

ÅRSBERETNING – VIDENREGNSKAB

2005



ANNUAL REPORT – INTELLECTUAL CAPITAL STATEMENT

 **Experimentarium®**



EXPERIMENTARIUMS ÅRSBERETNING 2005 / ANNUAL REPORT 2005

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ÅBNINGSTIDER

Mandag, onsdag - fredag 9.30-17
Tirsdag 9.30-21
Lørdag, søndag og helligdage 11-17
Lukket 23-25/12, 31/12, 1/1

OPENING HOURS

Monday, Wednesday - Friday 9.30-17
Tuesday 9.30-21
Saturday, Sunday and holidays 11-17
Closed on 23-25/12, 31/12, 1/1

ÅRSBERETNING 2005

Fondens formål er at øge interessen for naturvidenskab og teknik og fremme kendskabet til metoder og resultater indenfor naturvidenskab og teknik.

I 2005 trådte Experimentarium i karakter som den kulturinstitution i Danmark, der udvikler flest nye undervisningstilbud til folkeskolen.

Med seks nye landsdækkende undervisningstilbud blev 2005 det år, hvor Experimentarium trådte i karakter som landets største fornyer af undervisningstilbud til folkeskolen. Ikke siden Experimentarium i 1996 tog initiativ til og gennemførte den første "Dansk Naturvidenskabsfestival 1998", har Experimentarium tilbudt landsdækkende skoleaktiviteter i tilsvarende omfang.

Året var også præget af åbningen af den stort anlagte særudstilling "Sport & Spinat", som skolerne har taget til deres hjerter. I 2005 besøgte således 104.756 elever og lærere Experimentarium. Ved tillæg af de øvrige landsdækkende aktiviteter havde ca. 170.000 skoleelever glæde af Experimentariums undervisnings- og formidlingstilbud.

Det samlede besøgstal for 2005 blev 320.061, svarende til en entréindtægt på i alt 20,1 mill. kr. mod 20,27 mill. kr. året før.

SPORT & SPINAT SÆTTER FOKUS PÅ DIN KROP OG DINE VANER

Sport & Spinat blev indviet den 5. oktober 2005 af ikke færre end to ministre og en borgmester. Sundhedsminister Lars Løkke Rasmussen, kulturminister Brian Mikkelsen og borgmester Hans Toft forestod i et smukt samarbejde indvielsen af den stort anlagte særudstilling Sport & Spinat. Udstillingen sætter på en uhøjtidelig, men videnskabeligt korrekt måde fokus på den sammenhæng, der er mellem vores krop og vore vaner – spisevaner og bevægelsesvaner.

Med et budget på 8 mill. kr. var en realisering af Sport & Spinat afhængig af en generøs velvilje (og tilskud!) fra følgende store, danske fonde, myndigheder, institutioner og virksomheder: Novo Nordisk Fonden, Sundhedsstyrelsen, Louis Petersens Legat, Landbrugsraadet, Kulturministeriet, Ministeriet for videnskab, teknologi og udvikling, Danisco A/S, Fujitsu Siemens Computers A/S og Siemens A/S.

Til særudstillingen blev der udviklet et undervisningsmateriale, der gratis tilsendes de klasser, der booker besøg på Experimentarium for at eksperimentere i Sport & Spinat. Materialet kan bruges som supplement til undervisningen både før, under og efter besøget.



Sideløbende med udstillingen afholdtes en landsdækkende skolekonkurrence, Danmarksmesterskabet i Sport & Spinat, hvor eleverne skulle designe den sejeste madpakke og det mest spændende skolegårdsspil. Endelig skulle de delta-gende klasser til kammerater og forældregrupper formidle den viden, de havde tilegnet sig i forbindelse med arbejdet med konkurrencen. Konkurrencen blev støttet af FDB. Der deltog 1.033 klasser, hvilket må betegnes som meget tilfredsstillende. Finalen afholdtes den 22. november 2005 med familie- og forbrugerminister Lars Barfoed i spidsen for dommerpanelet.

Sport & Spinat-spillet, som blev udviklet som supplement til både udstillingen og skolekonkurrencen, giver eleverne en grundig indføring i begrebet energibalance og sætter deres vaner i perspektiv. Sport & Spinat-spillet er blevet sendt til alle skoler i Danmark.

I samarbejde med forlaget Alinea udsendtes som supplement til Sport & Spinat-temaet to bøger i "Få tjek på ..." -serien med de ikke særligt overraskende titler: "Mad" og "Sport".

Det ovennævnte generøse tilskud fra Sundhedsstyrelsen indeholdt mulighed for et yderligere tilskud, såfremt det lykkedes at tilrettelægge en præsentation af Sport & Spinat i provinsen. Experimentarium arbejder derfor på at præsentere udstillingen i Jylland fra oktober 2007.

DIALOG I MØRKET

2005 har i høj grad været præget af Experimentariums ambition om at finansiere og gennemføre den helt særlige





Dialog i Mørket

særudstilling "Dialog i Mørket". Der er tale om en udstilling på ca. 200 m², hvor publikum – i grupper på 8 ad gangen – guides gennem udstillingen i løbet af 50 minutter af en pilot. Hvad nyt er der i det, vil man kunne spørge. Jo; udstillingen er totalt mørkelagt, og piloterne er blinde eller svagsynede personer. Et besøg i udstillingen er en helt usædvanlig og lærerig oplevelse, hvor man på sine egne sanser (fire af dem!) erfarer, hvor mange ressourcer en blind har, og hvor meget en blind person faktisk formår at udføre – trods sit synshandicap.

Dialog i Mørket gennemføres i et tæt og frugtbart samarbejde med Dansk Blindesamfund, Institut for Blinde og Svagsynede og Spastikerforeningen.

Realiseringen af projektet har medført ansættelse af 18 blinde personer samt 8 personer med cerebral parese (spastisk lammelse).

Med stor støtte fra Arbejdsmarkedsstyrelsen, Ludvig og Sara Elsass Fond, Egmont Fonden, Velux Fonden, Jascha Fonden, Københavns Kommunes Koordinationsudvalg, Gentofte Kommune, Knud Højgaards Fond og Sygekassernes Helsefond lykkedes det at bringe finansieringen af Dialog i Mørket næsten helt i mål i løbet af 2005. På forventet efterbevilling besluttede Experimentarium at gennemføre projektet, og den 19. januar 2006 kunne Hendes Højhed Prinsesse Alexandra indvie udstillingen.

LYDBOXEN – I SPÆNDINGSFELTET MELLEML KUNST OG TEKNIK

Datalogisk Institut på Århus Universitet har udviklet et



koncept, hvor man ved hjælp af ganske dagligdags lyde kan komponere sin egen musik. I et samarbejde med Institutet har Experimentarium udviklet tre opstillinger, der bringer publikum gennem de tre faser, som er nødvendige for at kunne skabe den digitale musik. I løbet af processen lagrer publikum sine data på internettet og kan efterfølgende hjemmefra arbejde videre på kompositionen. Opstillingerne blev indviet den 7. februar 2005 af miljøminister Connie Hedegaard og borgmester Hans Toft, Gentofte.

Udviklingen og fremstillingen af disse tre teknologisk meget avancerede eksperimenter blev støttet af Marie & M.B. Richters Fond og ISIS Katrinebjerg under Alexandra Institutet A/S i Århus.

SMÆK PÅ MEKANIKKEN – EN SKOLEKONKURRENCE MED OVER 1.000 DELTAGENDE KLASSE

Med støtte fra Otto Mønstedts Fond udskrev Experimentarium i foråret 2005 en konkurrence rettet mod landets 3. - 5. klasse. Emnet var mekanisk energi, som en tribut til Verdensfysikåret 2005 i anledning af 100-året for Einsteins "mirakuløse" opdagelser af bl.a. den specielle relativitetsteori og fotonen. Konkurrencen gik ud på at designe og konstruere den mest spændende kuglebane. Kraften til kuglens bevægelse kom fra en musefælde, og det sidste kuglen skulle gøre – efter sin fantastiske rejse gennem kuglebanen – var at udløse en ... musefælde! På den måde kunne kuglebanerne sættes i serie og måske skabe verdens længste kuglebane? Ikke færre end 1.004 klasser tilmeldte sig konkurrencen. Finalen blev afholdt den 29. november 2005, hvor 48 finurlige kuglebaner tilsammen holdt kuglerne i bevægelse i næsten fem minutter.

XCITERS – NATURVIDENSKAB FRA UNG TIL UNG

"Xciters"-projektet er formentlig Experimentariums mest perspektivrige formidlingsprojekt. Projektet er finansieret ved et tilskud fra Den Europæiske Kommission til pilotprojektet, mens Egmont Fonden meget generøst har finansieret udviklingen og gennemførelsen af projektet over en 5-års periode helt frem til 2009.

Ideen med Xciters er at uddanne en række dygtige naturfagslærere og deres bedste elever til at kunne gennemføre de demonstrationer, eksperimenter og shows, som er Experimentariums særkende. De pågældende elever – xciters-elever! – skal så, når de vender tilbage til deres



skole, undervise jævnaldrende og yngre kammerater i at gennemføre de samme demonstrationer, eksperimenter, shows mv. Det er learning-by-teaching og peer-to-peer teaching, når det er allerbedst.

I 2005 er idéen blevet afprøvet sammen med en lang række lærere og elever ved skoler i Hovedstadsområdet. Fra 2006 skal projektet udbredes til hele landet.

GALATHEA 3 EKSPEDITIONEN

Den 11. august 2006 stævner ekspeditionsskibet Galathea 3 ud for at foretage en jordomrejse de næste 10 måneder. Experimentarium deltager i projektet i et samarbejde med Politiken, Gyldendal og TV2/Vejret. Experimentariums bidrag er udskrivningen af en gymnasiekonkurrence, der går ud på at definere et forskningsprojekt til udførelse på

Udforsk verden med Galathea 3

Galathea 3 forskningskonkurrence er netop skudt i gang

Vind en forsknings- og opdagelsesrejse til Nuuk, Pondicherry, Phuket, Punta Arenas, Galapagos eller Dansk Vestindien.

Læs mere i konkurrenceavisen sendt til jeres gymnasium eller HTX eller klik ind på: www.politiken.dk/galathea

Galathea 3 forskningskonkurrence. Et samarbejde mellem: Experimentarium, Politiken, Gyldendal, TV2/Vejret.

selve Galathea 3. Der udpeges 4 vinderklasser, som hver får lov til at udpege 2 elever og en lærer til ophold på Galathea 3 i 2 uger. Der etableres on-line forbindelse mellem de udsendte elever og deres kammerater og andre gymnasieelever via satellit til Store Scene på Experimentarium.

Gymnasiekonkurrencen gennemføres med støtte fra Otto Mønstedts Fond og Oticon Fonden.

EL-AGENT FOR EN DAG

Med støtte fra og i samarbejde med NESA A/S har Experimentarium udviklet undervisningsforløbet "El-agent for en dag". Eleverne er el-agenter i landet Elektricitanien. Landet har store problemer, fordi der er mangel på el og for store miljøproblemer forbundet med elproduktionen. Eleverne skal gennem et interaktivt forløb finde den rette balance i elproduktionen mellem de forskellige muligheder. Efterfølgende skal eleverne vælge de rette komponenter til deres (dukke)hjem, således at elforbruget er fornuftigt. Til sidst drøfter eleverne med piloten og læreren, hvad de har lært gennem det intensive undervisningsforløb.



Undervisningsforløbet er blevet meget positivt modtaget af såvel lærere som elever, og NESA A/S har støttet med yderligere midler, så tilbuddet også kan ydes gratis til skolerne i 2006.

REDNINGSHOLD FOR EN DAG

Med støtte fra TrygFonden, MT Højgaard a/s og Knud Højgaards Fond og i samarbejde med Ambu A/S og Dansk Røde Kors har Experimentarium udviklet undervisningsforløbet "Redningshold for en dag", der foregår i en sættevogn og et til formålet oprettet nødlazaret. Undervisningsforløbet indledes med en orientering af eleverne om situationen: Man er i et jordskælvsramt område. Eleverne bliver oplyst om, at et nyt jordskælv kan indtræffe. Man går ind i sættevognens "Situation Room", og selvfølgelig indtræffer et nyt, meget livvigtigt jordskælv! Eleverne skal nu bringe 4 mennesker (dukker) ud fra de nederste etager i sættevognen og give dem den livgivende førstehjælp med kunstigt åndedræt og hjertemassage dels på stedet i sættevognen, dels på nød-lazarettet. Denne intense undervisningsform suppleres med dissektion af hjerte og lunger.

Lærernes og elevernes reaktion på undervisningen har været særdeles positiv, og Redningshold for en dag er da også fuldt booket på sin tur rundt i landet!



OPTAGELSE TIL "OPFINDERSKOLEN"

Med støtte fra Danske Bank omkalfatrede Experimentarium en bus til at være optagelsesprøve til "Opfinderskolen". Undervisningsforløbet blev navngivet Danske Opfinderland og henvender sig til de yngste elever i grundskolen.

GENTOFTES 10. KLASSE HAR FYSIK- OG KEMIOKALE PÅ EXPERIMENTARIUM

Med god støtte fra Gentofte Kommune har Experimentarium nu indrettet sit klasselokale på 2. sal, Søndre Længe, til et rigtigt fysik- og kemilokale med stinksak og ventilation etc. Der er i dette skoleår 34 elever fra Gentoftes 10. klasse, der har valgt fysik og kemi som hovedfag. Det er en betydelig øgning i forhold til forrige skoleår. Måske er det populært at have klasselokale på Experimentarium.

SCIENCE NIGHT VAR STARTSKUDET TIL VIDENSKABS MINISTERENS FØRSTE "FORSKNINGENS DØGN"

Ministeriet for Videnskab, Teknologi og Udvikling finansierede en "Science Night" for ca. 200 børn fra den 11. maj 2005 kl. 17.00 til den 12. maj kl. 10.00. Science Night'en udgjorde startskuddet for det af videnskabsminister Helge Sander initierede "Forskningens Døgn", som omfattede i alt ca. 400 forskellige forskningsformidlingsaktiviteter over hele landet.

Denne Science Night havde en hel unik optakt. De 200 børn blev udnævnt til juniorforskere, og det blev bekendtgjort, at årstallet var 2050. Juniorforskerne blev kaldt til konference på Store Scene, hvor forskningsminister Mie Sichelau (en Experimentarium pilot!) fortalte om de problemer, verden kæmpede med: Miljøproblemer, råstofmangel, klimaforandringer og meget mere. Hvad kunne forskerne gøre for at forbedre verdens tilstand?

Heldigvis havde Experimentarium opfundet en tidsmaskine, og nu ville ministeren bringe forskerne tilbage til år 2005 for at høre, hvad der eventuelt kunne gøres i fortiden for at skabe en bedre fremtid. Efter bulder og brag og masser af røg trådte videnskabsminister Helge Sander frem på Store Scene og bød juniorforskerne velkommen til år 2005! Resten af aftenen arbejdede børnene på livet løs for at forbedre vores fælles fremtid. Senere – i løbet af natten – fandt hovedparten af de 200 børn et sted, hvor de kunne placere deres medbragte sovepose, men mindst 20 elever kunne næste morgen prale med, at de slet ikke havde sovet, men brugt tiden på eksperimenterne eller på at se film på Store Scene. En uforglemmelig aften for de 200 juniorforskere!

KURSUS I NATURVIDENSKAB FOR JOURNALISTER

Sammen med videnskabsjournalisten Charlotte Autzen og Danske Journalisters Efteruddannelse gennemførte Experimentarium et kursus i naturvidenskab for journalister. Kurset strakte sig over 2 x 3 dage. Kurset er udviklet i bestræbelserne på at skabe bedre forståelse mellem forskere og journalister, jævnfør videnskabsminister Helge Sanders Tænketank, "Forskning for Folket".

NY PUBLIKUMSGARDEROBE

Experimentarium har i mange år haft en Kvalitetsgruppe, der skal komme med gode forslag til ledelsen om, hvilke foranstaltninger der bør iværksættes for at sikre publikum en (endnu) bedre oplevelse på Experimentarium. I 2004 foreslog Kvalitetsgruppen, at garderoben ved Forhallen blev renoveret og gjort mere spændende og indbydende. Med god støtte fra Nordea Danmark-fonden blev den nye garderobe indviet i januar 2005. Garderoben er mere lys og venlig og indeholder 5 eksperimenter, der sætter publikums nysgerrighed i omdrejninger, allerede mens man hænger sit tøj i garderoben. Et særligt finurligt tegn ved garderoben er, at alle aflåselige skabe er nummererede, men numrene angives på alle mulige og (næsten) umulige numre; fx ved romertal, grundstofnumre, stregkode systemet etc.

SÆRUDSTILLINGEN HJERNEN TIL POLEN OG UNGARN

Den egenproducerede særudstilling "Hjernen" blev præsenteret i Kulturpaladset i Warszawa fra den 20. januar - 4. august 2005. I de løbet af den periode besøgte ikke færre end 300.000 personer udstillingen. Udstillingens europæiske turné fortsætter! Fra den 6. december 2005 - 5. juni 2006 præsenteres Hjernen i Millenaris i Budapest, Ungarn. Udstillingen forventes forlænget i Budapest til året ud.

SÆRUDSTILLINGEN KRIBLEKRABLE I BRUXELLES OG LEIDEN

Experimentariums anden egenproducerede særudstilling, der udlejes for tiden, er "KribleKrable", der blev præsenteret i Bruxelles på Belgiens Kongelige Naturhistoriske Museum fra den 14. oktober 2004 til den 15. maj 2005. Derefter blev udstillingen præsenteret – med samme fransk/hollandske tekster – i Hollands Naturhistoriske Museum, Naturalis i Leiden fra den 27. maj 2005 til den 15. april 2006. Herefter skal udstillingen til Le Vaisseau i Strasbourg.



SCIENCE CENTER UDSTILLING TIL CENTRO CIENCIÂ VIVA DE SINTRA

Til science centret Centro Cienciâ Viva de Sintra har Experimentarium udviklet i alt 25 eksperimenter, som skal installeres i maj måned 2006.

NYT KONCEPT FOR EXPERIMENTARIUMS CAFÉ

Den 1. januar 2005 overtog Experimentarium igen selv driften af Caféen. Konceptet blev ændret, således at den mad, publikum bestiller, er hjemmelavet og frisk og af høj kvalitet. Desuden er caféens indretning gjort mere tiltalende med duge, lys og blomster på bordet og diverse finurlige elementer i cafémiljøet.

Publikum har taget godt mod det nye koncept med øget omsætning pr. besøgende til følge.

EXPERIMENTARIUMS BUTIK ØGEDE SALGET MED 30%

Med en kraftig udvidelse af varesortimentet og ved introduktion af postordre og web-salg lykkedes det at øge butikkens omsætning med 36% pr. besøgende i forhold til omsætningen i 2004.

FORTSAT RØDE TAL I DRIFTSREGNSKABET

I 2005 besøgte 320.061 personer Experimentarium. Driftsresultatet blev et underskud på 6,5 mill. kr., hvoraf 7,3 mill. kr. er afskrivninger. Experimentariums drift viser således fortsat røde tal. Experimentariums driftsøkonomi er siden 1991 hjulpet særdeles godt på vej som følge af den generøse og meget store gave fra Carlsberg A/S. Bryggerierne stillede i sin tid bygningen Tappehal Nord på 18.000 m² gratis til centrets rådighed for en periode af 20 år frem til 2011. Experimentariums dispositionsfond er ved udgangen af 2005 på 11,2 mill. kr.

Underskuddet på 6,5 mill. kr. dækkes ved et træk på grundfonden, svarende til afskrivningen på bygning og udstillinger.

Der er ikke i den forløbne del af 2006 indtrådt hændelser, som har betydning for Fondens økonomiske situation pr. 31. december 2005.

BUDGETTET FOR 2006

Budgettet for 2006 udviser et underskud på 6,569 mill. kr. på basis af et besøgstal på 350.000 besøgende. Afskrivningerne udgør 7,190 mill. kr.

Asger Høeg
Direktør

ANNUAL REPORT 2005



2005 was the year in which the Experimentarium established itself as the Danish cultural institution which develops the largest number of new educational offers for elementary schools.

With six new national educational offers, 2005 was the year in which the Experimentarium showed itself to be the country's greatest innovator in educational offers for elementary schools. Not since 1996, when the Experimentarium took the initiative to the first Danish Science Festival which took place in 1998, has the Experimentarium offered such a broad range of national school activities.

The year was also marked by the opening of a major special exhibition, "Sports & Spinach", which has generated great enthusiasm among schools. In 2005, 104,756 pupils and teachers visited the Experimentarium. Including the other national school activities, around 170,000 school students made use of the Experimentarium's educational offers during the year.

Total visitor numbers for 2005 were 320,061, corresponding to admission revenues of DKK 20.1 million, as compared with DKK 20.27 million the previous year.

SPORTS & SPINACH FOCUSES ON YOUR BODY AND YOUR ROUTINES

The exhibition Sports & Spinach was opened on 5 October 2005 by no less than two ministers and a mayor. Minister of Health, Lars Løkke Rasmussen, Minister for Cultural Affairs, Brian Mikkelsen and the mayor of Gentofte, Hans Toft, co-operated to inaugurate this major special exhibition. In an informal but scientifically correct manner, the exhibition focuses on the relationship between our body and our routines – i.e. our eating and exercise habits.

With a budget of DKK 8 million, the realisation of Sports & Spinach was dependent on the generous goodwill (and financial support!) of the following major Danish foundations, public authorities, institutions and companies: the Novo Nordisk Foundation, the National Board of Health, the Louis Petersen Scholarship, the Danish Agricultural Council, the Ministry of Culture, the Ministry for Science, Technology and Innovation, Danisco A/S, Fujitsu Siemens Computer A/S and Siemens A/S. Teaching materials developed for the special exhibition are sent out free

of charge to school classes which book visits to the Experimentarium to experiment with Sports & Spinach. The material may be used as a supplement to teaching both before, during and after the visit.

Concurrently with the exhibition, a national school competition was held, the All-Denmark Championship in Sports & Spinach, in which pupils were asked to design the coolest lunch pack and the most exciting playground game. Finally, the participating classes were asked to communicate the knowledge they had acquired in their work with the competition to friends and parent groups. The competition was sponsored by the Danish Consumers Co-operative Society (FDB). 1,033 school classes took part, which must be regarded as a highly satisfactory figure. The final was held on 22 November 2005, with Minister for Family and Consumer Affairs, Lars Barfoed, at the head of the judges' panel.

The Sports & Spinach game, which was developed as a supplement to both the exhibition and the schools competition, gives pupils a thorough introduction to the concept of energy balance and places their habits in perspective. The Sports & Spinach game has been sent to all schools in Denmark.

In co-operation with the Alinea publishing house, two books were published as a supplement to the Sports & Spinach theme in the "Understanding ..." series, with the not particularly surprising titles: "Food" and "Sports".

The above-mentioned generous subsidy from the National Board of Health allowed for the possibility of a further grant if a presentation of Sports & Spinach could be organised outside the capital. The Experimentarium is thus currently working to present the exhibition in Jutland from October 2007.

DIALOGUE IN THE DARK

2005 was also characterised by the Experimentarium's ambition to finance and implement a very special exhibition, "Dialogue in the Dark". This is an exhibition occupying approximately 200 m², at which visitors, in groups of eight at a time, are taken through the exhibition by a guide on tours lasting 50 minutes each. So what's new, you might ask. Well, the exhibition is totally blacked out, and the guide is a blind or partially sighted person! A visit to the exhibition is thus a highly unusual and educational experience, in which guests through their own senses (four of them!) can experience just how many resources blind people have, and how much they actually manage to do despite their visual handicap.

Dialogue in the Dark is being presented in a close and fruitful partnership with the Danish Association of the Blind, the Institute for the Blind and Partially Sighted in Denmark, and the Danish Society for Cerebral Palsy.

The realisation of the project has entailed the employment of 18 blind or partially sighted persons and eight persons with cerebral palsy.

With considerable support from the National Labour Market Authority, the Ludvig and Sara Elsass Foundation, the Egmont Foundation, the Velux Foundation, the Jascha Foundation, the Copenhagen Municipality Liaison Committee, Gentofte Municipality, the Knud Højgaard Foundation and the Health Insurance Foundation, we almost succeeded in reaching our financing target for Dialogue in the Dark during 2005. HH Princess Alexandra of Denmark opened the exhibition on 19 January.



THE SOUND BOX – IN THE INTERFACE BETWEEN ART AND TECHNOLOGY

The Department of Computer Science at the University of Århus has developed a concept by which you can generate your own music from everyday sounds. In co-operation with the Department, the Experimentarium has produced three exhibits which guide visitors through the three necessary phases of creating the digital music. In the course of the process, visitors can store their data on the Internet and subsequently access them at home to further develop their compositions. The exhibits were inaugurated in 2005 by Environmental Minister Connie Hedegaard and the mayor of Gentofte, Hans Toft.

The development and production of the three technically sophisticated experiments was financially supported by the Marie & M.B. Richter Foundation and ISIS Katrinebjerg, via the Alexandra Institute in Århus.



MECHANICS IN ACTION, A SCHOOL COMPETITION WITH MORE THAN 1,000 PARTICIPATING CLASSES

In the spring of 2005, with support from the Otto Mønsted Foundation, the Experimentarium announced a competition aimed at the country's 3rd – 5th grade classes. The subject was mechanical energy, as a contribution to World Year of Physics 2005, which was being held to mark the centenary of Einstein's "miraculous" work on the special theory of relativity and his introduction of the photon. The object of the competition was to design and build the most exciting marble course. The impetus for the marble's movement was to be provided by a mouse trap, and the last thing the marble had to do – after a fantastic trip along a ball track – was to trigger a ... mouse trap. This allowed the ball tracks to be placed in series, and perhaps create the world's longest marble course. No less than 1,004 school classes entered the competition. The final was held on 29 November 2005, at which 48 ingenious ball tracks joined together kept the marbles in movement for almost five minutes.

XCITERS – SCIENCE BY YOUNG PEOPLE FOR YOUNG PEOPLE

The Xciters project probably has the greatest potential of any of the Experimentarium's educational projects. The pilot project was

funded by a grant from the European Commission, while the Egmont Foundation is very generously financing the development and implementation of the project over a five-year period, right up to 2009.

The idea behind Xciters is to train a number of skilled science teachers and their best pupils to carry out the demonstrations, experiments and shows which are the trademark of the Experimentarium. The relevant pupils – Xciter students! – will then, on returning to their schools, teach their fellow pupils of the same age and younger to carry out the same demonstrations, experiments, shows, etc. This is learning-by-teaching and peer-to-peer teaching at its very best.

In 2005, the idea was tested by a wide range of teachers and pupils at schools across the Copenhagen area, and from 2006 on, the project will be extended to cover the entire country.

THE GALATHEA III EXPEDITION

On 11 August 2006, the expedition ship Galathea III will set out on a ten-month round-the-world trip. The Experimentarium will be participating in the project in a collaborative venture with the publishers Politiken and Gyldendal and the TV2 weather centre. The Experimentarium's contribution will consist of a secondary school competition to describe a research project which could be carried out by the Galathea III. Four winning classes will be selected, each of which will choose two students and a teacher to stay on board the Galathea III for two weeks. An on-line satellite link will be established between the students on board the vessel and their classmates and other secondary school students at the Main Stage of the Experimentarium.

The secondary school competition will be carried out with support from the Otto Mønsted Foundation and the Oticon Foundation.



ELECTRICITY AGENT FOR A DAY

With support from and in co-operation with the electricity company NES A/S, the Experimentarium has developed an educational programme entitled "Electricity agent for a day". The students are

electricity agents in the country of Electricitania; the country has major energy problems, because there is a lack of electricity and considerable environmental risks associated with its production. Via an interactive process, the students find the right balance between the various ways to generate electricity. The students then select the best components for their (doll's) houses in order to ensure sensible electricity consumption. Finally, the students discuss what they have learned from the intensive instruction programme with the exhibition pilots and their teacher.

The instruction programme has been given a very positive reception by both teachers and students, and NESAs has provided further funds which will allow the offer to be provided to schools free of charge in 2006.

RESCUE TEAM FOR A DAY

With financial support from the Tryg Foundation, MT Højgaard a/s and the Knud Højgaard Foundation, and in co-operation with Ambu A/S and the Danish Red Cross, the Experimentarium has developed the instruction programme "Rescue team for a day", which is sited in a mobile truck trailer and a purpose-built field hospital. The instruction programme begins by providing the students with some background information on the situation; the area is prone to earthquakes, and the students are told that there is a risk of a new earthquake occurring. They then enter the trailer's "Situation Room", and of course a new, very realistic earthquake takes place! The students must now get four people (dummies) out of the lowest storeys of the trailer and give them first aid with artificial respiration and heart massage, partly on site in the trailer, and partly in the field hospital. This intensive instruction programme is supplemented by a dissection of a heart and lungs.

The reactions of teachers and students to the programme have been extremely positive, and "Rescue team for a day" is fully booked for its tour around the country.

ENROLMENT IN INVENTOR SCHOOL

With support from Danske Bank, the Experimentarium used a bus as an entrance exam to "Inventor School". The exam class was called "Danske Opfinderland" and was aimed at the youngest pupils in primary school.

THE PHYSICS AND CHEMISTRY LABORATORY OF GENTOFTE'S 10TH-GRADE CLASS IS SITED AT THE EXPERIMENTARIUM

With good support from Gentofte Municipality, the Experimentarium has now turned its 10th-grade classroom on the second storey of the South Wing into a proper physics and chemistry lab, with fume cupboard, ventilation, etc. In this school year, 34 students from Gentofte's 10th grade have chosen physics and chemistry as their main subjects, which represents a considerable rise in relation to previous school years. It may be popular to have your classroom at the Experimentarium.

SCIENCE NIGHT MARKS THE START OF THE MINISTER FOR SCIENCE'S FIRST "SCIENCE DAY"

The Ministry for Science, Technology and Innovation sponsored a Science Night for approximately 200 children, which took place from 5 pm on 11 May 2005 until 10 am on 12 May. Science Night functioned as the starting signal for the "Science Day" instigated by the Minister for Science, Technology and Innovation, Helge Sander, which encompassed a total of approximately 400 different science education activities all over the country.

This particular Science Night had a unique prelude. The 200 children were appointed junior scientists, and it was announced that the year was 2050! The junior scientists were called to a conference on the Main Stage, where 'Science Minister' Mie Siclau (an Experimentarium exhibition pilot) told them about the problems the world was facing in that year: environmental problems, lack of material resources, climatic changes and more. What could the scientists do to improve the condition of the world? Luckily the Experimentarium had invented a time machine, and now the minister would bring the scientists back to the year 2005 to hear what could be done in the past to create a better future. Amid flashes and bangs and a lot of smoke, the present-day Minister for Science, Technology and Innovation, Helge Sander, stepped forth on the Main Stage and welcomed the junior scientists to the year 2005! For the rest of the evening, the children worked hard on projects to improve our common future. Later, in the course of the night, most of the 200 children found a place to spread out their sleeping bags, but at least 20 students could boast the next morning that they had not slept at all, but had used the time to perform experiments or watch the films on the Main Stage. An unforgettable night for the 200 junior scientists!

SCIENCE COURSE FOR JOURNALISTS

The Experimentarium held a science course for journalists in cooperation with science journalist Charlotte Autzen and Danske Journalisters Efteruddannelse (Further Training for Danish Journalists). The course encompassed two three-day sessions and was developed as part of the efforts to create better understanding between scientists and journalists, in accordance with Minister for Science, Helge Sander's think-tank "Science for the People".

NEW VISITORS' CLOAKROOM

For several years, the Experimentarium has had a quality group which supplies the management with good suggestions for ways to provide visitors with an even better experience at the Experimentarium. In 2004, the quality group proposed that the cloakroom in the entrance hall should be renovated and made more exciting and inviting. With good support from the Nordea Denmark Foundation, the new cloakroom could be inaugurated in January





2005. The cloakroom is now brighter and more friendly than before, and includes five experiments designed to pique the curiosity of the public even while they are still hanging up their overclothes. An especially ingenious feature of the cloakroom is that the numbers on the lockers are shown in all kinds of interesting ways, such as in Roman numerals, the atomic numbers of elements, bar codes, etc.

SPECIAL EXHIBITION THE BRAIN TRAVELS TO POLAND AND HUNGARY

The Experimentarium's special exhibition "The Brain" was presented at the Palace of Culture in Warsaw from 20 January to 4 August 2005, during which period it was visited by no less than 300,000 persons. The exhibition's European tour now continues to Hungary, where from 6 December 2005 to 5 June 2006 it can be experienced at Millenaris in Budapest. The exhibition period in Budapest is expected to be extended to last the rest of the year.

SPECIAL EXHIBITION CREEPYCRAWLY IN BRUSSELS AND LEIDEN

The Experimentarium's other self-produced special exhibition currently on hire is "CreepyCrawly", which was presented at the museum of the Royal Belgian Institute of Natural Sciences in Brussels from 14 October 2004 to 15 May 2005. The exhibition was then presented – with the same French/Dutch texts – at the National Museum of Natural History – Naturalis, in Leiden, the Netherlands, from 27 May 2005 until 15 April 2006. The next stop for the exhibition will be Le Vaisseau in Strasbourg.

SCIENCE CENTRE EXHIBITION AT CENTRO CIENCIÀ VIVA DE SINTRA

The Experimentarium developed a total of 25 experiments for the science centre Centro Ciencià Viva de Sintra, Portugal, which are due to be installed in May 2006.

NEW CONCEPT FOR THE EXPERIMENTARIUM CAFÉ

From 1 January 2005, the Experimentarium once again took over the running of the Experimentarium Café. The concept was altered to ensure that food ordered by the public is home-made, fresh and of



high quality. The Café's decor has also been changed to make it more inviting, with tablecloths, flowers and candles on the tables, and various ingenious features in the café milieu.

Visitors have welcomed the new concept, and the café's turnover has increased.

EXPERIMENTARIUM SHOP SALES INCREASE BY 30%

Thanks to a considerable expansion in its product range and the introduction of mail order and Internet sales, the Shop's revenue increased by 36% per visitor in relation to 2004.

PROFIT AND LOSS ACCOUNT STILL IN THE RED

In 2005, 320,061 persons visited the Experimentarium. The operating profit was a deficit of DKK 6.5 million, of which depreciation accounted for DKK 7.3 million. In financial terms, the Experimentarium's operations are thus still in the red. Since 1991, the Experimentarium's operating economy has been considerably helped along by a generous and very large gift from Carlsberg A/S: The brewery originally placed its 18,000 m² bottling hall, Tappehal Nord, at the disposal of the Centre free of charge for a period of 20 years, until 2011. As of the end of 2005, the Experimentarium's liquid reserve fund was DKK 11.2 million.

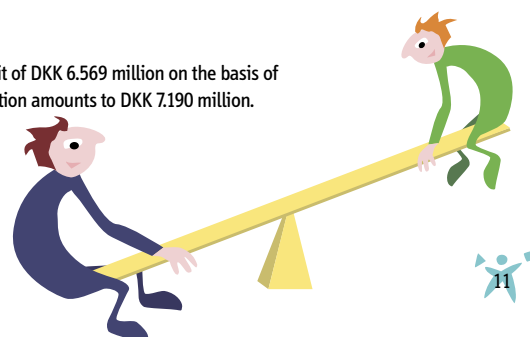
The deficit of DKK 6.5 million has been covered by a transfer from the capital fund, corresponding to the depreciation on the building and exhibitions.

No events have occurred in the elapsed part of 2006 which are of significance for the Foundation's financial situation as of 31 December 2005.

BUDGET FOR 2006

The budget for 2006 assumes a deficit of DKK 6.569 million on the basis of visitor numbers of 350,000. Depreciation amounts to DKK 7.190 million.

Asger Høeg
Executive Director



RESULTATOPGØRELSE

for 1. januar - 31. december 2005

Beløb i 1.000 kr.

Indtægter	2005	2004
Entréindtægter	20.095	20.271
Indtægter i butik og café	9.640	2.782
Salg af serviceydelser	9.634	1.272
Andre indtægter	3.462	4.238
Tilskud	7.082	7.470
Modtaget statsstøtte	3.200	3.000
Hovedudstillings Fornyelse ovf. til øvrig grundkapital	0	-3.000
Finansielle poster	596	676
Indtægter ialt	53.709	36.709
Udgifter		
Andre eksterne udgifter	26.825	15.647
Personaleomkostninger	26.092	19.788
Afskrivninger	7.331	7.091
Udgifter ialt	60.248	42.526
Årets resultat	-6.539	-5.817

MILJØREGNSKAB

	2005	2004
Elforbrug i kWh	944.516	841.137
Fjernvarme GJ <i>Endnu ikke indgået</i>	0	4.399
Vandforbrug / m ³ <i>Vandforbrug 2004 er for 20 mdr.</i>	5.850	8.210

BALANCE

pr. 31. december 2005

Beløb i 1.000 kr.

Aktiver	2005	2004
Anlægsaktiver		
Opbygning og indretning	17.804	21.314
Permanent udstilling	8.601	11.561
Inventar og udstyr	981	741
Driftssikringsmidler	11.505	8.770
Anlægsaktiver ialt	38.891	42.386
Omsætningsaktiver		
Varebeholdninger og igangværende arbejde	602	377
Tilgodehavender	17.675	17.633
Likvide beholdninger og værdipapirer	268	885
Omsætningsaktiver ialt	18.545	18.895
Aktiver ialt	57.436	61.281
Passiver		
Egenkapital		
Grundkapital	20.674	27.177
Dispositionsfond	11.190	11.226
Egenkapital ialt	31.864	38.403
Gæld		
Leverandører af varer og tjenesteydelser	2.040	2.241
Periodeafgrænsningsposter	10.812	11.848
Bankgæld	0	0
Anden gæld	12.720	8.789
Gæld ialt	25.572	22.878
Passiver ialt	57.436	61.281

Hellerup, 4. maj 2006

Direktør Asger Høeg

Bestyrelse:
Jannik Johansen, formand
Peter Augustinus, næstformand
Hans Peter Jensen
Poul Scheuer
Lene Lange
Anders Eldrup
Fritz Schur

Revisor KPMG C. Jespersen

Foranstående resultatopgørelse og balance er en forenklet udgave af årsregnskabet, herunder ved udeladelse af noter.

INCOME STATEMENT

for 1 January - 31 December 2005

Amounts in thousand DKK

Income	2005	2004
Admission revenue	20,095	20,271
Shop and Café sales	9,640	2,782
Sale of services	9,634	1,272
Other income	3,462	4,238
Contributions from fund-raising	7,082	7,470
State subsidy	3,200	3,000
The value of the main exhibit's renewal transferred to additional basic capital	0	-3,000
Financial entries	596	676
Total income	53,709	36,709
Expenses		
Other external expenses	26,825	15,647
Salaries and wages	26,092	19,788
Depreciation	7,331	7,091
Total expenses	60,248	42,526
Net income for the year	-6,539	-5,817

ENVIRONMENTAL AUDIT

	2005	2004
Electricity consumption in kWh	944,516	841,137
District heating GJ <i>(not yet finalised)</i>	0	4,399
Water consumption <i>Water consumption 2004 for 20 months</i>	5,850	8,210

BALANCE SHEET

as of 31 December 2005

Amounts in thousand DKK

Assets	2005	2004
Non current assets		
Building modifications and installations	17,804	21,314
Main exhibition	8,601	11,561
Equipment	981	741
Endowment funds	11,505	8,770
Total non current assets	38,891	42,386
Current assets		
Inventories and work in progress	602	377
Accounts receivable	17,675	17,633
Cash and bonds	268	885
Total current assets	18,545	18,895
Total assets	57,436	61,281
Capital and liabilities		
Capital		
Foundation capital	20,674	27,177
Liquid reserve fund	11,190	11,226
Total capital	31,864	38,403
Liabilities		
Accounts payable, trade	2,040	2,241
Deferred expences	10,812	11,848
Bank loans and credits	0	0
Other liabilities	12,720	8,789
Total liabilities	25,572	22,878
Total capital and liabilities	57,436	61,281

Hellerup, May 4th, 2006

Executive Director Asger Høeg

Board
 Jannik Johansen, Chairman
 Peter Augustinus, Vice Chairman
 Hans Peter Jensen
 Poul Scheuer
 Lene Lange
 Anders Eldrup
 Fritz Schur

Auditor KPMG C. Jespersen

The above income statement and balance sheet is a simplified version of the original, hereunder by the omission of the notes.

VIDENREGNSKAB 2005



Teknik er spændende! Naturvidenskab er fascinerende! Det oplever man på Experimentarium ved at bruge alle sine sanser. Her kan den besøgende røre ved biologi, ved fysik, ved kemi; ja, ved alt det fantastiske som naturvidenskaben og teknikken rummer.

Experimentarium bestræber sig på, at vore udstillinger altid skal være i forandring. På den måde bliver et besøg på Experimentarium en ny oplevelse hver gang. Og sådan skal det være for hver af vores ca. 350.000 årlige besøgende.

Experimentariums formål er at øge interessen for naturvidenskab og teknik bredest muligt i befolkningen; det kræver altså, at vore aktiviteter skal være bredt populære. Det kræver god produktudvikling, kvalitetspræget drift og målrettet markedsføring. Den slags kommer ikke af sig selv. Opfyldelsen af disse mål kræver en bevidst og gennemgående strategi.

Til det formål har Experimentarium siden 2001 udarbejdet et Videnregnskab. Med Videnregnskabet som styringsredskab sikrer vi kvalitet og fornyelse og styrker virksomhedens mulighed for at nå sine mål. Videnregnskabet er også nyttigt for vores omverden. Vore samarbejdspartnere og den øvrige verden rundt om os kan få et blik ind i Experimentariums tilstand og udvikling. De kan se, hvem vi er, hvem vi ønsker at være, og hvilke strategier, vi griber til for at opnå vore 3 definerede mål: udvikle nye produkter, holde en høj kvalitet og fortælle vores brede publikum, hvad de kan opleve på Experimentarium.

Derved kan folk udefra vurdere, om – og hvordan – Experimentarium opfylder det overordnede motto: En ny oplevelse hver gang!

EXPERIMENTARIUMS OVERORDNEDE MÅL

Experimentarium er en almennyttig, erhvervsdrivende fond, hvis formål er at udbrede kendskabet til naturvidenskab og teknik bredest muligt i befolkningen – særligt med henblik på ungdommen. Fonden blev stiftet den 6. november 1986. Centralt for opfyldelsen står etablering og driften af et science center på Tuborg Havnevej 7 i Hellerup.

I 2001 blev der formuleret følgende overordnede mål for arbejdet i de kommende 6 til 7 år:

Experimentarium skal udbygge sin position som:

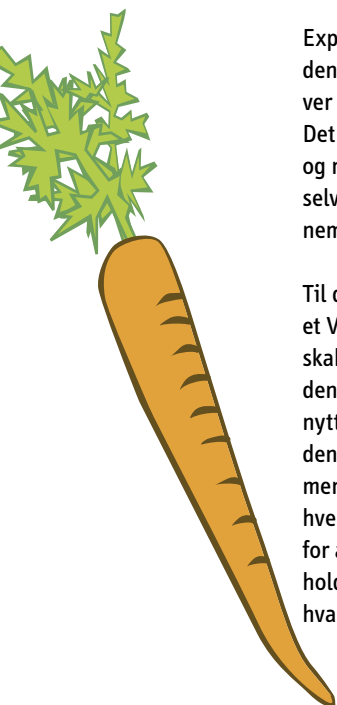
- Et nationalt kulturcenter for naturvidenskab, teknik, miljø og sundhed.
- Skolernes mest benyttede besøgsmaal i Danmark og i Sydsvrige ved hjælp af formidlingstilbud, der er relevante i forhold til Folkeskolens, gymnasierne og andre ungdomsuddannelsers læseplaner.
- Et af de mest eftertragtede besøgsmaal for danskerne og sydsvenskerne ved at tilbyde en helhedsoplevelse af høj kvalitet, som på samme tid er underholdende, relevant og lærerig.
- Et af verdens mest innovative science centre ved til stadighed at forny centrets aktiviteter, således at disse er tidsaktuelle, relevante og fremtidsorienterede.

Experimentarium skal desuden:

- Yde en kundeservice, som er den bedste blandt Danmarks publikumsattraktioner.
- Være førende og forbilledlig med hensyn til formidling og forskning inden for den interaktive formidlingsform.
- Skabe en attraktiv og udviklende arbejdsplads, således at virksomheden til stadighed kan tiltrække og fastholde dygtige medarbejdere.
- Drive science centret og den øvrige virksomhed efter forretningsmæssige principper med en professionel markedsføring og kundeservice samt en effektiv drift med en høj produktivitet.
- Opnå så høj grad af selvfinansiering, at fondens uafhængighed aldrig kan betvivles.

Hvem besøger os?

Experimentariums besøgende består af 3 grupper: Det almene publikum, uddannelsessektoren og deltagere i



møder, konferencer og selskaber. Siden 2001 har besøgstallet for disse 3 grupper udviklet sig således:

	2001	2002	2003	2004	2005
Alment publikum	189.258	293.015	211.551	223.027	207.655
Skoleelever	87.883	118.730	111.106	102.572	103.573
Møder, konferencer, selskaber mv.	15.153	14.456	14.714	12.147	8.833
I alt besøgende	292.294	426.201	337.371	337.746	320.061

I 2006 forventes 350.000 besøgende.

...særligt med henblik på ungdommen

I sin formålsparagraf lægger Experimentarium særlig vægt på formidling til den yngre del af befolkningen. At vi lykkes, kan vi se af, at skoleelever udgør ca. 1/3 af vores besøgende og af, at omkring 60% af gæsterne er unge under 14 år og unge under uddannelse.

	2001	2002	2003	2004	2005
Unge under 14 år	84.326	125.198	98.320	102.122	87.543
Skoleelever	87.883	118.730	111.106	102.572	103.573
Voksne	120.085	182.273	127.945	133.052	128.945
I alt	292.294	426.201	337.371	337.746	320.061

...et nationalt kulturcenter for naturvidenskab, teknik, miljø og sundhed

Det siger formålsparagraffen. Det vil vi være! Men hvad siger publikum?

Hver dag spørger vi 25 besøgende, hvad de synes om Experimentarium. De tilfældigt udvalgte bliver bedt om at udfylde et spørgeskema med 16 spørgsmål. 11 spørgsmål omhandler, hvor tilfredse de er med vores tilbud – lige fra Butik Experimentikken til besøget som helhed. Publikum giver en karakter mellem 1 og 7. Karakteren 7 er meget tilfredsstillende, mens 1 er meget utilfredsstillende.

	1999-2002	2003	2004	2005	Mål
Helhedsindtryk af Experimentarium?	6,1	6,2	6,0	5,9	6,0
Helhedsindtryk af særudstilling?	5,5	5,7	5,6	5,5	5,7
Er særudstilling underholdende?	5,2	5,3	5,3	5,2	5,3
Er særudstilling lærerig?	4,5	4,8	4,8	4,6	5,0

I perioden 1999-2002 blev bl.a. Dinosaurer på rov, Dig & Mig, Rejsen til Mars og Future Body vurderet, i 2003 var det KribleKrabbe, Hjernen og Rejsen til Mars, i 2004 KribleKrabbe, Cirkus Fysikus og Kønsexperimentet og i 2005 Kønsexperimentet og Sport & Spinat.

Kønsexperimentet opnåede 5,3 for helhedsindtryk, 5,0 for underholdningsværdi, og 4,4 for hvorvidt den var lærerig. Sport & Spinat blev helhedsvurderet til 5,5. Publikum gav den 5,1 for, hvor underholdende den var, og 4,6 for hvor lærerig den var.

Helhedsindtrykket af Experimentarium er fortsat højt. Den marginale nedgang i vurderingen afspejler det reducerede fornyelsestempo af udstillingerne i 2005. Således vistes Kønsexperimentet, som var åbnet i 2004, i de første 9 måneder af 2005. Sport & Spinat åbnede først i slutningen af året, altså kun 1 – sen – ny udstilling på hele året mod normalt to. Vi er tilbage med øget fornyelsestempo i 2006 med hele 3 nye udstillinger på plakaten: den nyåbnede Sport & Spinat, særudstillingen Dialog i Mørket samt T-rex Dræbermysteriet.

Den egenproducerede særudstilling Sport & Spinat åbnede sidst på året med visse begyndervanskeligheder. Vurderingen her giver derfor ikke et helt retfærdigt billede af udstillingen. I de første måneder af 2006 er vurderingen da også forbedret til et helhedsindtryk på 5,6, en vurdering på 5,5 af hvor underholdende udstillingen er, og en vurdering på 5,0 af hvor lærerig den er. En betydelig forbedring.

	1999-2002	2003	2004	2005	Mål
Antal opstillinger ude af funktion	4,6	4,8	4,6	4,6	5,0
Udstillingspiloterne	6,0	5,9	5,5	5,5	6,0
Caféen	4,5	4,7	4,1	4,4	4,5
Butikken	5,1	5,2	5,0	5,0	5,3
Baseret på antal besvarelser	9758	3053	4656	4324	



REDNINGSHOLD for en dag

I 2004 opnåede caféen en lav vurdering. Experimentarium tog konsekvensen og overtog selv driften af caféen den 1. januar 2005. Efter nogle forventelige startvanskeligheder i de første måneder af 2005 har caféen oplevet en mere stabil, god vurdering. Vi arbejder fortsat med udvikling af de rette tilbud til vores vidt forskellige besøgsgrupper: På hverdage er det skoleelever sammen med vores møde- og conferencegæster, og i weekenderne er det primært familier i alle aldre på udflugt. Vidt forskellige behov og ønsker, som det er en glæde og udfordring at forsøge at leve op til.



Udstillingens driftsstabilitet, som afspejles i antallet af opstillinger, som er ude af funktion, er endnu ikke tilfredsstillende. Vi har oplevet i de seneste år, at vores besøgende i stigende grad er hårdhændede i deres udforskning af hovedudstillingens opstillinger, og vi har derfor iværksat et øget fokus på reparation.

Vurderingen af udstillingspiloterne er forringet i 2004 og i 2005. Det har vi arbejdet med at forbedre. Ud fra tanken om at graden af medarbejderens selvbestemmelse er ligefrem proportional med engagementet, har vi pr. 1. januar 2005 delt piloterne op i 3 delvist selvstyrende teams. Disse teams arbejder formidlingsmæssigt med hver sin målgruppe: de mindre børn, de større børn samt de unge og voksne. Derved opnås en større faglighed, som piloterne bruger i mødet med publikum.

Publikums generelle tilfredshed med besøget kan læses i besvarelsen af følgende spørgsmål: Vil du besøge Experimentarium igen? I 2005 svarede 4 ud af 5 gæster JA til dette.

	2001	2002	2003	2004	2005
Ja	77%	86%	86%	81%	79%
Nej	2%	1%	1%	1%	1%
Måske	21%	13%	13%	18%	20%
I alt	100%	100%	100%	100%	100%

... skolernes mest benyttede besøgsmaal i Danmark og i Sydsverige

Igen hentet fra formålsparagraffen. Det ønsker vi at være. Danmarks største klasselokale.

For at opnå det skal vi udvikle nye tilbud og hele tiden sikre, at vi kender skolernes ønsker og behov. Vi skal sikre, at alle vores udstillinger er relevante og interessante for skolerne. Og i 2005 har vi arbejdet målrettet med udvikling af nye skoleaktiviteter, både på Experimentarium og rundt omkring i landet.

Disse tilbud evalueres løbende og individuelt. Der har været en enorm interesse for alle aktiviteterne, som hurtigt er blevet fuldt bookede, og deltagerne har været glade.

Her kommer en række af de aktiviteter, som blev iværksat i 2005:

Busprojektet Redningshold for en dag

er et spændingsfyldt, lærerigt rollespils- og undervisningsforløb. Aktiviteten foregår i et autentisk katastrofe set-up, hvor deltagernes viden, samarbejdsevner og følelser sættes i spil. Emnerne er bl.a. jordskælv, anatomi, fysiologi, samarbejde samt førstehjælp i katastrofesituationer. Rollespillet har besøgt 8 store danske byer, og turnéen fortsætter i 2006. Redningshold for en dag er udviklet i samarbejde med TrykFonden, Dansk Røde Kors og Beredskabsstyrelsen med økonomisk støtte fra TrykFonden, MT Højgaard og Knud Højgaards Fond.

Skolekonkurrencen 2005 Smæk på mekanikken

Succesen fra Experimentariums første, landsdækkende skolekonkurrence "Gi' Lyd" blev afsættet til den næste konkurrence, "Smæk på mekanikken". Alle landets 3. og 4. klasser blev inviteret til at dyste om at bygge en Storm P lignende maskine kun drevet af musefælder og mekanisk energi. Ikke færre end 1004 klasser meldte sig til konkurrencen, og fra den 22.-29. november kunne de 36 bedste fantasimaskiner opleves i en udstilling på Experimentarium. "Smæk på mekanikken" blev støttet af Otto Mønstedts Fond og TEAM BENNS.

Undervisningsforløbet EL-agent for en dag

er et interaktivt undervisningsforløb, udviklet i samarbejde

med energiselskabet NESA. Eleverne besøger landet Electricitaten, indrettet i et undervisningslokale på Experimentarium, og arbejder med at sammensætte landets elproduktion. Samtidig lærer de om omkostninger ved forskellige produktionsformer og om gener og miljøproblematikker.

Formidlingsprojektet Xciters

er et uddannelsesprojekt, som styrker interessen for naturvidenskab gennem 'learning by teaching'. 7. klasses elever uddannes til at formidle naturvidenskab til deres klassekammerater og til skolens 4.-6. klasser i en "ung til ung formidling". De større elever bliver således rollemødelere for de yngre elever. 7. klasses lærere deltager også i kursusforløbet. Kurserne indeholder et stort udvalg af eksperimenter, der kan indgå i undervisningen, idéer til hvordan skolen kan arbejde med formidling i naturfagene og naturfaglig inspiration og viden. Over en årrække tilbydes Xciters til skoler og kommuner i hele landet. Projektet støttes af EU og Egmont Fonden og har Hendes Højhed Prinsesse Alexandra som protektor.

Skolemateriale til Sport & Spinat

Skolematerialet til særudstillingen Sport & Spinat fungerer som fagligt uddybende supplement til udstillingens aktiviteter. Indholdet af hæftet veksler mellem finurlige historier, faktuel viden samt øvelser og opgaver om leg og bevægelse, kroppen, fødevarer og kostvaner. Materialet er målrettet til lærerne og fungerer som inspiration til at arbejde med udstillingens temaer – både før og efter besøget.

Danmarks mesterskabet i Sport & Spinat

Over 1000 5. og 6. klasser dystede i Experimentariums og



FDB's landsdækkende konkurrence, DM i Sport & Spinat. Med inspiration fra det tilsendte konkurrencemateriale med bl.a. et brætspil og to bøger om mad og sport fra "Få tjek på ..." -serien udviklede klasserne deres bud på Danmarks bedste madpakke og frikvarterleg. DM i Sport & Spinat blev afsluttet med en stor finale på Experimentarium. Dommerkomiteen bestod bl.a. af familie- og forbrugerminister Lars Barfoed, gastronom Claus Meyer og ultraløber Eva Birgersson. TEAM BENNS donerede den flotte hovedpræmie, en skirejse til Norge for hele vinderklassen. Konkurrencen blev en stor succes og gentages i 2006.

Brætspillet Sport & Spinat

I forbindelse med særudstillingen Sport & Spinat udviklede Experimentarium et nyt brætspil, der på en legende og motiverende måde lærer skoleelever om det ellers svært tilgængelige begreb energibalance. I spillet dystes eleverne mod hinanden i sportskonkurrencer og viden om mad og motion. Sport & Spinat-spillet er blevet til i samarbejde med FDB og er udsendt til alle landets skoler.



Lærerkurset "Klassens experimentarium i natur/teknik"

Som inspiration til natur/teknik-lærere udviklede Experimentarium et 5-dages efteruddannelseskursus i samarbejde med CVU Storkøbenhavn. I kurset indgik både naturfaglige og naturfagsdidaktiske elementer. Kurset blev afholdt første gang i 2004 og blev gentaget i 2005, begge gange støttet af Oticon Fonden.

Bogserien "Få tjek på ..."

Med serien "Få tjek på ..." blev Experimentariums ønske om at udgive en bogserie med naturvidenskabelige temaer en realitet i 2005. Serien udvikles i samarbejde med skolebogsforlaget Alinea og introducerer børn i 1. - 6. klasse til naturfaglige begreber via eksperimenter, faglæsning og sjove aktiviteter. I 2005 udkom 3 bøger om henholdsvis sæbebobler, mad og sport. Yderligere 2 bøger er planlagt til udgivelse i 2006. Opstarten på bogserien er støttet af Egmont Fonden.

Danske Opfinderland

Danske Opfinderland er en mobil aktivitet, der henvender sig til børn mellem 7 og 10 år. Aktiviteten foregår i og omkring en ombygget turbus, hvor børnene bliver udfordret på deres evner som opfindere. Danske Opfinderland er bygget op omkring en historie om de to børn Ralleberg og Gummistøvle Signe, som skal have hjælp til at komme i Opfinder-skole. Temaet er "kuglebaner". Danske Opfinderland besøgte i 2005 18 forskellige byer over hele landet og kører igen i 2006. Aktiviteten er sponsoreret af Danske Bank.

Galathea 3 ekspeditionen

I naturvidenskabens, forskningens og formidlingens navn søsættes i sommeren 2006 vor tids mest ambitiøse danske hav-ekspedition, Galathea 3. Skibet bliver ikke kun ladet med professionelle forskere, men også gymnasieelever med lyst og evne til at tage del i forskning. Disse elever har vundet deres plads på skibet via Experimentariums størstiledede forskningskonkurrence, planlagt sammen med Politiken og TV2/Vejret. Oticon Fonden og Otto Mønstedts Fond har støttet konkurrencen.



Gentoftes 10. klasse på Experimentarium

I 2005 valgte Experimentarium og Gentofte kommune at fortsætte det givende samarbejde om kommunens 10. klasses fysik/kemi-undervisning. Fysik/kemi-holdene har base på Experimentarium, hvor der er etableret faglokale-faciliteter, og de kan inddrage hele udstillingsområdet i undervisningen samt bruge Experimentariums piloter som gæstelærere. I 2005 blev der afholdt den første afgangsprøve i fysik/kemi på Experimentarium. Samarbejdet fortsætter i 2006.

Science Night

I forbindelse med Forskningens Døgn den 12. maj 2005 fik 200 børn en ekstraordinær mulighed for at "overnatte" på Experimentarium. Arrangementet foregik langt ude i fremtiden, i året 2050, hvor børnene var indkaldt som verdens førende forskere. Deres opgave var, at de skulle løse verdens store miljøproblemer. Via en tidsmaskine blev de sendt tilbage til 2005, hvor datidens videnskabsminister Helge Sander tog imod dem og hjalp med at sikre en

bæredygtig fremtid. Denne Science Night blev arrangeret i samarbejde med – og finansieret af – Ministeriet for videnskab, teknologi og udvikling.

Kursus for lærerstuderende

Lærerstuderende er en vigtig målgruppe for Experimentarium. Derfor startede Experimentarium i 2005 et samarbejde med naturfagslærerne på N. Zahles Seminarium. Formålet var sammen at udvikle et naturfagsdidaktisk kursus, "Oplevelser i naturfagsundervisningen" for lærerstuderende, der har naturfag som linjefag. Kurset gennemføres som pilotprojekt i foråret 2006, og Experimentarium skal senere tilbyde dette kursus til studerende ved alle landets seminarier.

Hvad mener lærerne?

Experimentarium spørger løbende de skolelærere, der besøger Experimentarium sammen med deres elever, om de har været tilfredse med besøget.

	2002	2003	2004	2005
Samlet vurdering af besøget?	5,8	5,8	5,8	5,8
Lærerrigt for eleverne?	5,7	5,6	5,7	5,6
Motiverende for eleverne?	5,8	5,7	5,8	5,8
Experimentariums service?	6,6	6,7	6,6	6,6
Antal besvarelser	230	222	231	288

Tallene tyder på meget tilfredse skoler; især er skolerne glade for vores tilbud om aktiviteter, som skolerne ikke selv har ressourcer eller lokaler til. Det er fx de store, spektakulære shows eller de koncentrationskrævende dis-sektioner af øjne samt hjerte og lunge.

Møder, konferencer, selskaber mv.

Hvert år åbner Experimentarium dørene for mere end 100 arrangementer: Virksomheder og institutioner, som vælger Experimentarium som en ramme for deres møder, konferencer og selskaber. Disse arrangementer er en vigtig indtægtskilde for Experimentarium, og derfor beder vi alle kunder om at udfylde et evalueringsskema, hvor Experimentarium både får karakter som arrangør, vært og for de rammer som vi tilbyder arrangementerne.

	2002	2003	2004	2005
Helhedsindtryk af arrangementet?	6,3	6,4	6,1	6,0
Indtryk af bookingpersonalet?	6,7	6,6	6,5	6,6
Indtryk af cafépersonalet?	5,9	6,3	5,9	5,5
Vurdering af traktament?	6,2	6,2	6,0	5,4
Vurdering af rengøringsstandard?	6,0	6,2	5,6	5,9
Indtryk af mødelokale, St. Scene mv.	5,4	5,8	5,4	5,7



Som det kan ses, vurderes Experimentariums tilbud ved disse særarrangementer højt.

Især fremhæves bookingpersonalets service som fortrinlig. På en række områder er der sket forbedringer; bl.a. har vi i 2005 investeret i lokalernes udstyr, og Experimentarium har overtaget driften af caféen pr. 1. januar 2005. Her iværksatte vi en gennemgribende ændring af konceptet. Vi arbejder fortsat med at udvikle menukortet, forbedre kommunikationen mellem gæster og caféens personale samt naturligvis at sikre, at traktementet lever op til gæstens forventninger. I løbet af 2005 har vi set, at dette bærer frugt. Vurderingerne af caféen ligger i hvert fald markant højere i slutningen af året end i starten af året.

Hvordan lærer de os at kende?

Udstillingerne skal markedsføres og sælges professionelt for at få 320.000 besøgende til at myldre ind af dørene. Høj service og hyppig produktfornyelse er ikke nok.

Markedsføringen målrettet det almene publikum sker primært gennem omtale i medier, TV, radio, aviser, magasiner og på nettet. Derudover arbejder vi fortsat med anvendelse af s-togs kampagne, plakater på gaden og på biblioteker, skoler og lignende steder, brochurer på caféer, turistkontorer, campingpladser, i venteværelser, på togstationer og talrige andre steder samt annoncer primært i dagblade. Derudover har vi i samarbejde med andre kulturinstitutioner og Wonderful Copenhagen gennemført 4 kampagner i Sydsverige med eksponering i TV og aviser. Vi har også nydt godt af eksponering på talrige websites.



I markedsføring af Kønsexperimentet fortsatte vi i foråret den SMS konkurrence, som var udskrevet i 2004, hvor vi udfordrede de 10-15-åriges fordomme. Denne konkurrence blev markedsført via ungdomsmedier på landets skoler.



Sport & Spinat – nu på film

I forbindelse med markedsføring af Sport & Spinat udsendte vi en lille film via mail til venner af Experimentarium. Vi bad dem videresende mailen til deres venner, som så igen skulle videresende til deres venner og så fremdeles i det uendelige. Sådan spredtes den lynhurtigt til mange modtagere. Efter at have set filmen besøgte de en særlig hjemmeside med bl.a. et energibalancespil.

Filmens idé og drejebog var udviklet i samarbejde med 2 elever fra afgangsklassen på Multimediedesignskolen i København, som brugte dette som deres eksamensprojekt. Filmen blev spillet og produceret med frivillig hjælp fra venner af Experimentarium.

Det er ikke muligt at måle effekten af denne virale markedsføring, men vi kan konstatere, at rigtig mange mennesker spillede energibalancespillet, som filmen linkede til.

Masser af medieomtale

Kontakten med pressen er et område, som vi fokuserer ekstra meget på, og som i 2005 har fået tilført ekstra ressourcer. Medierne interesserer sig da også fortsat for Experimentariums udstillinger og aktiviteter, og i langt de fleste tilfælde er omtalen meget positiv. Både TV, radio og

aviser omtaler hyppigt vores aktiviteter. Derudover har vi oplevet en utroligt god modtagelse af de forskellige formidlingsaktiviteter, som året har været præget af. Det har også givet en betydelig vækst i medieomtalen.



I tilknytning til Sport & Spinat udstillingen har vi samarbejdet med sportsforeninger om aktiviteter i Experimentarium forhal i weekenderne. Med instruktion af unge sportsudøvere kan publikum prøve kræfter med hver sportsgren. Vi startede med Kidsvolley i 2005, og i 2006 bliver det bl.a. fodbold, floor-ball, trampolin, bordtennis, roning, gymnastik og taekwondo. Disse aktiviteter giver anledning til omtale af Sport & Spinat i medierne.

Skoleundervisningsforløbet Redningshold for en dag har rejst rundt i landet og fået stor opmærksomhed fra mange lokale medier. Danske Opfinderland har også fået megen avis og TV eksponering, skolekonkurrencerne DM i Sport & Spinat og Smæk på mekanikken og det nye værksted EL-agent for en dag tiltrak også mange medier og gav omtale.

Derudover har vi kontakt til mange besøgende gennem Experimentariums medlemsklub – en klub som er vokset siden 2000, og som giver den besøgende en særlig tilknytning til stedet. Medlemmerne deltager i pæne antal i månedlige arrangementer. De har lært førstehjælp i Redningshold for en dag, en aktivitet som ellers indtil nu har været forbeholdt skoleelever, har bygget med kæmpe dominobrikker, har bygget drager, lavet chokolade, været til premiere på Sport & Spinat og deltaget i talrige debataftener.

	2000	2001	2002	2003	2004	2005
Medlemmer på besøg	8.910	11.010	20.434	20.746	18.354	15.962
I alt besøgende	320.511	292.294	426.201	337.371	337.746	320.061
Medlemsbesøg i % af total	2,8	3,8	4,1	6,1	5,4	5,0
Antal medlemmer	2.771	5.191	6.350	6.895	6.602	5.707

Antallet af medlemmer er faldet en smule, men siden årsskiftet 2005/2006 har vi atter mærket en fremgang.

Også antal besøg på Experimentariums hjemmeside, www.experimentarium.dk – vokser hele tiden, og vi kan se, at flere og flere af vore gæster aflægger hjemmesiden et besøg, før de rent fysisk besøger os. Det kan være den enkelte gæst, som søger praktiske oplysninger forud for et besøg, skoleeleven som søger oplysninger i forbindelse med løsning af en opgave forud for besøg i en udstilling, læreren eller den studerende som også søger informationer om et specifikt emne – og mange, mange flere.

Hjemmesiden tjener alle disse forskellige formål, og vi forventer da også, at hjemmesiden i løbet af få år bliver vores mest betydningsfulde markedsføringsmedie. Også derfor har vi startet arbejdet med forbedring af navigationen på sitet, ligesom vi arbejder med et nyt design og en redigering af indholdet.

	2000	2001	2002	2003	2004	2005
Brugere af hjemmeside før et besøg i %	17	24	34	38	32	44

Antallet af besøg på Experimentariums hjemmeside har udviklet sig således:

	2001	2002	2003	2004	2005
Besøgende på hjemmesiden	300.000	576.000	789.000	830.000	1.370.000

Et besøg varer i gennemsnit ca. 2,0 – 6,5 minut – og den enkelte bruger ser 4 – 6 sider pr. besøg.

Kontaktlærere på næsten 1300 skoler

Experimentarium har løbende direkte kontakt enten til den enkelte skoles ledelse eller til en kontaktlærer, som skolen selv har udpeget, og som har ansvaret for kommunikation mellem skolen og Experimentarium. Kontaktlæreren modtager nyhedsbreve med skolemateriale og konkurrencer – og der er rigtigt mange tilbagemeldinger. Så materialet bliver læst.

Ved udgangen af 2005 havde Experimentarium kontaktlærere på 1.071 skoler i Danmark samt på 215 skoler i Sydsverige. Skoler kan købe et abonnement, som koster kr. 21 pr.

skoleelev pr. år. Skoler med abonnement kan gratis komme på besøg. I alt har 204 skoler med 70.418 elever sikret sig en tættere kontakt til Experimentarium. Og tallet er støt stigende. I april 2006 er 209 skoler med 72.495 elever knyttet til Experimentarium.

Herudover har Experimentarium et særligt samarbejde med naboen Hellerup Skole. Som en nyttig ressource i undervisningen kan skolens elever og lærere dagligt benytte Experimentarium gratis. Og i nyindrettede lokaler modtager Gentofte Kommunes 10. klasses elever naturvidenskabelig undervisning.

Skolebesøgene har udviklet sig således:

	2001	2002	2003	2004	2005
Antal abonnements-elever på besøg	32.186	46.196	47.245	42.729	44.073
Elever uden abonnement på besøg	55.677	71.228	59.958	58.693	58.582
Andre		1.306	3.903	1.150	918
I alt	87.863	118.730	111.106	102.572	103.573
Abonnement i %	37	39	43	42	43



EXPERIMENTARIUMS PERSONALE ... i tal

Experimentarium har 203 medarbejdere. Omregnet til årsværk udgør dette ca. 107 årsværk. Experimentarium yder sit bidrag til udviklingen af det rummelige arbejdsmarked ved ansættelse af personale, der afspejler sammensætningen i befolkningen i samfundet omkring os – uden skelen til nationalitet, handicap, religion eller hudfarve.

Experimentarium havde i 2005 ansat 15 årsværk med tilknytning til det rummelige arbejdsmarked.

Personale omregnet til årsværk:

	2001	2002	2003	2004	2005
Almindeligt aflønnede medarbejdere	62	63	61	62	92
Personale fra det rummelige arbejdsmarked	13	13	18	18	15
I alt	75	76	79	80	107

For samtlige fastansatte månedslønnede medarbejdere på Experimentarium er der i løbet af 2005 gennemført medarbejderudviklingssamtaler med referat.

Experimentarium har i 2005 i alt brugt kr. 206.834 til efteruddannelse, svarende til 0,65% af lønsummen.

Herudover har vi haft mange kursusforløb gennem ODA, "Oplevelsesudvikling i Danske Attraktioner". I alt 19 af vore medarbejdere har deltaget på disse kurser, der spænder over emner som attraktionsledelse, nye regnskabsformer til drift af café og markedsføring. Vi vurderer ODA som et udmærket forum til udveksling af erfaringer og optimering af viden. ODA er finansieret af Arbejdsmarkedets Feriefond, og vi håber at kunne gennemføre et lignende antal kurser i samme regi – for en stor del af vore medarbejdere – gennem de næste par år.

ODA har i dag tilknyttet 39 vidt forskellige attraktioner og er et velfungerende netværk til stor glæde og gavn for alle deltagere.

Vores personale omfatter

- Akademikere indenfor fysik, biologi, geografi og kommunikation.
- Pædagogiske medarbejdere med en læreruddannelse som ballast.
- Udstillingsarkitekter, designere og grafikere.
- Værkstederne er bemanded med 12 faglærte håndværkere, bl.a. snedkere, finmekanikere, smede og elektronikere.
- Administrationen håndteres af 9 medarbejdere med kontorfaglig uddannelse (heraf 3 med højere uddannelse).
- Dertil 4 socialt uddannede medarbejdere samt 6 medarbejdere med en autodidaktisk baggrund.
- Et stort korps af udstillingspiloter, der fungerer som publikums guider i det daglige. For hovedpartens vedkommende studerende på videregående uddannelser inden for det naturvidenskabelige og tekniske område samt lærerstuderende.
- I 2005 har vi også ansat personale til at drive caféen. Det er en cafébestyrer, kokke, kokkeelev, caféassistenter og opvaskere.

Personale fra det rummelige arbejdsmarked omfatter

- 3 medarbejdere i flex-job i henhold til Lov om aktiv socialpolitik §62
- 3 medarbejdere i Lov om handicappede i erhverv

Endelig beskæftiger Experimentarium p.t. 10 medarbejdere i aktiveringsordning i henhold til Bistandslovens §60. Herudover beskæftiger Experimentarium civile værnepligtige.

Gennemsnitsalderen for de faste medarbejdere var i 2005 43,7 år. Personalet har i gennemsnit arbejdet 4,7 år på Experimentarium. Den gennemsnitlige ansættelsesperiode for piloter var i 2005 på 2,4 år. Der var 73 piloter ansat ved udgangen af 2005 med en gennemsnitsalder på 24,75 år. Experimentarium har i 2005 taget afsked med 4 faste medarbejdere – og ansat 24 nye.

	2001	2002	2003	2004	2005
Sygefravær:					
Antal dage	3,11	3,49	4,36	3,77	5,4

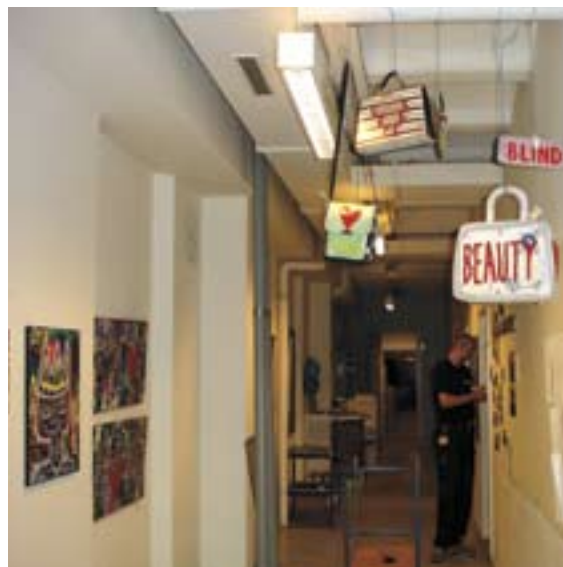
Der er tale om et yderst lavt sygefravær. Stigningen skyldes enkelte medarbejders længerevarende sygdomsperioder.

Hvad siger de ansatte?

De kommende år rummer mange udfordringer. Og virksomhedens evne til at løse disse hænger uløseligt sammen med medarbejderne. Med deres evner og motivation.

Siden år 2000 har Experimentarium gennemført en undersøgelse af personalets syn på en række forhold vedrørende deres ansættelses- og arbejdsforhold. Det er blevet til et personalepolitisk regnskab. Med det i hånden har samarbejdsudvalget kunnet fastsætte mål for de enkelte områder vedrørende personalepolitikken. Og med det i hånden har vi kunnet se, hvad vi som organisation er gode til – og hvad vi ikke er så gode til.

Vi har også kunnet se, hvor vi skal sætte ind for at styrke de vigtigste ressourcer i vores organisation: vore medarbejdere. Sådan at vi hele tiden bliver bedre til at løse de mange opgaver og udfordringer, som både vi selv og vores omverden stiller til os.



	2001	2002	2003	2004	2005	Mål
Informationsniveau på Experimentarium						
Er der det nødvendige antal møder i afdelingen?	5,40	4,60	5,20	5,7	5,2	5,50
Bruger du referaterne til noget?	4,67	4,60	4,00	4,5	4,2	5,00
Har du en god fornemmelse af hvad der sker i egen afdeling?	5,09	4,90	5,00	5,2	5,0	6,00
Har du nødvendig information for at udføre dit arbejde?	5,31	5,10	5,4	5,7	5,4	6,00
Får du nyttig information fra fredagsmøderne?	4,28	4,20	4,10	4,9	4,6	4,50
Føler du dig orienteret om hvad der sker på Experimentarium?	4,89	4,30	4,60	4,6	4,5	5,50
Har du en god fornemmelse af, hvad der sker i andre afdelinger?	3,22	3,00	3,40	3,6	3,3	4,50
Har du nødvendig information fra andre afdelinger for udførelsen af dit arbejde?	4,3	4,3	4,5	4,6	4,4	6,0
Indflydelse						
Har du tilstrækkelig indflydelse på dit arbejde?	4,81	4,80	5,00	5,6	5,3	5,50
Oplever du, at ideer er velkomne?	4,78	4,50	5,10	5,8	5,7	6,00
Ønsker du indflydelse på overordnede beslutninger?	4,89	4,90	5,10	4,9	4,5	5,00
Mener du at have indflydelse på overordnede beslutninger?	2,76	2,50	2,60	3,1	2,8	4,00

Dialog med ledelsen

	2001	2002	2003	2004	2005	Mål
Har sidste medarbejder-samtale resulteret i noget positivt?	4,59	4,60	3,90	5,1	4,6	5,50
Løses uoverensstemmelser på en god måde?	4,26	4,40	4,70	5,7	5,2	5,50
Oplever du opbakning og støtte fra din chef?	4,51	4,40	5,00	6,1	5,6	6,00
Oplever du ansvar og tillid fra din chef?	5,06	4,90	5,30	6,0	5,8	6,00
Overholder din chef de aftaler I laver i afdelingen?	5,15	4,70	5,40	5,9	5,1	6,00
Er du klar over dine opgaver i det daglige?	5,98	5,70	6,20	6,2	5,8	6,00

Dialog med kollegerne

Snakker du med kolleger om andet end arbejde?	5,92	6,10	6,30	6,2	6,2	6,00
Får du opbakning/støtte fra kolleger?	5,58	5,90	6,00	6,1	5,9	6,00
Mener du, at dine kolleger i afdelingen udfører et godt arbejde?	5,74	5,50	5,90	5,9	5,5	6,00
Mener du, at dine kolleger i andre afdelinger gør et godt arbejde?	5,16	5,10	5,40	5,4	5,1	5,50
Mener du, at dine kolleger overholder de aftaler I indgår?	5,22	5,30	5,50	5,7	5,4	6,00
Er du tilfreds med den måde konflikter løses på?	4,98	5,20	5,10	5,5	5,4	6,00

Oplevelse af egne kvalifikationer

Synes du, at dine kvaliteter er gode nok til at udføre dit arbejde?	6,15	5,90	5,80	6,1	6,1	6,00
Synes du, at Experimentarium udnytter dine kvalifikationer godt nok?	4,57	4,30	4,70	5,2	4,9	5,50
Oplever du faglig udvikling?	4,57	4,60	4,50	4,9	5,0	5,50
Oplever du personlig udvikling?	4,97	5,50	5,10	5,5	5,5	6,00
Har det stor betydning for dig at få efteruddannelse?				5,5	5,7	6,00
Synes du behovet for efteruddannelse er imødekommet?				4,3	4,1	6,00
Giver dit arbejde dig mulighed for at søge job andre steder?	5,2	5,3	5,2	5,7	5,3	6,00

Experimentariums formålsparagraf

	2001	2002	2003	2004	2005	Mål
I hvilket omfang oplever du, at Experimentarium har et fælles værdisæt?	5,85	5,90	5,80	4,1	4,2	6,00
Hvis du føler, at der er et fælles værdisæt, i hvilket omfang er du så enig?	4,71	4,60	4,60	5,3	5,3	5,50
Synes du, Experimentarium lever op til de fastsatte kvalitetskrav?	4,81	4,10	4,20	4,2	4,4	6,00

Arbejdsforhold

Føler du dig presset til at gå på arbejde selvom du er syg?	3,11	3,10	4,80	5,1	3,6	4,00
Hvor ofte er du underbeskæftiget?	5,98	6,00	6,00	6,1	5,8	6,00
Hvor ofte har du for stor en arbejdsbyrde?	4,45	3,80	4,00	3,7	4	5,50
Er dine arbejdsredskaber gode nok?	4,94	4,70	5,00	5,1	5,1	6,00
Er din arbejdsplads ergonomisk godt nok indrettet?	3,92	4,20	4,50	4,4	4,3	5,50
Er dit ansættelsesforhold sikkert nok?	5,40	5,30	5,10	5,7	5,6	5,50
Hvordan er introduktionen af nye medarbejdere?	5,14	4,90	4,60	5,0	4,9	6,00
Synes du undersøgelsen bliver taget alvorligt og har medført ændringer	3,80	4,00	4,5	4,1	5,00	

Analysen

Antal udsendte skemaer	114	93	93	138
Antal besvarelser	66	56	52	85
Besvarelsesprocent	58	60	56	62



I 2005 har Experimentarium iværksat en lang række nye projekter og initiativer. Det har betydet mange nye ansigter og mange nye arbejdsopgaver. Et sådant vokseværk er en stor belastning for organisationen og dens kultur. Ledelsen har ikke i tide været tilstrækkelig opmærksom på, hvilke konsekvenser denne forøgede arbejdsbyrde har haft for visse personalegrupper. Det har betydet en for stor arbejdsbelastning for den enkelte. Det arbejder vi fortsat på at lette.

Ledelsen har derudover iværksat en proces med deltagelse af personalet til fornyelse af Experimentariums strategiplan. Indtil nu har vi arbejdet med virksomhedens værdier, som vil være ståsted for personalet og ledelsen i tiden fremover. Arbejdet med hele strategiplanen vil give alle involverede medarbejdere et bedre kendskab til mål og retning for Experimentarium.

Personalets velfærd

Der har i 2005 været afholdt 10 velfærdsarrangementer med i gennemsnit 34 deltagere pr. arrangement. Disse arrangementer spænder over teaterture til bowling, grill-aften, fisketur på Øresund, besøg på Operaen, Japan-aften, vinsmagning, pokeraften, sommerfest og julefrokost. Herudover arrangerede velfærdsudvalget, at skoleelever via Operation Dagsværk forkælede personalet med frokost og bagværk. Velfærdsudvalget var også vært ved et julehygge-arrangement.

Det interne ugebrev for Experimentariums ansatte Xpressen udkommer hver fredag ved middagstid. Xpressen indeholder løbende indlæg fra Experimentariums ledelse og medarbejdere med nyt fra den forløbne uge og planerne for fremtiden. I 2005 blev der afholdt 5 fredagsmøder med deltagelse af ca. 60 medarbejdere pr. gang. På disse møder informeres samtlige ansatte om, hvad der sker på Experimentarium. Det kan være en chef, der fortæller om nye planer eller en medarbejder, der fortæller om et konkret projekt.

Kunstforeningen X-art udstillede i 2005 værker af kunstnerne Jeppe Eisner, André (Miller) Moulin, Sunny Asemota/Louise Drews Bender og Rikke Ahm.

...et af verdens mest innovative science centre

siger formålsparagraffen. Vi skal hele tiden udvikle nye udstillinger med et relevant, lærerigt og underholdende indhold for at tiltrække nye gæster og for at sikre, at vores besøgende kommer igen og igen til en ny oplevelse.

Det kræver medarbejdere, der er opdaterede med den mest aktuelle viden indenfor interaktive udstillinger.



Udstillingsprojekterne styres af to særligt udpegede projektledere. Den ene er en videnskabelig medarbejder, der bærer det faglige, tidsmæssige og økonomiske ansvar for selve udstillingen. Den anden projektleder er en pædagogisk medarbejder, der har ansvaret for aktiviteter rettet mod undervisningssektoren. Til at styre og koordinere Experimentariums mange projekter har vi udarbejdet et projektstyringsværktøj.

Vi har disse store særudstillinger på programmet:

- Dialog i Mørket (Januar 2006). Licens og rådgivning fra Consens, Hamburg
- T-rex Dræbermysteriet (September 2006). Lejes af The Natural History Museum, London
- Xtremes (Oktober 2007). Udvikles og produceres i samarbejde med Stichting Nationaal Natuurhistorisch Museum – Naturalis og Koninklijk Belgisch Instituut Natuurwetenschappen, Institut Royal des Sciences Naturelles de Belgique
- Trafikanten (Januar 2008) Udvikles og produceres i samarbejde med Rådet for større færdselssikkerhed, Herning Kommune og TrygFonden
- SPION – på mission i hemmelighedernes verden (Oktober 2008). Udvikles og produceres i samarbejde med Technopolis, Mechelen, Flandern

Experimentariums kommercielle aktiviteter udvikler sig fortsat positivt.

Udstillingen "KribleKrabbe" har været udlejet i perioden fra oktober 2004 til januar 2006 til Stichting Nationaal Natuurhistorisch Museum – Naturalis og Koninklijk Belgisch Instituut Natuurwetenschappen, Institut Royal des Sciences



Naturelles de Belgique. Den 7. april åbner "Krible Krable" i Le Vaisseau i Strasbourg. Derefter er forventningen, at Cienciã Viva i Portugal vil leje udstillingen. "Hjernen" er i hele 2006 opstillet i Millenaris science park i Budapest.

Experimentarium afleverer en turnkey udstilling i maj 2006 til Associacao Centro Cienciã Viva de Sintra, Portugal.

Fornyelsen af udstillingerne er gennem de seneste år sket i et meget højt tempo. Experimentarium har således i de sidste 6 år præsenteret følgende fornyelser for publikum.

Februar 1999	BørnePavillonen	22 opstillinger	Hovedudstilling
Oktober 1999	Robotten er løs	15 opstillinger	Særudstilling
April 2000	Future Body	38 opstillinger	Særudstilling
Oktober 2000	Vores u(t)rolige Klode	61 opstillinger	Hovedudstilling
Januar 2001	Hånd På Fremtiden	14 opstillinger	Særudstilling
Maj 2001	Kommunik@tion	37 opstillinger	Særudstilling
December 2001	Dig & Mig	70 opstillinger	Hovedudstilling
April 2002	Dinosaurer på rov	25 opstillinger	Særudstilling
Oktober 2002	Rejsen til Mars	17 opstillinger	Særudstilling
Februar 2003	KribleKrable	28 opstillinger	Særudstilling
Januar 2004	Cirkus Fysikus	42 opstillinger	Hovedudstilling
Oktober 2004	Kønsexperimentet	49 opstillinger	Særudstilling
Oktober 2005	Sport & Spinat	28 opstillinger	Særudstilling

SAMFUNDSREGNSKAB

Samfundsregnskabet er udarbejdet på basis af deltagelse i en Erfa-gruppe under ODA. Samfundsregnskabet beskriver de pengestrømme, der er mellem Experimentarium og stat, amt og kommune. Her kan vi altså både se, hvad det koster



samfundet at have Experimentarium og den anden vej: Hvad samfundet tjener på Experimentariums aktiviteter.

	2003	2004	2005
Samfundsregnskab			
Betalinger fra Experimentarium til samfundet			
Indeholdt A-skat, AM- og SP bidrag	8.178.796	8.437.314	12.223.224
Nettobetaling af moms, og moms der ikke kan afløftes	1.107.457	1.551.429	1.763.306
Lønsumsafgift	678.545	714.197	822.005
Energiafgift på el	483.237	418.866	478.555
Ejendomsskat	540.824	410.837	439.805
Betalinger til samfundet i alt	10.988.859	11.532.643	15.726.895
Betalinger modtaget fra samfundet			
Driftstilskud fra det offentlige	3.000.000	3.000.000	3.200.000
Tilskud til særudstillinger og projekter	0	0	1.375.504
Refusion vedr. flex-jobbere mv.	535.023	1.711.978	1.707.976
Refusion, sygedagpenge mv.	347.946	212.757	697.991
Betalinger fra samfundet i alt	3.882.969	4.924.735	6.981.471
Nettobetaling til samfundet	7.105.890	6.607.908	8.745.424

Som det kan ses af ovennævnte, bidrager Experimentarium positivt til samfundet med et ikke ubetydeligt beløb. Derudover bidrager Experimentarium også – som før nævnt – til samfundets generelle positive udvikling ved at påtage sig et vidtrækkende socialt ansvar gennem ansættelse af adskillige mennesker fra det rummelige arbejdsmarked. Som anerkendelse af dette store arbejde modtog Experimentarium i 2005 MIA-prisen, indstiftet af Institut for Menneskerettigheder.

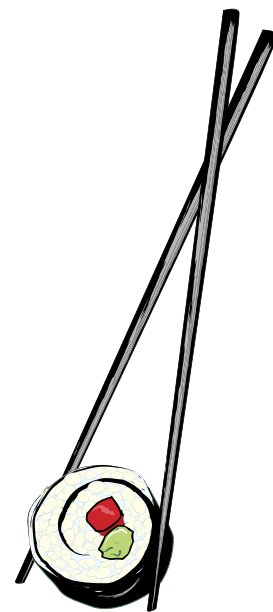
FREMTIDEN – at rumme forandringen

Dette Videnregnskab er en samlet vurdering af Experimentarium. Af medarbejdernes og af kundernes oplevelse af vores virksomhed. Fortalt til os i sikker anonymitet. Råt, usødet – og ærligt.

For os er det vigtig viden og et af de mest betydningsfulde redskaber i vores arbejde for at sikre, at Experimentariums publikumstilbud bliver ved med at være gode.

Kun ved at give plads til forandring og fornyelse kan Experimentarium fortsætte som en spændende arbejdsplads. Med stort medarbejderengagement og inspiration. Kun ved at rumme forandringen kan vi fortsat leve op til vores motto: En ny oplevelse hver gang!

Asger Høeg
Direktør



INTERNATIONALE KONTAKTER



Naturvidenskab og teknik kender ingen grænser. Udvikling og vedligeholdelse af et science center fordrer gode internationale forbindelser. Experimentarium skal præsentere det nyeste og ypperligste inden for science communication. Det kan man kun gøre, hvis man arbejder bevidst på at give sit materiale nye vinkler og nye idéer, og hvis man samtidig er i løbende kontakt med verdens største og mest innovative science centre og museer.

Experimentarium opfattes i international sammenhæng som et forbilledligt eksempel på et science center. Dette skrives ikke i et anfald af uheldelig selvglæde, men som en konstatering af hvor mange udenlandske delegationer der i løbet af årene har besøgt Experimentarium for at hente råd, dåd og inspiration.

Experimentarium har gennem årene opbygget et stærkt net af kontakter. Netværket styrkes løbende gennem Experimentariums indsats i de europæiske science center netværk.

Asger Høeg er formand for The European Network of Science Centres and Museums (ECSITE), medlem af Ciencia Viva's International Advisory Committee, medlem af The International Programme Committee, der skal arrangere The Fifth Science Centre World Congress i 2008 og udpeget af den norske forskningsminister som medlem af Norges Vitensenterutvalget.

Asger Høeg holdt foredrag på Deutsche Arbeitschutzausstellungen, DASA, Dortmund, 6. Szenografie-Kolloquim.

CEO James Marchbank, Science North, Sudbury, Canada, og CEO Per-Edvin Persson, Heureka, Finland, foretog i juli 2005 et Peer Consultation Review på Experimentarium i forbindelse med Experimentariums optagelse som Governing Member af The Association of Science-Technology Centers (ASTC).

Vicedirektør Nils Hornstrup var fra 1997-2005 formand for Nordisk Science Center Forbund.

HER ER LISTEN OVER UDENLANDSKE BESØG/KONTAKTER:

Møde den 1. juni 2005 med Den Europæiske Kommissions forskningskommissær Janez Potocnic.

Direktør Miha Kos, Hisa Experimentov, Ljubljana, Slovenien.

Islands Nationalmuseum, Reykjavik, Island.

ECSITE's bestyrelse med 18 medlemmer, repræsenterende Europas største science centre og museer holdt møde på Experimentarium i maj 2005.

Direktør Axel Hüttinger, Hüttinger GmbH, Nürnberg, Tyskland.

Trondheim Vitensenter, Trondheim, Norge.

Ambassadør Barbara Krystyna Tuge-Erecinska, Polen.

Bergen Vitensenter, Bergen, Norge.

Norsk Hydros Forskningsafdeling, Bergen, Norge.

Sandnes Museum og Vitensenter, Sandnes, Norge.

Prins Sami El Ciry, Dubai.

Direktør Michael Sorensen-Jones, British Council.

Vitensenter Grenland Hydro, Herøya, Norge.



KNOWLEDGE ACCOUNTS 2005

Technology is exciting! Science is fascinating! This is what you discover at the Experimentarium, using all your senses. Here, with their own hands, visitors can explore biology, physics, chemistry – indeed, all the fantastic things that science and technology have to offer.

The Experimentarium endeavours to ensure that its exhibitions undergo constant change, so that a visit to the Experimentarium will be a new experience every time – and we want it to be that way for every one of our 350,000 annual visitors.

The Experimentarium's function is to stimulate interest in science and technology as broadly as possible in the population – which means that our activities must have broad appeal. This demands good product development, high-quality operations and targeted marketing. This is not something that comes by itself; the fulfilment of these goals demands a conscious and systematic strategy.

To this end, the Experimentarium has been compiling knowledge accounts since 2001. Using knowledge accounts as a management tool allows us to ensure both quality and innovation, and strengthens the company's ability to reach its goals. The knowledge accounts are also useful for others, as they provide our partners and the surrounding world with insight into the Experimentarium's current situation and development. Others can thereby see who we are, who we wish to become, and the strategies that we apply in order to achieve our three stated goals: to develop new products, maintain high quality, and inform a broad audience about what can be experienced at the Experimentarium.

In this way, people from outside can assess how and to what extent the Experimentarium lives up to its motto: "A new experience each and every time".

THE EXPERIMENTARIUM'S OVERALL GOALS

The Experimentarium is a non-profit business foundation, the purpose of which is to promote awareness of science and technology as broadly as possible among the population, with particular emphasis on young people. The foundation was established on 6 November 1986. Central to the fulfilment of its goals is the establishment and operation of a science centre at Tuborg Havnevej 7 in Hellerup.

In 2001, the following overall goals were formulated for the work of the next six to seven years:

The Experimentarium must enhance its position as:

- A national cultural centre for science, technology, the environment and health.
- The most popular excursion goal for schools in Denmark and Southern Sweden – by presenting educational offers which are relevant in relation to the curricula of the elementary schools, upper secondary schools and vocational institutions.
- One of the most popular attractions for Danes and Southern Swedes – by offering a high-quality total experience that is entertaining, relevant and educational.
- One of the world's most innovative science centres – by continually renewing the centre's activities to ensure that these are up-to-date, relevant and future-oriented.

The Experimentarium must also:

- Provide customer service that is unequalled among Denmark's popular attractions.
- Take a leading and exemplary role with respect to information and research within interactive communication.

- Create an attractive and dynamic workplace that will allow the company to continually attract and retain skilled staff.
- Operate the science centre and the other activities according to commercial principles, with professional marketing and customer service, as well as efficient operations with high productivity.
- Achieve a high degree of self-financing, so that the independence of the foundation can never be called into question.



WHO VISITS US?

Visitors to the Experimentarium fall into three groups: the general public, the educational sector, and participants at meetings, conferences and receptions. Since 2000, the numbers of visitors within these three groups have developed as follows:

	2001	2002	2003	2004	2005
General public	189,258	293,015	211,551	223,027	207,655
School students	87,883	118,730	111,106	102,572	103,573
Meetings, conferences, receptions, etc.	15,153	14,456	14,714	12,147	8,833
Total visitors	292,294	426,201	337,371	337,746	320,061

The number of visitors in 2006 is expected to reach 350,000.

... WITH SPECIAL FOCUS ON YOUNG PEOPLE

In its objects clause, the Experimentarium places special emphasis on communicating with the younger segment of the population. Our success in this area may be judged from the fact that school students comprise approximately 1/3 of our total visitor numbers, and that around 60% of our guests are children under 14 years of age or school students.

	2001	2002	2003	2004	2005
Children under 14	84,326	125,198	98,320	102,122	87,543
School students	87,883	118,730	111,106	102,572	103,573
Adults	120,085	182,273	127,945	133,052	128,945
Total	292,294	426,201	337,371	337,746	320,061

...A NATIONAL CULTURAL CENTRE FOR SCIENCE, TECHNOLOGY, THE ENVIRONMENT AND HEALTH

That's what our objects clause says – and that's what we want to be!
But what do our guests say?

Every day, we ask 25 of our visitors for their assessment of the Experimentarium. The randomly selected guests are asked to complete a questionnaire with sixteen questions. Eleven questions deal with how satisfied they are with our offers, all the way from the Experimentikken shop to the visit in general. They can award scores of from 1 to 7; a score of 7 is very satisfactory, while a score of 1 is very unsatisfactory.

	1999-2002	2003	2004	2005	Target
Your overall impression of the Experimentarium?	6.1	6.2	6.0	5.9	6.0
Your overall impression of the special exhibition?	5.5	5.7	5.6	5.5	5.7
Is the special exhibition entertaining?	5.2	5.3	5.3	5.2	5.3
Is the special exhibition educational?	4.5	4.8	4.8	4.6	5.0

During the period 1999-2002, the exhibitions Dinosaurs on the Hunt, You & Me, Voyage to Mars and Future Body were assessed, in 2003 CreepyCrawly, The Brain and Voyage to Mars, in 2004 CreepyCrawly, Circus Fysikus and the Great Sexperiment, and in 2005 the Great Sexperiment and Sports & Spinach.

The overall impression of the Great Sexperiment was 5.3, the entertainment level 5.0 and the educational level 4.4. The overall impression of Sports & Spinach was 5.5, the entertainment level 5.1 and the educational level 4.6.

The overall assessment of the Experimentarium remains high, with a marginal downturn in 2005 which reflects the reduced rate of renewal of the exhibitions in that year. The Great Sexperiment, for example, was open in 2004 and during the first nine months of 2005; Sports &

Spinach opened at the end of the year, so there was only one – late – new exhibition in the full year, where there would normally have been two. We have returned to a high rate of exhibition renewal in 2006, with no less than three new exhibitions on the programme: the newly-opened Sports & Spinach, the special exhibition Dialogue in the Dark, and T-rex – the Killer Question.

The self-produced special exhibition Sports & Spinach opened at the end of the year, with a few teething troubles. Consequently, the assessment of this exhibition in 2005 does not give an entirely fair picture. In the first few months of 2006, the assessment of the exhibition rose to an overall impression of 5.6, a score of 5.5 for entertainment value, and 5.0 for educational value – a considerable improvement.

	1999-2002	2003	2004	2005	Target
Number of exhibits out of order	4.6	4.8	4.6	4.6	5.0
Exhibition pilots	6.0	5.9	5.5	5.5	6.0
Café	4.5	4.7	4.1	4.4	4.5
Shop	5.1	5.2	5.0	5.0	5.3
Number of responses	9,758	3,053	4,656	4,324	

The café was given a low score in 2004, and the Experimentarium consequently took over the running of the café as of 1 January 2005. Following some predictable teething troubles during the first months of 2005, the café has experienced a more stable and positive assessment. We continue to work to develop the right offers for our widely differing groups of visitors; on weekdays, these are primarily composed of school students and our meeting and conference guests, while at the weekends they are mainly families of all ages on excursions. It is a pleasure and a challenge to try to live up to these widely differing wishes and requirements.

The exhibition's operational stability, as reflected by the number of exhibits out of order, is not yet satisfactory. We have experienced in recent years that our visitors tend to give the exhibits in the main exhibition increasingly rough handling, and we have consequently introduced a greater focus on repair.

The assessment of the exhibition pilots deteriorated in 2004 and 2005. We have worked to improve this; on the basis of the idea that the commitment of staff members is directly proportional to their degree of self-determination, we divided the pilots into three partly autonomous groups as of 1 January 2005. These teams have separate target groups for their communicative work, namely younger children, older children, and young people and adults. This enables the pilots to apply greater specialised expertise in their relations with the public.

The general satisfaction of guests with their visits is reflected in their responses to the question: Will you visit the Experimentarium again? In 2005, four out of five guests replied in the affirmative to this question.

	2001	2002	2003	2004	2005
Yes	77%	86%	86%	81%	79%
No	2%	1%	1%	1%	1%
Maybe	21%	13%	13%	18%	20%
Total	100%	100%	100%	100%	100%





... THE MOST POPULAR EXCURSION GOAL FOR SCHOOLS IN DENMARK AND SOUTHERN SWEDEN

Once again, the phrase is taken from our objects clause. This is what we wish to be: Denmark's biggest classroom.

To achieve this, we must develop new offers and continually ensure that we are aware of the schools' wishes and requirements, and we must ensure that all our exhibitions are relevant and interesting for schools. In 2005, we have worked in a targeted manner to develop new school activities, both at the Experimentarium itself and around the country.

These offers are given ongoing individual evaluation. We have experienced an enormous interest in all these activities, which rapidly became fully pre-booked, and the participants have been very satisfied.

The following are some of the activities we launched in 2005:

The bus project "Rescue team for a day"

is an exciting and educational role-playing and instruction programme. The activity takes place in an authentic catastrophe set-up which involves the knowledge, co-operativeness and emotions of the participants. The subjects include earthquakes, anatomy, physiology, teamwork and first aid in catastrophe situations. The role play activity has so far visited eight large Danish towns, and the tour is continuing in 2006. Rescue team for a day has been developed in co-operation with the Tryg Foundation, the Danish Red Cross and the Danish Emergency Management Agency, with financial support from the Tryg Foundation, MT Højgaard and the Knud Højgaard Foundation.

School competition 2005: "Mechanics in Action"

The success of the Experimentarium's first national school competition "Now Hear This!" became the inspiration for the next competition, "Mechanics in Action". All of the country's third and fourth grade classes were invited to compete to build a Heath Robinson-type machine, driven only by mouse traps and mechanical energy. No fewer than 1004 classes joined in the competition, and from 22-29 November the 36 best fantasy machines were exhibited at the Experimentarium.

"Mechanics in Action" was supported by the Otto Mønsted Foundation and TEAM BENNS.

"Electricity agent for a day"

is an interactive instruction programme that was developed in co-operation with the NESAs energy company. Students visit the imaginary nation of Electricitania, which is installed in a teaching room at the Experimentarium, and work to organise the country's electricity production. At the same time, they learn about the costs of different generating methods, and about environmental problems and issues.

"Xcitors"

is an educational project which stimulates interest in science through 'learning by teaching'. Seventh grade students are trained to teach their classmates and the school's fourth to sixth grades about science via peer-to-peer communication. The older students thus become role models for the younger ones. Seventh grade teachers also participate in the course. The courses include a wide range of experiments that can be included in teaching, ideas on how schools can communicate scientific subjects, and general scientific inspiration and knowledge.

Over a number of years, the Xcitors project will be offered to schools/municipalities across the whole country. The project is supported by the EU and the Egmont Foundation, and its patron is HH Princess Alexandra of Denmark.

Teaching materials for Sports & Spinach

The teaching materials for the special exhibition 'Sports & Spinach' function as an educational supplement to the exhibition activities. The booklet's contents alternate between ingenious stories, factual knowledge and exercises and tasks in play, movement, the body, foodstuffs and eating habits. The materials are targeted at teachers, and function as inspiration for their work with the exhibition themes both before and after the visit.

All-Denmark Championship in Sports & Spinach

More than 1,000 fifth and sixth grade classes took part in a national competition organised by the Experimentarium and the Danish Consumers Co-operative Society (FDB): the Danish Championship in Sports & Spinach. Drawing inspiration from the material provided, which included a board game and two books on food and sport from the "Understanding ..." series, the classes produced their entries for "Denmark's best lunch pack" and "Denmark's best playground game". The All-Denmark Championship in Sports & Spinach concluded with finals at the Experimentarium. The judges' committee included Minister for Family and Consumer Affairs Lars Barfoed, gourmet Claus Meyer and ultra runner Eva Birgersson. TEAM BENNS donated the wonderful grand prize, which was a skiing holiday in Norway for the entire winning class. The competition was a great success and will be repeated in 2006.

The "Sports & Spinach" board game

In connection with the special exhibition Sports & Spinach, the Experimentarium has developed a new board game which, in a playful and encouraging way, teaches school students about the otherwise difficult concept of energy balance. In the game, students compete in sports matches and in knowledge about food and exercise. The Sports & Spinach game was produced in co-operation with the Danish Consumers Co-operative Society, and was sent out to all the country's schools.

Course for teachers: "The class's science and nature experimentarium"

As inspiration for science and technology teachers, the Experimentarium developed a five-day training course in co-operation with the Greater Copenhagen Centre for Higher Education. The course included didactic elements from the physical and biological sciences. It was held for the first time in 2004 and was repeated in 2005, both times with support from the Oticon Foundation.

The publications series "Understanding ..."

The "Understanding..." series, for which publication began in 2005, was the realisation of the Experimentarium's ambition to publish a series of books on scientific themes. The series was developed in co-operation with the schoolbook publishing house Alinea, and introduces children from grades 1–6 to scientific concepts through experiments, information and fun activities. A further three books were published in 2005 on soap bubbles, food and sports, respectively. Two more books in the series are planned for publication in 2006. The realisation of the series was supported by the Egmont Foundation.



"Danish Inventorland"

Danish Inventorland is a mobile activity aimed at children between 7 and 10 years of age. The activity takes place in and around a converted tour bus, where the children are challenged to show their abilities as inventors. Danish Inventorland is built up around a story of two children, Ralleberg and Gummistøvle Signe, who need help to get into Inventor School. The theme is "marble courses". In 2005, Danish Inventorland visited 18 different towns all over the country, and is touring again in 2006. The activity is sponsored by Danske Bank.

"The Galathea III Expedition"

In the name of science, research and education, the most ambitious Danish marine expedition of our time, the Galathea III expedition, will be launched in the summer of 2006. The ship will not only carry professional scientists, but also secondary school students with the desire and ability to take part in research. These students won their places on the ship through the Experimentarium's major scientific competition, which was planned together with the newspaper Politiken

and the TV2 weather centre. The competition was sponsored by the Oticon Foundation and the Otto Mønsted Foundation.

Gentofte School's tenth grade class at the Experimentarium

In 2005, the Experimentarium and Gentofte Municipality decided to continue their fruitful collaboration in providing physics and chemistry lessons for the municipality's tenth grade classes. The physics and chemistry classes are based at the Experimentarium, where classrooms have been established; the entire exhibition area can be involved in the teaching, and the Experimentarium's pilots are available as guest teachers. In 2005, the first graduation examination in physics and chemistry was held at the Experimentarium. The collaboration will continue in 2006.

"Science Night"

In connection with Science Day on 12 May 2005, 200 children were given an extraordinary opportunity to spend an entire night at the Experimentarium. The event was set at a distant future date, namely the year 2050, when the children, as the world's leading scientists, had been summoned to a meeting. Their task was to solve the world's enormous environmental problems. Using a time machine, they were transported back to the year 2005, where the then Minister for Science, Helge Sander, welcomed them and encouraged them to secure a sustainable future. This Science Night was organised with co-operation and financial support from the Ministry for Science, Technology and Innovation.

Course for student teachers

Student teachers are an important target group for the Experimentarium, for which reason the Experimentarium initiated a collaborative venture in 2005 with student science teachers from N. Zahle's teacher training college. The aim was to co-operate to develop a didactic course for the life sciences, "Experiences in Science Teaching", for student teachers specialising in scientific subjects. The course was carried out as a pilot project in the spring of 2006, and the Experimentarium will later be offering the course to students at all of the country's teacher training colleges.

WHAT DO THE TEACHERS THINK?

The Experimentarium regularly asks schoolteachers who visit the Experimentarium with their students whether they have been satisfied with their visits.

	2002	2003	2004	2005
Overall assessment of the visit ?	5.8	5.8	5.8	5.8
Was it educational for the students?	5.7	5.6	5.7	5.6
Was it motivating for the students?	5.8	5.7	5.8	5.8
The Experimentarium's service?	6.6	6.7	6.6	6.6
Number of responses	230	222	231	288

These figures indicate that a large number of schools were very satisfied with their visits, particularly in relation to activities which the schools cannot themselves offer due to a lack of space or resources, such as the big, spectacular shows or the concentration-demanding dissection of eyes, hearts or lungs.

Meetings, conferences, receptions, etc.

Every year, the Experimentarium opens its doors to more than 100 events with companies and institutions that choose the Experimentarium as the setting for their meetings, conferences or

receptions. These events represent an important source of income for the Experimentarium, and consequently we ask all customers to complete an evaluation form. The Experimentarium is awarded scores as event organiser and host, and for the setting we provide for the events.

	2002	2003	2004	2005
Overall impression of the event	6.3	6.4	6.1	6.0
Impression of the booking staff?	6.7	6.6	6.5	6.6
Impression of the café staff?	5.9	6.3	5.9	5.5
Evaluation of the food and refreshments?	6.2	6.2	6.0	5.4
Evaluation of the standard of cleanliness?	6.0	6.2	5.6	5.9
Impression of the meeting room, Main Stage, etc.?	5.4	5.8	5.4	5.7

As can be seen, the Experimentarium's offers for these special events are given high scores, with the service offered by the booking staff singled out as being particularly good. Improvements have occurred in a number of areas, including investments in 2005 in better equipment for the meeting rooms. The Experimentarium also took over the running of the café as of 1 January 2005, in connection with which we have introduced a thorough renewal of the concept. We are working on an ongoing basis to develop the menu, improve communication between guests and the café's personnel, and of course to ensure that the standard of the food and drink lives up to guest expectations. In the course of 2005 this policy has apparently borne fruit – the assessments of the café were at any rate markedly higher at the end of the year than at its beginning.

HOW DO THEY HEAR ABOUT US?

The exhibitions must be professionally marketed and sold if we are to attract 320,000 visitors to our doors. A high level of service and frequent product renewal is not enough in itself.

Marketing towards the general public is mainly performed via publicity in the media, TV, radio, newspapers, magazines and the Internet. In addition, we are also continuing to work with train advertisements, posters in streets, libraries, schools and similar locations, brochures in cafés, tourist information offices, campsites, waiting-rooms, railway stations and numerous other places, as well as print advertisements, primarily in the newspapers. In co-operation with other cultural institutions and the Wonderful Copenhagen organisation, we have also carried out four advertising campaigns in Southern Sweden, with exposure on TV and in the newspapers. We have also benefited from publicity on numerous websites.

In our marketing for the Great Sexperiment in the spring we continued the SMS competition announced in 2004, in which we challenged the gender prejudices of the 10-15-year-olds. This competition was marketed via youth media in the country's schools.

Sports & Spinach – the movie

In connection with the marketing of the Sports & Spinach exhibition, we e-mailed a small film to friends of the Experimentarium, and asked them to forward the e-mail to their friends, who would then send it to their friends, and so on ad infinitum. In this way, the film could be disseminated in lightning-fast manner to a great many recipients. After watching the film, the recipients were invited to visit a special website that presented an energy balance game.

The film's concept and script were developed in co-operation with two students from the final year class of the Multimedia Design School in Copenhagen, who submitted it as their examination project. The film was recorded and produced using voluntary help from friends of the Experimentarium.

It is not possible to directly measure the effect of this "viral" marketing, but we can see that a great many people played the energy balance game to which the film linked.



Lots of media publicity

Contact with the press is an area to which we devote a great deal of attention, and which was provided with extra resources in 2005. The media continues to show an interest in the Experimentarium's exhibitions and activities, and in the vast majority of cases, the publicity is very favourable. Publicity for our activities is frequently carried by television, radio and the newspapers. In addition, the year was also characterised by the incredibly good reception given to our various educational activities, which also produced a considerable growth in media attention.

In association with the Sports & Spinach exhibition we co-operated with sports associations to organize activities in the Experimentarium's entrance hall at the weekends. There was instruction for young sports participants, and the visitors could try their hands at many different kinds of sport. We began with kids' volleyball in 2005, and in 2006 our offers included football, floor-ball, trampoline, table tennis, rowing, gymnastics and taekwondo. These activities also generated publicity for Sports & Spinach in the media.

The school instruction programme "Rescue team for a day" toured the entire country, receiving great attention in many local media. Danish Inventorland was also given considerable newspaper and TV exposure, and the school competitions, the All-Denmark Championship in Sports & Spinach and Mechanics in Action, as well as the new workshop "Electricity agent for a day", also attracted various media and generated publicity.

We also managed to contact many people through the Experimentarium's members' club – a club which has grown since 2000, and which allows the visitor to experience a special connection with the Experimentarium.

Members have participated in good numbers in the monthly members' events. They have learned first aid in "Rescue team for a day" (an activity otherwise reserved for school students), built structures with enormous dominoes, made dragons and chocolate, attended the premiere of Sports & Spinach and participated in numerous debate evenings.

	2000	2001	2002	2003	2004	2005
Members' visits	8,910	11,010	20,434	20,746	18,354	15,962
Total visitors	320,511	292,294	426,201	337,371	337,746	320,061
Members' visits as % of total	2.8	3.8	4.1	6.1	5.4	5.0
Number of members	2,771	5,191	6,350	6,895	6,602	5,707

The number of members has fallen slightly, but since the turn of the year 2005/2006 we are once again experiencing growth.

The number of visits to the Experimentarium's website, www.experimentarium.dk, is also continually growing, and we can see that more and more of our guests visit the website in advance of a physical visit to us. These might include individual guests seeking practical information in advance of a visit, pupils seeking information in connection with the solution of a task in advance of a visit to an exhibition, teachers or students seeking information on specific subjects, and many, many more.

The website serves all of these different purposes, and we expect that in a few years' time it will be our most important marketing medium. We have consequently begun to improve navigation at the site, and are working on a new design and on editing the content.

	2000	2001	2002	2003	2004	2005
Users consulting the website before a visit, in %	17	24	34	38	32	44

Number of hits at the Experimentarium's website:

	2001	2002	2003	2004	2005
Visitors to the website	300,000	576,000	789,000	830,000	1,370,000

Each visit lasts on average approximately 2.0–6.5 minutes, and the individual users see 4–6 pages per visit.

CONTACT TEACHERS AT ALMOST 1,300 SCHOOLS

The Experimentarium has ongoing direct contact either with the individual school management or with a contact teacher appointed by the school itself, who is responsible for communication between the school and the Experimentarium. Contact teachers receive newsletters with teaching materials and competitions – and they also provide a great deal of feedback, so we can be sure the materials are read. By the end of 2005, the Experimentarium had contact teachers at 1,071 schools across Denmark, as well as in 215 schools in Southern Sweden. Schools can purchase a subscription, which costs DKK 21 per pupil per year. Schools with subscriptions can visit the Experimentarium free of charge. In all, a total of 204 schools with 70,418 students have secured closer contact with the Experimentarium, and the number is steadily rising. By April 2006, 209 schools with 72,495 students were associated with the Experimentarium.

The Experimentarium also enjoys a special collaboration with the neighbouring Hellerup School. The school's students and teachers can make use of the Experimentarium as a useful teaching resource on a daily basis, free of charge, and Gentofte Municipality's tenth grade pupils are given science lessons in newly-equipped classrooms at the Experimentarium.

School visits have developed as follows:

	2001	2002	2003	2004	2005
Number of subscription students on visits	32,186	46,196	47,245	42,729	44,073
Students without subscriptions on visits	55,677	71,228	59,958	58,693	58,582
Others		1306	3903	1150	918
Total	87,863	118,730	111,106	102,572	103,573
Subscriptions in %	37	39	43	42	43

THE EXPERIMENTARIUM'S STAFF ... in figures

The Experimentarium has a staff of 203 persons. In full-time equivalents, this comprises approximately 107 full-time positions. The Experimentarium contributes to the development of the inclusive labour market by recruiting staff members who to a large degree reflect the society around us, regardless of nationality, disability, religion or colour.

In 2005, the Experimentarium employed 15 full-time equivalents associated with the inclusive labour market.

Staff numbers, in full-time equivalents:

	2001	2002	2003	2004	2005
Regular hourly-waged staff	62	63	61	62	92
Staff from the inclusive labour market	13	13	18	18	15
Total	75	76	79	80	107



Staff development interviews, with minutes, were held in 2005 for all permanent, salaried employees at the Experimentarium.

The Experimentarium spent a total of DKK 206,834 on further training in 2005, corresponding to 0.65% of the payroll.

We have also attended many training courses through the ODA, the Organisation for the development of Danish Attractions. A total of 19 of our staff members attended these courses, which covered attraction management, new accounting methods, marketing and café operation. We regard the ODA as a good forum in which to exchange experience and optimize knowledge. The ODA is financed by the Labour Market Holiday Fund, and we hope to be able to provide a similar number of courses under the same scheme to a large number of our staff over the next couple of years. The ODA is currently working with 39 widely differing attractions and operates a well-functioning network of great benefit to all its participants.

Our staff includes:

- Academic staff within physics, biology, geography and communication.
- Educational staff members with a teacher training programme behind them.
- Exhibition architects, designers and graphic artists.
- The workshops are staffed by eight qualified craftsmen, including joiners, instrument makers, smiths and electronics technicians.
- Administration is handled by nine staff members with office training (three of whom have college degrees).
- In addition, we have four staff members with social science training and six staff members with a self-taught background.
- A large corps of exhibition pilots, who function as guides for the public. Most of these are students attending courses of higher education in scientific or technical areas, as well as student teachers.
- In 2005, we also employed personnel to operate the café, consisting of a café manager, cooks, trainee cook, café assistants and dishwashers.

Staff from the inclusive labour market includes:

- three staff members in flex-jobs pursuant to section 62 of the Active Social Policy Act.
- three staff members employed under the Disabled Persons in Business Act.

Finally, the Experimentarium currently employs ten staff members in work experience positions pursuant to section 60 of the Social Assistance Act. The Experimentarium also employs persons performing civilian national service.

In 2005, the average age of the Experimentarium's permanent staff members was 43.7 years. Staff members have on average worked for 4.7 years at the Experimentarium. The average length of employment of the exhibition pilots was 2.4 years in 2005. There were 73 pilots employed at the end of 2005, with an average age of 24.75 years.

In 2005, four permanent staff members left the Experimentarium, and 24 new staff members were recruited.

Absence due to illness:	2001	2002	2003	2004	2005
Number of days	3.11	3.49	4.36	3.77	5.4

The general rate of absence due to illness remains very low; the rise was caused by periods of chronic illness for individual staff members.



WHAT DO THE EMPLOYEES SAY?

The coming years will present many challenges, and the company's ability to solve these challenges will be inextricably linked with its staff, their abilities and motivation.

Since 2000, the Experimentarium has undertaken surveys of the staff's opinions on a number of matters pertaining to their employment and working conditions, which have provided the foundation for personnel policy accounts. With this in hand, the co-operation committee has been able to lay down goals for individual areas of personnel policy which have allowed us to see our strengths and weaknesses as an organisation.

We have also been able to see where we need to make an effort to strengthen the most important resource in our organisation: our staff. By this means, we can become continually better at solving the many tasks and challenges presented to us by both ourselves and the surrounding world.

The information level at the Experimentarium

	2001	2002	2003	2004	2005	Target
Is the necessary number of meetings held in the department?	5.40	4.60	5.20	5.7	5.2	5.50
Do you make use of the minutes of the meetings?	4.67	4.60	4.00	4.5	4.2	5.00
Do you have a good idea of what is going on in your department?	5.09	4.90	5.00	5.2	5.0	6.00
Are you given the necessary information to carry out your work?	5.31	5.10	5.4	5.7	5.4	6.00
Do you obtain useful information at the Friday Meetings?	4.28	4.20	4.10	4.9	4.6	4.50
Do you feel you are informed about what goes on at the Experimentarium?	4.89	4.30	4.60	4.6	4.5	5.50

	2001	2002	2003	2004	2005	Target
Do you have a good idea of what is going on in other departments?	3.22	3.00	3.40	3.6	3.3	4.50

Do you obtain the necessary information from other departments to carry out your work?	4.3	4.3	4.5	4.6	4.4	6.0
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Influence

Do you have sufficient influence on your work?	4.81	4.80	5.00	5.6	5.3	5.50
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Do you find your ideas are welcome?	4.78	4.50	5.10	5.8	5.7	6.00
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Would you like to have influence over major decisions?	4.89	4.90	5.10	4.9	4.5	5.00
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Do you feel you can influence major decisions?	2.76	2.50	2.60	3.1	2.8	4.00
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Dialogue with management

Did your last employee appraisal interview produce a positive result?	4.59	4.60	3.90	5.1	4.6	5.50
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Are disagreements solved in a good way?	4.26	4.40	4.70	5.7	5.2	5.50
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Do you feel you obtain backing and support from your manager?	4.51	4.40	5.00	6.1	5.6	6.00
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Do you feel your manager gives you trust and responsibility?	5.06	4.90	5.30	6.0	5.8	6.00
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Does your manager keep the agreements you make in the department?	5.15	4.70	5.40	5.9	5.1	6.00
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Do you have a clear impression of your tasks in the daily work?	5.98	5.70	6.20	6.2	5.8	6.00
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Dialogue with colleagues

Do you talk with your colleagues about other subjects than work?	5.92	6.10	6.30	6.2	6.2	6.00
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Do you get backing and support from your colleagues?	5.58	5.90	6.00	6.1	5.9	6.00
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Do you feel that your colleagues in your department do their work well?	5.74	5.50	5.90	5.9	5.5	6.00
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Do you feel that your colleagues in other departments do their work well?	5.16	5.10	5.40	5.4	5.1	5.50
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Do you feel that your colleagues keep the agreements you have entered into?	5.22	5.30	5.50	5.7	5.4	6.00
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Are you satisfied with the way conflicts are handled?	4.98	5.20	5.10	5.5	5.4	6.00
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	2001	2002	2003	2004	2005	Target
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View of own qualifications

Do you feel you possess the right qualities to carry out your work?	6.15	5.90	5.80	6.1	6.1	6.00
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Do you feel that the Experimentarium makes sufficient use of your qualifications?	4.57	4.30	4.70	5.2	4.9	5.50
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Do you feel you obtain professional development?	4.57	4.60	4.50	4.9	5.0	5.50
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Do you feel you obtain personal development?	4.97	5.50	5.10	5.5	5.5	6.00
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Is it very important to you to obtain further training?				5.5	5.7	6.00
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Do you feel that your further training needs are being accommodated?				4.3	4.1	6.00
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Does your work enable you to seek work elsewhere?	5.2	5.3	5.2	5.7	5.3	6.00
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The Experimentarium's objects clause

To what extent do you experience that the Experimentarium has a common set of values?	5.85	5.90	5.80	4.1	4.2	6.00
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If you feel that there is a common set of values, to what extent do you agree with them?	4.71	4.60	4.60	5.3	5.3	5.50
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Do you feel that the Experimentarium lives up to the quality standards it has laid down?	4.81	4.10	4.20	4.2	4.4	6.00
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Working conditions

Do you feel pressured to go to work even if you are sick?	3.11	3.10	4.80	5.1	3.6	4.00
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How often are you under-employed?	5.98	6.00	6.00	6.1	5.8	6.00
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How often do you have a workload that is too large?	4.45	3.80	4.00	3.7	4	5.50
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Do you have sufficiently good work equipment?	4.94	4.70	5.00	5.1	5.1	6.00
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Is your workplace ergonomically well-designed?	3.92	4.20	4.50	4.4	4.3	5.50
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Are your conditions of employment sufficiently secure?	5.40	5.30	5.10	5.7	5.6	5.50
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What is your assessment of the introduction of new staff members?	5.14	4.90	4.60	5.0	4.9	6.00
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Do you feel the staff survey has been taken seriously and has led to changes?		3.80	4.00	4.5	4.1	5.00
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	2001	2002	2003	2004	2005	Target
Analysis						
Number of questionnaires sent out		114	93	93	138	
Number of responses		66	56	52	85	
Response rate, in %		58	60	56	62	

In 2005, the Experimentarium launched a wide range of new projects and initiatives, which has entailed many new faces and tasks. Such rapid growth represents a major load on the organisation and its corporate culture. The management did not pay sufficient attention in good time to the consequences of this increased workload for certain categories of staff, and as a result, individuals were given workloads which were too large. We are continuing to work to alleviate this.

The management has also initiated a process, with the participation of staff, to renew the Experimentarium's strategic plan. So far, we have worked with the values of the company, which will comprise the future standpoint for our personnel and management. The work with the overall strategic plan will provide all the involved staff with a better familiarity with the goals and direction of the Experimentarium.

STAFF WELFARE

Ten staff welfare events were held in 2005, with an average of 34 participants per event. These ranged from theatre visits to bowling, a barbecue evening, a fishing trip on the Sound, a visit to the Copenhagen Opera House, a Japanese evening, wine-tasting, poker evenings, the summer party and the Christmas lunch.

The staff welfare committee also ensured that school students, via Operation Dagsværk, pampered the personnel with lunches and baking. The staff welfare committee was also the host for a Christmas event.

The internal weekly newsletter for Experimentarium staff, Xpressen, is published every Friday at midday. Xpressen contains regular articles by the Experimentarium's management and staff, news from the previous week, and plans for the future.



Five Friday Meetings were held in 2005, with the participation of approximately 60 employees each. At these meetings, all employees are provided with information on what is happening at the Experimentarium, which might take the form of information from a senior manager on new plans, or an account of a specific project from a staff member.

In 2005, the art society 'X-art' exhibited works by the artists Jeppe Eisner, André (Miller) Moulin, Sunny Asemota/Louise Drews Bender and Rikke Ahm.

... ONE OF THE WORLD'S MOST INNOVATIVE SCIENCE CENTRES

...says the objects clause. We must continually develop new exhibitions with relevant, educational and entertaining content in order to attract new guests and ensure that our visitors return again and again for new experiences.

This requires that staff keeps up-to-date with the latest knowledge about interactive exhibitions.

The exhibition projects are managed by two specially-appointed project managers; one is a scientific member of staff, who bears the technical, scheduling and economic responsibility for the actual exhibition, while the other project manager is an educational member of staff, responsible for activities aimed at the educational sector. We have developed a project management tool to assist in the management and co-ordination of the Experimentarium's many projects.

The following major special exhibitions are currently on the programme:

- Dialogue in the Dark (January 2006). Licence and guidance from Consens, Hamburg.
- T-rex – the Killer Question (September 2006). On loan from the Natural History Museum, London.
- Xtremes (October 2007). Developed and produced in co-operation with the National Museum of Natural History – Naturalis, Leiden, and the Royal Belgian Institute of Natural Sciences.



- The Road-User (January 2008). Developed and produced in co-operation with the Danish Road Safety Council, Herning Municipality and TrygFonden.
- SPY – on a Mission in the World of Secrets (October 2008). Developed and produced in co-operation with Technopolis, Mechelen, Flanders.

The Experimentarium's commercial activities continue to develop in a positive direction.

The exhibition "CreepyCrawly" was on loan from October 2004 to January 2006 to the National Museum of Natural History – Naturalis, Leiden, and the Royal Belgian Institute of Natural Sciences. On 7 April, "CreepyCrawly" will open in Le Vaisseau, Strasbourg, after which it is expected that Cienciã Viva in Portugal will hire the exhibition. "The Brain" exhibition will be located at the Millenaris science park in Budapest for all of 2006.

The Experimentarium will be supplying a turnkey exhibition in May 2006 to Associacao Centro Cienciã Viva de Sintra, Portugal.

The renewal of the exhibitions has occurred at a very rapid rate in recent years. Over the past six years, the Experimentarium has presented the following new exhibits to the public:

Date	Exhibition Name	Number of Exhibits	Type
February 1999	The Kids' Pavilion	22 exhibits	Main exhibition
October 1999	The Robot on the Loose	15 exhibits	Special exhibition
April 2000	Future Body	38 exhibits	Special exhibition
October 2000	Dynamic Earth	61 exhibits	Main exhibition
January 2001	Get in Touch with the Future	14 exhibits	Special exhibition
May 2001	Communic@tion	37 exhibits	Special exhibition
December 2001	You & Me	70 exhibits	Main exhibition
April 2002	Dinosaurs on the Hunt	25 exhibits	Special exhibition
October 2002	Voyage to Mars	17 exhibits	Special exhibition
February 2003	CreepyCrawly	28 exhibits	Special exhibition
January 2004	Circus Fysikus	42 exhibits	Main exhibition
October 2004	The Great Sexperiment	49 exhibits	Special exhibition
October 2005	Sports & Spinach	28 exhibits	Special exhibition

SOCIAL ACCOUNTS

The social accounts have been prepared on basis of participation in a knowledge-sharing group under the ODA. The social accounts track the cash flows between the Experimentarium and the state and local authorities. They reveal the cost of the Experimentarium to society, and vice versa: what society gains from the Experimentarium's activities.

Social accounts	2003	2004	2005
Payments from the Experimentarium to society			
Tax and contributions withheld at source	8,178,796	8,437,314	12,223,224
Net VAT payments, and VAT that cannot be passed on	1,107,457	1,551,429	1,763,306
Payroll	678,545	714,197	822,005
Energy tax, electricity	483,237	418,866	478,555
Property tax	540,824	410,837	439,805
Payments to society, total	10,988,859	11,532,643	15,726,895
Payments received from society			
State operating subsidy	3,000,000	3,000,000	3,200,000
Subsidies for special exhibitions and projects	0	0	1,375,504
Reimbursement for flex-job workers, etc.	535,023	1,711,978	1,707,976
Reimbursement, sickness benefit, etc.	347,946	212,757	697,991
Payments from society, total	3,882,969	4,924,735	6,981,471
Net payments to society	7,105,890	6,607,908	8,745,424

As can be seen from the above, the Experimentarium makes a net positive contribution to society, by a not inconsiderable amount. In addition, as mentioned, the Experimentarium makes a contribution to the general positive development of society by displaying wide-ranging social responsibility in employing various people from the inclusive labour market. In recognition of this work, the Experimentarium was awarded the MIA prize for diversity in working life in 2005 by the Danish Institute for Human Rights.

THE FUTURE – accommodating change

These knowledge accounts represent an overall evaluation of the Experimentarium as experienced by our staff and customers, and told to us in secure anonymity: straight, unsweetened – and honest.

For us this represents vital information, and comprises one of the most important tools in our work to ensure that the Experimentarium's offers to the public continue to be of high quality.

Only by allowing space for change and renewal can the Experimentarium continue to be an exciting workplace, with great staff commitment and inspiration. Only by accommodating change can we continue to live up to our motto: a new experience every time!

Asger Høeg
Executive Director

INTERNATIONAL CONTACTS

Science and technology know no borders, and the development and maintenance of a science centre requires good international connections. The Experimentarium must present the latest and best in science communication. This is only possible by consciously working to give the material new angles and new ideas, and by maintaining ongoing contact with the world's largest and most innovative science centres and museums.

The Experimentarium has an international reputation as an exemplary example of a science centre. This is said, not in a fit of self-congratulation, but in simple acknowledgement of the many international delegations who have visited the Experimentarium in past years in search of advice and inspiration.

Over the years, the Experimentarium has built up a strong network of contacts, and this network is constantly being strengthened by the Experimentarium's contributions to the European science centre network.

Asger Høeg is chairman of the European Network of Science Centres and Museums (ECSITE), member of Ciencià Viva's International Advisory Committee, member of the International Programme Committee organising the Fifth Science Centre World Congress 2008, and has been appointed a member of Norway's Science Centre Committee ("Vitensenterudvalget") by the Norwegian Minister of Science.

Asger Høeg was a guest speaker at DASA (Deutsche Arbeitsschutzausstellung), Sixth Scenography Colloquium, Dortmund.

James Marchbank, CEO, Science North, Sudbury, Canada, and Per-Edvin Persson, CEO, Heureka, Finland, undertook in July 2005 a peer consultation review of the Experimentarium in connection with the Experimentarium's entry into the Association of Science Technology Centres (ASTC) as a governing member.

Nils Hornstrup was chairman of the Nordic Science Centre Association from 1997-2005.



LIST OF FOREIGN VISITS/CONTACTS:

Meeting on 1 June 2005 with Janez Potocnic, European Commissioner for Science and Research.

Miha Kos, Director, Hisa Experimentov, Ljubljana, Slovenia.

National Museum of Iceland, Reykjavik, Iceland.

ECSITE's 18-member board, representing Europe's largest science centres and museums, held a meeting at the Experimentarium in May 2005.

Axel Hüttinger, Director, Hüttinger GmbH, Nuremberg, Germany.

Trondheim Vitensenter, Trondheim, Norway.

Ambassador Barbaric Krystyna Tuge-Erecinska, Poland.

Bergen Vitensenter, Bergen, Norway.

Norsk Hydro's Research Department, Bergen, Norway.

Sandnes Museum og Vitensenter, Sandnes, Norway.

Prince Sami El Ciry, Dubai.

Michael Sorensen-Jones, Director, British Council.

Vitensenter Grenland Hydro, Herøya, Norway.



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