

The Children's Museum Jordan

Annual Report 2020



متحف الأطفال
The Children's Museum
الأردن • Jordan

Fun learning continues: Hands-on and hands-onLine

About the Museum

The Children's Museum Jordan was established through the vision of Her Majesty Queen Rania Al Abdullah to provide new learning experiences and a space for interactive learning opportunities. Children under the age of 12 can freely explore exhibits, reach their own conclusions after analysis and learn from experiences.

Spread over a space of 8,500 sqm, the Museum has over 185 exhibits and offers year-round programs, activities and celebrations. Children also enjoy wonderful facilities inside the Museum including: the Art Studio, a Secret Garden and Library as well as a Tinkering Studio.





Our Mission:

To make learning enjoyable for all.

Our Vision:

Nurturing generations who seek knowledge.

Our Strategic Objectives 2018 – 2022:

- Maintain financial, human, and infrastructure resources' efficiency at profitable levels to achieve long term sustainability.
- Develop models of practice to enrich visitors' learning and overall experience.
- Build governance that is fulfilled in a professional and timely manner to ensure institutional stability.
- Extend audiences locally and regionally.



Our Values:

- We play
- We learn and explore together
- We welcome all visitors with respect and joy
- We take risks and embrace failures
- We cooperate and help others succeed
- We adopt teamwork and appreciate individualism

A Message from the Management

Writing our Annual Report and sharing the Children's Museum Jordan's achievements, milestones and even the challenges, is something that we, as a team, look forward to doing every year. This year, was no different actually, but the perspective and reporting took on a whole new dimension.

This year, was exceptional in every way for everyone not only in Jordan, but all over the world. The year 2020 was a completely unusual year for us all, and for the first time, we were experiencing a situation that forced itself on everyone in every nation of the world at the same time.

We found ourselves along with most other museums and educational centers around the world, facing a new situation that made us re-think what we do and how we do it. It was a situation which required quick adaptation and the ability to find ways to still serve children and to continue to support the formal learning process.

The Museum was part of the sectors that were forced to close its doors as part of the Governmental regulations to control the spread of the COVID-19 virus, and since most science and educational museums and centers depend on the hands-on experience more than anything else; we quickly realized that we needed new approaches to reach children and their families at home.

Hence, we capitalized on our ability to make a difference not only from an educational perspective, but also as an entity that has a responsibility to support the wider community that it serves. Accordingly, we quickly adapted and started introducing fun interactive learning in a digital format to try to minimize the psychological impact that came as a result of the long quarantine.

We are very proud of our ability to adapt and respond quickly but more importantly, of families', teachers' and children's response to us being in their homes instead of them being at our Museum!

Throughout the year, the biggest challenge was sustaining the Museum's mission in serving our community on the one hand, but also and perhaps, more critically, working on minimizing the financial impact from the loss of income from admissions and services.

Our team's capabilities and our existence were tested but that allowed us to develop innovative solutions through which we can achieve an impact despite the distance, and move the educational environment from the Museum into homes so it could become virtual rather than physical.

In our 2020 report, we will be reviewing with you the hands-on and hands-online programs we delivered, as well as the on-site renovations we started working on and some of our plans for next year.

Highlights of 2020

41

Online programs and workshops designed & offered to children via social media platforms and Zoom.

32

Videos and sessions in cooperation with our content partners.



112

Educational videos broadcast via our pages on social media platforms.

18,009

Beneficiaries of hands-on programs as part of our free outreach programs.



12

Countries which our online educational content has reached.

In March

We celebrated receiving 3,000,000 visitors since opening in 2007.

In July

Members' book lending service was activated.

3,142

Educational boxes prepared and distributed.

250

Training courses attended by the Museum's team during the lockdown period.



45,874

Beneficiaries of our hands-on interactive programs on-site at the Museum.

135

Hands-on and interactive educational programs offered to children aged 1 – 12 years.



ملايين

Reaching
3 million visitors
since opening

The Children's Museum Jordan celebrated in March reaching the three million visitors mark since opening in 2007, with thousands of interactive experiences provided locally and regionally over its 13-year journey.

**Engaging
visitors with
hands-on learning**



Hands-on programs offered to families in the Museum during the Winter and Summer breaks

- The Summer and Winter breaks are considered high-traffic seasons when the Children's Museum receives more visitors than usual. Our team capitalizes on these times and, designs unique interactive programs that tackle STEAM topics early childhood, environment, financial literacy among others to help children build and develop their 21st Century Skills.

The programs included a Winter camp, Summer clubs and various other activities and interactive workshops.



Eid Al Adha 2020 program

When we re-opened in the Summer after the lockdown, we were delighted to be able to deliver the Eid Al Adha program at the Museum as part of our “Celebrations” program. The event was extra special and joyful as we resumed our activity while ensuring full compliance with social distancing and health and safety measures.

We welcomed more than 4,850 children and their families during this four-day Eid event.





In the Governorates: The Mobile Children's Museum's tours

- During the first quarter of 2020, our Mobile Museum set out on its first tour of Jordanian governorates in February to offer its various unique educational stations.

However, due to the COVID-19 pandemic and the changing epidemiological situation in Jordan in mid-March, the team was able to visit only three out of the six scheduled locations for the first tour.

The locations visited were in Zarqa, Balqa and Aqaba,

during which it welcomed 6,391 visitors from families and school groups free of charge.

As the epidemiological situation in Jordan improved in the Summer period, the Mobile Museum's team resumed its tours by carrying out safe visits to five locations that were limited to shopping malls and community-based charity centers, during which 2,474 visitors were served; bringing the total number of Mobile Museum beneficiaries in 2020 to 8,865.

Development of the “Discovery Club” program as a branch of the Mobile Children’s Museum

- We created the “Discovery Club” in response to the challenges dictated by the COVID-19 pandemic, which prevented our Mobile Museum from carrying out its usual tours throughout the year.

The “Discovery Club” is an adaptation and lighter version of the Mobile Museum to accommodate the ability to take less visitors yet provide almost the same wonderful educational experience.



It is made up of various stations designed to provide an interactive learning experience that focuses on innovation, creativity and science, including: Mr. Y science shows, Little Builders and the Shadow Theater.

The Club received 1,851 visitors during 11 visits to community-based charity centers in Amman.

The “Science Everywhere” program



- Besides the “Discovery Club” program, our team created the “Science Everywhere” program which focuses on delivering science shows to children in a humorous manner.

The main aim of the program was to come up with an educational experience that simplifies fundamental scientific concepts to children and students, and to deliver that experience in a safe setting.

The flexibility and mobility of this program is what makes it unique and ready to be delivered inside classrooms, in Open Days, or in community-based charity centers. The program is scheduled to first launch through multiple visits during the holy month of Ramadan in 2021, as part of the annual Ramadan charitable program by the Children’s Museum.

Extraordinary visits to shopping malls!

- With a mission to deliver our educational message in every setting possible, our Education team went on visits to “City Mall” to offer children interactive learning experiences.

Perhaps what is unique about these visits is offering science experiences to families in unexpected places! We loaded most of our science activities on a bicycle touring the mall to pique people’s curiosity and enthusiasm.



The visits were carried out during the Summer and the Eid Al Adha season. It was a joy to deliver the experience to nearly 900 children and their families taking part in scientific activities and challenges.

In some visits, we also carried mini interactive exhibits from the “Energy around Us” station which is part of the offerings at our Mobile Museum.



Revamping the educational content offered to schools



- Due to changes made to the school trips regulations since 2018, and the transition to hybrid and distance learning as a result of the COVID-19 pandemic, we adapted our programs in line with schools' needs so as to support them in performing their role under the recent exceptional circumstances.

At the beginning of the second school semester, we sent private schools a package entitled “We are Here for You”; stressing our support for their efforts and introducing our adapted

services; namely the ability to deliver our interactive workshops and activities both in-class and online for students from Kindergarten up to Grade 6.

The programs include: workshops, seven science shows and interactive activities offered in open days and various occasions, as well as a virtual science club.

Kick-starting the design and development of the Museum's educational products

- With 13 years of experience in delivering fun and hands-on learning to children, it was time for the Museum to offer its educational products that combine play and learning.

In 2020, we started developing and designing six products/kits that tie-in to core concepts we offer at the Museum.

Each product and related tools aim to develop children's knowledge and creative skills in certain areas like healthy nutrition, imagination, motor skills, problem solving, language and literary skills; to mention but a few.

The products include: The Shadow Theater, Financial Literacy Calendar, Tinkering Box 1 and 2, the Gardening Box and the Protectors of the Environment kit.

This year, the focus has been on designing and prototyping the products, while the actual production and launch is scheduled for the second quarter of 2021.





Engaging audiences with “Hands-onLine” learning

The Children’s Museum was closed from mid-March until early July 2020

Weekly online programs for families via social media platforms



- Despite the unprecedented challenge imposed by the COVID-19 pandemic, we continued to deliver our educational content and programs through Social Media channels during lockdown to try and reach children all over the country and beyond.

We, therefore, developed and offered a rich weekly digital program of fun learning through activities, experiments, story-telling, chats by our own Education team as well as external partners.

Virtual programs and celebrations

- To make sure that we stay connected to our community, we maintained our Celebrations Program, albeit digitally, during the lockdown period. Our creative team transformed certain occasions into a digital form which were communicated through our social media pages for our followers in Jordan and the Arab region.

The programs were diversified and included musical performances, interactive artistic and scientific activities, story-telling and science shows:

- The Eid Al Fitr celebration program as part of the “Celebrations” program
- Occasions highlighted as part of the “Community Connections” program: World Health Day, Arab Day for Financial Inclusion, Ramadan Program, World Children’s Day and International Day of Persons with Disabilities.



Online workshops

- During the closure period, our team also worked on developing and designing enjoyable online workshops for children aged six and above.

For each workshop, we prepared special kits containing the tools to be used by the participating children and delivered them to their homes.



The workshops were very well received and parents expressed their happiness with the way their children enjoyed them and made good use of their time at home, as well as the way they were conducted by our educational facilitators.

A total of 24 online workshops and 142 interactive boxes were delivered in 2020.

Hands-onLine learning platform

- This project started as a response to the COVID-19 pandemic but was expanded to make it a permanent offering by the Museum.

It is basically offering free digital content that is as exciting as the content provided at the Museum.

The new content comes in the form of videos posted on the Museum's newly developed online platform that is linked to the Museum's YouTube channel.

Hands-onLine platform website:
<https://cmj.jo/ar/hands-on-line-platform/>



منصة التعلم التفاعلي
Hands-onLine

Why the Hands-onLine Platform?

- To expand on our existing outreach initiative, the “Museum for All” making our fun and interactive content available to communities and care-givers who cannot always benefit from our offerings at the Museum.

The Digital Content made available on the Platform can be accessed anywhere, at any time and by anyone.

- To enhance the Museum’s status as a credible point of reference for Arabic educational content in the digital sphere which, in 2020, became an integral part of the public’s daily life and organizations’ day-to-day work more than ever before.

- The possibility of making this content available to a wider and more distant segment of the public outside Jordan and the Arab region, given the ease of publishing and accessing it digitally.

- Highlighting the important role of partners and sponsors in sustaining the Museum’s ability to provide all forms of fun learning to children.

Stage (1): Developing, making and producing educational videos



- At first, when the epidemiological situation in Jordan and worldwide started to deteriorate, we had to close the Museum and comply with the lockdown which lasted for months.

This was an unprecedented situation that drove our team to think of ways to reach children in Jordan at home and alleviate the psychological impact of the pandemic on them and their families during that difficult period.

Therefore, our team started making videos at home using their mobile phones

and uploading them to the Museum's pages on the Social Media platforms.

It was no easy task curating and developing educational content using simple and readily available materials at their homes but, by the time the lockdown ended, more than 75 videos had been produced.

As the epidemiological situation in Jordan improved in the Summer, we realized the importance of continuing to provide the available digital content to children and their care-givers.

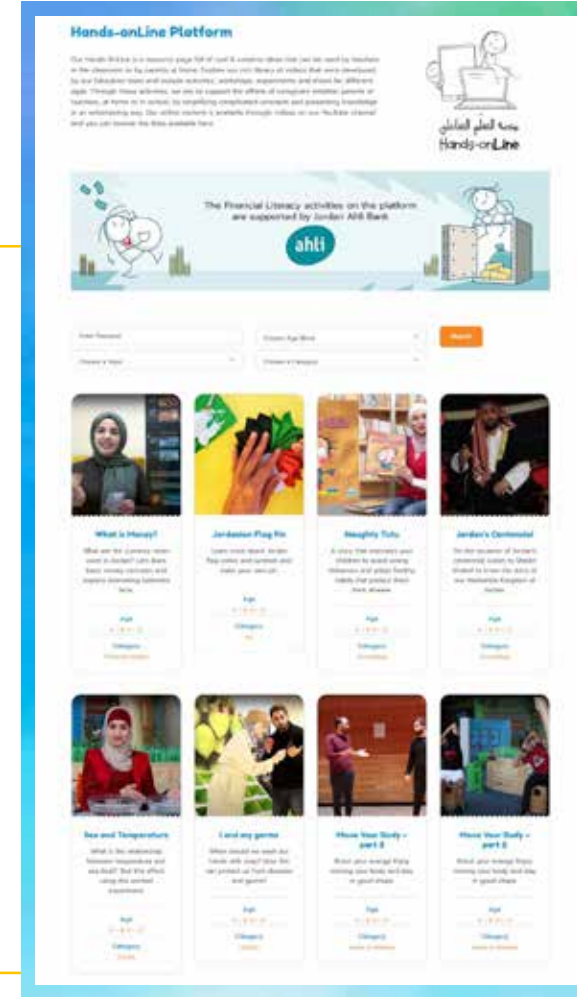
Stage (2): Developing the Museum's website and the platform

- Realizing the need to provide online interactive content to children and their care-givers, we decided to continue to invest in this project and develop an online platform for interactive learning that is linked to the Museum's YouTube channel. Accordingly, we started working on overhauling the Museum's website at the end of the year and with a target of launching it along with the digital content platform in early 2021.

The Platform is made-up of content with target audiences in three categories:

The Platform is made-up of content with target audiences in three categories: children, parents and teachers and addressed: STEAM, early childhood, financial literacy, gardening and the environment, science shows demonstrations, storytelling, tinkering and others all offered digitally.

Our team is still developing, making and producing various weekly educational videos to be available for the public on the Museum's Platform and YouTube channel next year.



Developing, designing and distributing 3,000 educational renewable energy and energy efficiency kits in partnership with the EU Delegation in Jordan



- We are very proud of our long-term partnership with the EU Delegation in Jordan and their faith in the Museum's ability to educate and raise awareness among children on critical issues.

Thus, this year we had to think out of the box and create an alternative to what we usually do when our Mobile Museum tours Jordan and educates children.

This took on the form of developing self-guided kits to children on concepts and applications of renewable energy and energy efficiency, which children used to learn about in the “Energy around Us”

station in the Mobile Children's Museum.

Under this new agreement with the EU funded “Energy, Environment & Climate Change Programme”, we designed and produced an educational renewable kit which included an activities booklet about energy, as well as a set of tools for children to make a miniature house that lights up using solar panels and a wind turbine which they build and put together.

We distributed 3,000 Energy kits to children in local communities in Madaba, Tafileh, Ma'an, Amman, Irbid, Karak and Petra.

Cooperating with the Ministry of Education with educational content on the “Darsak” platform

- We worked with the Ministry of Education to provide the “Darsak” Platform with educational activities to support the digital lessons.

Most of these videos were related to the curricula of pre-school education up to Grade six, and covered various subjects in the arts, sciences, languages and early childhood development.

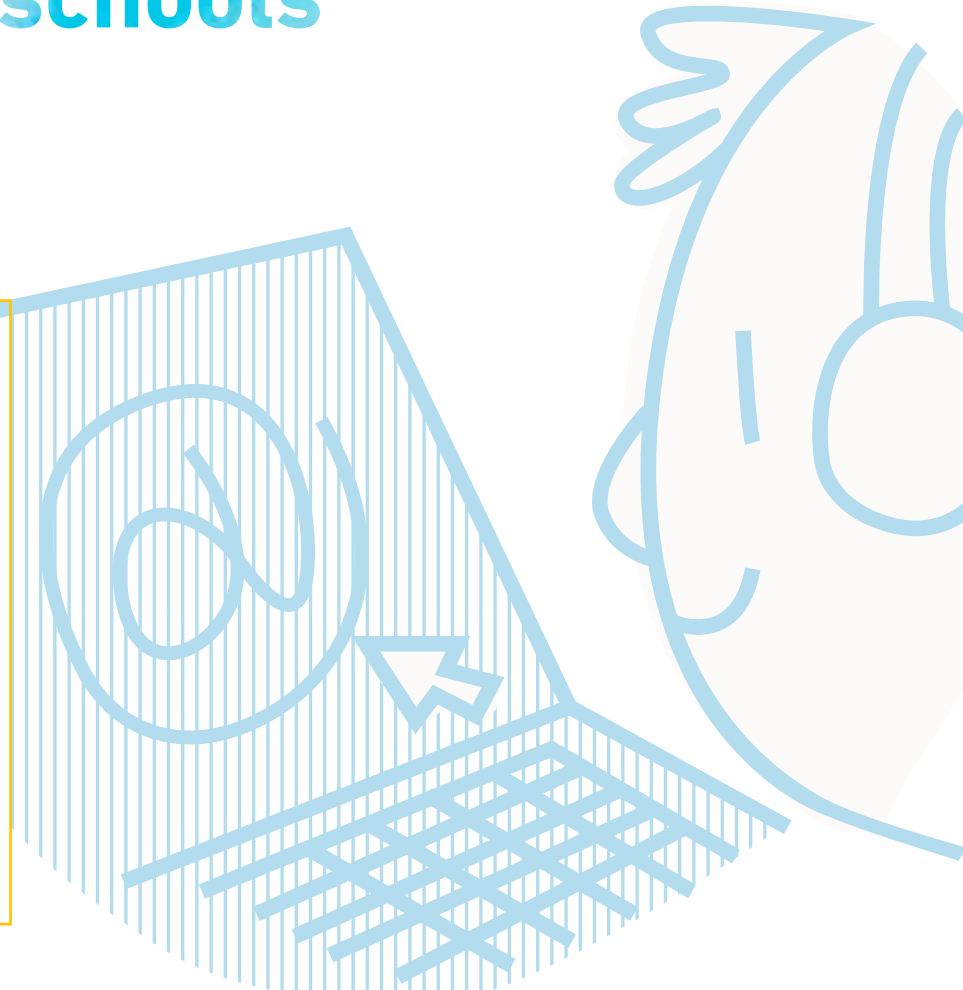


Development of digital content to support schools

- The online content we developed for schools was part of the restructuring of school programs we offer as mentioned earlier.

Most of the workshops available for face-to-face delivery in schools became also available online for Kindergarten and pre-school up to Grade 6.

To ensure that we maintain the same level of in-person interactivity of these programs, the Museum provides toolboxes for students to use when implementing the virtual workshops. The online programs for schools also included one online club and three online science shows.



In the Museum and in the Exhibit Hall



Re-opening the “Flow Wall” interactive exhibit under the sponsorship of the United States Embassy in Jordan

- We were finally able to re-open the newly renovated “Flow Wall” in August in a ceremony attended by the CDA at the United States Embassy in Jordan, Ms. Karen Sasahara.

The fun and very interactive exhibit is one of many at the “I am Change” Area which is all about Jordan’s scarce water and energy resources.

The renovated exhibit educates children on Jordan’s reliance on aquifers as a main source of water through a digital graphical interface and virtual simulation technology that allows children to use their own bodies in the process of delivering water from aquifers and distributing it to homes and farms.

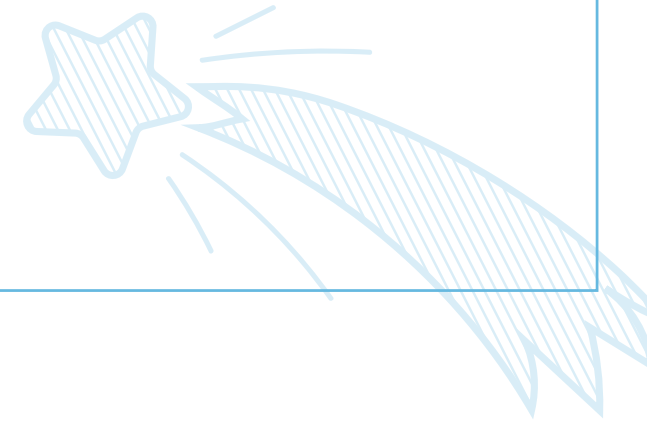


Completing the renovation of the mobile “Planetarium” and “The Human Body” exhibits of the Mobile Children’s Museum



- Under the agreement between the Children’s Museum and Abdul Hameed Showman Foundation, the Arab Bank’s arm for socio-cultural responsibility, the Museum’s team renovated the Planetarium and Human Body educational stations by adding new upgrades and exhibits to them that will provide children visiting the Mobile Museum with a better educational experience.

These exhibits will be available for children as soon as the Mobile Museum’s tours resume.



Cooperating with Zain Jordan and Zain Innovation Campus (ZINC) to renovate the Technology & Communications Exhibits

- To help the Museum in the process of improving the Exhibit Hall, Zain Jordan and Zain Innovation campus (ZINC) took on the initiative of planning and launching a competition to design new exhibits for the Technology and Communications Area.

The competition was an opportunity for young designers and architects to get creative and innovative in designing exhibits that help us educate children in our usual fun and interactive.

means on what are usually difficult concepts to grasp at a young age.

We were deligable to present their work to the judges in early 2021.

The judges will then select a winner based on several criteria, most important of which is the design's alignment with the Children's Museum's pedagogy of learning through play.

Zain Jordan will provide an additional cash support to fabricate and build the winning design at the Museum nest year.



Local and regional participation and presence





Participation in the Abu Dhabi Science Festival

- The Children's Museum's team participated in the "Abu Dhabi Science Festival" which is annually held in the United Arab Emirates, by presenting its science show "the CO₂ Race" for thousands of the Festival's visitors.

This show is one of the many scienceshows designed and

presented by the Museum's team in Jordan and abroad for various educational and cultural events. Science shows are among the interactive learning methods adopted by the Children's Museum to provide children with knowledge and convey science to them in an enjoyable manner.

Development of a virtual 3D tour of the Museum

- We worked with a local company, True Markets 3D, on developing a virtual tour that enables users to live a lifelike experience of touring the Museum and its exhibits with a 360° view.

The virtual tour can be accessed by visiting the Museum's website: **www.cmj.jo**



Participating in the virtual Arab Science Week 2020

- In August, the Children's Museum was one of the partners in the virtual event the "Arab Science Week 2020", which is an initiative aimed at promoting and simplifying science to the public in the Arab World through interactive content and activities in all fields of science and technology with the participation of 223 scientists, researchers and related institutions from 44 countries.

Our team's participation was in the form of delivering a science show entitled "Fuel of the Future" which sheds light on the subject of energy and its types and sources, as well as the harmful impact of Carbon emissions on our life and the environment.

The show also features experiments with harmless clean energy alternatives.



Revenues and Expenses for the Year ending 31st of December 2020

—Revenues—	2020 (JD)	2019 (JD)
Revenues	975,425	1,126,695
Cash grants	194,920	518,979
Non-cash grants	24,620	35,680
Amortization of deferred grants revenue	116,492	240,877
Other revenue	14,394	15,122
Total income	1,325,851	1,937,353

—Expenses—	2020 (JD)	2019 (JD)
Administrative expenses	395,338	506,143
Operational expenses	893,751	1,434,757
Total expenses	1,289,089	1,940,900
Deficit for the year	36,762	(3,547)

Thank you to all our partners

Our thirteenth year was possible because of you, as you were a part of it, and a reason for its success.

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