

# 2017 Annual Report

THE CHILDREN'S MUSEUM JORDAN



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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.



Spread over 8,500 m<sup>2</sup>, the Museum is host to more than 155 interactive exhibits in the Exhibit Hall and Outdoor Area. Every interactive exhibit covers a specific topic in science, biology, social studies, math and other topics that aim to develop 21<sup>st</sup> Century Skills, and support the national curricula in the primary stages of education.

The exhibits present various subjects to children in a simplified interactive manner harnessing their imagination and curiosity, and provides them with a space for free exploration and role-play.

The Museum also includes other educational facilities, such as the Library, Art Studio, Tinker Lab and Secret Garden; where children are offered a variety of activities throughout the year.

## 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**

“Playing doesn’t have to be at odds with learning. Playing requires effort and concentration, and its impact and gratification surpass those obtained through traditional learning. At the Children’s Museum, learning is happening through experimentation, inquisition, and imagination, allowing children to hone their scientific and life skills.”

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





# Message from Management

Global and local interest in education and its innovative applications keeps growing every year, shifting the global trend to investing in it and to making a top priority in countries' strategic and economic plans. Indeed, investment in education is investment in the human capacities and a solution to all the challenges and obstacles in a fast moving and rapidly changing world.

Clearly, it is in the best interest of society to exert and consolidate all efforts to improve the educational process and increase its inclusiveness and efficiency. We need to go beyond reading and writing to developing 21<sup>st</sup> Century skills which promote critical thinking, analysis, discovery, planning, innovation, creativity, and many more. These skills can only be developed and harnessed if we start by creating more awareness on their importance and their benefits to the future of our children.

In April 2017, His Majesty King Abdullah II issued the 7<sup>th</sup> Discussion Paper entitled "Developing Human Resources and Education Imperative for Jordan's Progress". The Paper deserved some delving into and paying greater attention to all of the issues it raises including as an example: "Educational institutions must believe in the immense energies, promising capabilities, and diverse talents of our youth. They should seek to discover, refine and channel these qualities, to reach their maximum potential.

Therefore, modern teaching methods should be adopted to encourage critical and deductive thinking, rather than rote learning. Moreover, these methods should combine theory and practice, field and classroom, as well as analysis and planning. Such an educational system would widen horizons for our youth, so that they can excel in every art, profession, or craft."

Since its establishment in 2007, with the vision and support of Her Majesty Queen Rania Al Abdullah, this Museum has been employing its various teaching strategies, abilities and experiences to achieve the above mentioned objectives. We adopted the concept of interactive learning through discovery and play as the key method to transfer knowledge to children and inspire their parents and teachers.

In 2017, we celebrated the Museum's 10<sup>th</sup> anniversary under the slogan of "10 Years of Fun Learning", to describe the learning experience offered by Museum inside its Exhibit Hall and through its various educational programs. Two and half million visitors, including students and families, visited the Museum in the last 10 years, with approximately 300,000 visitors in 2017 alone.

The year 2017 was full of achievements, including upgrades in the Exhibit Hall, and the addition of the “Biodiversity in Jordan” exhibit, which is the first exhibit to be fully designed in-house and developed by our own team. The Exhibit showcases our ability to embark into the design and fabrication industry - an emerging industry in the Arab world.

In another corner of the Hall, the “Up and Away” area was upgraded with additions that made it even more popular among children. We also expanded and upgraded the Secret Garden; an outstanding corner that raises awareness on both the environment and agriculture among children.

As for educational programs and projects, we launched the “Beyond Museum Walls” project as part of our “Museum for All” initiative that aims to make the Museum’s educational experience accessible to all children in Jordan, regardless of their environments and circumstances. “Beyond Museum Walls” is a scientific educational project targeting children in hospitals, refugee camps and host communities, and offers interactive science demonstrations and shows, delivered to children through drama and comedy.

In 2017, the Museum also designed and built the “Mobile Emerging Technology Exhibition” as part of the “Social Innovation Labs” project funded by UNICEF. The exhibition consists of ten buses traveling through the Jordanian Governorates offering various interactive exhibits, and creative activities to young people.

Finally, 2017 was truly a year of both achievements and challenges that cannot all be covered here. These achievements would not have been made possible, and those challenges would not have been overcome without the Museum’s dedicated team which truly believes in its mission. The contributions and support of partners from the public and private sectors immensely helped turn these achievements into a reality and experience lived by children in their journey of fun learning.

We would like to thank you all, and present you with our Annual Report for 2017.

**Sawsan Dalaq**  
**The Director**



# Our Achievements in 2017



## Biodiversity in Jordan Exhibit

One of our key achievements in 2017, is a first of its kind since the establishment of the Museum, and the first of its kind in the whole of Jordan, this was the design and development of the Biodiversity in Jordan exhibit, which was fully designed and implemented locally, and opened to the public in March 2018.

The purpose 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 the various environmental patterns in Jordan. This exhibit also sheds light on the endangered Houbara Bird and the need to protect it and restore its population.

## The Secret Garden

As part of our plan to develop the educational facilities in the Museum, we opened the newly expanded “Secret Garden” in May 2017. The Garden enables children to enjoy an interactive and educational experience with nature, where they can learn about a clean environment, agriculture, seeds, irrigation and various local plants, as well as healthy food and nutritional values.

## Up and Away Area

In 2017, we developed the Up and Away area, which includes the most popular interactive exhibits among our young visitors. The development included adding a control tower exhibit and upgrading the airplane exhibit to simulate an Airbus A318.



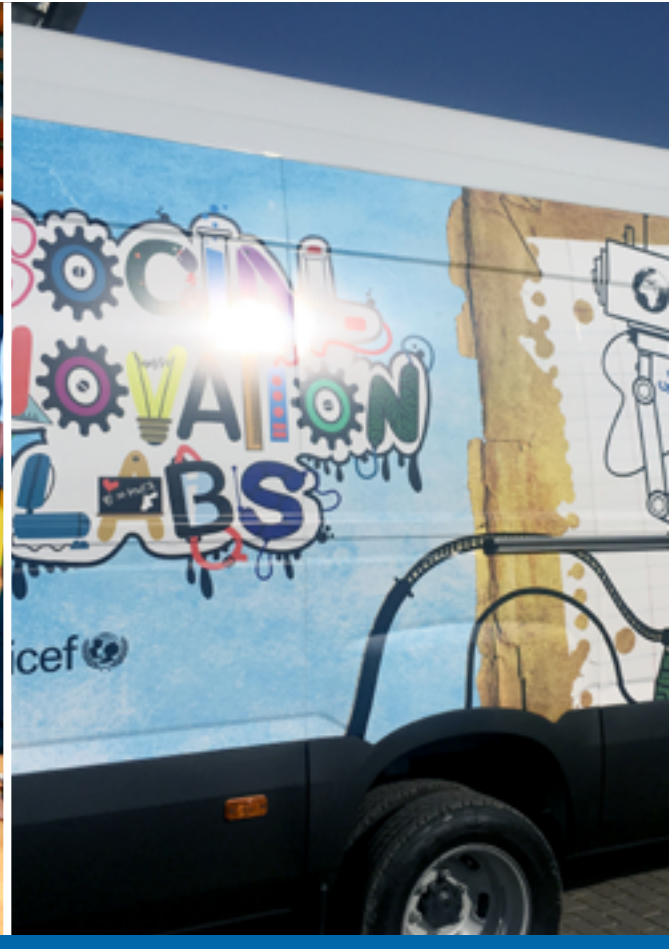


## The “Beyond Museum Walls” Project

Launched in April 2017, “Beyond Museum Walls” is a mobile scientific educational project that includes science-based shows delivered to children in the form of comedy-drama. This project targets children in hospitals, refugee camps and host communities and is part of the “Museum for All” Initiative.

The concept received local and international attention and support, including a grant from “Heart for Children” charity organization in Germany, and support from MedLabs. Furthermore, the international Red Noses Foundation joined the Museum’s team in its visits to hospitals, with a team of professional clowns to help draw smiles on children’s faces.





## Designing and Developing the Mobile Emerging Technology Exhibition

In 2017, the Museum also designed and built the “Mobile Emerging Technology Exhibition”, as part of the “Social Innovation Labs “ project planned and funded by UNICEF, and implemented by the Jordan River Foundation and Relief International.

The exhibition consists of ten buses traveling throughout the Jordanian Governorates, to offer various interactive exhibits and creative activities to young people. The project aims at stimulating the young minds and encouraging them to contemplate technological inventions, and developing their individual and group interaction skills.

Our team designed and implemented the entire exhibition with its creative and innovative content in four main themes, each of which consists of a mobile exhibit and a tinker lab. These themes are: “Tell Us Your Story”, “Energy”, “Art & Tech” and “Escape the Room”.



## Designing and Developing Interactive Garbage Bins

In 2017, the Museum signed a cooperation and partnership agreement with the Ministry of Environment to raise awareness on the importance of refraining from littering and protecting Jordan's environment. Therefore, the Museum designed and built interactive garbage bins that are fun and attractive to children and their families to educate them on the importance of keeping waste in designated areas. Visiting children also enjoyed the Echo Champ application in the technology corner "Whiz Lab" that was developed and launched by the Ministry in order to encourage children to become protectors of the environment.



# Programs and Events in 2017



## The Science & Art Festival - Jordan

The Festival is our biggest event for the year, and one of our key achievements in the field of hands-on learning. This annual festival aims to excite children about learning ahead of the time of going back to school, and to trigger their curiosity about learning.

We organized the Science & Art Festival – Jordan over two days in August 2017, and received 4,630 children and families.

The Festival, which combined science, art and literature; included 15 workshops, 22 interactive activities and 4 science shows and talks for parents. The Festival's content was contributed by more than 15 renowned extracurricular educational institutions, in addition to a number of speakers and educational specialists.



## “Celebrations” Program

- Mother’s Day
- Labor Day
- Eid Al Fitr
- Eid AL Adha
- Christmas

## “Community Connections” Program

- Earth Month
- Arab Child Month
- Persons with Disabilities Month

## Other Main Events:

- The Winter Camp: Art & Science from Here and There
- Super Summer Camp
- Science Show: The Science Circus
- Crazy Hats: A Museum members’ only event
- The Seventh Annual Open Day for Private Schools’ Teachers: “Ten Years of Fun Learning”



“Celebrations” Program aims to promote social and community values among children and their families by celebrating certain occasions and national holidays; offering our visitors programs that combine fun and learning.

The purpose of the “Community Connections” program is to raise children’s awareness on important local and global issues. It encourages them to learn about their role in the world through educational and programs designed and developed in an interesting and interactive form.



## Participation in National and International Festivals and Events

Every year, the Children's Museum Jordan and its creative team participate in several national and international festivals and events where we deliver a number of distinctive interactive workshops and educational programs. In 2017, the Museum participated in:

- Presenting science shows at the Abu Dhabi Science Festival
- Hosting the Science Film Festival and providing interactive programs supporting the topics of the science films.
- Presenting a working paper at the European Network of Science Centers and Museums (Ecsite) conference.
- Organizing a workshop on interactive programs for early learning in the Euro-Mediterranean and Middle East Summer School of Science Communication (EMME Summer School).
- The International Science Center and Science Museum Day
- Organizing a workshop on interactive learning at the Teacher Skills Forum.
- Organizing a workshop on exhibit design at the Amman Design Week, in addition to interactive programs for children in the Tinker Lab as part of the event's program.
- Presenting a science show at Al-Fuhais Festival.

## National and International Awards in 2017

- The Conference Tourism Ambassador Award – Jordan; from Jordan Tourism Board.
- Nomination for the finals of the International Children in Museums Award (Hands On!) for the Mobile Children's Museum project.

Under the principle of inclusiveness, the Museum launched its “Museum for All” Initiative in 2009 in order to make its unique educational experience available to all children in Jordan without any financial or geographical barriers. The programs and beneficiaries of this initiative grew - thanks to our public and private partners and sponsors. The number of visitors benefiting from this initiative's free programs accounted for approximately 50% of total beneficiaries/visitors of the Museum. This initiative currently includes the following six programs:

- The Public schools visitations program
- The UNRWA schools' visitations program
- The Charities and orphanages visitations program
- The Open Days program (for economically disadvantaged families)
- The Mobile Children's Museum project (serving children and families in the Governorates)
- The Beyond Museum Walls project (serving children in hospitals, refugee camps and host communities).

# Our Visitors in 2017

## Total Visitors in 2017

Category	Total regular admission	Total free /subsidized admission	Total visitors
Schools and groups	52,262	71,663	123,925
Families	90,817	79,310	170,127
Birthdays and facility rentals	4,968	-	4,968
<b>Total number of visitors</b>	<b>148,047</b>	<b>150,973</b>	<b>299,020</b>

## Regular Admission by Category in 2017

Category	Visitors
<b>Schools and groups</b>	
Private schools and groups	41,254
Member private schools	7,877
School workshops	3,131
<b>Total school and group visitors under regular admission</b>	<b>52,262</b>
<b>Families:</b>	
Regular family visits	58,274
Member family visits	24,847
Partners' visits	548
Events and shows	6,876
Camps and workshops	274
<b>Total family visitors under regular admission</b>	<b>90,817</b>
<b>Birthdays and facility Rentals</b>	
Birthdays	3,422
Facility Rentals	1,546
Total birthdays and facility rental visitors	4,968
<b>Total visitors under regular admission</b>	<b>148,047</b>

## Free and Subsidized Admission by Category

Category	Visitors
<b>Schools and groups:</b>	
Public school students	29,640
UNRWA students	9,074
Charities and orphanages	3,777
The Mobile Children's Museum (Governorates - schools and groups)	24,259
The Beyond Museum Walls project (children in hospitals, refugee camps and host communities)	3,886
Events and shows	554
Other groups	473
<b>Total schools and groups under free/subsidized admission</b>	<b>71,663</b>
<b>Families:</b>	
The Open Days	38,364
The Mobile Children's Museum project (Governorates – families)	13,783
Events and shows	4,271
Partners	21,075
Others	1,817
<b>Total families under free and subsidized admission</b>	<b>79,310</b>
<b>Total visitors under free and subsidized admission</b>	<b>150,973</b>

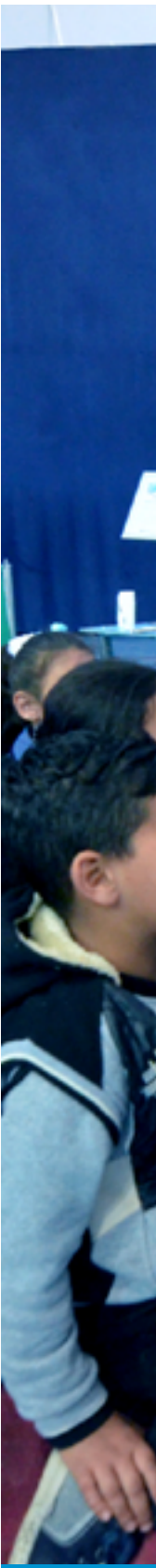
## Total Visitors to the Mobile Children's Museum in 2017

Tour	Governorate	School Group Visits	Family Visits	Total
First Tour	Karak	4,020	2,293	6,313
	Aqaba	3,554	1,389	4,943
	Ma'an	3,568	1,123	4,691
Summer Tour	CARE - Mafrq	-	1,398	1,398
	CARE - Al Hashemi Al Shamali	-	985	985
	Queen Rania Family & Child Center - Jabal Al Nasr	1,491	1,023	2,514
Second Tour	Madaba	3,578	983	4,561
	Balqa	4,186	2,417	6,603
	Zarqa	3,862	2,172	6,034
Total Mobile Museum's visitors		24,259	13,783	38,042

Launched in 2012 as part of the "Museum for All" Initiative, the Mobile Children's Museum is a one of its kind project in the region.

The Mobile Children's Museum offers children in various Governorates an interactive educational experience similar to that enjoyed by visitors in Amman, while also overcoming the geographical and economic barriers preventing children from accessing the Museum in Amman.

The Mobile Children's Museum offers many educational exhibits and interactive programs; such as the 3D Planetarium, Energy Around Us station, the Art station and other discovery stations. The Museum is open free of charge for families and schools alike and is very popular everywhere it goes.









# Revenues and Expenses for the Year Ending 31<sup>st</sup> of December 2017

	2017 JD	2016 JD
<b>Income</b>		
Revenues	633,755	552,078
Cash grants	1,070,844	1,010,850
Non-cash grants	20,900	30,100
Amortization of deferred grants revenue	222,158	220,376
Other revenue	11,992	8,778
Income from interest	3,990	5,476
<b>Total income</b>	<b>1,963,639</b>	<b>1,827,658</b>
<b>Expenses</b>		
Administrative expenses	(1,691,314)	(1,486,740)
Depreciation	(346,646)	(371,982)
Loss from sale and disposal of property and equipment	(755)	(1,939)
<b>Total expenses</b>	<b>(2,038,715)</b>	<b>(1,860,661)</b>
<b>Deficit for the year</b>	<b>(75,076)</b>	<b>(33,003)</b>

## The Board of Trustees

- Her Majesty Queen Rania Al Abdullah - Chairperson
- The Mayor of Amman representing the Greater Amman Municipality – Deputy Chairman
- Mrs. Abla Zureikat
- Mr. Khalid Nahhas
- Motorola Solutions
- Nestlé Middle East represented by Mr. Oussama El Kadi
- Mr. Raja Gargour
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- Professor Safwan Masri
- Mrs. Samia Salfiti
- HE Mrs. Suzanne Afanah
- Mr. Yassin Talhouni
- Zain Jordan represented by Mr. Tareq Al Bitar

## The Board of Directors

- Mr. Khalid Nahhas - Chairman
- Mr. Raja Gargour - Deputy Chairman
- The Mayor of Amman representing the Greater Amman Municipality
- Mrs. Abla Zureikat
- 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 Partners in 2017

Our gratitude goes to our Partners for believing in us.

## Founding Partners



motorola  
foundation



**Nestle**  
*Good Food, Good Life*

Sheikh Abdullah Saleh Kamel

**ahli** | الأهلي



**Greater Amman Municipality**

## Supporting Partners 2017

### Strategic Partners

- Government of the Hashemite Kingdom of Jordan
- The Greater Amman Municipality

### Public Schools Visits Program Partners

- The Ministry of Education

### The Charities and Orphanages Visitations Program

- The Ministry of Social Development

### Environmental Awareness Programs Partners

- The Ministry Of Environment

### Celebrations Partners

- Bank Al Etihad
- MetLife

### Exhibit Partners

- Royal Jordanian
- The Royal Society for The Conservation of Nature
- Agricultural Materials Company (Miqdadi)

### UNRWA Schools' Visitation program

- Hikma Pharmaceuticals
- Kia Jordan

### Mobile Museum Partners

- Arab Potash Company
- Zain
- The European Union

### Open Days Program Partners

- Bank of Jordan
- Hikma Pharmaceuticals

### Community Connections Program

- Arab Bank
- Al Nisr Al Arabi Insurance

### In- Kind Partners

- Ministry of Youth
- Dulux
- STS
- Cozmo
- Mecca Mall
- Galleria Mall
- Aqaba Special Economic Zone Authority - ASEZA

### Educational Programs Partners

- Zain
- Maysalward
- Arab Fertilizers & Chemicals Industries LTD. – Kemapco
- Medlabs
- Societe Generale Bank – Jordan
- Capital Bank
- Newthink

### Media Partners

- Al Marji' Publications (Family Flavours & Nakahat 'Ailiyeh)
- Seagulls – Beat FM/ Mood FM/ Watar FM
- Addustour Newspaper
- Al Ghad Newspaper
- Hala FM
- Waqt Al Farah

### Corporate Sponsors

- Aqaba Development Corporation