

The Museum is a beautiful place, and has many educational areas that we can learn from. The area I liked the most was the Planetarium because it is about space and planets.

Hala Ghaith
School Student

The employees are welcoming, happy, helpful, energetic and they are highly motivated. Thank you for giving my child such a wonderful experience.

Diala Yassin
Regular Visitor

The Museum helps us as teachers to demonstrate the concepts given in the classroom to our students, to better explain them and understand them.

Laila Tobaji
Teacher

What distinguishes the Museum is encouraging children to innovate and explore on their own, and their focus on science. All the Museum's areas are fantastic.

Rabea Mahmoud Khalil
Event Attendee

Generally speaking, the Museum is one of our favorite places to visit as a family. Also, the Museum's team is professional and very helpful, and we are always updated about all the Museum's events and offerings.

Ala'a Abbasi
Family Member



Our Partners

Our gratitude goes to our Partners for believing in us.

Founding Partners



motorola
foundation



Supporting Partners 2016

Strategic Partners

- Government of the Hashemite Kingdom of Jordan
- Zain
- Toyota - Jordan
- Royal Society for the Conservation of Nature

Mobile Museum Partners

- Zain
- Arab Potash Company
- The European Union

Community Connections Partners

- Arab Bank
- Al Nisr Al Arabi Insurance
- Newthink Festival

Educational Programs Partners

- Kemabko
- Maysalward

Celebrations Partners

- Bank Al Etihad
- MetLife

Open Day Partners

- The Greater Amman Municipality
- Bank of Jordan
- Hikma Pharmaceuticals

Public Schools Visits Program Partners

- The Ministry of Education

UNRWA Schools Program

- Hikma Pharmaceuticals
- KIA Jordan

Media Partners

- Al Ghad Newspaper
- Al Marji' Publications
- Seagulls Beat / Mood / Watar FM
- Mazaj FM
- Hala FM
- Roya TV

Corporate Sponsors

- Nutridar - Sahha Milk

In-Kind Support

- Cozmo
- Galleria Mall
- Aqaba Special Economic Zone Authority - ASEZA