

ÅRSRAPPORT 2010



ANNUAL REPORT 2010



Experimentarium®

- Center for formidling af naturvidenskab og moderne teknik

EXPERIMENTARIUMS ÅRSRAPPORT 2010 / ANNUAL REPORT 2010

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Experimentarium er en almennyttig fond
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Experimentarium is a non-profit foundation
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ÅBNINGSTIDER

Mandag, onsdag - fredag 9.30-17

Tirsdag 9.30-21

Lørdag, søndag og helligdage 11-17

Lukket 24-25/12, 31/12, 1/1

OPENING HOURS

Monday, Wednesday - Friday 9.30-17

Tuesday 9.30-21

Saturday, Sunday and holidays 11-17

Closed on 24-25/12, 31/12, 1/1



Experimentariums vicedirektør og udviklingschef
Kim Gladstone Herlev indtrådte i Experimentariums
direktion den 1. januar 2011.

The Vice CEO and Director of Development,
Kim Gladstone Herlev, joined Experimentarium's
Executive Management on 1st January, 2011.



EXPERIMENTARIUMS BESTYRELSE / EXPERIMENTARIUM'S BOARD

Bageste række fra venstre / Back row from left: Anders Eldrup, Fritz Schur, Hans Peter Jensen, Peter Augustinus (næstformand), Poul Scheuer, Jannik Johansen (formand)
Forreste række fra venstre / Front row from left: Jesper Rasted (m), Kristoffer Bredahl (m), Lene Hybel Kofod (m), Lene Lange, Sheena Laursen (m)

(m) = Valgt af medarbejderne / Elected by the employees

ÅRSRAPPORT 2010

1. Arkitektkonkurrencen skudt i gang

Experimentariums ambition om at udbygge og forny den i 2008 erhvervede ejendom på Tuborg Havnevej 7 fik i løbet af 2010 mere "kød på kroppen", idet centret i august 2010 i en annonce kunne indbyde byggeteams til at deltage i en arkitektkonkurrence om ejendommens udbygning og fornyelse. Det enkelte team skulle dokumentere ekspertise i bl.a. andet bæredygtigt byggeri, CO2-neutrale bygninger, bærende konstruktioner og udstillingserfaring.

I alt 50 teams bød ind med et ønske om at deltage i konkurrencen. Primo oktober 2010 havde Experimentarium - i samråd med sin rådgiver Erik Møller Arkitekter - prækvalificeret 8 teams til at deltage i arkitektkonkurrencens første etape: En koncept- og idékonkurrence.

De 8 teams omfattede seks danske, et norsk og et hollandsk team.

De afleverede deres forslag lige før jul, og i løbet af januar 2011 udpegede konkurrencejuryen tre teams til at gå videre til anden etape, som er en projektkonkurrence.

Vinderforslaget vil blive udpeget ultimo juni 2011.

Projektet skønnes at andrage 375 mio. kr., hvortil kommer 75 mio. kr. til udstillinger og udstyr. Finansieringen skal gennemføres med baggrund i det vindende forslag.

2. Året 2010 var præget af et meget højt aktivitetsniveau, både på udstillingsfronten og hvad angår øvrige formidlingsprojekter

Mange tror, at Experimentarium "kun" er en udstillingsvirksomhed. Men siden 2002 har centret gennemført flere og flere formidlingsprojekter, der benytter sig af andre medier og metoder end udstillingsmediet. Disse såkaldte associerede aktiviteter omfattede i 2010 faktisk mere end 10% af fondens samlede omsætning på 75 mio. kr. Aktiviteterne er i høj grad også med til at fremme Experimentariums formål: At stimulere befolkningens - især ungdommens - interesse for naturvidenskab og teknik.

3. I løbet af året var der 6 udstillinger på plakaten

I løbet af 2010 præsenterede Experimentarium - udover Hovedudstillingen - ikke færre end 6 særudstillinger.

3.1 Hjernen

Særudstillingen Hjernen - som blev indviet af Hendes Kongelige Højhed Kronprinsessen i oktober 2009 - blev præsenteret helt frem til udgangen af august 2010. Hjernen blev udviklet i samarbejde med science centrene Continium, Kerkrade, og Universeum. I skrivende stund præsenteres Hjernen i Göteborg. Den skal senere til Continium. Derefter er Hjernen udlejet til VilVite i Bergen.



Big Bang udstillingen blev indviet med et brag af videnskabsminister Charlotte Sahl-Madsen den 1. september 2010.

Det er aftalt mellem partnerne, at Experimentarium varetager håndteringen af udstillingen fra det tidspunkt, hvor den skal udlejes.

3.2 Evolution

Den i november 2009 indviede fotoudstilling Evolution af kunstneren Patrick Gries blev præsenteret frem til maj 2010. Udstillingen, som er produceret af Edition Xavier Barral, står lige nu på Kulturstationen Vanløse, takket være Experimentariums mellemkomst.

3.3 En Verden På Spil

Udstillingen - om FN's 2015 mål - åbnede i september 2009 og blev præsenteret frem til april 2010. Udstillin-

gen udvikledes i samarbejde med Jærmuseet i Norge, som nu præsenterer udstillingen. Udstillingen skal senere til Teknikens Hus i Luleå.

I tilknytning til udstillingen gennemførtes undervisningsforløb i samarbejde med de 5 hjælpeorganisationer Red Barnet, Læger uden Grænser, Mellemfolkeligt Samvirke, Dansk Røde Kors og Unicef. Der gennemførtes undervisningsforløb for 156 klasser.

Med støtte fra Danida og i samarbejde med de ovennævnte hjælpeorganisationer samt Organisationen for Vedvarende Energi og Oplysningscenter for den 3. Verden gennemførtes undervisningsaktiviteten "Hvem vil være Afrika?" som et supplement til En Verden På Spil. Selskabslokale 2 blev omdannet til en kakaofabrik i Afrika, og eleverne blev delt i forbrugerbørn fra Hellerup og arbejderbørn på kakaofabrikken – med deraf følgende behagelige og udfordrende hverdage. I alt 98 klasser med 2.450 elever deltog i "Hvem vil være Afrika?".

3.4 Vores Håndgribelige Klode

Den 30. august 2010 indviedes den spændende opstilling Vores Håndgribelige Klode. Opstillingen består af en globus med en diameter på 1,2 meter og kan vise verdens vejr on-line. Udover vejret kan opstillingen vise hvalers migration, den ødelæggende tsunami fra den 26. december 2004 samt scenarier over klimaets udvikling. Vores Håndgribelige Klode er finansieret ved en donation fra D/S Orient's Fond ved Dampskibsselskabet NORDEN.

3.5 Big Bang

Den 1. september indviedes den af CERN fremstillede udstilling Big Bang, der fortæller om forskningscentret i Geneve og om CERN's store "fysikforsøg" – The Large Hadron Collider – med et anlægsbudget på ca. 30 milliarder kr., der – blandt mange andre gåder – skal prøve at afæske naturen svar på spørgsmålet, om Higgs Bosone eksisterer. Udstillingen blev støttet af donationer fra Den A.P. Møllerske Støttefond, Undervisningsministeriet, Ministeriet for Videnskab, Teknologi og Udvikling samt Intertec Contracting. Forskere og studerende fra Niels Bohr Institutet ved Københavns Universitet agerede guider i udstillingen for gymnasieklasserne på besøg. I alt var der 70 klasser med ca. 1570 elever på guidede ture gennem Big Bang.

Som en helt særlig ordning afprøvede Experimentarium ung-til-ung metoden, som Xciters-projektet har givet os erfaringer med. Gymnasieeleverne fik en dybtgående indføring i fysikken bag udstillingen og en gennemgang af udstillingen – hvorefter de underviste udskolingselever fra grundskolen. Dette pilotprojekt var særdeles vellykket. Experimentarium er blevet mere og mere overbevist om, at ung-til-ung metoden – hvor elever efter en vis indlæring bliver sat til at undervise deres jævnaldrende og yngre kolleger – er en særdeles nyttig indlæringsmetode!

Hele projektet er foregået i et tæt samarbejde mellem Fysiklærerforeningen, Niels Bohr Institutet ved Københavns Universitet og Experimentarium.



Niels Bohrs søn, landsretssagfører Ernest Bohr, var i højt humør ved afsløringen af kunstneren Bolatta Silis-Høegh's nye Niels Bohr portræt.

3.6 Niels Bohr, 125 år

Den 7. oktober 2011 fyldte Niels Bohr 125 år. Det fejrede Experimentarium ved at indvie "Experimentariums Hall of Fame", hvor vi i årene fremover vil "riste en rune" over de største danske naturvidenskabelige og teknisk videnskabelige forskere. Niels Bohrs søn, Ernest Bohr, indviede Hall of Fame ved at afsløre et flot portræt af en ung Niels Bohr. Portrættet er udført af den grønlandske kunstner Bolatta Silis-Høegh. Forud for afsløringen havde sønnesønnen Tomas Bohr holdt et medrivende foredrag om sin farfar. Der deltog 94 efterkommere af Niels Bohr i begivenheden!

3.7 Sanser

Sanser er en stor særudstilling på 500 m², udviklet i samarbejde med Koninklijk Belgisch Instituut voor Natuurwetenschappen i Bruxelles og Nationaal Natuurhistorisch Museum, Naturalis i Leiden. Sanser blev indviet den 7. oktober 2010.

Sanser fortæller om menneskenes og dyrenes sanser. Udstillingen omfatter såvel klassiske hands-on opstillinger, artefakter som levende dyr. Bl.a. kan man opleve og røre ved en ægte pyton slange! Udstillingen skal fra oktober 2011 præsenteres i Bruxelles og året efter i Leiden, hvorefter udstillingen skal udlejes.

Sanser er støttet af donationer fra Augustinus Fonden, Oticon Fonden, Louis Petersens Legat og Nordeafonden.

3.8 Energi på Vej – en mobil udstilling om fremtidens energiløsninger

I samarbejde med og med støtte fra DONG Energy har Experimentarium udviklet en 200 m² stor udstilling om vedvarende energikilder, styring af el-nettet og spareforanstaltninger i hjemmet. Udstillingen har været præsenteret i DONGs lokaler, på Experimentarium og skal senere på en rundrejse til andre danske byer.

3.9 Vand – et hav af oplevelser

En stor del af Udviklingsafdelingens ressourcer er anvendt til den fortsatte udvikling, konkretisering og produktion af den 850 m² store udstilling Vand – et hav af oplevelser, der støttes af en stor donation fra TrygFonden. Vand skal åbne i februar 2012 og bliver en del af hovedudstillingen på 1. sal.

4. Xciters

Med fortsat støtte fra Egmont Fonden er Xciters projektet inde i sit 6. år. Dette ung-til-ung formidlingsprojekt blev i 2010 gennemført for skoler i Fåborg-Midtfyn Kommune, Odense og Solrød Kommune. Aktiviteterne har i årets løb også været rettet mod en stadig forankring af projektet på skoler, som tidligere har deltaget i Xciters. Der har været løbende kontakt med flere netværk af tidligere Xciters lærere. I samarbejde med GeoCenter Møns Klint udbredes Xciters principper til skolerne i Sydsjælland, Møn, Lolland og Falster. Center for Undervisningsmidler i Odense vil udbrede konceptet til fynske skoler. Udbredelsen fremover vil desuden ske i samarbejde med NTS-Centeret.

Xciters projektet er blevet evalueret af Danmarks Pædagogiske Universitetsskole. Evalueringen godtgør, at ung-til-ung metoden har en betydeligt positiv effekt på såvel Xciters eleverne, der får 6 dages undervis-

ning på Experimentarium, som på de elever, der modtager undervisning fra deres Xciters kammerater.

22 skoleklasser med mere end 600 elever har været inddraget i Xciters projektet i 2010.

Erfaringerne fra Xciters projektet godtgør også, at der hos mindre motiverede elever kan skabes begejstring og interesse for naturvidenskab og teknik. Experimentarium har derfor med støtte fra Det Obelske Familiefond igangsat et projekt, der skal kombinere de bedste erfaringer fra Xciters projektet og fra TV-projektet, jævnfør senere.



Et af tilløbsstykkeerne i efterårsferien var kurset Redningshold for en dag, hvor familierne sammen kunne lære alt om førstehjælp og genoplivning.

5. Redningshold for en Dag

Det intensive undervisningsforløb om førstehjælp og genoplivning med udgangspunkt i et simuleret jordskælv med tilskadekomne i en stor lastbiltrailer gennemførtes på Experimentarium for 102 klasser med 2.165 elever. Undervisningstilbuddet støttes af TrygFonden.

6. Energi-agent for en Dag

Dette undervisningsforløb blev oprindeligt udviklet i 2004 med støtte fra DONG Energy. Nu har DONG Energy støttet en modernisering af undervisningsforløbet inklusiv et undervisningsmateriale, der også inddrager den af DONG støttede udstilling, Energi. DONG har bevilget gennemførelsen af 85 undervisningsforløb årligt frem til 2014. I 2010 blev 85 klasser og 2.150 elever undervist i Energi-agent for en Dag. Målgruppen er 5. og 6. klasse.

7. Climate Minds

Climate Minds fortsatte det succesfulde undervisningsforløb i 2010 og afsluttede med en landsdækkende konference på Experimentarium. Der blev i 2010 afholdt 33 lokale konferencer, og 1.456 gymnasieelever gennemførte undervisningsforløbet, fordelt med 30% i Jylland og 70% på Sjælland/Øerne. Den web-baserede del af projektet fortsætter til 2014 under projektnavnet Ressourcerummet. Det indeholder oplysninger om klima og energi og havde alene i 2010 ikke færre end 139.212 besøgende.



Tungen lige i munden og masser af koncentration var nødvendig for ikke at vælte på den drilske cykelmanøvrebane ved "UPS - Ude På Skrammer!"

8. Ude på Skrammer (UPS!)

Ude på Skrammer var en 9 dages festival, hvor Experimentarium satte fokus på menneskets tryghed og sikkerhed. Temaet var: Skal vi pakke vore børn ind i vat, eller skal vi lære dem om hverdagens risici og lade dem prøve at få lidt småskrammer? Aktiviteterne fortalte om tryghed i hjemmet, tryghed i trafikken og om førstehjælp. Ude På Skrammer blev støttet af TrygFonden.

9. MetodeLab

I 2009 blev dette intensive efteruddannelseskursus afholdt i 21 byer og for 600 lærere over hele landet. I 2010 har aktiviteterne koncentreret sig om udsendelse af supplerende materiale til lærerne i form af bogen Metoder i Naturfag – en antologi. Den 18. november afholdtes en konference med deltagelse af professor Robin Millar, University of York, UK, lektor Jens Dolin, Institut for Naturfagernes Didaktik, Københavns Universitet, og Vicki Facius fra Danmarks Evalueringsinstitut.

MetodeLab er evalueret af Danmarks Evalueringsinstitut. Konklusionen er bl.a., at MetodeLab har givet de deltagende lærere en ny indsigt og inspiration, der er direkte anvendelig i undervisningen.

Experimentariums Kursussektion tilbyder nu afholdelse af MetodeLab kurser over hele landet, og i 2010 gennemførtes 4 kurser for ca. 120 lærere.

10. Masterclass i energiteknologi

I skoleåret 2009/2010 gennemførtes 6 masterclass forløb over i alt 48 aftener for 8. og 9. klasses elever fra Gentofte og Fredensborg Kommuner i emnerne: Termodynamik, biobrændsler, energisystemer, vedvarende energi og energieffektivitet. Der har yderligere været arbejdet med at udbrede de gode erfaringer fra projektet til relevante institutioner over hele landet. Udover de to nævnte kommuner har Elforsk støttet projektet.

11. De Små Forsker

I samarbejde med TrygFonden, Aage V. Jensens Fonde og Kræftens Bekæmpelse udvikledes et inspirationskatalog "De Små Forsker", som udkom i februar 2010. Første oplag på 1.000 stk. blev hurtigt "udsolgt", og et andet lettere revideret oplag på 1.000 stk. er nu trykt og bliver distribueret. Målgruppen er børnehavebørn og børn i 0. og 1. klasse.

12. Årligt tilbagevendende festivaler og events

Også i 2010 gennemførte Experimentarium en række festivaler: Den populære Sæbeboblefestival i januar. En Hjernefestival i marts. En Robotfestival i april, som



Der var både smil og high-five, da administrerende direktør for Industriens Fond, Mads Lebech og selskabsrobotten Nao åbnede årets Robot-festival på Experimentarium.

havde flere aktiviteter end nogensinde tidligere, takket være en generøs donation fra Industriens Fond. Direktør Mads Lebech skød festivalen i gang ved at modtage Robotten Nao. I oktober blev husets første brætspilsfestival afholdt: Danske Spilledage. Og i december skød vi en række Fyrværkeridage i gang.

I samarbejde med Gentofte Kommune gennemførtes aktiviteter i tilknytning til Gentofte Kultur- og Festdage i juni samt GentofteNatten i slutningen af september.

Som en nyhed deltog Experimentarium i Gentofte Børnekulturdage den 13. og 14. november med temaet "Dans, musik og bevægelse". På Experimentarium gennemførtes en række danse- og musikworkshops.

I samarbejde med Gentofte Kommune gennemførtes i 2010 konceptet Aktive Feriedage, bestående af Aktiv Vinter i vinterferien, Aktiv Sommer i juli og august samt Aktivt Efterår i efterårsferien med deltagelse af i alt knapt 300 børn, heraf mange piger og mange gengangere fra tidligere år. Aktive Feriedage gennemførtes over i alt 10 dage. Aktiviteten var en SpionCamp, hvor børnene blev uddannet til diplomcertificerede spioner.

13. Forskning

Forskningssektionen omfatter 2 erhvervsPhD-studerende med faglig vejleder fra henholdsvis Københavns Universitet og Aarhus Universitet (DPU). Den ene studerende forsker i betydningen af en narrativ ramme for en udstilling. Denne forskning benytter Sanser-udstillingen i emperi-fasen. Den anden forsker i, hvordan

den enkelte klasse kan bruge udstillinger mere målrettet i undervisningen. Her indhentes emperien hos 3 af Københavns Kommunes 3 profilskoler.

Sektionen omfatter også en PhD-studerende med basis i professor Kirsten Drottners DREAM-forskningsprojekt. Stillingen er i skrivende stund ved at blive besat.

Der har i 2010 været 2 speciale-studerende tilknyttet Forskningssektionen: Én fra Institut for Performance-design og Kommunikation og én fra Institut for Filosofi og Videnskabsteori; begge ved Roskilde Universitet.

14. Uddannelsessektionen

Experimentariums ambition er at opbygge en stor Uddannelsesafdeling, der gennemfører efteruddannelse af lærere samt tilbyder kurser for universitetsstuderende og journalister.

Uddannelsessektionen har i løbet af året gennemført følgende kurser:

- 4 MetodeLab kurser for i alt 120 lærere.
- Ét Science i Sandkassen kursus for pædagoger.
- 2 Det Gode Besøg kursus for i alt 95 lærerstuderende fra UCL.
- Ét kursus "Etnologisk Formidling" for 50 studerende på Europæisk Etnologi, Københavns Universitet.
- Fagligt oplæg og kursus for 120 ansatte i Danmarks Lærerforening.
- 6 workshops om Experimentariums formidling og om Inquiry Based Teaching.
- Ét kursus i forskningsformidling på Danmarks Journalisthøjskoles Efteruddannelser UPDATE.
- Ét kursus i Udstillings- og Formidlingsteknik for Syddansk Universitet.

Sektionen har – sammen med Institut for Naturfagernes Didaktik ved KU – udviklet en meritgivende uddannelse i museumsformidling for guider og explainers på museer og science centre, som udbydes fra foråret 2011 på universiteter og museer.

15. Nyhedsformidling

Visionen for Nyhedssektionen er at styrke den danske forskningsformidling i medierne og at styrke dialogen mellem forskerne og medierne. Målet er at etablere et såkaldt Science Media Centre, som det er sket i en

række angelsaksiske lande, siden det første Science Media Centre så dagens lys i England i 2000.

Nyhedssektionen har udviklet samarbejdet med flere danske medier: Weekend Avisen, Illustreret Videnskab, DR, videnskab.dk, Ritzau mv. Experimentarium skriver løbende artikler til disse medier.

Samarbejdet med Ritzau har medført, at nogle af artiklerne når ud til et meget stort netværk af medier og er blevet citeret i op til 50 medier.

Nyhedssektionen stod for den journalistiske formidling af Initiative for Science, Society and Policy's konference "Levende teknologi – Trussel eller redning?".

16. TV-produktion

TV-sektionen blev etableret i 2009. Sektionen har udviklet et undervisningsforløb rettet mod udskolingen og ungdomsuddannelserne: Medieværkstedet, hvor klassen i løbet af en dag producerer et TV-indlæg på ca. 10 minutter om et naturvidenskabeligt eller teknisk emne. Medieværkstedet blev i to omgange afprøvet på klasser fra Gladsaxe Kommune.

Sektionen har produceret omkring 60 TV-indslag af 3 til 5 minutters længde, som kan ses på Experimentariums website og på YouTube.

TV-sektionen er finansieret af donationer fra Novo Nordisk Fonden, Knud Højgaards Fond, Danske Bank, Kraks Fond og Lions Club Gladsaxe.

17. TWIST, Towards Women in Science & Technology

I samarbejde med ECSITE, The European Network of Science Centres and Museums vandt Experimentarium i 2009 opgaven med at koordinere dette 21 mio. kr. store EU-projekt under Det 7. Rammeprogram. Projektet har 11 europæiske partnere fra Sverige, Holland, Belgien, Italien, Storbritannien, Irland, Israel og Slovenien.

Projektet har som formål at ændre folks stereotype og gammeldags opfattelser af især kvinder i forskning. Projektet omfatter udviklingen af en udstilling på Experimentarium og hos de øvrige partnere, en database og en 'virtuel dukke', debataftener, interaktivt

teater, lærerkurser, "speed dating" for forskere mv. I skrivende stund har Experimentarium netop afholdt festivalen Den lille forskel med fokus på køn og forskning og med deltagelse af bl.a. flere hundrede gymnasieelever. Experimentarium har fået tilsagn fra en række kvindelige forskere, der har bidraget til den danske del af TWIST databasen.

18. ACCENT

Dette EU-projekt var et samarbejde mellem 12 europæiske science centre og yderligere 8 partnere om udveksling af best practice metoder vedrørende formidling af klimaforskning. Projektets deltagere samt mange andre bidragsydere beskrev på websitet I-do-climate.eu deres aktiviteter og klimaformidlingsprojekter. Websitet er tænkt som en platform for videndeling blandt klimaformidlere i hele Europa. Projektet afsluttes i foråret 2011 med en rapport til EU.

19. My Ideal City

Dette EU-projekt har 5 europæiske partnere. Målet for projektet er at styrke samarbejdet mellem institutionerne gennem udvikling af en virtuel udstilling, der viser det ideelle byrum, som brugerne ønsker det. Den danske del af udstillingen blev udviklet i et samarbejde mellem 20 københavnere og Experimentarium. Den 30 m² store udstilling blev præsenteret for publikum i månederne november og december.



Udstillingen *En Verden På Spil*, der handlede om FN's 2015 mål, var en stor succes og blev bl.a. besøgt af 156 skoleklasser, der gennemførte et intensivt undervisningsforløb.

20. Udlejning af udstillinger

Hjernen-udstillingen fra 1997 blev – i en opdateret version! – præsenteret på Weltkulturerbe Völklinger Hütte i Saarland, Tyskland, fra den 15. maj 2009 til den 25. juli 2010. Udstillingen opnåede 57.500 besøgende.

KribleKrable fra 2003 var udlejet til Espace des Sciences, Rennes i Frankrig fra den 13. september 2010 til den 6. marts 2011. Udstillingen vil blive præsenteret på Experimentarium fra oktober 2011.

Xtremes fra 2006 blev præsenteret på Ciência Viva i Portugal fra den 21. september 2009 til den 20. september 2010. Den blev set af 174.943 besøgende. Xtremes står for tiden på Palais de la Découverte i Paris og skal senere på året til Naturhistorisches Museum Wien.

Hjernen-udstillingen fra 2009 præsenteres lige nu på Universeum i Göteborg og skal til september videre til Continium i Holland og i 2012 til VilVite i Bergen.

21. Udvikling af Experimentariums Innovationscenter

Da Bygningskultur Danmark i 2008 udarbejdede et bæredygtighedsstudie for Experimentariums fremtidsplaner med en udvidelse af ejendommen på Tuborg Havnevej 7, anbefaledes det at udnytte Experimentariums helt særlige miljø – med elever, virksomheder, forskere, værksteder, designere, formidlere, webeksperter etc. – til at etablere et innovationscenter.

Vicedirektør Kim Herlev har taget denne udfordring op og har med held fået finansieret en række aktiviteter, der alle skal "bære væd" til det fremtidige Experimentariums Innovationscenter:

Innovation Match: Facilitere et innovationsnetværk med 18 danske teknologivirksomheder og videninstitutioner med henblik på at afdække og udnytte de synergimuligheder, der eksisterer. Experimentarium er sekretariat for netværket, som er åbent og skal udvides over en 3-årig periode. Støttes af Forsknings- og Innovationsstyrelsen.

Demonstratorium: Skabe et udstillingsrum for den fremmeste danske teknologi, hvor man bl.a. kan indbyde publikum til – gennem co-creation- at bidrage til yderligere innovative produktforbedringer. Forprojektet støttes af Industriens Fond.

Innovatorium: Skabe et udstillingsrum, hvor publikum bliver centrum for innovative processer. Forprojektet støttes af Otto Mønstedts Fond.

PaNIK (Projekt angående Naturvidenskab, Innovation og Kunst): Samarbejde mellem danske kunstnere og formidlere om at fremstille værker, der beskriver det spændende krydsfelt mellem kunst, brugskunst, design og teknik. Støttes af Statens Kunstfond.

Flere initiativer er i støbeskeen.



Alt fra hypnose, trylleri, hjerneforskning og - som her - dissektion af vaskeægte grisehjerner var en del af programmet ved Hjernefestivalen i den internationale hjerneuge i uge 11.

22. Besøgstal

I 2010 opnåede Experimentarium 285.755 besøgende. Det er lavere end normalt, hvilket primært skyldes et museums-uevenligt vejr i månederne januar, februar, juli og december.

Udsigterne for besøgstallet for 2011 er betydeligt lysere. I skrivende stund har Experimentarium modtaget 157.000 besøgende, og der forventes over 400.000 besøgende i 2011.

Websitet experimentarium.dk har haft 395.954 besøg; altså flere virtuelle besøg end fysiske besøg!

Climateminds.dk havde 140.000 besøg.

23. Regnskab

Regnskabet for 2010 udviser et overskud på 38.796 kr., som overføres til dispositionsfonden, som nu andrager 7,279 mio. kr.

Omsætningen var 75,1 mio. kr., og Experimentarium beskæftigede i alt 213 personer, svarende til 122 mandår.

ANNUAL REPORT 2010

1. Architectural competition launched

Experimentarium's ambition to extend and renovate the building acquired in 2008 at Tuborg Havnevej 7, was "fleshed out" in the course of 2010, as the centre put out an announcement in August 2010, inviting design teams to participate in an architectural competition aimed at the building's extension and renovation. Each team had to document their expertise in sustainable buildings, CO2-neutral buildings, structural support and exhibition experience.

In all, 50 teams expressed their desire to take part in the competition. At the beginning of October 2010, Experimentarium – in consultation with our advisor, Erik Møller Architects – pre-qualified 8 teams to participate in the first stage of the architectural competition: A concept and idea competition.



Ewww! Something tasted sweet and something real sour at Experimentarium's major temporary exhibition Senses.

The eight teams comprised six Danish, one Norwegian and one Dutch team.

They delivered their proposals just before Christmas and in the course of January 2011, the competition jury selected three teams to go on to the next stage, which is the project competition.

The winning proposal will be selected at the end of June 2011.

It is estimated that the project will amount to DKK 375 million, of which DKK 75 million goes to exhibitions and equipment. Funding will be carried out based on the winning proposal.

2. 2010 was characterized by a high level of activities, both on the exhibition front and with regards to additional educational projects

Many think that Experimentarium is "only" an exhibition centre. But since 2002, the centre has carried out more and more educational projects that use other media and methods than the exhibition medium. These so-called associated activities contributed to more than 10% of the foundation's total turnover of DKK 75 million in 2010. The activities, to a high extent, also promote Experimentarium's goal: To stimulate the public's – especially the youth's – interest in science and technology.

3. During the course of the year, there were six exhibitions "on the roster"

In the course of 2010, Experimentarium presented – in addition to the Main Exhibitions – no less than six temporary exhibitions.

3.1 The Brain

The temporary exhibition The Brain – which was opened by Her Royal Highness Crown Princess Mary in October 2009 – was presented up until the end of August 2010. The Brain was developed in collaboration with the science centres Continium, Kerkrade, Holland, and Universeum, Gothenburg, Sweden. At the time of writing, The Brain is being presented in Gothenburg. It will later be presented in Continium. After that, The Brain has been leased to VilVite in Bergen, Norway.

3.2 Evolution

In November 2009, the photo exhibition Evolution, by artist, Patrick Gries, opened and was displayed up until May 2010. The exhibition, which was produced by Edition Xavier Barral, is currently on display at the Cultural Station in Vanløse, thanks to Experimentarium's intervention.

3.3 A World in Play

The exhibition – based on the UN's Millennium Goals for 2015 – opened in September 2009 and was presented until April 2010. The exhibition was developed in collaboration with Jærmuseet in Norway, which is

currently presenting the exhibition. The exhibition will later open in Teknikens Hus in Luleå, Sweden.

In connection with the exhibition, educational courses were carried out in collaboration with the following five aid organizations: Save the Children Denmark, MSF Denmark, MS ActionAid Denmark, the Danish Red Cross and UNICEF. Educational courses were carried out for 156 classes.

With support from Danida and in collaboration with the above-mentioned aid organizations, as well as The Danish Organization for Sustainable Energy and The Development Education Centre (Oplysningscenter om den 3. Verden – O3V), the educational activity “Who wants to be Africa?” was carried out, as a supplement to “A World in Play.” Meeting Room 2 was transformed into a cocoa factory in Africa and the students were divided into consumer children from Hellerup and working children at the cocoa factory – with consequently comfortable or challenging daily lives. In all, 98 classes with 2,450 students participated in “Who wants to be Africa?”

3.4 Tangible Earth

On 30th August 2010, the exciting exhibit, Tangible Earth, was opened. The exhibit consists of a globe with a diameter of 1.2 meters, which can show the world’s weather online. In addition to weather, the globe can also show the migration of whales, the destructive tsunami from the 26th of December 2004, as well as scenarios of climate change. Tangible Earth is financed by a donation from Orient’s Fond, which is a part of the shipping company NORDEN.

3.5 Big Bang

On 1st September, the CERN-developed exhibition, Big Bang, was opened. It describes the research centre in Geneva and CERN’s big “physics experiment” – The Large Hadron Collider – with a budget of approximately DKK 30 billion, that – among other things – attempts to uncover nature’s answer to the question of the Higgs Bosone’s existence.

The exhibition was supported by donations from Den A.P. Møllerske Støttefond, the Ministry of Education, the Ministry of Science, Technology and Innovation, as well as Intertec Contracting. Researchers and students from the Niels Bohr Institute at Copenhagen University acted as guides in the exhibition for the

high school classes that came to visit. In all, 70 classes with approximately 1570 students went on guided tours through Big Bang.



At the Robot Festival high school classes were instructed to encode the industrial robot “ABB” how to draw properly. The result is admired by (from left): Knud Erik Lindberg from ABB, project leader Poul Kattler, CEO of The Danish Industry Foundation, Mads Lebech and Executive Director of Experimentarium, Asger Høeg.

As a new, special arrangement, Experimentarium tried out the “youth-to-youth” method – which the Xcitors project has provided us experience in. High school students received an in-depth introduction into the physics behind the exhibition and a review of the exhibition – after which, they went on to tutor school students from 6th to 10th grade. This pilot project succeeded particularly well. Experimentarium is increasingly convinced that the “youth-to-youth” method – where students, after a period of training, go on to tutor their peers and younger colleagues – is a particularly useful learning method!

The entire project was carried out in close collaboration between The Danish Association of Physics Teachers, The Niels Bohr Institute at Copenhagen University, and Experimentarium.

3.6 Niels Bohr, 125 years

The 7th of October 2010 was Niels Bohr’s 125th birthday. Experimentarium celebrated this by opening “Experimentarium’s Hall of Fame,” where, in the years to come, we will “carve in stone” the names of the biggest Danish researchers in science and technology. Niels Bohr’s son, Ernest Bohr, inaugurated the Hall of Fame by unveiling a beautiful portrait of the young Niels Bohr. The portrait was created by the Greenlandic artist, Bolatta Silis-Høegh. Before the unveiling, Bohr’s grandson, Tomas Bohr, held a spell-binding talk about his grandfather. There were 94 descendants of Niels Bohr present at the event!

3.7 Senses

Senses is a large exhibition covering 500 m², developed in collaboration with the Royal Belgian Institute of Natural Sciences in Brussels and the National Museum of Natural History, Naturalis in Leiden. Senses was opened on 7th October 2010.

Senses describes the senses of human beings and animals. The exhibition includes the classical hands-on exhibits, artefacts, as well as real animals. Among other things, one can experience and touch a real python! The exhibition will be presented in Brussels from October 2011, and in Leiden the following year, after which the exhibition will be leased out.

Senses is supported by donations from the Augustinus Foundation, the Oticon Foundation, Louis Petersen's Grant and the Nordea Foundation.

3.8 Energy on the Road – a mobile exhibition on the future's energy solutions

In collaboration with, and with support from, DONG Energy, Experimentarium has developed a 200 m² exhibition on renewable energy sources, operation of the electricity network and energy-saving measures in the home. The exhibition has been presented at DONG's premises, at Experimentarium and will later go on tour to other Danish towns.

3.9 Water – An Ocean of Experience

A large part of the development department's resources are being used for the continual development, concretization and production of the 850 m² exhibition, Water - An Ocean of Experience, that is supported by a large donation by the Tryg Foundation. Water opens in February 2012 and will be a part of the Main Exhibition on the 1st floor.

4. Xciters

With continued support from the Egmont Foundation, the Xciters project is into its sixth year. This "youth-to-youth" educational project was carried out in schools in the Fåborg-Midtfyn Municipality, Odense and Solrød Municipality in 2010. The activities have, in the course of the year, also been directed toward a continued anchoring of the project in schools that have previously participated in Xciters. There has been continual contact with several networks of

Xciters teachers. In collaboration with GeoCenter Møns Klint, the Xciters principle has been spread to schools in Southern Jutland, Møn, Lolland and Falster. The Centre for Educational Materials in Odense would like to spread the concept to schools in Fyn. Furthermore, future dissemination will take place in collaboration with the NTS Centre.

The Xciters project has been evaluated by the Danish School of Education, Aarhus University, and their evaluation has established that the "youth-to-youth" method has a significantly positive effect on both the Xciters students, who receive 6 days of tutoring at Experimentarium, and the students who receive tutoring from their Xciters peers.

22 school classes with more than 600 students have been involved in the Xciters project in 2010. Experience from the Xciters project also demonstrates that even amongst lesser motivated students, interest and enthusiasm for science and technology can be created. Experimentarium has, therefore, started a project, with support from The Obelske Family Foundation, which will combine the best experiences from the Xciters project and the TV project, which will be explained later.



In the autumn holiday families could take an informative and exciting crash course in first aid together.

5. Rescue Team for a Day

The intensive educational course on first aid and resuscitation takes place in a semi-trailer against the backdrop of a simulated earthquake with injured victims, and was carried out at Experimentarium for 102 classes with 2,165 students. This educational offer is supported by the Tryg Foundation.



Dinner is served! Children heads on plates was one of the ingredients at Sports & Spinach, where the children among other things could learn about healthy food and lifestyle.

6. Energy Agent for a Day

This educational course was originally developed in 2004 with support from DONG Energy. DONG Energy is now supporting an improvement on the educational course, including educational material that also involves the DONG-sponsored exhibition, Energy. DONG has pledged the completion of 85 educational courses a year up until 2014. In 2010, 85 classes and 2,150 students were tutored in Energy Agent for a Day. The target group is 5th and 6th grade classes.

7. Climate Minds

Climate Minds continued its successful educational course in 2010, and ended with a nation-wide conference at Experimentarium. In 2010, 33 local conferences were held and 1,456 high school students completed the course, of which 30% came from Jutland and 70% were from Zealand/The Islands. The web-based part of the project continues until 2014 under the project name, The Resource Room. It contains information about the climate and energy and in 2010 alone, received no less than 140,000 visitors.

8. “Looking for Trouble” (Ude på Skrammer - UPS!)

“Looking for Trouble” was a 9-day festival, where Experimentarium focused on people’s safety and security. The theme was: Do we bubble-wrap our children, or should we teach them about the risks of daily life and allow them to experience a few small bruises? The activities covered safety in the home, traffic safety and first aid. “Looking for Trouble” was supported by the Tryg Foundation.

9. MetodeLab

In 2009, this intensive continuing education course was held in 21 towns and for 600 teachers across the country. In 2010, the activities were concentrated on the dissemination of supplementary material in the form of the anthology, “Metoder i Naturfag” (Methods in Natural Science subjects). On 18th November, a conference was held with the participation of Professor Robin Millar, University of York, UK, and Jens Dolin, The Department of Science Education, Copenhagen University, and Vicky Facius from The Danish Evaluation Institute.

MetodeLab has been evaluated by The Danish Evaluation Institute. The conclusion is that, among other things, MetodeLab has given participating teachers new insights and inspiration that is directly applicable to their teaching.

Experimentarium’s Seminar Department now offers the MetodeLab course across the country and in 2010, four courses for approximately 120 teachers were carried out.

10. Master class in energy technology

In the 2010/11 school year, six master class courses were carried out over a total of 48 evenings for students in 8th and 9th grade from Gentofte and Fredensborg Municipalities in the topics of: Thermodynamics, biofuels, energy systems, sustainable energy, and energy efficiency. Furthermore, work has been done to share the valuable experiences from the project with relevant institutions across the country. In addition to the above-mentioned municipalities, Elforsk has also supported the project.



The main character at the opening of Senses was the policedog “Luffe”, who proudly showed off his scales to the audience.

11. The Little Scientists

In collaboration with the Tryg Foundation, Aage V. Jensens Fonde and the Danish Cancer Society, an inspirational catalogue, *The Little Scientists*, was developed and published in February 2010. The first edition of 1,000 copies was quickly “sold out” and a second, slightly revised edition of another 1,000 copies has now been printed and is being distributed. The target group is children in daycare and children in kindergarten and 1st grade.



A group of scouts is competing to burn off most kilojoules at the Sports & Spinach exhibition.

12. Annual Festivals and Events

In 2010, Experimentarium again held a number of festivals: The popular Soap Bubble Festival in January. A Brain Festival in March. A Robot Festival in April, which had more activities than ever, thanks to a generous donation from the Danish Industry Foundation. CEO Mads Lebech opened the festival by receiving the robot Nao. In October, the first board game festival was held: The Danish Game Festival. And in December, we fired off the Fireworks Festival.

In collaboration with Gentofte Municipality, activities were carried out in conjunction with The Gentofte Cultural Festival in June, as well as The Gentofte Night at the end of September.

As something new, Experimentarium participated in Gentofte Children's Cultural Week on the 13th and 14th of November, with the theme, “Dance, Music and Movement.” A series of dance and music workshops was held.

In collaboration with Gentofte Municipality, Experimentarium carried out in 2010 the concept of “Active Holidays,” consisting of Active Winter in the winter holidays, Active Summer in July and August, and Active Autumn in the autumn holidays, with the par-

ticipation of roughly 300 children, many of them girls, and many of them returning from previous years. Active Holidays was held over a total of 10 days, and the activity was a Spy Camp, where the children received a diploma as certified spies.

13. Research

The Research Department consists of two business PhD students with academic advisors from Copenhagen University and Aarhus University (DPU), respectively. One student is doing research in the importance of a narrative frame in an exhibition. The research utilizes the empirical phrase of the Senses exhibition. The second student is researching how classes can use the exhibitions more effectively in their learning. Here, empirical data is being gathered at three of Copenhagen Municipality's profile schools.

The department also includes a PhD student based in Professor Kirsten Drotner's DREAM research project. At the time of writing, the position is being filled.



Lots of excitement and tension were in the air at the red carpet before Her Royal Highness Crown Princess Mary arrived for an award presentation at Experimentarium.

There were in 2010 two Masters degree students connected to the Research Department: One from the Department of Performance Design and Communication and one from the Department of Philosophy and Scientific Theory, both at Roskilde University.

14. The Science Learning Centre

Experimentarium's ambition is to build up a large Science Learning Centre that carries out continual education of teachers, as well as offers courses for university students and journalists.

The Science Learning Centre has, in the course of the year, carried out the following courses:

- Four MetodeLab courses for 120 teachers.
- One Science in a Sandbox course for daycare personnel.
- Two “The Good Visit” course, for 95 teacher-trainees from UCL.
- The course “Ethnological Dissemination” for 50 students studying European Ethnology at Copenhagen University.
- Academic seminar and course for 120 employees at the Danish Teachers Association.
- Six workshops on Experimentarium’s educational work and on Inquiry Based Teaching.
- A course in research communications at the Danish School of Media and Journalism’s continuing education centre, UPDATE.
- A course in Exhibition and Communication Techniques for the University of Southern Denmark.

The Centre has – together with the Department of Science Education at Copenhagen University – developed a merit-giving course in museum communication for guides and explainers at museums and science centres, which will be offered starting Spring 2011 at universities and museums.

15. News Dissemination

The News Department’s vision is to enhance the Danish dissemination of research in the media and to strengthen the dialogue between researchers and the media. The goal is to establish the so-called Science Media Centre, as can be seen in a number of Anglo-Saxon countries, since the first Science Media Centre saw the light of day in England in 2000.

The News Department has developed ties with many Danish media: Danish Broadcast Corporation, Weekend Avisen (The Weekend Newspaper), Illustrated Science, videnskab.dk, Ritzau, etc. Experimentarium regularly contributes articles to these media.

Partnership with Ritzau has led to some of these articles being accessed by a very large network of other media, and being cited in up to 50 different media.

The News Department was responsible for communication with the press with regard to the Initiative for Science, Society and Policy’s conference, “Living technology – threat or saviour?”

16. TV Production

The TV Department was established in 2009. The department has developed an educational programme aimed toward the older school classes and the youth educations: The Media Workshop, where classes, over the course of one day, produce a TV segment of approximately 10 minutes on a scientific or technical topic. The Media Workshop was tested twice on classes from Gladsaxe Municipality.

The department has produced around 60 TV segments of 3-5 minutes length which can all be seen at Experimentarium’s website or on YouTube.

The TV Department is financed by donations from the Novo Nordisk Foundation, the Knud Højgaard’s Foundation, Danske Bank and Lions Club Gladsaxe



The Japanese Professor Takemura is proudly demonstrating his invention Tangible Earth.

17. TWIST – Towards Women in Science & Technology

In cooperation with ECSITE, The European Network of Science Centres and Museums, Experimentarium was appointed, in 2009, the task of coordinating this DKK 21 million, large EU project under the 7th Framework Programme. The project has 11 European partners from Sweden, Holland, Belgium, Italy, United Kingdom, Ireland, Israel and Slovenia.

The project’s mission is to change people’s stereotypes and old-fashioned views of women doing research. The project consists of development of an exhibition at Experimentarium and the other partners, a database and a “virtual doll,” debate nights, interactive theatre, teaching courses, “speed dating” for researchers, and other activities. At the time of writing, Experimentarium has just held the festival,



A spectacular show is delivered by two of our pilots at one of the Xciters events.

“The Small Difference” with focus on gender and research, with the participation of several hundred high school students. A number of women researchers have expressed their commitment to Experimentarium in contributing to the Danish part of the TWIST database.

18. ACCENT

This EU-project was a collaboration between 12 European science centres and an additional eight partners on the exchange of ‘best-practice methods’ concerning the dissemination of information on climate research. The project’s participants, as well as many other contributors, wrote about their activities and climate communications projects on the website I-do-climate.eu. The website was planned as a platform for knowledge-sharing amongst climate facilitators all over Europe. The project ends in the spring of 2011 with a report to the EU.

19. My Ideal City

This EU project has five European partners. The goal of the project is to strengthen ties between the institutions through the development of a virtual exhibition, that depicts the ideal city, as the citizens would like it to be. The Danish part of the exhibition was developed in collaboration between 20 Copenhageners and Experimentarium. The 30 m² exhibition was presented to the public in the months of November and December.

20. Leasing of exhibitions

The Brain exhibition from 1997 was – in an updated version! – presented at the World Cultural Heritage Site at the Völklingen Ironworks in Saarland, Germany, from the 15th May 2009 to the 25th July 2010. The exhibition received 57,500 visitors.

CreepyCrawly from 2003 was leased to Espace des Sciences in Rennes, France, from the 13th September 2010 to the 6th March 2011. The exhibition will be presented at Experimentarium from October 2011.

Xtremes from 2006 was presented at Ciência Viva in Portugal from the 21st September 2009 until the 20th September 2010. It was seen by 174,943 visitors. Xtremes is currently on display at the Palais de la Découverte in Paris and will later this year be shown at the Naturhistorisches Museum in Vienna.

The Brain exhibition from 2009 is currently at Universeum in Gothenburg, Sweden. In September, it will go on to Continium in Holland, and in 2012, to VilVite in Bergen, Norway.

21. Development of Experimentarium’s Innovations Centre

When Building Culture Denmark (Bygningskultur Danmark) in 2008 drew up a sustainability study for Experimentarium’s future plans to expand the building on Tuborg Havnevej 7, it was recommended that Experimentarium’s unique environment – with students, companies, researchers, workshops, designers, facilitators, web-experts, etc. – be utilized in establishing an innovations centre.



Children and parents having fun at one of Experimentarium’s many activities.

Vice CEO, Kim Herlev, took on the challenge and has succeeded in obtaining funds for a range of activities that will all contribute to Experimentarium's future innovations centre:

Innovation Match: Facilitates an innovation network with 18 Danish technological companies and knowledge institutions, with the aim of uncovering and utilizing the synergy possibilities that exist. Experimentarium is secretariat of the network, which is open and is to be expanded over a three-year period. Supported by The Danish Agency for Science, Technology and Innovation.



KAPOW!!! Huge clouds of smoke were in the air when some of the youngsters from the Xcitors project showed off their scales.

Demonstratorium: Creates an exhibition room for the best Danish technologies, where one can invite the public to – through co-creation – contribute to further innovative product improvements. The pre-project is supported by The Danish Industry Foundation.

Innovarium: Creates an exhibition room, where the public becomes the centre of innovative processes. The pre-project is supported by The Otto Mønsted's Foundation.

PaNIK (The Project on Science, Innovation and Art):

Collaboration between Danish artists and facilitators to create works that describe the exciting intersection between art, applied art, design and technology. Supported by The Danish Arts Foundation.

More initiatives are being planned.

22. Visitor numbers

In 2010, Experimentarium received 285,755 visitors. The figure is lower than usual, which was primarily due to the museum-unfriendly weather in the months of January, February, July and December.

The forecast for number of visitors in 2011 is considerably brighter. At the time of writing, Experimentarium has received 157,000 visitors and over 400,000 visitors are expected in the course of 2011.

The website experimentarium.dk has been visited 395,954 times, i.e. there have been more virtual visits than physical visits!

climateminds.dk had 140,000 visitors.

23. Accounts

The accounts for 2010 show a profit of DKK 38,796, which was transferred to our liquid reserve fund that now amounts to DKK 7.279 million.

Turnover was DKK 75.1 million, and Experimentarium employed 213 persons in all, comparable to 122 full-time equivalents.

RESULTATOPGØRELSE

for 1. januar – 31. december 2010

Kurs Euro 745,44, USD 561,33

Beløb i 1000 kr.

Indtægter	2010	2009
Entréindtægter	24.014	23.177
Indtægter i butik og café	3.535	3.862
Salg af serviceydelser	11.784	21.444
Andre indtægter	4.889	5.884
Tilskud	26.297	24.630
Modtaget statsstøtte	4.100	4.070
Financielle poster	495	620
Indtægter ialt	75.114	83.687
Udgifter		
Andre eksterne udgifter	28.594	33.523
Personaleomkostninger	40.621	43.082
Afskrivninger	5.860	6.049
Udgifter ialt:	75.075	82.654
Årets resultat	39	1.033

MILJØREGNSKAB

	2010	2009
Elforbrug i kWh	840.337	863.920
Fjernvarme GJ*	5.540	4.032
Vandforbrug / m ³	3.843	4.609

BALANCE

pr. 31. december 2010

Beløb i 1000 kr.

Aktiver	2010	2009
Bygning, opbygning og indretning	114.397	119.166
Permanent udstilling	8.004	1.175
Inventar og udstyr	543	738
Driftssikringsmidler	6.980	6.781
Anlægsaktiver ialt	129.924	127.860
Omsætningsaktiver		
Varebeholdninger og igangværende arb.	835	865
Tilgodehavender	27.324	40.200
Likvide beholdninger og værdipapirer	19.428	10.111
Omsætningsaktiver ialt	47.587	51.176
Aktiver ialt	177.511	179.036
Passiver	2010	2009
Egenkapital		
Grundkapital	300	300
Dispositionsfond	6.979	6.940
Egenkapital ialt	7.279	7.240
Gæld		
Leverandører af varer og tjenesteydelser	1.491	1.457
Periodeafgrænsningsposter	142.577	138.471
Anden gæld	26.164	31.868
Gæld ialt	170.232	171.796
Passiver ialt	177.511	179.036

Direktør Asger Høeg

Bestyrelse

Jannik Johansen, formand

Peter Augustinus, næstformand

Hans Peter Jensen

Poul Scheuer

Lene Lange

Anders Eldrup

Fritz Schur

Lene Hybel Kofod, medarbejderrepræsentant

Sheena Laursen, medarbejderrepræsentant

Jesper Rasted, medarbejderrepræsentant

Kristoffer Bredahl, medarbejderrepræsentant

Revisor BDO

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

INCOME STATEMENT

for 1 January – 31 December 2010

Rate of Exchange Euro 745,44, USD 561,33 Amount in 1,000 Dkr.

Income	2010	2009
Admission revenue	24,014	23,177
Shop and Café sales	3,535	3,862
Sale of services	11,784	21,444
Other income	4,889	5,884
Contributions from fund-raising	26,297	24,630
State subsidy	4,100	4,070
Financial entries	495	620
Total income	75,114	83,687
Expences		
Other external expences	28,594	33,523
Salaries and wages	40,621	43,082
Depreciation	5,860	6,049
Total expences	75,075	82,654
Net income for the year	39	1,033

ENVIRONMENTAL AUDIT	2010	2009
Electricity consumption in kWh	840,337	863,920
District heating Gj*	5,540	4,032
Water consumption /m ³	3,843	4,609

BALANCE SHEET

As of 31 December 2010

Amount in 1,000 Dkr.

Assets	2010	2009
Non current assets		
Building modifications and installations	114,397	119,166
Main exhibition	8,004	1,175
Equipment	543	738
Endowment funds	6,980	6,781
Total non current assets	129,924	127,860
Current assets		
Inventories and work in progress	835	865
Accounts receivable	27,324	40,200
Cash and bonds	19,428	10,111
Total current assets	47,587	51,176
Total assets	177,511	179,036
Capital and liabilities		
Capital		
Foundation capital	300	300
Liquid reserve fund	6,979	6,940
Total capital	7,279	7,240
Liabilities		
Accounts payable, trade	1,491	1,457
Deferred expenses	142,577	138,471
Other liabilities	26,164	31,868
Total liabilities	170,232	171,796
Total capital and liabilities	177,511	179,036

Executive Director Asger Høeg

Board

Jannik Johansen, Chairman

Peter Augustinus, Vice Chairman

Hans Peter Jensen

Poul Scheuer

Lene Lange

Anders Eldrup

Fritz Schur

Lene Hybel Kofod, Employee representative

Sheena Laursen, Employee representative

Jesper Rasted, Employee representative

Kristoffer Bredahl, Employee representative

Auditor BDO

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

CSR – CORPORATE SOCIAL RESPONSIBILITY

- Længe før det blev moderne har Experimentarium haft socialt ansvar på dagsordenen

Mange får glæde af attraktionen Experimentarium

Gæsterne står forventningsfulde i kø foran Experimentarium. Kasseapparatet klinger, og alle er glade. Ikke kun på Experimentarium, men også i lokalområdet. For ikke blot lægger Experimentariums mange gæster penge både i entré, i cafeen og i butikken. Når gæsterne flokkes og kommer ud til Tuborg Havnevej for at lege sig klogere på naturvidenskaben, så kan det føles i hele lokalområdet.

“Fordi Experimentarium som institution altid har haft fokus på den uformelle læring, som man bidrager med, er opfattelsen, at Experimentarium rejser penge for at omsætte dem til glæde og interesse for det naturvidenskabelige felt. I den ligning glemmer man helt at se, hvad Experimentarium rent faktisk bidrager med i kroner og øre tilbage igen til samfundet,” fortæller økonomichef Erik Johansen.

“Experimentarium er en almennyttig fond, hvis formål er at udbrede kendskabet til naturvidenskab og teknik. Det er sket i over tyve år takket været støtte fra mange gavmilde fonde,” siger Erik Johansen.

Ifølge beregningsmodellen TØBBE, som Organisationen af Danske Attraktioner (ODA) har udarbejdet, skabte Experimentariums 286.000 gæster i 2010 en omsætning på 56 mio. kr., hvor de 54 mio. kr. blev lagt i lokalområdet alene.

“Det betyder, at Experimentarium er med til at skabe 127 arbejdspladser i bl.a. Gentofte kommune og andre steder i landet. Disse arbejdspladser bidrager med 20 mio. kr. til de offentlige kasser”

122 årsværk - de ansatte betaler skat

Bag kulisserne arbejder 213 medarbejdere på at betjene gæsterne, vedligeholde udstillingen, udvikle nye udstillinger samt udvikle andet materiale, der kan forøge interessen for naturvidenskab og teknik.

Disse 213 medarbejdere betaler også alle skat af den løn, de får udbetalt. Alt i alt bidrager Experimentariums medarbejdere med over 16 mio. kr. til de offentlige kasser. Pengestrømmen går dog også den anden vej. Det offentlige yder tilskud til udstillinger og særudstillinger. Der bliver udbetalt refusion for de ansatte i fleksjob, samt refusion af sygedagpenge. I alt modtager Experimentarium omkring 9 mio. kr. fra det offentlige.

Samfundet tjener 8 mio. kr.

Som almennyttig fond er Experimentarium ikke fuldt momspligtig, og har i 2010 ikke fået fradrag for kr. 676.000 i moms.

“I sidste ende ser regnestykket således ud: Experimentarium betalte i 2010 over 17 mio. kr. til samfundet, og modtog over 9 mio. kr. Det betyder, at Experimentariums virke bidrog med over 8 mio. kr. til det offentlige i 2010,” slår Erik Johansen fast.

EXPERIMENTARIUMS SAMFUNDSREGNSKAB

Betaler til samfundet	17.155.704 kr.
Modtager fra samfundet	9.142.764 kr.
Samfundet modtager netto fra Experimentarium	8.012.940 kr.



Giv bien baghjul og se, om du kan finde de blomster, der indeholder mest nektar. Særudstillingen Sanser gav publikum rig mulighed for at teste både sine egne og dyrenes fantastiske sanser.

En mangfoldig arbejdsplads

I den gamle ombyggede sodavandsfabrik arbejdede i 2010 i alt 60 studerende som piloter, 39 akademikere og vidensarbejdere, 15 faglærte, 16 HK'ere, 61 ufaglærte i servicefag og som medhjælp i entré og butik samt 22 fra det rummelige arbejdsmarked.

Listen er lang, og det der springer i øjnene er, at der er en usædvanligt høj andel af medarbejdere, der ligger lige på kanten af, hvad det ordinære arbejdsmarked normalt rummer.



Der blev hoppet, grinet, leget og dystet til den helt store guldmedalje, da Sport & Spinat udstillingen i sommerferien indtog Experimentarium.

I 2005 modtog Experimentarium MIA-prisen, fordi man i sit 20-årige virke altid har sørget for, at det skulle være en arbejdsplads med plads til alle.

“Som arbejdsplads mener jeg, at vi har et socialt ansvar. Derfor skal vi kunne rumme de mennesker, der er en del af vores samfund, også dem, der har lidt svært ved at kunne passe ind på en arbejdsplads. Når man ansætter fx en person med cerebral parese, eller andre, der i længere tid har været udelukket fra arbejdsmarkedet på grund af handicap eller helbreds-mæssige årsager, så får man det, jeg kalder ketchup-effekten: Det vælter ud med arbejdsiver og arbejds-glæde,” forklarer direktør Asger Høeg.

Flere smil

“I 2006 ansatte vi 5 driftspiloter med cerebral parese også kaldet spastisk lammelse, og straks steg publikums vurdering af piloterne. Piloterne gør et fremragende stykke arbejde og smiler meget, men vores driftspiloter smiler nok endnu mere,” siger Asger Høeg.

Hvorfor tage besværet med at forsøge at tilpasse jobbet til en fleksjobber, når der er rigeligt at vælge imellem på det ordinære arbejdsmarked? Svaret falder prompte fra direktøren: “Fordi det er godt for medarbejderen, det er godt for samfundet, og det er godt for Experimentarium.”

Ikke en almisse - der knokles

Der lægges vægt på, at det er et værdigt arbejde med reelt indhold, og når det er sikret, så kommer den før omtalte ketchup-effekt. En af de personer, der er ansvarlig for, at den rummelige arbejdsplads Experimentarium også er en velfungerende arbejdsplads, er driftschef Hanne Haack Larsen. Hun udtaler: “Erfarin-

gen viser, at det er vigtigt med en god struktur for medarbejderens arbejdsdag, det kræver planlægning, og at der tages hensyn til den enkeltes behov, men vi lægger stor vægt på ikke at forskelsbehandle. Der er tale om gensidig respekt for vores forskellighed. Jeg tror på, at jo mere mangfoldig en arbejdsplads er, desto mere dynamisk bliver den.”

Vi lover at spare på elektriciteten

2010 blev året, hvor Experimentarium indgik en Klimapartnerskabsaftale med DONG Energy om inden udgangen af 2012 at reducere elforbruget med 10% forhold til forbruget i 2009.

“Selv om vi har til huse i et gammelt hus, og vi går forventningsfuldt og venter på at se, hvordan en fremtidig ombygning kunne komme til at se ud, så er der ingen undskyldning for at ikke at forsøge at spare på elektriciteten.”

“Der er mange steder, vi kan spare blot ved at ændre vaner,” siger Hanne Haack Larsen. “Vi kan jo spørge os selv, om vi oplyser rum og gange hensigtsmæssigt, og om det er med de mest energirigtige lyskilder?” Alt dette og meget mere vil et udvalg af medarbejdere kortlægge. Det kommer bl.a. til at handle om at starte tidligt med de gode energi-venlige vaner, som Experimentariums medarbejdere kan tage med sig i et ombygget CO²-venligt hus.

“Det skal være et fælles projekt, Dog en måde vi er på i dette hus, så vi også på dette område er socialt ansvarlige”

Udover at kunne bryste sig over at være et CO²-ansvarligt hus så vil samarbejdet med DONG betyde, at Experimentarium er med til at udbygge den vedvarende energi gennem køb af certifikater fra danske vindmølleparker.

Hvem besøger Experimentarium?

Experimentarium har haft 285.755 besøgende i 2010. Det er primært familier med børn: Ca. 2/3 eller 181.250. 67.447 er børn under 12 år, og 114.203 er voksne. 75% har været på Experimentarium 2-3 gange før, og 17 % er førstegangsbesøgende. De fleste er her 3 timer og rigtig mange endnu længere. 85% angiver, at de vil komme igen.

Mange besøger også Experimentarium i forbindelse med møder, konferencer og selskaber. Det har 8.994 gjort i 2010.

Skolerne er flittige besøgende: 95.121 er skoleelever. I alt 4.574 skoleklasser var på besøg i 2010, ca. halvdelen af dem med skoleabonnement.



Experimentarium kunne i sensommeren som de første i Europa vise den kæmpemæssige digitale globus Tangible Earth. Globussen er fremstillet i Japan, og her er det Experimentariums Poul Kattler, der viser nyherhvervelsen frem.

Gæsterne giver karakter for besøget

2.500 besøgende udtaler sig hvert år om deres indtryk af besøget på Experimentarium. Det gøres på en skala fra 1 (meget utilfredsstillende) til 7 (meget tilfredsstillende).

For helhedsindtrykket af oplevelsen giver de besøgende 6,1. Det er fint på niveau med foregående år og lever helt op til målet på 6,0.

Sanser – dine, mine og dyrenes har fået en fin vurdering: 5,6 for helhedsindtrykket, 5,5 for underholdningsværdien og 5,1 for, hvor lærerig udstillingen opfattes.

Den Personlige Udstilling

Experimentarium har i lang tid arbejdet med ideen om at skabe en mere personlig udstilling, hvor der gennem moderne kommunikationsteknologi bliver opbygget en stadigt større viden om vores trofaste besøgende, så de kan få en mere personlig oplevelse af udstillingerne.

”Jeg synes det er en rigtig god feature, at man kan fordybe sig derhjemme via den personlige hjemmeside”

På udstillingen Hjernen blev ideen ført ud livet, ved at de besøgende fik udleveret et ID-tag, som kunne bruges som en slags check-in til udstillingen. Ved check-in blev der stillet nogle spørgsmål, som blev brugt til at danne sig et billede af den besøgendes personlighed. På baggrund heraf formulerede udstillingen en liste over eksperimenter, som den besøgende blev anbefalet at eksperimentere med. Herefter lagrede computeren de besøgendes digitale aktiviteter på en personlig hjemmeside, hvor man til sidst modtog en mail med resultaterne af alle de tests, man havde gennemført under udstillingen.

”Det var den sjoveste oplevelse jeg har haft længe! Havde mine tre voksne børn på 18-25 år med, og de taler stadig om det”

Publikumsundersøgelsen viste, at forsøget generelt var vellykket – og noget som vi gerne vil arbejde mere med i fremtiden.

I 2010 kom svenskerne og nordmændene tilbage. Hver 5. ekspedition registreres geografisk, og resultatet for 2010 viste følgende fordeling:

Danmark	83%
Sverige	13%
Norge	2%
Øvrige	2%

CSR – CORPORATE SOCIAL RESPONSIBILITY

Experimentarium put social responsibility at the top of the agenda long before it became fashionable to do so

Locals benefit from Experimentarium

Queues of expectant visitors wait outside to enter Experimentarium. The cash register rings steadily and everyone is pleased – not just at Experimentarium, but in the local area as well. That's because visitors don't just spend money on admission, in the café, and in the gift shop. When visitors flock to Tuborg Havnevej to learn about natural science in a fun way, the entire community feels the economic impact of their presence.

“Since Experimentarium as an institution has always focused on informal learning, the general perception is that we raise money to spread awareness of the natural sciences. However, that viewpoint completely overlooks the way in which Experimentarium actually gives back to society by stimulating the local economy,” explains Director of Finance, Erik Johansen.

“Experimentarium is an independent non-profit foundation whose purpose is to promote interest in natural science and technology. This has taken place over the course of the last twenty years thanks to the support of many generous foundations”

According to the TØBBE social accounts formula developed by Experience Development of Danish Attractions (ODA), the 286,000 visitors to Experimentarium in 2010 generated a turnover of 56 million DKK, of which 54 million DKK was spent in the local community.

“This means that Experimentarium has contributed to creating 127 jobs in Gentofte Municipality and other areas in Denmark. In turn, these jobs deliver 20 million DKK in taxes and other payments into the government coffers,” maintains the Director of Finance.

122 man years – Experimentarium employees pay taxes

Behind the scenes at Experimentarium, 213 employees serve visitors, maintain the exhibits, develop new exhibits and create new materials to promote interest in natural science and technology.

These 213 staff members also pay tax on their salaries. All told, Experimentarium employees contribute more than 16 million DKK to public funds in the form of taxes and other payments each year. Money also flows back into the institution, with state funds subsidizing projects, exhibits and special exhibitions. Reimbursement is paid for flex-job employees as well as those on sick leave. In total, Experimentarium receives approx. 9 million DKK annually in the form of state subsidies.

Society earns 8 million DKK

As an independent non-profit foundation Experimentarium is partially VAT-exempt and did not receive the 676,000 DKK VAT deduction in 2010.

“The final figures show that in 2010 Experimentarium contributed over 17 million DKK to society and received over 9 million DKK. And that means that Experimentarium activities contributed over 8 million DKK to public funds in 2010,” concludes Erik Johansen.

EXPERIMENTARIUM SOCIAL ACCOUNTS

Paid to society	DKK 17,155,704
Received from society	DKK 9,142,764
Society receives from Experimentarium	DKK 8,012,940

A workplace of diversity

In 2010, the old renovated soda factory served as a workplace for 60 students employed as pilots, 39 academics and knowledge workers, 15 skilled workers, 16 office workers, 61 unskilled service workers, ticket-takers and gift shop employees, and 22 employees associated with the inclusive labour market.

It's a long list, and the immediate impression is one of an unusually high percentage of employees pushing the boundaries of what's usually considered the “regular labour market”.

In 2005 Experimentarium was presented with the MIA Award from the Danish Institute of Human Rights, in recognition of its 20 years of efforts to provide an inclusive, diverse workplace for all of its staff members.



Experimentarium is a workplace with a great variety of employees and a strong social responsibility. In 2007 we recruited five new pilot staff members with Cerebral Palsy who all deliver an excellent piece of work. Here it is our pilot Steffen Tang Christiansen.

“I believe that as a workplace we also have a social responsibility. And that’s why we must ensure that all of the people who make up our society are represented here at Experimentarium, including those who may not “fit” in a regular workplace. For example, when you hire someone with Cerebral Palsy or people who have been out of the labour market for a long time due to handicaps or health issues, you get what I call the ketchup-effect: The employees simply exude enthusiasm for and interest in their work,” explains Asger Høeg, Executive Director at Experimentarium.

More smiles

“In 2006 we hired five exhibition pilots with Cerebral Palsy, and immediately afterwards the visitor ratings of our pilots soared. The pilots do an amazing job and smile a lot, but our exhibition pilots smile even more,” says Asger Høeg.

Why take on the responsibility of adjusting a job to a flex-job worker when there are plenty of potential employees to choose from in today’s labour market? There’s no hesitation in the Director’s reply: “Because it’s good for the employee, it’s good for society, and it’s good for Experimentarium.”

No charity – just hard work

The focus is on worthwhile jobs with dignity that make real contributions, and it’s this that creates the above-mentioned ketchup-effect. One of those responsible for making sure that Experimentarium’s inclusive workplace is also effective is Operations Manager Hanne Haack Larsen, who says: “Experience shows that the right kind of structure is important for our employees, as is planning and consideration for individual needs, but we also do our best not to treat people differently. It’s about mutual respect for our differences. I believe that the more diverse a workplace is the more dynamic it becomes.”

A promise to conserve electricity

In 2010 Experimentarium entered into a Climate Partnership Agreement with DONG Energy with the intent of reducing the electricity budget by 10% by the end of 2012 compared with the 2009 figures. “Even though we are located in an old building and are currently anticipating the effect of future renovations, there’s no excuse not to commit ourselves to saving on electricity.

“There are many areas in which we can save just by changing our habits,” says Hanne Haack Larsen. “For example, we can ask ourselves if we are lighting the rooms and hallways efficiently, and whether we are using the most energy-efficient lighting.” These questions and much more will be discussed by a group comprised of Experimentarium employees. The idea is to establish good energy habits early - habits that Experimentarium staff members can bring with them to the newly renovated CO² friendly building.

“It’s a joint project, and it will provide a blueprint for our in-house activities so that we may be socially responsible in this regard as well”

In addition to the boast of being a CO² friendly institution, the DONG partnership will mean that Experimentarium is contributing to building sustainable energy through the purchase of certificates from Danish windmill parks.



The abs were up for a tough time at Sports & Spinach's special abs exerciser.

Who visits Experimentarium?

Experimentarium welcomed 285,755 visitors in 2010. Most of our visitors are families with children: Approx. 2/3 or 181,250. Of these, 67,447 are children under the age of 12, and 114,203 are adults. 75% have visited Experimentarium on 2-3 previous occasions, and 17% are first-time visitors. Most visitors spend approx. 3 hours at Experimentarium and many spend even longer periods of time. 85% have indicated that they would visit Experimentarium again.

Many visitors also come to Experimentarium in connection with meetings, conferences and other functions. These events accounted for 8,994 visitors in 2010.

Schools are a source of frequent visitors: 95,121 are schoolchildren. A total of 4,574 classes visited Experimentarium in 2010, approx. 50% of which have the Experimentarium school subscription.

Our guests rate their visit to Experimentarium

In the course of the year, 2,500 visitors provide us with input on their overall impression of their visit to Experimentarium. The visitors are asked to give scores on a scale ranging from 1 (not satisfied at all) to 7 (very satisfied).

Visitors rate their overall impression of the Experimentarium visit at an average of 6.1, comparable to the previous year's average and in accordance with the target of 6.0.

The Senses exhibition received excellent ratings: 5.6 for the overall impression, 5.5 for entertainment value and 5.1 for educational value.

The Personal Exhibition

For years Experimentarium has worked with different ideas on how to create a more personal and unique exhibition experience through the use of modern communication and new digital technology.

“I thought it was a really nice feature that you actually could examine and explore more through the personal homepage”

With the exhibition The Brain we made some of the ideas come to life by giving each visitor a personal ID-tag at the check-in for the exhibition. At the check-in each visitor was asked some questions to help giving an insight view of the visitors personality and interests.

“It was a great idea with the personal homepage. More of this for future exhibitions!”

Based on this info the exhibition recommended a personal list of experiments for each visitor to try. A computer then stored all the digital activities on a special and individual homepage and afterwards each visitor received the test results in their own mailbox from the experiments they had tried throughout the exhibition. Afterwards our polls showed that in general the experiment was successful - and certainly a field we would like to explore more in the future.

In 2010 both the Swedes and the Norwegians returned to Experimentarium. Every fifth of the visitors are registered geographically, and the results showed the following distribution:

Denmark	83%
Sweden	13%
Norway	2%
Others	2%

EXPERIMENTARIUMS ERHVERVSKLUB 2010

EXPERIMENTARIUM BUSINESS CLUB 2010

Arlo scenedesign
BASF A/S
Blip Systems A/S
Bolind-Handel A/S
COWI A/S
Danisco A/S
Dansk Energi
Dansk Gasteknisk Center a/s
Dansk Industri
Dansk Metalarbejderforbund
Danske Bank A/S
DELTA, Dansk Elektronik, Lys & Akustik
DONG Energy Oil & Gas A/S
DTU, Danmarks Tekniske Universitet
FDM
Forca A/S
FORCE Technology
Gentofte Kommune, Hovedbiblioteket
Haldor Topsøe A/S
HEMPEL A/S
Industriens Arbejdsgivere i København
KPMG, Statsaut. revisorer
LEO Pharma A/S
Lundbeckfonden
Lærerstandens Brandforsikring G/S
Microsoft Danmark A/S
Molton.dk
MT Højgaard a/s
NIRAS Rådgivende ingeniører og planlæggere A/S
Novo Nordisk A/S
Nykredit Bank A/S
Oticon A/S
R98 / Renholdningselskabet af 1898
RUC - Institut for Natur, Systemer og Modeller
Selecta A/S
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TrygFonden
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