

ÅRSBERETNING – VIDENREGNSKAB 2008



ANNUAL REPORT – INTELLECTUAL CAPITAL STATEMENT 2008



**Experimentarium®**

- Center for formidling af naturvidenskab og moderne teknik

EXPERIMENTARIUMS ÅRSBERETNING 2008 / ANNUAL REPORT 2008

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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 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

# ÅRSBERETNING 2008

## 2008 blev året, hvor Experimentarium blev "herre i eget hus"

Årets mest betydningsfulde begivenhed var helt uden sammenligning købet den 15. april 2008 af ejendommen på Tuborg Havnevej 7. I 1990 stillede Carlsberg A/S den 18.000 m<sup>2</sup> store bygning - dengang navngivet Tap Nord - gratis til Experimentariums rådighed for en periode af 20 år. Experimentarium betalte 119 mill. kr. til Carlsberg A/S og modtog - udover selve bygningen - også en af Carlsberg nyanlagt parkeringskælder med en kapacitet på 100 biler. Købet blev muliggjort ved en meget generøs støtte fra Augustinus Fonden, Gentofte Kommune, Villum Kann Rasmussen Fonden, Oticon Fonden, Thomas B. Thriges Fond, DI samt Industriens Arbejdsgivere i København.



*En drøm blev til virkelighed, da Experimentarium i april 2008 kunne kalde sig ejere af den tidligere tappehal i Hellerup.*

## Dristige planer for endnu flere formidlingsaktiviteter i et omkalfatret hus

Experimentarium arbejder med en dristig plan for mange nye formidlingsaktiviteter, der fordrer en udbygning og fornyelse af ejendommen. Med støtte fra Realdania er der udarbejdet program for en team-konkurrence, ligesom der er gennemført en bæredygtighedsvurdering af Experimentariums fremtidsplaner. Sidstnævnte undersøgelse vurderer, at Experimentarium - ved gennemførelsen af de beskrevne aktiviteter - vil kunne opnå ca. 100.000 flere besøgende årligt. Dette vil i betydelig grad styrke Experimentariums driftsøkonomiske fundament. Næste fase i Fremtidsprojektet er gennemførelsen af teamkonkurrencen, som vil blive igangsat, når der er tilstrækkelig sikkerhed for, at projektet kan finansieres.



*Det alvorlige emne til trods var der smil over hele linjen, da Lene Espersen tog den første køretur i Kvæsterød Køreskole.*

## Kvæsterøds borgere hørte ikke godt nok efter i køreskolen

På udstillingsfronten præsenterede Experimentarium to nye udstillinger i løbet af 2008. Den 31. januar 2008 indviede daværende justitsminister Lene Espersen særudstillingen Kvæsterød Køreskole, som fortæller den sørgelige historie om de 37 personer i Kvæsterød, der døde i trafikken, fordi de ikke hørte godt nok efter i køreskolen! Udstillingen er temmelig makaber i sin tilgang til problematikkerne: Unge mennesker er involveret i alt for mange dødsulykker på vejene. Og årsagerne til ulykkerne er de velkendte. For høj fart, spirituskørsel, uopmærksomhed på grund af mobilsamtale eller lignende og manglende brug af sikkerhedssele.

Udstillingen er udviklet i samarbejde med og støttet af TrygFonden, Herning Kommune og Rådet for Større Færdselssikkerhed. Hver mandag formiddag har en dygtig formidler, der selv blev lam i benene på grund af en ulykke i en ung alder, fortalt unge mellem 18 og 20 år, hvor vigtigt det er at færdes fornuftigt i trafikken.

## Tre prinser til åbningen af SPION

Den 2. oktober 2008 indviede Hans Kongelige Højhed Prins Joachim - engageret bistået af Prins Nikolai og Prins Felix - særudstillingen SPION. Udstillingen er verdens første, offentligt tilgængelige træningscenter for spionspiranter! Udstillingen er udviklet og produceret i samarbejde med det belgiske science center Technopolis.





SPION er støttet af Louis Petersens Legat, IRF Industriens Realkreditfond, Nordea Danmark-fonden, Marie og M.B. Richters Fond samt Forsknings- og Innovationsstyrelsen.



*Små prinser blev store spioner, da Prins Joachim i selskab med næste generation indviede årets store særudstilling, SPION.*

### Besøgstallet i 2008 var 593 mere end budgetteret!

Experimentarium opnåede 315.593 besøgende i 2008 mod et budget baseret på 315.000 besøgende. Heraf var ikke færre end 98.915 skoleelever på forberedte besøg, en stigning på næsten 3.000 elever i forhold til 2007. Herudover har Experimentarium formidlet naturvidenskab og teknik til yderligere ca. 26.000 elever gennem landsdækkende aktiviteter. Dette faktum understreger med 7-tommer søm Experimentariums position som Danmarks mest populære institution, der tilbyder læring i uformelle rammer. Næsten alle virksomheder spørger sig selv: Hvad vil finans- og økonomikrisen betyde for vores virksomhed? Meget tyder på, at Experimentarium vil blive mildere ramt end andre virksomheder; dog har den svækkede svenske krone medført, at andelen af svenske besøgende er vigende.

### Experimentariums eksport er meget omfattende

Experimentarium har haft 5 udstillinger til udlejning i Danmark og i udlandet. I løbet af 2008 blev Hjernen præsenteret i Athen og i Istanbul. KribleKrable blev frem til maj 2008 præsenteret på Xplorit i Kolding og fra september 2008 på Forum Départemental des Sciences i Villeneuve, Frankrig. Endvidere har Sport & Spinat været vist i Kolding,

på Centre for Life, Newcastle, og senest på Kulturpaladset i Warszawa. Endvidere har Xtremes været præsenteret på The Royal Belgian Institute for the Natural Science i Bruxelles. Endelig har TopSecret (den internationale udgave af SPION) været vist på Technopolis i Mechelen, Belgien. Disse udstillinger har tilsammen haft ca. 500.000 besøgende.

### Et meget stort antal undervisningsaktiviteter på Tuborg Havnevej 7

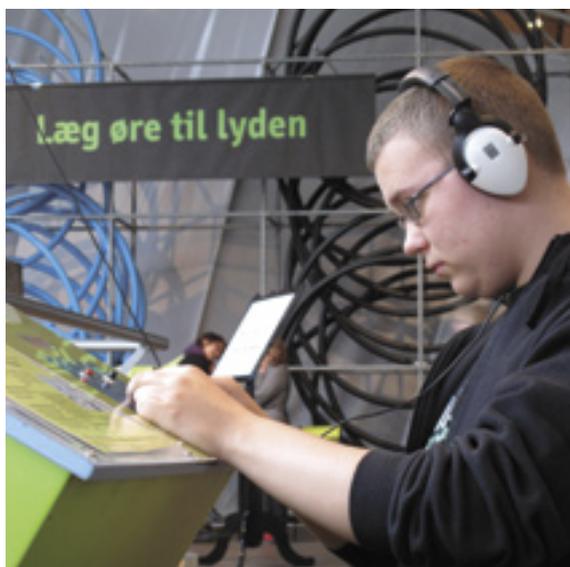
Experimentarium udbyder undervisningsforløbene Chokoladeværksted, DNA-værksted, El-agent for en dag, Hjerter-lunge værksted, Palæontolog for en dag samt Da vand og luft blev venner. Der er i alt gennemført 304 undervisningsforløb for ca. 7.500 elever, som normalt varer 3 til 4 timer. Der er således ydet ca. 25.000 timers koncentreret undervisning på Experimentarium!



*Der skal både læres, leges og noteres, når man bliver rekrutteret til 'El-agent for en dag' i et af Experimentariums mange værksteder.*

El-agent for en dag støttes af DONG Energy. De øvrige undervisningsforløb betales af klasserne. Skovgårdsskolen og Gentofte Kommunes 10. klasse i fysik og kemi har - gennem hele skoleåret - lagt deres undervisning på Experimentarium. Experimentariums piloter har medvirket ved undervisningen af Skovgårdsskolens elever. Med støtte fra Undervisningsministeriet er der ved at blive udarbejdet en Besøgsguide for lærere på Experimentarium.

I samarbejde med Gentofte Musikskole har ca. 600 elever fået en særlig gennemgang af de eksperimenter i hovedudstillingen, der har med lyd, bølger og musik at gøre.



*Øre til lyden. Vores besøgende må lægge både ører, hænder og krop til lidt af hvert.*

I samarbejde med Gentofte Kommune har Experimentarium udviklet og gennemført en meget vellykket Masterclass i termodynamik, som vil blive gentaget i de kommende år. Med støtte fra Undervisningsministeriet har Experimentarium udviklet de browserbaserede læringsspil Tidsmaskinen: Darwin samt Tidsmaskinen: Klima.

### Experimentarium har også mange landsdækkende skoleaktiviteter

Xcitors projektet er fortsat med at invitere dygtige unge



*De unge Xcitors lægger ikke fingrene imellem, hvad enten de dissekerer lunger på Experimentarium eller underviser deres klassekammerater hjemme på skolerne.*

elever til undervisning i Experimentariums shows og demoer. Derefter vender de unge tilbage til deres egen skole for at undervise kammeraterne - jævnaldrende og yngre - i disse shows og demoer. Xcitors projektet kører nu på 5. år, og i løbet af 2009 skal der findes en bæredygtig fortsættelse af projektet. Xcitors projektet er støttet af Egmont Fonden samt af EU's FP6. Den af videnskabsministeren og undervisningsministeren nedsatte arbejdsgruppe til forberedelse af en National Strategi for Natur, Teknik og Sundhed anbefaler, at Xcitors projektets gode erfaringer udbredes til hele landet. Det var bl.a. elever fra Kolding, der i 2008 deltog i Xcitors projektet.



Experimentarium igangsatte i 2008 et meget stort didaktisk projekt, MetodeLab, som er et efteruddannelsesprojekt for lærere i klassiske eksperimenter i grundskolen til brug i faget natur/teknik. Projektet omfatter beskrivelse af disse eksperimenter, udarbejdelse af undervisningsmaterialer, eksperimentkasser med det til gennemførelsen af eksperimenterne nødvendige udstyr samt et stort antal efteruddannelseskurser. MetodeLab støttes af Lundbeckfonden.



*Et simuleret katastrofeområde leveret til døren. Hvad stiller man op, når det virkelig gælder? Redningshold for en dag ruller derudaf med stor succes.*

Redningshold for en dag er et undervisningsforløb om førstehjælp og genoplivning med udgangspunkt i en sættevogn og et på skolen oprettet nødlazaret. Undervisningsforløbet blev i 2008 gennemført for 3.096 elever og lærere i 7 byer over hele landet. Siden 2004 har mere end 14.000 elever og lærere i 29 byer oplevet Redningshold for en dag, som støttes af TrygFonden.





I samarbejde med Kræftens Bekæmpelse udviklede Experimentarium skolemateriale, der advarer børnene mod for intensiv solbadning.



*Sol, sommer og UV-stråler. Pigerne havde svært ved at skjule begejstringen, da de sammen med 60 andre Viborg-børn vandt førstepræmien i Solstafetten.*

DM i Morf var Experimentariums skolekonkurrence 2007/2008. Konkurrencen gik ud på at morfe dyr til ekstreme omgivelser. Skolekonkurrencen tog sit udspring i udstillingen Xtrem Ekspedition, som var på plakaten fra oktober 2007 til september 2008. Der deltog 130 klasser i konkurrencen.



*Ambitionerne er høje på Experimentarium – også når man er 10 år og skal ned fra taget.*

Med støtte fra Dansk Energi, DI Energibranchen og Energy Minds har Experimentarium udviklet formidlingsprojektet Climate Minds med et ressourcerum på internettet med viden om energi og klima samt gennemførelsen af konsensuslignende konferencer for mere end 2.000 gymnasieelever.

Via de landsdækkende undervisningsaktiviteter har Experimentarium i 2008 formidlet naturvidenskab og teknik til ca. 26.000 elever.



*Climate Minds er et af Experimentariums mange bidrag til klima- og energidebatten. Her unge gymnasieelever til klimakonference.*

## **Experimentarium har oprettet en Kursusenhed**

Den nyoprettede Kursusenhed har udviklet: Oplevelser i naturfagsundervisningen rettet mod lærerstuderende med liniefag i natur/teknik, kurser i efteruddannelse af lærere i Gladsaxe og Gentofte Kommuner samt Pædagogisk Dag på Experimentarium (om at bruge Experimentarium effektivt).

Målet for Kursusenheden er dristig: Experimentarium ønsker at oprette et Center of Excellence i forskningsbaseret uddannelse og efteruddannelse af lærere i grundskolen og gymnasiet. Etableringen af dette center er et element i Fremtidsprojektet.

## **Experimentarium har oprettet en Nyhedsafdeling**

Den nyoprettede Experimentariums Nyhedsafdeling har indgået et produktivt samarbejde med den nationale forskningsportal videnskab.dk, Weekendavisen, DRs "Videnskabens Verden", Illustreret Videnskab, Ingeniøren



og Søndagsavisen. I alt har afdelingen udgivet over 350 videnskabelige nyheder i 2008. Nyhedsafdelingen er støttet af Novo Nordisk Fonden og Knud Højgaards Fond.

### Experimentarium har oprettet et Forskningscenter for læring i uformelle omgivelser

Experimentariums nyoprettede Forskningscenter for læring i uformelle omgivelser omfatter i skrivende stund 5 medarbejdere: To erhvervs-PhD studerende, to speciale studerende og en PhD studerende fra SDU, der har udført store dele af deres forskning på Experimentarium. Forskningsafdelingen støttes af Oticon Fonden samt af Forsknings- og Innovationsstyrelsen.



Dig & Mig - og alle de andre.

### Nye engagerede medarbejdere til Publikumsafdelingen

Da Dialog i Mørket stoppede i december 2007, måtte Experimentarium tage afsked med de 24 projektansatte medarbejdere; heraf var 17 blinde og 7 med spastisk lammelse. Experimentarium har imidlertid kunnet ansætte 5 af medarbejderne med spastisk lammelse som driftspiloter med støtte fra Ludvig og Sara Elsass Fond. Desuden er en af de blinde medarbejdere ansat i Salgs- og Marketingafdelingen.

### Nyt website gik i luften den 9. januar 2009

Efter flere måneders hårdt arbejde kunne Experimentarium stolt lancere sin nye website.



Direktør Asger Høeg var fra 2004-2007 formand for ECSITE, den europæiske sammenslutning af Science Centre og museer. Det internationale samarbejde prioriteres stadig højt på Experimentarium.

Internettets betydning kan man kun komme til at undervurdere. Experimentarium prioriterer arbejdet med internettet meget højt, idet det om ganske kort tid vil blive det førende markedsføringsmedie, ligesom kontakten mellem Experimentariums formidlingsaktiviteter (udstillinger såvel som andre aktiviteter) hele tiden skal sikres og udbygges ved at tænke hjemmesiden ind i formidlingen.

### Underskud på driften

Experimentariums driftsresultat for 2008 blev et underskud på kr. 895.000.

Resultatet er ikke tilfredsstillende, da Experimentarium stadig tærer på dispositionsfonden.

Experimentarium omsatte i 2008 for ca. 69 mill. kr. og beskæftigede ca. 225 medarbejdere, svarende til 125 mandeår.

Asger Høeg  
Direktør



# ANNUAL REPORT 2008

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## 2008 was the year when Experimentarium became "Master of our own house"

The most significant event of the year was, without a doubt, the purchase of the property of Tuborg Havnevej 7 on 15 April 2008. In 1990, Carlsberg A/S gave Experimentarium a 20-year lease, free of charge, of the 18,000 square meter building, then known as Tap Nord. Experimentarium paid DKK 119 million to Carlsberg A/S and received, in addition to the property itself, one of Carlsberg's new parking facility with a capacity of 100 cars. The purchase was made possible by the generous support of the Augustinus Foundation, Gentofte Municipality, Villum Kann Rasmussen Foundation, Oticon Foundation, Thomas B. Thriges Foundation, the Confederation of Danish Industries and the Copenhagen Industries Employers' Federation.

## Bold plans for still more educational activities in a transformed building

Experimentarium is working on a bold plan for many new educational activities that requires the extension and rebuilding of the property. With support from Realdania, a programme for a team-competition has been drafted. Also, a sustainability study has been carried out to assess Experimentarium's future plans. The study estimates that Experimentarium can attract approximately 100,000 more visitors a year, by carrying on with the above-mentioned activities. This would substantially improve Experimentarium's financial foundation. The next phase in the Future Project is the team competition, which will start as soon as there are sufficient funds to finance the project.

## The citizens of Crashbang Town did not pay enough attention in driving school

Experimentarium presented two new exhibitions in 2008. On 31 January 2008, the Minister of Justice, Lene Espersen, opened the special exhibition Crashbang Driving School which tells the tragic tale of 37 people in Crashbang Town who were killed in traffic accidents because they didn't pay enough attention in driving school! The exhibition is rather morbid in its approach to the problem: Young

people are involved in too many fatal accidents on the road. The causes are well known: Speeding, driving under the influence of alcohol, inattention to the road due to usage of mobile phones and the like, and the lack of seat belt use.

The exhibition was developed in collaboration with the TrygFoundation, Herning Municipality and the Danish Road Safety Council. Every Monday morning, a spokesperson, who had himself lost the use of his legs due to an accident at a young age, talked to the young visitors between the ages of 18 to 20, about how important it is to be safe in traffic.



It was all systems go, when Prince Joachim and his sons opened Denmark's biggest training facility for spies. Asger Høeg looks on proudly in the background.



Action, cold sweat and bad traffic habits were the main ingredients in Crashbang Driving School - one of Experimentarium's big successes in 2008.

## Three royal princes to the opening of SPY

On 2 October 2008, His Royal Highness Prince Joachim, with the enthusiastic backing of Prince Nikolai and Prince Felix, opened the special exhibition SPY. The exhibition is the world's first training facility for aspiring spies, which is opened to the public! The exhibition was developed and produced in collaboration with the Belgian science center, Technopolis.

SPY is supported by Louis Petersens Foundation, IRF Industriens Realkredit Foundation, Nordea Denmark Foundation, Marie and M.B. Richters Foundation, as well as the Danish Agency for Science, Technology and Innovation.

## Number of visitors in 2008 was 593 higher than expected

Experimentarium received 315,593 visitors in 2008, as opposed to the expected 315,000 in the budget. Of this number, no fewer than 98,915 were school students on planned visits, an increase of almost 3,000 students from 2007. In addition to this, Experimentarium reached approximately 26,000 more students through educational activities around the nation. This fact truly reinforces Experimentarium's position as Denmark's most popular institution that offers learning in an informal environment.

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Almost all companies are asking themselves: How will the financial crisis affect us? Many factors indicate that Experimentarium will not be hit as hard as other companies, although the weakened Swedish Krone has led to a decrease in visitors from Sweden.

### Experimentarium's extensive exports

Experimentarium has leased out five exhibitions, both in Denmark and abroad. In 2008, The Brain was presented in Athens and Istanbul. CreepyCrawly was exhibited in Xploorit in Kolding up until May 2008, and from September 2008, it was presented at Forum Departemental des Sciences in Villeneuve, France. Sports & Spinach has also been exhibited in Kolding, as well as at the Centre for Life in Newcastle, and finally at the Cultural Palace in Warsaw. Also, Xtremes has been presented at the Royal Belgian Institute for the Natural Science in Bruxelles. Finally, TopSecret (the international version of SPY) has been at Technopolis in Mechelen, Belgium. These exhibitions have been visited by approximately 500,000 people.



Yes, you may taste it! The Chocolate Workshop is only one of many workshops we offer the country's school students. Although, not all of them taste as good...



Guns, knives or dangerous liquids onboard? That won't go undetected in SPY, where both children and adults can carry out flight security checks and expose secret missions.

### Extensive educational programmes at Tuborg Havnevej 7

Experimentarium offers the following educational programmes: The Chocolate Workshop, the DNA Workshop, Electricity Agent for a Day, the Heart-Lung Workshop, Paleontologist for a day and When Air and Water Became Friends. More than 304 educational programmes have been completed with more than 7,500 school students, each lasting between 3 to 4 hours. That means that approximately 25,000 hours of concentrated teaching has been carried out by Experimentarium! Electricity Agent for a Day is supported by DONG Energy. The rest of the programmes are paid for by the school classes.

Skovgårds School and Gentofte Municipality's 10th grade classes in Physics and Chemistry have carried out their classes at Experimentarium throughout the entire school year. Experimentarium's pilots have assisted in the classes carried out with Skovgård School's students.



Talk to yourself. Our big main exhibition offers more than 300 activities.

**Experimentarium has many national school activities**

The Xciters project continues with the invitation of bright young students for training in Experimentarium's shows and demonstrations. After the training programme, they return to their own schools to pass on this knowledge to their schoolmates. The Xciters project is now entering its fifth year, and in the course of 2009 a sustainable continuation of this project has to be found. The Xciters project is supported by the Egmont Foundation and the EU's FP6. The Ministry of Science and Education's appointed committee for the preparation of a National Strategy for Nature, Technology and Health has recommended that the Xciters project's experience be spread across the country.

Students from Kolding were among the participants that took part in the Xciters project in 2008.

In 2008, Experimentarium started a very significant didactic project, MetodeLab, which is a comprehensive continuing education project for school teachers who teach classical experiments in the subject of Nature/Technology. The project involves producing descriptions of these experiments, teaching materials, experiment cases filled with the necessary equipment needed to carry out the experiments, as well as a significant number of continuing education courses. The MetodeLab is supported by the Lundbeck Foundation.



*Helmets, suits and walkie-talkies were utilised in the realistic catastrophe-role-playing game Rescue Team for a Day.*

Rescue Team for a Day is an educational course on first aid and resuscitation, which takes place in a semi trailer and a school emergency infirmary. The course was carried out for 3,096 students and teachers in seven cities across the country in 2008. Since 2004, more than 14,000 students and teachers in 29 cities have experienced Rescue Team for a Day, which is supported by the Tryg Foundation.

In collaboration with the Danish Cancer Society, Experimentarium developed school material, that advised school children against intensive sun bathing.

The Danish Morphing Championship was Experimentarium's school competition in 2007/2008. Schools competed in "morphing" an animal to suit extreme environmental conditions. The competition was held in association with the Xtreme Expedition exhibition, which was held from October 2007 to September 2008. 130 classes took part in the competition.



*Scientific stockings? You never know when Experimentarium is involved!*

In collaboration with the Danish Energy Association, the Danish Energy Industries Federation and Energy Minds, Experimentarium developed the educational project Climate Minds with an Internet



*The block of ice was set up in front of Experimentarium on 30 November 2008 to mark the UN Climate Conference, which starts in Copenhagen on 30 November 2009. It took exactly 15 days, 1 hour and 35 minutes for it to completely melt.*



# ateMinds

resource site containing information on energy and the climate, as well as implementation of consensus-like conferences for more than 2,000 high school students.

Via these nationwide educational activities, Experimentarium was able to promote science and technology to approximately 26,000 students in 2008.

## Experimentarium has started a Seminar Unit

The newly started Seminar Unit has developed Experiences in the Teaching of Science, aimed towards students at teacher training colleges who have Nature/Technology as a subject. The unit has also started a continuing education course for teachers in Gladsaxe and Gentofte municipalities, as well as Pedagogic Day at Experimentarium (about effectively using the science centre on a visit).

The Seminar Unit's goal is bold: Experimentarium wishes to create a Centre of Excellence in research-based education and continuing education for teachers in both elementary and high school. Establishment of this centre is an element in the Future Project.



The hot air balloon show at the main hall is always a crowd puller.

## Experimentarium has created a News Department

Experimentarium's newly founded News Department has started a productive collaboration with the national research portal videnskab.dk, Weekendavisen, DR "Videnskabens Verden", Illustreret Videnskab, Ingeniøren and Søndagsavisen. The News Department has published a total of 350 science-based news articles in 2008. The department is supported by the Novo Nordisk Foundation and Knud Højgaard Foundation.

## Experimentarium has started a Research Centre on Learning in Informal Surroundings

Experimentarium's newly started Research Centre on Learning in Informal Surroundings encompasses at present five staff members: Two business PhD students, two students working on their thesis, and one PhD student from SDU who has carried out most of her research



Small, but alert and up to any challenge. The world is waiting to be discovered and explored.

at Experimentarium. The Research Centre is supported by the Oticon Foundation, as well as the Danish Agency for Science, Technology and Innovation.

## New enthusiastic staff greeting our guests

When Dialogue in the Dark ended in December 2007, Experimentarium had to say goodbye to the 24 exhibition staff, of which 17 were visually impaired and 7 had cerebral palsy. However, Experimentarium was able to hire five of the staff members with cerebral palsy as exhibition pilots, thanks to support from the Ludvig and Sara Elsass Foundation. In addition to that, one of the visually impaired staff is now hired in the Sales and Marketing Department.

## New website was launched on 9 January 2009

After months of hard work, Experimentarium proudly launched a new ultra interactive website.

The Internet's significance cannot be underestimated. Experimentarium places a very high priority on its online activities because the Internet is rapidly becoming the leading marketing medium. As such, Experimentarium's educational programmes (exhibitions as well as other activities) have to be developed with the homepage in mind as an important factor.

## A deficit on operational costs

Experimentarium's cost of operations for 2008 resulted in a deficit of DKK 895,000.

This result is unsatisfactory, as Experimentarium is still relying on the liquid reserve fund.

Experimentarium had a turnover of approximately DKK 69 million in 2008 and employed approximately 225 employees, equivalent to 125 FTE.

*Asger Høeg, Executive Director*



## RESULTATOPGØRELSE

for 1. januar - 31. december 2008

Kurs: EURO 745,06 - USD 528,49

Beløb i 1.000 kr.

Indtægter	2008	2007
Entréindtægter	23.952	25.716
Indtægter i butik og café	11.181	11.709
Salg af serviceydelser	10.935	6.225
Andre indtægter	4.083	3.881
Tilskud	22.637	20.029
Modtaget statsstøtte	4.109	3.200
Hovedudstillings fornyelse ovf. til øvrig grundkapital	0	0
Finansielle poster	683	32
<b>Indtægter ialt:</b>	<b>77.580</b>	<b>70.792</b>
<b>Udgifter</b>		
Andre eksterne udgifter	28.896	29.697
Personaleomkostninger	40.703	36.718
Afskrivninger	8.876	6.950
<b>Udgifter ialt:</b>	<b>78.475</b>	<b>73.365</b>
<b>Årets resultat</b>	<b>-895</b>	<b>-2.573</b>

## MILJØREGNSKAB

	2008	2007
Elforbrug i kWh	1.041.581	1.100.393
Fjernvarme GJ*	1.990	3.616
Vandforbrug / m <sup>3</sup>	6.033	6.630

\*Forbrug 2008 kun for 8 mdr.

## BALANCE

pr. 31. december 2008

Beløb i 1.000 kr.

Aktiver	2008	2007
Opbygning og indretning	123.935	11.317
Permanent udstilling	1.861	3.542
Inventar og udstyr	686	960
Driftssikringsmidler	6.742	6.587
<b>Anlægsaktiver ialt</b>	<b>133.224</b>	<b>22.406</b>
<b>Omsætningsaktiver:</b>		
Varebeholdninger og igangværende arbejde	988	880
Tilgodehavender	24.102	32.382
Likvide beholdninger og værdipapirer	6.553	353
<b>Omsætningsaktiver ialt</b>	<b>31.643</b>	<b>33.615</b>
<b>Aktiver ialt</b>	<b>164.867</b>	<b>56.021</b>
<b>Passiver</b>	<b>2008</b>	<b>2007</b>
<b>Egenkapital</b>		
Grundkapital	300	300
Dispositionsfond	5.907	6.802
<b>Egenkapital ialt</b>	<b>6.207</b>	<b>7.102</b>
<b>Gæld</b>		
Leverandører af varer og tjenesteydelser	1.425	2.448
Periodeafgrænsningsposter	132.673	26.239
Anden gæld	24.562	20.232
<b>Gæld ialt</b>	<b>158.660</b>	<b>48.919</b>
<b>Passiver ialt</b>	<b>164.867</b>	<b>56.021</b>

Hellerup, maj 2009

Direktør Asger Høeg

### Bestyrelse

Jannik Johansen, formand  
Peter Augustinus, næstformand  
Hans Peter Jensen  
Poul Scheuer  
Lene Lange  
Anders Eldrup  
Fritz Schur  
Lene Hybel Kofod  
Sheena Laursen  
Jesper Rasted  
Kristoffer Bredahl

Revisor KPMG

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

## INCOME STATEMENT

for 1 January - 31 December 2008

Exchange rate: EURO 745,06 - USD 528,49

Amounts in thousand DKK

Income	2008	2007
Admission revenue	23,952	25,716
Shop and Café sales	11,181	11,709
Sale of services	10,935	6,225
Other income	4,083	3,881
Contributions from fund-raising	22,637	20,029
State subsidy	4,109	3,200
The value of the main exhibit's renewal transferred to additional basic capital	0	0
Financial entries	683	32
<b>Total income</b>	<b>77,580</b>	<b>70,792</b>
<b>Expenses</b>		
Other external expenses	28,896	29,697
Salaries and wages	40,703	36,718
Depreciation	8,876	6,950
<b>Total expenses</b>	<b>78,475</b>	<b>73,365</b>
<b>Net income for the year</b>	<b>-895</b>	<b>-2,573</b>

## ENVIRONMENTAL AUDIT

	2008	2007
Electricity consumption in kWh	1,041,581	1,100,393
District heating Gj*	1,990	3,616
Water consumption /m <sup>3</sup>	6,033	6,630

\*Heating 2008 only for 8 months

## BALANCE SHEET

as of 31 December 2008

Amounts in thousand DKK

Assets	2008	2007
<b>Non current assets</b>		
Building modifications and installations	123,935	11,317
Main exhibition	1,861	3,542
Equipment	686	960
Endowment funds	6,742	6,587
<b>Total non current assets</b>	<b>133,224</b>	<b>22,406</b>
<b>Current assets</b>		
Inventories and work in progress	988	880
Accounts receivable	24,102	32,382
Cash and bonds	6,553	353
<b>Total current assets</b>	<b>31,643</b>	<b>33,615</b>
<b>Total assets</b>	<b>164,867</b>	<b>56,021</b>
<b>Capital and liabilities</b>	<b>2008</b>	<b>2007</b>
<b>Capital</b>		
Foundation capital	300	300
Liquid reserve fund	5,907	6,802
<b>Total capital</b>	<b>6,207</b>	<b>7,102</b>
<b>Liabilities</b>		
Accounts payable, trade	1,425	2,448
Deferred expenses	132,673	26,239
Other liabilities	24,562	20,232
<b>Total liabilities</b>	<b>158,660</b>	<b>48,919</b>
<b>Total capital and liabilities</b>	<b>164,867</b>	<b>56,021</b>

Hellerup, May 2009

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  
 Sheena Laursen  
 Jesper Rasted  
 Kristoffer Bredahl

Auditor KPMG

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

# VIDENREGNSKAB 2008

## Er Experimentarium forberedt til fremtidens udfordringer?

Videnregnskabet er et vigtigt ledelsesværktøj, der skal danne grundlag for en vurdering af, om Experimentarium er stærkt nok rustet til at kunne klare udfordringerne i de kommende år.

## Fortsat mange besøgende

Experimentariums besøgende består af 3 grupper: Det almene publikum, uddannelsessektoren og deltagere i møder, konferencer og selskaber. Siden 2004 har besøgstallet for disse 3 grupper udviklet sig således:

	2004	2005	2006	2007	2008
Familiepublikum	223.027	207.655	215.731	236.747	205.858
Skoleelever	102.572	103.573	103.554	96.660	98.915
Møder, konferencer, selskaber mv.	12.147	8.833	11.070	10.149	10.820
I alt besøgende	337.746	320.061	330.355	343.556	315.593

## Experimentarium er den kulturinstitution, der formidler til flest skoleelever i Danmark

Experimentariums formål er "i befolkningen – og især i den yngre del af denne – at øge interessen for naturvidenskab og teknik". Det stiller et særligt krav til, at Experimentarium yder en særlig indsats for ungdommen – og især for uddannelsessektoren, hvor der er mulighed for at sætte de tydeligste spor. Experimentarium formidlede da også naturvidenskab og teknik til ca. 125.000 elever, idet der udover nedennævnte besøgstal til science centret på Tuborg Havnevej 7 deltog over 26.000 skoleelever i Experimentariums landsdækkende formidlingsaktiviteter.

	2004	2005	2006	2007	2008
Børn og unge under 12 år*	102.122	87.543	80.768	93.400	79.562
Skoleelever	102.572	103.573	103.554	96.660	98.915
Voksne	133.052	128.945	146.033	153.496	137.116
I alt	337.746	320.061	330.355	343.556	315.593

\*indtil 2005 blev registreret børn og unge under 14 år.

## Fritidspublikummet vil gerne komme igen!

11 spørgsmål i den daglige publikumsundersøgelse omhandler, hvor tilfredse publikum er med de oplevelser, Experimentarium tilbyder. Publikum skal give en karakter mellem 1 og 7, hvor karakteren 7 er meget tilfredsstillende, mens 1 er meget utilfredsstillende.



Nysgerrighed er en af de bedste forudsætninger for en god oplevelse – hvad enten man er 3 eller 83.

	1999-2003	2004	2005	2006	2007	2008	Mål
Helhedsindtryk af Experimentarium	6,1	6,0	5,9	6,2	6,1	6,1	6,0
Helhedsindtryk af den nye udstilling	5,6	5,6	5,5	6,0	5,4	5,2	5,7
Er den nye udstilling underholdende?	5,2	5,3	5,2	5,9	5,2	5,1	5,3
Er den nye udstilling lærerig?	4,6	4,8	4,6	5,9	5,3	4,6	5,0
Antal opstillinger ude af funktion	4,7	4,6	4,6	4,7	4,9	4,8	5,0
Udstillingspiloterne	5,9	5,5	5,5	5,5	5,3	5,7	6,0
Shows, demoer mv.	5,8	5,7	5,6	5,8	5,7	5,8	6,0
Caféen	4,6	4,1	4,4	4,8	4,7	4,8	4,5
Butikken	5,1	5,0	5,0	5,3	5,3	5,3	5,3
Baseret på antal besvarelser	13.063	4.656	4.324	2.004	2.192	2.697	

I perioden 1999-2003 præsenteredes udstillingerne Dinosaurer på rov, Dig & Mig, Rejsen til Mars, Future Body, KribleKrabbe og Hjernen. I 2004 var KribleKrabbe, Cirkus Fysikus og Kønsexperimentet på programmet. Og i 2005 Kønsexperimentet samt Sport & Spinat.

For første gang nogensinde havde Experimentarium fra oktober 2006 til september 2007 tre særudstillinger på én gang: Dialog i Mørket (helhedsindtryk 6,2), Sport & Spinat (helhedsindtryk 5,8) og T.rex – Dræbermysteriet (helhedsindtryk 5,8).

Fra oktober 2007 til september 2008 præsenteredes Xtrem Ekspedition. Fra januar 2008 frem til marts 2009 vistest Kvæsterød Køreskole, og fra oktober 2008 var SPION på programmet.



Den generelle tilfredshed med besøget afspejler sig i besvarelsen af følgende spørgsmål: Vil du besøge Experimentarium igen?

	2004	2005	2006	2007	2008
Ja	81%	79%	90%	90%	87%
Nej	1%	1%	1%	1%	1%
Måske	18%	20%	9%	9%	12%
I alt	100%	100%	100%	100%	100%

### Særlige krav til møder, konferencer, selskaber mv.

Hvert år åbner Experimentarium dørene for talrige særrangementer, som med udgangspunkt i vores udstillinger og andre formidlingsaktiviteter benytter vores faciliteter til møder, konferencer og selskaber. Disse arrangementer er en vigtig indtægtskilde for Experimentarium. Alle kunder anmodes om at udfylde et evalueringsskema, hvor Experimentarium får karakter som arrangør og vært samt for rammerne. Der gives karakter på den generelle skala fra 1 til 7 med følgende resultat:

	2004	2005	2006	2007	2008	Mål
Helhedsindtryk af arrangementet	6,1	6,0	5,9	6,1	6,0	6,5
Indtryk af bookingpersonalet	6,5	6,6	6,4	6,4	6,5	6,5
Indtryk af cafépersonalet	5,9	5,5	5,5	5,9	5,8	6,0
Vurdering af traktement	6,0	5,4	5,2	5,8	5,8	6,5
Vurdering af rengøringsstandard	5,6	5,9	5,6	5,8	5,5	6,0
Indtryk af mødelokale, St. Scene mv.	5,4	5,7	5,2	5,7	5,6	6,0

### Redaktionel omtale

#### Robotfestivalen – en pressemagnet

Som noget helt nyt i eventkalenderen afholdt Experimentarium fra 4.-7. april 2008 en Robotfestival. Det emne greb pressen med interesse! Pressedækningen startede i "Go' Morgen Danmark" om fredagen. Politiken fulgte op med en nyhedsreportage, som blev trykt lørdag. Det tiltrak mange gæster den weekend. Polfoto kom forbi for at tage fotos. Vi fik kæmkommen erfaring med det hastigt voksende medie, webTV, da både Jyllands-Posten og Ekstra Bladet kom forbi om fredagen med deres videokameraer.

I første omgang havde Aftenshowet givet afslag på vores henvendelse, men de fandt et hul i programmet hen på fredagen. Lørdag fik vi besøg af endnu et TV-hold, hvilket resulterede i et par indslag i henholdsvis DR Update og DR TV-avisen samme dag. Lørdag havde vi også aftalt med P4 Levende Lørdag, som er et landsdækkende radioprogram,

at de skulle komme forbi. Det gav ikke bare en del foromtale, men også en god og stemningsfuld lørdags-reportage fra Experimentarium. Endelig skrev de 3 fagblade, Computerworld, Automation samt IT & Læring om Robotfestivalen - både før og efter festivalen.

### Op til og under SPION åbningen – pressen var med os

At åbne Danmarks første træningscenter for spioner var noget, som kunne fange pressens opmærksomhed. I timerne op til den officielle åbning kunne pressen snakke med Hans Jørgen Bonnichsen, tidligere operativ chef for PET. Hans Kongelige Højhed Prins Joachim foretog den officielle indvielse, og han havde taget Prins Nikolai og Prins Felix med til åbningen. En åbning med 3 kongelige personer gav stor omtale og mange billeder i den del af pressen, som især interesserer sig for kongefamilien. DR2's Smagsdommerne's interesse for udstillingen SPION blev vakt, og udstillingen faldt faktisk i de 3 strenge kritikeres smag.

SPION fik omtale i følgende medier: MetroXpress, Alt for Damerne, Euroman, Ugebladet Søndag, Kbh Magasin, Where2Go, Berlingske AOK/Det sker samt AOK's nyhedsbrev, JP, Ritzaus WebTV, Ekstra Bladets WebTV, Villabyernes WebTV, DR/Harddisken, Smagsdommerne, Go' Morgen Danmark, Se & Hør, Her & Nu, Billedbladet, Villabyerne, Polfoto, Scanpix, Kulturfoto, MSN Star Lounge, Politikens efterårstillæg, Skåneposten, P4 radioreportage, Folkeskolen (anmeldelse af skolemateriale), SBS TV, Radio 100FM med ægte spion-gadgets.



Skærmen glødede, og den trykte presse uddelte masser af roser til særudstillingen SPION.

### Årskortet er født

Årskortet er for dem, der gerne vil besøge Experimentarium mange gange i løbet af et år. Kortet giver nemlig ubegrænset gratis adgang til Experimentarium samt 20% rabat på køb af op til 4 ekstra billetter pr. besøg samt 10% rabat på køb i butik og café.

Et årskort koster 360 kroner for voksne og 255 kroner for børn. Pensionister kan købe årskortet for 345 kroner. Der er yderligere rabatter til pensionister med børnebørn og til familier. Ved udgangen af 2008 var der 6.997 personer, der havde købt et årskort.



Det kan være svært at holde balancen efter en tur i Cirkus Fysikus.

	2004	2005	2006	2007	2008
Medlemmer på besøg	18.354	15.962	16.958	17.830	17.663
I alt besøgende	337.746	320.061	330.355	343.556	315.593
Medlemsbesøg i % af total	5,4	5,0	5,1	5,2	5,6
Antal medlemmer	6.602	5.707	6.456	6.828	6.997

### Flere virtuelle besøg

Sort på hvidt stiger interessen for Experimentariums hjemmeside år for år. I 2008 gik ikke færre end 71% af de besøgende på nettet, inden de løste billet til Experimentarium. Året før var det 63%, som tog et virtuelt besøg, og i 2006 var tallet 58%, som kiggede ind på Experimentariums website inden det fysiske besøg.

	2004	2005	2006	2007	2008
Brugere af hjemmeside for et besøg i %	32	44	58	63	71

Antallet af besøgende på hjemmesiden ser således ud for 2008:

Måned	Unikke besøgende	Antal besøg	Sider
jan-08*	0	0	0
feb-08*	15.741	19.653	117.651
mar-08	24.758	31.648	169.715
apr-08	20.814	26.510	125.303
May-08	16.235	20.670	92.571
jun-08	16.615	20.942	99.039
jul-08	22.599	27.869	139.540
aug-08	20.892	26.458	124.338
sep-08	18.515	23.619	108.510
Oct-08	29.377	37.095	186.516
nov-08	17.211	22.255	98.592
dec-08	13.062	17.235	74.177
Total	215.819	273.954	1.335.952

\* Bemærk, at statistikken ikke er komplet de første måneder, fordi den først var endeligt aktiv fra 13. februar 2008.

### Hvor kommer de besøgende på sitet fra?

20% er direkte trafik, dvs. at de besøgende ikke henvises fra en anden hjemmeside. 59% henvises til [www.experimentarium.dk](http://www.experimentarium.dk) fra søgemaskinerne, og 20% kommer henvist fra andre hjemmesider. I gennemsnit besøger brugerne på [www.experimentarium.dk](http://www.experimentarium.dk) ca. 5 sider på sitet, og de bruger i gennemsnit lidt over 3,5 minutter på sitet.

### Experimentarium - også for sjællandske og svenske elever

I 2008 besøgte i alt 98.915 skoleelever Experimentarium. Herudover deltog ca. 26.000 elever i Experimentariums landsdækkende skoleaktiviteter.

De 98.915 elever er lidt flere end sidste år, hvor der kom 96.660. I alt 47% af de besøgende var abonnementslever.

Experimentarium har i dag kontaktlærere på 1.288 skoler i Hovedstadsområdet, og med det betydelige tal har centret kontakt med stort set alle nærområdets skoler i København og Nordsjælland. Derudover har Experimentarium kontaktlærere på over 200 skoler i Sydsverige. I de kommende år vil Experimentarium søge at få kontakt med endnu flere skoler på Sjælland og i Sydsverige.

Skolerne modtager digitale nyhedsbreve og får tilsendt skolemateriale til de særudstillinger, man ønsker at eksperimentere med. Skolematerialet er alderssvarende og aktivitetsskabende for eleverne og indeholder en række

# elever med skoleabonnement



Hvem sagde klamt? Og man må gerne røre. Hvis man altså har lyst...

forslag til lærerne om, hvordan de kan tilrettelægge undervisningen før, under og efter besøget på Experimentarium. I 2007 begyndte Experimentarium at udsende et digitalt nyhedsbrev til lærere. Nu abonnerer ca. 3.800 lærere på nyhedsbrevet.

## 75.319 elever med abonnement til Experimentarium!

Skoler kan købe et abonnement, som koster kr. 25 kr. pr. skoleelev pr. år. Skoler med abonnement kan gratis komme på besøg med to klasser på almindelige skoledage. I alt har 210 skoler med 75.319 elever anskaffet skoleabonnement. Skolebesøgene har udviklet sig således:

	2004	2005	2006	2007	2008
Antal abonnementslever på besøg	42.729	44.073	44.954	43.132	46.435
Elever uden abonnement på besøg	58.693	58.582	57.541	49.438	48.243
Andre	1.150	918	1.059	4.090	4.237
I alt	102.572	103.573	103.554	96.660	98.915
Abonnement i %	42	43	43	45	47

Med sine talrige, landsdækkende formidlingsaktiviteter har Experimentarium haft kontakt med yderligere ca. 26.000 elever.

## Experimentariums personale

Experimentariums muligheder for at løse de kommende års udfordringer afhænger i høj grad af medarbejdernes evner og motivation.

Siden år 2000 har Experimentarium gennemført en undersøgelse af personalets syn på en række forhold vedrørende deres ansættelses- og arbejdsforhold. Et sådant personalepolitisk regnskab skal forstås som en vurdering af "værdien" af Experimentariums personale.

## Informationsniveau på Experimentarium

	2004	2005	2006	2007	2008	Mål
Er der det nødvendige antal møder i afdelingen?	5,7	5,2	4,9	5,1	4,9	5,50
Bruger du referaterne til noget?	4,5	4,2	4,2	4,0	4,2	5,00
Har du en god fornemmelse af, hvad der sker i egen afdeling?	5,2	5,0	5,2	5,1	5,3	6,00
Har du nødvendig information for at udføre dit arbejde?	5,7	5,4	5,6	5,4	5,8	6,00
Får du nyttig information fra fredagsmøderne?	4,9	4,6	4,7	3,6	3,3	4,50
Føler du dig orienteret om, hvad der sker på Experimentarium?	4,6	4,5	4,7	5,1	4,4	5,50
Har du en god fornemmelse af, hvad der sker i andre afdelinger?	3,6	3,3	3,4	3,4	2,9	4,50
Har du nødvendig information fra andre afdelinger for udførelsen af dit arbejde?	4,6	4,4	4,7	4,7	4,4	6,0

## Indflydelse

Har du tilstrækkelig indflydelse på dit arbejde?	5,6	5,3	5,3	5,4	5,8	5,5
Oplever du, at ideer er velkomne?	5,8	5,7	5,5	5,6	5,8	6,0
Ønsker du indflydelse på overordnede beslutninger?	4,9	4,5	4,7	4,7	4,6	5,0
Mener du at have indflydelse på overordnede beslutninger?	3,1	2,8	3,1	3,3	2,9	4,0

## Dialog med ledelsen

Har sidste medarbejdersamtale resulteret i noget positivt?	5,1	4,6	4,8	4,0	4,6	5,5
Løses uoverensstemmelser på en god måde?	5,7	5,2	5,8	5,8	6,1	5,5
Oplever du opbakning og støtte fra din chef?	6,1	5,6	5,9	6,0	6,2	6,0
Oplever du ansvar og tillid fra din chef?	6,0	5,8	5,9	6,2	6,3	6,0
Overholder din chef de aftaler, I laver i afdelingen?	5,9	5,1	5,8	5,6	5,9	6,0
Er du klar over dine opgaver i det daglige?	6,2	5,8	6,3	6,2	6,4	6,0



	2004	2005	2006	2007	2008	Mål
<b>Dialog med kollegerne</b>						
Snakker du med kolleger om andet end arbejde?	6,2	6,2	6,4	6,5	6,3	6,0
Får du opbakning/støtte fra kolleger?	6,1	5,9	6,0	6,1	6,1	6,0
Mener du, at dine kolleger i afdelingen udfører et godt arbejde?	5,9	5,5	5,7	5,6	5,9	6,0
Mener du, at dine kolleger i andre afdelinger udfører et godt arbejde?	5,4	5,1	5,4	5,4	5,4	5,5
Mener du, at dine kolleger overholder de aftaler, I indgår?	5,7	5,4	5,5	5,5	5,8	6,0
Er du tilfreds med den måde, konflikter løses på?	5,5	5,4	5,4	5,5	5,6	6,0

### Oplevelse af egne kvalifikationer

Synes du, at dine kvalifikationer er gode nok til at udføre dit arbejde?	6,1	6,1	6,2	6,1	6,2	6,0
Synes du, at Experimentarium udnytter dine kvalifikationer godt nok?	5,2	4,9	4,9	5,1	5,1	5,5
Oplever du faglig udvikling?	4,9	5,0	4,6	4,9	4,8	5,5
Oplever du personlig udvikling?	5,5	5,5	5,3	5,6	5,3	6,0
Har det stor betydning for dig at få efteruddannelse?	5,5	5,7	5,3	4,8	5,7	6,0
Synes du behovet for efteruddannelse er imødekommet?	4,3	4,1	4,4	3,4	4,8	6,0
Giver dit arbejde dig mulighed for at søge job andre steder?	5,7	5,3	5,0	4,9	5,1	6,0

### Experimentariums formålsparagraf

I hvilket omfang oplever du, at Experimentarium har et fælles værdisæt?	4,1	4,2	4,5	4,4	4,8	6,0
Hvis du føler, at der er et fælles værdisæt, i hvilket omfang er du så enig?	5,3	5,3	5,6	5,5	5,7	5,5
Synes du, Experimentarium lever op til de fastsatte kvalitetskrav?	4,2	4,4	4,7	4,6	4,7	6,0

### Arbejdsforhold

Føler du dig presset til at gå på arbejde, selvom du er syg?	5,1	3,6	3,6	5,1	2,8	4,0
Hvor ofte er du underbeskæftiget?	6,1	5,8	5,5	5,8	6,0	6,0
Hvor ofte har du stor en arbejdsbyrde?	3,7	4,0	4,2	4,3	4,5	5,5
Er dine arbejdsredskaber gode nok?	5,1	5,1	5,3	5,3	5,5	6,0

	2004	2005	2006	2007	2008	Mål
Er din arbejdsplads ergonomisk godt nok indrettet?	4,4	4,3	4,7	4,6	4,3	5,5
Er dit ansættelsesforhold sikkert nok?	5,7	5,6	5,6	5,6	5,2	5,5
Hvordan er introduktionen af nye medarbejdere?	5,0	4,9	5,1	4,7	5,4	6,0
Synes du, undersøgelsen bliver taget alvorligt og har medført ændringer	4,5	4,1	4,0	4,2	3,0	5,0

### Analysen

Antal udsendte skemaer	93	138	165	162	210
Antal besvarelser	52	85	96	133	141
Besvarelsesprocent	56	62	58	82	67

### Experimentariums personale

Experimentariums medarbejdere afspejler det danske samfund.

De repræsenterer en stor mangfoldighed af faglige kompetencer. Det er en væsentlig styrke for virksomheden, fordi det skaber en spændende arbejdsplads med mange forskellige holdninger til problemer og løsninger.

Experimentariums personale omfatter bl.a. akademikere indenfor fysik, biologi, geografi og kommunikation. Der er desuden ansat civilingeniører, filmproducere og arkitekter. Der er ansat pædagogiske medarbejdere med en læreruddannelse som ballast. Der er endvidere ansat udstillingsarkitekter, designere og grafikere. Værkstederne



Experimentariums mange personalegrupper arbejder på højtryk, men der er heldigvis også tid til hygge og sjov.

er bemanded med faglærte håndværkere, der bl.a. omfatter snedkere, finmekanikere, smede og elektronikere. Administrationen håndteres af medarbejdere med både kontorlig uddannelse, socialt uddannede samt medarbejdere med en autodidaktisk baggrund. Endelig kommer det store korps af udstillingspiloter, der fungerer som publikums guider i det daglige. Det er for hovedpartens vedkommende studerende på videregående uddannelser inden for det naturvidenskabelige, pædagogiske og tekniske område. Caféen blev indtil den 31. december 2008 drevet af en cafebestyrer, en køkkenleder, kokke, caféassistenter og opvaskere, men er nu bortforpagtet.

Personale fra Det rummelige arbejdsmarked omfatter medarbejdere i fleksjob i henhold til Lov om aktiv Socialpolitik §62, samt ansatte i henhold til Lov om handicappede i erhverv. Endelig beskæftiger Experimentarium medarbejdere i aktiveringsordning i henhold til Bistandslovens § 60 samt civile værnepligtige.

Gennemsnitsalderen for de faste medarbejdere i 2008 var 43,3 år. Personalet har i gennemsnit arbejdet 5,3 år på Experimentarium. Den gennemsnitlige ansættelsesperiode for piloter var i 2008 på 2,7 år med en gennemsnitsalder på 25 år. Der var 56 piloter ansat ved udgangen af 2008.

Experimentarium har i 2008 taget afsked med 12 faste medarbejdere – og ansat 18 nye.

Sygefravær	2004	2005	2006	2007	2008
Antal dage	3,77	5,4	4,91	9,39	8,26

Der har for flere medarbejdere været tale om længerevarende sygdomsperioder, men det overordnede billede viser alligevel et lavt sygefravær.

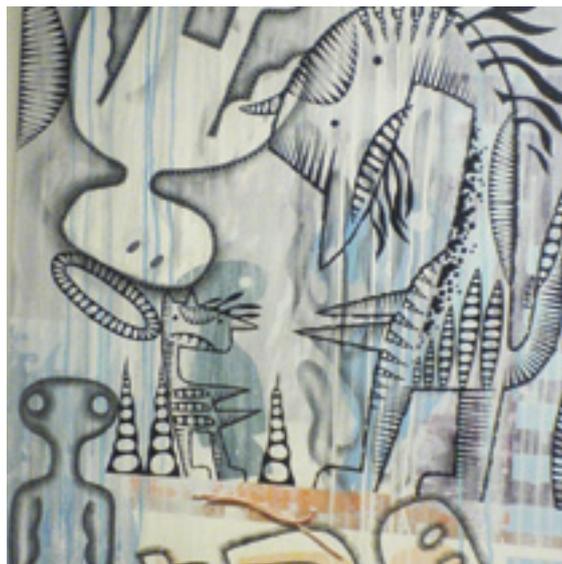
## Personalets velfærd

Der har i 2008 været afholdt 9 velfærdsarrangementer med i gennemsnit 32 deltagere pr. arrangement. Disse arrangementer spænder over curling, bowling, rundvisning på Politihistorisk Museum, teater i Kongens Have, rundvisning på Assistens Kirkegården, ølsmagning, besøg på Louisiana, sommerfest og julefest.

Det interne ugebrev for Experimentariums ansatte, Xpressen, udkommer hver fredag ved middagstid. Xpressen indeholder løbende indlæg fra Experimentariums medarbejdere med nyt fra den forløbne uge og planerne for fremtiden.

Hver fredag indtager ca. 50 medarbejdere en fælles frokost. Her bekendtgøres nyheder af almen interesse.

Kunstforeningen X-art udstillede i 2008 værker af kunstnerne: Janne Malmros, Pabi, Thomas Øvlisen og Steen "Stony" Drabik.



Både kunstnere udefra og husets medarbejdere udstiller deres værker i Experimentariums Kunstforening X-art. En af årets helt store succeser var kunstneren Stony.

## Personalet i tal

I 2008 havde Experimentarium 225 medarbejdere. Omregnet til årsværk udgør dette ca. 125 årsværk. Experimentarium giver sit bidrag til udviklingen af Det rummelige arbejdsmarked ved ansættelse af personale, der afspejler samfundet omkring os.

Experimentarium havde i 2008 ansat 17 årsværk med tilknytning til Det rummelige arbejdsmarked.

Personalet omregnet til årsværk:

	2004	2005	2006	2007	2008
Almindeligt aflønnede medarbejdere	62	92	108	113	108
Personale fra Det rummelige arbejdsmarked	18	15	20	18	17
I alt	80	107	128	131	125

For samtlige fastansatte, månedslønnede medarbejdere på Experimentarium er der i løbet af 2008 gennemført medarbejderudviklingssamtaler med referat.

Experimentarium har i 2008 i alt brugt kr. 534.000 på efteruddannelse og studierejser, svarende til 1,3% af lønsommen.

Efteruddannelse i 1.000 kr.	2004	2005	2006	2007	2008
	220	207	461	425	534
I % af lønsummen	1,12	0,65	1,3	1,1	1,3

## Samfundsregnskab

Samfundsregnskabet beskriver pengestrømmene mellem Experimentarium og stat, amt og kommune.

	2005	2006	2007	2008
<b>Betalinger fra Experimentarium til samfundet</b>				
Indeholdt A-skat, AM-SP bidrag og ATP	12.223.224	14.369.901	15.415.008	15.733.499
Nettobetaling af moms (reduceret moms vi ikke får fradrag for)	1.763.306	1.265.297	847.016	994.475
Lønsumsafgift	822.005	1.075.013	572.322	875.128
Energiafgift på el	478.555	411.120	457.827	559.036
Ejendomsskat	439.805	462.967	484.649	254.227
Betalinger til samfundet i alt	15.726.895	17.584.298	17.776.822	18.416.365

## Betalinger modtaget fra samfundet

Driftstilskud fra det offentlige	3.200.000	3.200.000	3.200.000	4.108.960
Tilskud fra det offentlige til Særudstillinger, projekter mv.	1.375.504	1.330.793	3.986.908	1.410.945
Refusion vedr. Flex-jobbere mv.	1.707.976	2.525.291	2.278.503	2.273.660
Refusion, sygedagpenge mv.	697.991	1.301.049	1.744.757	703.220
Betalinger fra samfundet i alt	6.981.471	8.357.133	11.210.168	8.496.785
Nettobetaling til samfundet	8.745.424	9.227.165	6.566.654	9.919.580

Som det kan ses af ovennævnte, bidrager Experimentarium positivt til samfundet med et betydeligt beløb.

Experimentarium har stor betydning for lokalsamfundet og Gentofte Kommune. Beregningerne er foretaget gennem ODA samarbejdet (Oplevelsesudvikling i danske attraktioner). Tallene er baseret på vore egne publikumsundersøgelser samt de anerkendte beregningsmodeller TØBBE og LINE i en tillempet udgave.

Beregningerne viser, at Experimentariums 315.000 gæster, udover at medvirke til at sikre vores arbejdsplads, i 2008 skabte en omsætning på 100 mill. kr., hvoraf 98 mill. kr. omsættes i lokalområdet.

Det betyder, at Experimentarium er med til at skabe 227 arbejdspladser, som bidrager med over 35 mill. kr. til de offentlige kasser i form af skatter og afgifter.



I oktober måtte vi vinke farvel til særudstillingen Xtrem Ekspedition og dermed også til vores nuttede, men hidtige husvenner – ørkenrotterne.

## Produktudvikling

Experimentariums evne til at udvikle nye udstillinger med et relevant, lærerigt og underholdende indhold er helt afgørende for virksomhedens evne til at overleve. Det forudsætter, at Experimentariums medarbejdere er opdaterede med den mest aktuelle viden indenfor udstillingsmediet. Experimentarium har gennemført følgende udstillingsprogram:

- Xtrem Ekspedition (september 2007-september 2008). Udviklet og produceret i samarbejde med Stichting Nationaal Natuurhistorisch Museum – Naturalis og Koninklijk Belgisch Instituut voor Natuurwetenschappen, Institut Royal des Sciences Naturelles de Belgique.
- Kvæsterød Køreskole (januar 2008-december 2008). Udviklet og produceret i samarbejde med Rådet for Større Færdselssikkerhed, Herning Kommune og TrygFonden.
- SPION (oktober 2008-september 2009). Udviklet og produceret i samarbejde med Technopolis, Mechelen, Flandern.
- HJERNEN (oktober 2009-september 2010). Udvikles i samarbejde med Industrion, Kerkrade, Holland, og Universeum, Gøteborg.
- Senses (oktober 2010). Udvikles og produceres i samarbejde med Stichting Nationaal Natuurhistorisch Museum – Naturalis og Koninklijk Belgisch Instituut voor Natuurwetenschappen, Institut Royal des Sciences Naturelles de Belgique.

## Udstillinger – udstillinger - udstillinger

Fornylelsen af udstillingerne er gennem de seneste år sket i et meget højt tempo. Experimentarium har således i de sidste 9 år præsenteret følgende fornyelser for publikum:

Feb 1999	BørnePavillonen	22 opstillinger	HU
Okt 1999	Robotten er løs	15 opstillinger	SU
April 2000	Future Body	38 opstillinger	SU
Okt 2000	Vores u(t)rolige Klode	61 opstillinger	HU
Jan 2001	Hånd på Fremtiden	14 opstillinger	SU
Maj 2001	Kommunik@tion	37 opstillinger	SU
Dec. 2001	Dig & Mig	70 opstillinger	HU
April 2002	Dinosaurer på rov	25 opstillinger	SU
Okt 2002	Rejsen til Mars	17 opstillinger	SU
Feb 2003	KribleKrable	28 opstillinger	SU
Jan 2004	Cirkus Fysikus	42 opstillinger	HU
Okt 2004	Kønsexperimentet	49 opstillinger	SU
Okt 2005	Sport & Spinat	28 opstillinger	SU
Jan 2006	Dialog i Mørket	3 scenarier	SU
Sep 2006	T.rex - Dræbermysteriet	16 opstillinger	SU
Sep 2007	Xtrem Ekspedition	25 opstillinger	SU
Jan 2008	Kvæsterød Køreskole	7 opstillinger	SU
Okt 2008	SPION	35 opstillinger	SU

\*HU (Hovedudstilling), SU (Særudstilling)

## Experimentarium har en stor eksport

Experimentariums kommercielle aktiviteter udvikler sig positivt:

Den 24. maj 2007 åbnede KribleKrable i Xploorit i Kolding og var opstillet i den tidligere biblioteksbygning frem til 12. maj 2008.

HJERNEN blev nedtaget i januar 2007 på Millenaris Science Park i Budapest. Udstillingen åbnede i Forum Départemental des Sciences, Villeneuve d'Ascq den 24. marts 2007 og nedtaget den 15. august 2007 med mere end 130.000 besøgende. Herefter blev udstillingen versioneret til græsk/tyrkisk og installeret hos Next Generation i Athen fra 1. december 2007. Den 1. april åbnede udstillingen i Istanbul, hvor den stod til juli 2008.

Sport & Spinat blev installeret i Xploorit i Kolding i oktober 2007, hvor den stod til marts 2008. Herefter flyttede Sport & Spinat til Newcastle, til International Centre for Life Trust, hvor den åbnede den 4. april 2008. Efter nedtagning i starten af september 2008 flyttede udstillingen til Warszawa til Kulturpaladset, hvor den åbnede i november 2008.

Experimentariums udlejede udstillinger blev besøgt af ca. 500.000 personer i løbet af 2008.

## Øget internationalt samarbejde

Experimentarium søger til stadighed at øge det internationale samarbejde, fordi udstillingsvirksomheden og de mange andre formidlingsprojekter inspireres ved udefrakommende forslag og idéer.

Experimentariums direktør, Asger Høeg, var i 4 år Treasurer for ECSITE (The European Network of Science Centres and Museums). Fra 2002-2004 var Asger Høeg Vice President for ECSITE og var fra 2004-2007 foreningens formand. I den samme periode deltog han i The International Planning Committee, der planlagde The 5th Science Centre World Congress, der afholdtes i juni 2008 i Ontario Science Centre i Toronto, Canada.

Asger Høeg er af Norges Forskningsministerium udpeget medlem af Vitensenterutvalget, der sikrer driftsstøtte til Norges 7 vitensentrene.

I 2008 indgik Experimentarium en samarbejdsaftale med Indiens National Council of Science Museums. Aftalen omfatter udveksling af medarbejdere samt på længere sigt udvikling af fælles udstillingsprojekter.

Det internationale samarbejde bliver også stimuleret af Experimentariums deltagelse i EU finansierede projekter. I 2008 deltog Experimentarium i projekterne: PENCIL, GAPP og Ideal Cities. Der deltager mere end 20 europæiske institutioner i disse projekter.

## Nordisk Kulturfond styrker det nordiske samarbejde blandt science centrene

Nordisk Kulturfond har støttet særudstillingen En verden på spil, som åbnede den 1. april 2009 på Experimentarium. Støtten fra Nordisk Kulturfond går til en rundrejse af En verden på spil til Jærmuseet i Rogaland Fylke, Norge, i 2010 og senere – i 2011 - til Teknikens Hus i Luleå, Sverige.

Experimentariums vicedirektør Nils Hornstrup har de sidste 6 år været redaktør for Nordisk Science Center Forbunds Newsletter.



# INTELLECTUAL CAPITAL STATEMENT 2008



Experimentarium's "men and women in blue" – our pilots – teach and inspire thousands of children and adults each year with their demos and shows.

## Is Experimentarium prepared for the challenges of the future?

The intellectual capital statement is an important management tool that creates the foundation for evaluating whether Experimentarium is prepared to meet the challenges in the years to come.

## Continued high number of visitors

Visitors to Experimentarium can be categorised into three groups: The general public, the education sector, and delegates attending meetings, conferences, and social functions. Since 2004, the number of visitors from these three groups is as follows:

	2004	2005	2006	2007	2008
General public	223,027	207,655	215,731	236,747	205,858
School children	102,572	103,573	103,554	96,660	98,915
Meetings, conferences, social functions, etc.	12,147	8,833	11,070	10,149	10,820
<b>Total number of visitors</b>	<b>337,746</b>	<b>320,061</b>	<b>330,355</b>	<b>343,556</b>	<b>315,593</b>

## Experimentarium is the cultural centre that reaches the most school students in Denmark

Experimentarium's goal is to "increase interest in the field of natural science and technology in as large a segment of the population as possible – especially among young people". This requires that Experimentarium makes an extra effort to focus on young people and the educational sector, where we can create the biggest impact.

Experimentarium also disseminated scientific and technological information to approximately 110,000 students. In addition to the number of visitors to the Science Centre at Tuborg Havnevej 7 as listed below, more than 26,000 school children participated in Experimentarium's nationwide educational activities.

	2004	2005	2006	2007	2008
Children and young people under the age of 12*	102,122	87,543	80,768	93,400	79,562
School children	102,572	103,573	103,554	96,660	98,915
Adults	133,052	128,945	146,033	153,496	137,116
<b>Total number of visitors</b>	<b>337,746</b>	<b>320,061</b>	<b>330,355</b>	<b>343,556</b>	<b>315,593</b>

\*Up until 2005, this category recorded the number of children and young people under the age of 14.

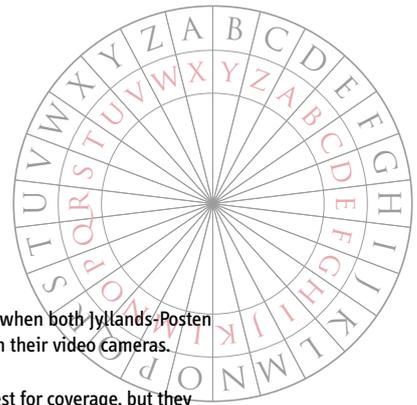
## The general public would like to come again!

Eleven of the questions in the daily visitors' survey deal with how satisfied visitors are with the overall experience offered by Experimentarium. Respondents are asked to give scores between 1 and 7, where 7 means "Very satisfied" and 1 means "Not satisfied at all".

	1999-2003	2004	2005	2006	2007	2008	Target
Overall impression of Experimentarium	6,1	6,0	5,9	6,2	6,1	6,1	6,0
Overall impression of the new exhibition	5,6	5,6	5,5	6,0	5,4	5,2	5,7
Is the new exhibition entertaining?	5,2	5,3	5,2	5,9	5,2	5,1	5,3
Is the new exhibition educational?	4,6	4,8	4,6	5,9	5,3	4,6	5,0
Number of displays out of order	4,7	4,6	4,6	4,7	4,9	4,8	5,0
Experimentarium pilots	5,9	5,5	5,5	5,5	5,3	5,7	6,0
Shows, demonstrations, etc.	5,8	5,7	5,6	5,8	5,7	5,8	6,0
The café	4,6	4,1	4,4	4,8	4,7	4,8	4,5
The shop	5,1	5,0	5,0	5,3	5,3	5,3	5,3
Completed questionnaires	13,063	4,656	4,324	2,004	2,192	2,697	



Deep concentration is sometimes needed to get through the many activities in one day.



During the period 1999-2003, Experimentarium held the following exhibitions: Dinosaurs on the Hunt, You & Me, Voyage to Mars, Future Body, CreepyCrawly, and The Brain. In 2004, the exhibitions CreepyCrawly, Circus Fysikus and The Great Sexperiment were on the programme. In 2005, the exhibitions The Great Sexperiment and Sports & Spinach were held.

For the first time ever, Experimentarium ran three special exhibitions simultaneously from October 2006 to September 2007: Dialogue in the Dark (overall impression 6.2), Sports & Spinach (overall impression 5.8) and T.rex – The Killer Question (overall impression 5.8).

From October 2007 to September 2008, Experimentarium presented the exhibition Xtreme Expedition. From January 2008 to March 2009, the exhibition Crashbang Driving School was held, and in October 2008, the exhibition SPY came on the programme.

Visitors' general satisfaction with their visit to Experimentarium is reflected in their reply to the following question: Would you like to visit Experimentarium again?

	2004	2005	2006	2007	2008
Yes	81%	79%	90%	90%	87%
No	1%	1%	1%	1%	1%
Perhaps	18%	20%	9%	9%	12%
Total	100%	100%	100%	100%	100%

### Special requirements concerning meetings, conferences, social functions, etc.

Each year, Experimentarium opens its doors to numerous events that use our facilities for meetings, conferences, social functions and the like. These events are an important source of income for Experimentarium. We ask all guests to fill in an evaluation form, where they rate Experimentarium as organiser, host and venue on a scale from 1 to 7. The results are as follows:

	2004	2005	2006	2007	2008	Target
Overall impression of the event	6.1	6.0	5.9	6.1	6.0	6.5
Impression of the booking staff	6.5	6.6	6.4	6.4	6.5	6.5
Impression of the café staff	5.9	5.5	5.5	5.9	5.8	6.0
Impression of food, etc.	6.0	5.4	5.2	5.8	5.8	6.5
Impression of cleaning standards	5.6	5.9	5.6	5.8	5.5	6.0
Impression of meeting room, Main Stage, etc.	5.4	5.7	5.2	5.7	5.6	6.0

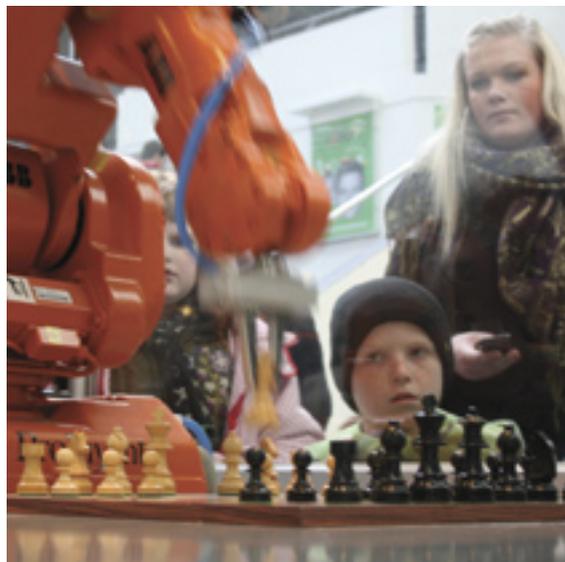
### Press coverage

#### The Robot Festival – a press magnet

As something completely new in the events calendar, Experimentarium held the Robot Festival, from 4 April to 7 April 2008 and the event grabbed the press' interest! Press coverage started in "Go' Morgen Danmark" on Friday. Politiken followed with a news article, which was published on Saturday and it attracted many guests that weekend! Polfoto came by to take photos. We also gained welcomed experience

with the rapidly-growing media, WebTV, when both Jyllands-Posten and Ekstra Bladet came by on Friday with their video cameras.

At first, "Aftenshowet" rejected our request for coverage, but they found a spot in their programme later on Friday. On Saturday, we were visited by yet another TV camera crew, which resulted in reports on both DR Update and DR TV-news on the same day. We had also arranged with "P4 Levende Lørdag," which is a national radio program, to pay us a visit. They gave us not only a good deal of publicity leading up to the event, but also exciting coverage from Experimentarium on Saturday. Finally, three magazines Computerworld, Automation and IT & Læring, wrote about the Robot Festival – both before and after the event.



Checkmate by a Lego robot. In 2008, Experimentarium had three big festivals on the programme, one of which was the Robot Festival.

#### SPY opening – the press were with us

The opening of Denmark's first training center for spies was something that really caught the attention of the press. Before the official opening ceremony, reporters were given the opportunity to talk to Hans Jørgen Bonnichsen, Former Head of Operations, Danish Security & Intelligence Service (PET). His Royal Highness Prince Joachim carried out the official opening and much to Experimentarium's delight, had decided to bring his two sons Prince Nikolai and Prince Felix with him. An opening with three members of the royal family provided us with a large amount of publicity. Many photographs were published, especially by the media that reports on the royal family. The SPY exhibition also caught the attention of DR2 Smagsdommerne, and the three strict TV critics actually gave it thumbs up!

The SPY exhibition received publicity in the following articles, photo reports and TV coverage: MetroXpress, Alt for Damerne, Euroman, Ugebladet Søndag, Kbh Magasin, Where2Go, Berlingske AOK/ Det sker and AOK's newsletter, JP, Ritzaus WebTV, Ekstra Bladets WebTV, Villabyernes WebTV, DR/Harddisken, Smagsdommerne, Go' Morgen Danmark, Se & Hør, Her & Nu, Billedbladet, Villabyerne, Polfoto, Scanpix, Kulturfoto, MSN Star Lounge, Politiken's fall pull-out supplement report with photos, Skåneposten, P4 radio reports, Folkeskolen, SBS TV, Radio 100FM with real spy gadgets.

**The Year Pass is born**

The Year Pass was created for visitors who come to Experimentarium on a regular basis. The Pass offers unlimited free access to Experimentarium as well as a 20% discount on the purchase of up to four extra tickets per visit and a 10% discount on purchases made in the shop and café.

A Year Pass costs DKK 360 for adults and DKK 255 for children. Pensioners can purchase a Year Pass for DKK 345, and there are additional discounts for pensioners with grandchildren and for families.

At the end of 2008, there were 6,997 people who had purchased the Year Pass.

	2004	2005	2006	2007	2008
Member visits	18,354	15,962	16,958	17,830	17,663
Total visitors	337,746	320,061	330,355	343,556	315,593
Member visits as % of total	5.4	5.0	5.1	5.2	5.6
Number of members	6,602	5,707	6,456	6,828	6,997

**More virtual visits**

The figures are undeniable – interest in the Experimentarium web site is increasing every year. In 2008 no less than 71% of visitors visited our web site before purchasing admission to Experimentarium. The previous year's figure was 63% and in 2006, 58% of visitors logged on to the web site prior to their actual visit to the Science Centre itself.

	2004	2005	2006	2007	2008
Visitors to web site prior to physical visit in %	32	44	58	63	71

The table below represents the number of visitors to the web site in 2008.

Month	Unique visitors	Number of visits	Pages viewed
Jan-08*	0	0	0
Feb-08*	15,741	19,653	117,651
Mar-08	24,758	31,648	169,715
Apr-08	20,814	26,510	125,303
May-08	16,235	20,670	92,571
Jun-08	16,615	20,942	99,039
Jul-08	22,599	27,869	139,540
Aug-08	20,892	26,458	124,338
Sep-08	18,515	23,619	108,510
Oct-08	29,377	37,095	186,516
Nov-08	17,211	22,255	98,592
Dec-08	13,062	17,235	74,177
Total	215,819	273,954	1,335,952

\*Please note that the statistics for the first few months are not complete as the web site only became fully active as of 13 February 2008.

**Where do the visitors to the website come from?**

20% of the visitors are direct traffic, that is to say, that they were not referred to the site by another website. 59% are referred to www.experimentarium.dk by a search engine, and 20% are referred through links on other websites.



More and more children and adults visit Experimentarium's homepage in conjunction with a visit, but our wide range of articles and teaching materials are also often used for other educational purposes.

On average, a visitor to www.experimentarium.dk views 5 pages on the site, and spends an average of a little over three and a half minutes on the site.

**Experimentarium – also for school children from Denmark and southern Sweden**

In 2008, a total of 98,915 school children visited Experimentarium. In addition to that, approximately 26,000 students took part in Experimentarium's educational activities across the country. The number is up slightly from last year, where there were 96,660 student visits. 47% of the visitors have Experimentarium student memberships.



Knowledge, creativity and art. Soap bubbles are never boring.



Experimentarium currently has contact teachers at 1,288 schools, and through them the Science Centre has facilitated contact with nearly all schools in the vicinity of Copenhagen and North Zealand. In addition to that, Experimentarium has contact teachers at over 200 schools in southern Sweden. In the years to come, Experimentarium intends to facilitate contact with schools throughout the rest of Zealand and southern Sweden.

The schools receive digital newsletters and are sent school material about the special exhibitions, they wish to visit and try out. Materials are age-appropriate and stimulating for students and contain a range of ideas and programmes for use by teachers before, during and after a visit to Experimentarium.

In 2007, Experimentarium began sending digital newsletters to teachers. 3,800 teachers currently subscribe to the newsletter.



*"Mirror, mirror, on the wall." The Kids' Pavilion continues to be a big attraction, when it comes to our small guests.*

### 75,319 students with Experimentarium memberships!

Schools have the option of purchasing a membership that costs DKK 25 per student per year. Membership schools can visit Experimentarium free of charge with up to two school classes on normal school days. A total of 210 schools have purchased memberships covering 75,319 students.

Schools visits have developed as follows:

	2004	2005	2006	2007	2008
Visits by students with memberships	42,729	44,073	44,954	43,132	46,435
Visits by non-membership students	58,693	58,582	57,541	49,438	48,243
Others	1,150	918	1,059	4,090	4,237
Total	102,572	103,573	103,554	96,660	98,915
Memberships in %	42	43	43	45	47

Through the auspices of a wide range of national activities, the Experimentarium has reached an additional approximately 26,000 school children throughout Denmark.

### Experimentarium staff

Experimentarium's ability to meet future challenges clearly depends on the competence and motivation of its staff.

Since 2000, Experimentarium has conducted surveys to map staff views on a range of matters relating to their employment and working conditions. Such a staff policy statement should be seen as an assessment of the 'value' of the Experimentarium staff.

### Information level at Experimentarium

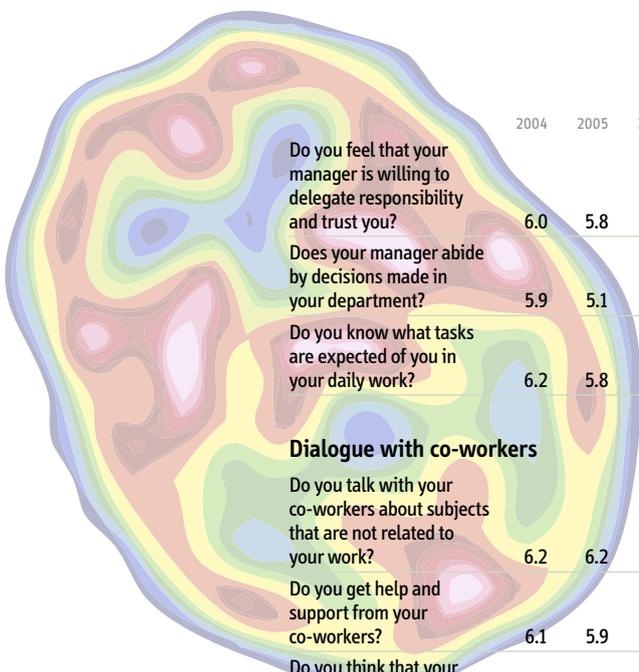
	2004	2005	2006	2007	2008	Target
Is the number of meetings held in the department adequate?	5.7	5.2	4.9	5.1	4.9	5.5
Do you make use of meeting minutes?	4.5	4.2	4.2	4.0	4.2	5.0
Do you have a good idea of what is going on in your department?	5.2	5.0	5.2	5.1	5.3	6.0
Do you have the information needed to perform your work?	5.7	5.4	5.6	5.4	5.8	6.0
Do you get useful information at Friday meetings?	4.9	4.6	4.7	3.6	3.3	4.5
Do you feel well-informed about activities at Experimentarium?	4.6	4.5	4.7	5.1	4.4	5.5
Do you have a good idea of what is going on in other departments?	3.6	3.3	3.4	3.4	2.9	4.5
Do you have the information needed from other departments to perform your work?	4.6	4.4	4.7	4.7	4.4	6.0

### Influence

Do you have sufficient influence on your own job?	5.6	5.3	5.3	5.4	5.8	5.5
Do you feel that ideas are welcome?	5.8	5.7	5.5	5.6	5.8	6.0
Do you want to have influence on major decisions?	4.9	4.5	4.7	4.7	4.6	5.0
Do you feel that you have influence on major decisions?	3.1	2.8	3.1	3.3	2.9	4.0

### Dialogue with management

Did your last performance review have any positive outcomes?	5.1	4.6	4.8	4.0	4.5	5.5
Are disagreements solved in a satisfactory manner?	5.7	5.2	5.8	5.8	6.1	5.5
Does your manager help and support you in your work?	6.1	5.6	5.9	6.0	6.2	6.0



	2004	2005	2006	2007	2008	Target
Do you feel that your manager is willing to delegate responsibility and trust you?	6.0	5.8	5.9	6.2	6.3	6.0
Does your manager abide by decisions made in your department?	5.9	5.1	5.8	5.6	5.9	6.0
Do you know what tasks are expected of you in your daily work?	6.2	5.8	6.3	6.2	6.4	6.0
<b>Dialogue with co-workers</b>						
Do you talk with your co-workers about subjects that are not related to your work?	6.2	6.2	6.4	6.5	6.3	6.0
Do you get help and support from your co-workers?	6.1	5.9	6.0	6.1	6.1	6.0
Do you think that your co-workers in your department are doing a good job?	5.9	5.5	5.7	5.6	5.9	6.0
Do you think that your co-workers in other departments are doing a good job?	5.4	5.1	5.4	5.4	5.4	5.5
Do you think that your co-workers abide by decisions made in your department?	5.7	5.4	5.5	5.5	5.8	6.0
Are you satisfied with the way in which conflicts are solved?	5.5	5.4	5.4	5.5	5.6	6.0
<b>Own qualifications</b>						
Do you think that your skills are adequate to perform your work?	6.1	6.1	6.2	6.1	6.2	6.0
Do you think that Experimentarium makes sufficient use of your skills?	5.2	4.9	4.9	5.1	5.1	5.5
Do you feel that you are developing on a professional level?	4.9	5.0	4.6	4.9	4.8	5.5
Do you feel that you are developing on a personal level?	5.5	5.5	5.3	5.6	5.3	6.0
Is further training important to you?	5.5	5.7	5.3	4.8	5.7	6.0
Do you feel that requirements for further training are being met?	4.3	4.1	4.4	3.4	4.8	6.0
Does your work provide you with the potential to seek work elsewhere?	5.7	5.3	5.0	4.9	5.1	6.0

	2004	2005	2006	2007	2008	Target
<b>Experimentarium objectives</b>						
To what extent do you feel that Experimentarium has a set of common values and objectives?	4.1	4.2	4.5	4.4	4.8	6.0
If you agree that Experimentarium has a set of common values and objectives, to what extent do you agree with them?	5.3	5.3	5.6	5.5	5.7	5.5
Do you think that Experimentarium meets the quality standards defined?	4.2	4.4	4.7	4.6	4.7	6.0
<b>Working conditions</b>						
Do you feel under pressure to go to work when you are sick?	5.1	3.6	3.6	5.1	2.8	4.0
How often do you feel underworked?	6.1	5.8	5.5	5.8	6.0	6.0
How often do you feel that your workload is excessive?	3.7	4.0	4.2	4.3	4.5	5.5
Do you have the right tools to perform your work?	5.1	5.1	5.3	5.3	5.5	6.0
Is your workstation satisfactory from an ergonomic point of view?	4.4	4.3	4.7	4.6	4.3	5.5
Do you feel secure in your employment?	5.7	5.6	5.6	5.6	5.2	5.5
What do you think of the way that new staff members are introduced to the department?	5.0	4.9	5.1	4.7	5.4	6.0
Do you feel that the results of this survey are carefully considered and lead to positive change?	4.5	4.1	4.0	4.2	3.0	5.0

<b>Analysis</b>						
Number of questionnaires issued	93	138	165	162	210	
Number of responses	52	85	96	133	141	
Response rate	56	62	58	82	67	

**Experimentarium staff**

Our staff members reflect the Danish society we live in and therefore we employ a wide variety of people at Experimentarium. They represent a multitude of professional competencies, which is a major asset for the organisation since it contributes to making Experimentarium an attractive place to work with many different approaches to problems as well as their solutions.

Experimentarium staff comprises university graduates in the fields of physics, biology, geography and communication. We also employ civil engineers, film producers, and architects. There are also educational staff members with backgrounds in teaching, as well as exhibition

architects, designers and graphic designers. Our workshops are staffed with skilled craftspeople including carpenters, precision mechanics, metalworkers, and electronic technicians. Administrative functions are handled by a staff of clerical workers with higher educations, training in social studies, and self-taught backgrounds. Finally we have a large group of exhibition pilots who act as guides to our exhibitions. Most of the pilots are university students enrolled in programmes within the fields of natural science, education and technology. Until 31 December 2008, Experimentarium's café was operated by a café manager, kitchen manager, cooks, café assistants and dishwashers. The café has since been leased out.



Questions require answers. Experimentarium's pilot corps consists primarily of university students taking science, pedagogy and technical degrees.

Staff representing the inclusive labour market include people employed on flexible terms in accordance with section 62 of the Active Social Policy Act, and people employed in accordance with the Employment of People with Disabilities Act. Furthermore, Experimentarium currently has employees who participate in an activation programme in accordance with section 60 of the Social Assistance Act. Experimentarium also employs conscientious objectors.

The average age of our permanent staff in 2008 was 43.3 years. The average period of employment of permanent staff was 5.3 years, while the average period of employment for exhibition pilots in 2008 was 2.7 years with an average age of 25 years.

At the end of 2008, a total of 56 exhibition pilots were employed at Experimentarium.

Twelve members of the permanent staff left Experimentarium in 2007, and 18 new employees were hired.

Absenteeism	2004	2005	2006	2007	2008
Number of days	3.77	5.4	4.91	9.39	8,26

Several staff members were on long-term sick leave, but the general rate of absence due to illness remains low.

### Staff activities

Nine staff events were held in 2008 and these were attended by an average of 32 staff members per event. The events included curling, bowling, visits to the Historical Police Museum, the theatre in Kongens Have, Assistens Churchyard, Louisiana Museum of Modern Art, as well as a beer tasting, the summer staff party and the Christmas party.

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

Each Friday, approximately 50 staff members eat lunch together and find out about new developments of general interest.

The X-art Art Association held exhibitions in 2008 showing works by artists Janne Malmros, Pabi, Thomas Øvlisen and Steen "Stony" Drabik.

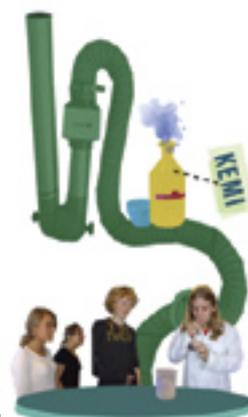
### Staff in figures

In 2008, Experimentarium employed 225 staff members. In full-time equivalents, this comprises approximately 125 positions. 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 2008, the Experimentarium employed 17 full-time equivalents associated with the inclusive labour market.

Staff figures, in full-time equivalents:

	2004	2005	2006	2007	2008
Ordinary hourly-waged staff	62	92	108	113	108
Staff representing the inclusive labour market	18	15	20	18	17
Total	80	107	128	131	125



Science is fun, but there should also be time to take a breather.

Staff development interviews, with minutes, were held in 2008 for all permanent, salaried employees at the Experimentarium. In 2008, Experimentarium spent a total of DKK 534,000 on further training, corresponding to 1.3% of the payroll.

	2004	2005	2006	2007	2008
Further training in DKK 1000	220	207	461	425	534
In % of payroll	1.12	0.65	1.3	1.1	1.3

## Social accounts

The social accounts track the cash flow between Experimentarium and the state and local authorities.

	2005 (in DKK)	2006 (in DKK)	2007 (in DKK)	2008 (in DKK)
<b>Payments from Experimentarium to society</b>				
Tax and contributions withheld at source	12.223.224	14.369.901	15.415.008	15.733.499
Net VAT payments, and VAT that cannot be passed on	1.763.306	1.265.297	847.016	994.475
Payroll	822.005	1.075.013	572.322	875.128
Energy tax on electricity	478.555	411.120	457.827	559.036
Property tax	439.805	462.967	484.649	254.227
Total payments to society	15.726.895	17.584.298	17.776.822	18.416.365

## Payments received from society

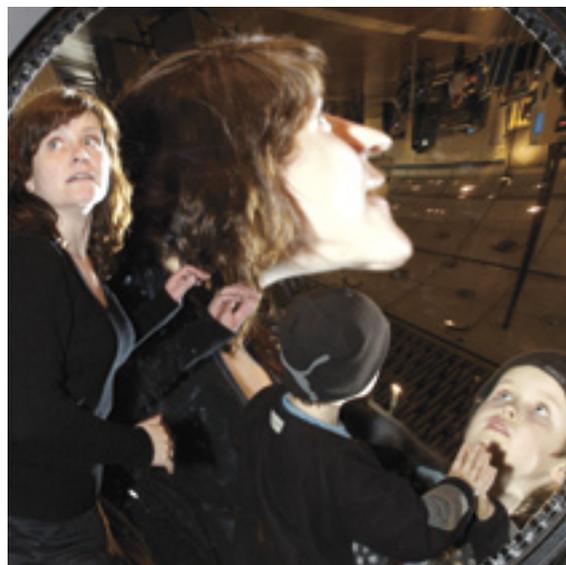
State operating subsidy	3.200.000	3.200.000	3.200.000	4.108.960
Subsidies for special exhibitions and projects	1.375.504	1.330.793	3.986.908	1.410.945
Reimbursement for flex-job workers, etc	1.707.976	2.525.291	2.278.503	2.273.660
Reimbursement, sickness benefit, etc	697.991	1.301.049	1.744.757	703.220
Total payments from society	6.981.471	8.357.133	11.210.168	8.496.785
Net payments to society	8.745.424	9.227.165	6.566.654	9.919.580

As can be seen from the above figures, Experimentarium makes a significant positive contribution to society.

Experimentarium is important to the local community and Gentofte Municipality. Calculations have been carried out in collaboration with ODA (Experience Development of Danish Attractions). The numbers are based on our own visitor survey, plus an adapted version of the recognized tourism calculation models, TØBBE and LINE.

The results show that Experimentarium's 315,000 visitors, in addition to contributing to the survival of our workplace, also generated a turnover of DKK 100 million in 2008, of which DKK 98 million was spent in the local community.

This means that Experimentarium has contributed to creating 227 jobs and contributes over DKK 35 million to public funds in the form of taxes and other payments.



315,593 children and adults visited Experimentarium in 2008. That was 593 more than expected.

## Product development

Experimentarium's ability to develop new exhibitions that are relevant, educational and entertaining is crucial for our survival. In order to develop such exhibitions, our staff must always be aware of current developments in the field of interactive exhibitions.

Experimentarium's exhibitions programme is as follows:

- Xtreme Expedition (September 2007-September 2008). Developed and produced in co-operation with the National Museum of Natural History – Naturalis, Leiden and the Royal Belgian Institute of Natural Sciences.
- Crashbang Driving School (January 2008-December 2008). Developed and produced in co-operation with the Danish Road Safety Council, the Municipality of Herning and TrygFonden.
- SPY (October 2008-September 2009). Developed and produced in co-operation with Technopolis, Mechelen, Flanders.
- The Brain (October 2009-September 2010). Developed in co-operation with Industrien, Kerkrade, Holland, and Universeum, Gothenburg, Sweden.
- Senses (October 2010). Developed and produced in co-operation with National Museum of Natural History – Naturalis, Leiden, and the Royal Belgian Institute of Natural Sciences.

## Exhibitions – exhibitions – exhibitions

Refurbishment of the exhibitions has taken place at a very rapid rate in recent years. Over the past 8 years, the Experimentarium has presented the following new exhibitions to the public:

Feb 1999	Kids' Pavilion	22 displays	ME
Oct 1999	Robots on the Loose	15 displays	SE
April 2000	Future Body	38 displays	SE
Oct 2000	Dynamic Earth	61 displays	ME
Jan 2001	Get in Touch with the Future	14 displays	SE
May 2001	Communic@tion	37 displays	SE
Dec 2001	You & Me	70 displays	ME
April 2002	Dinosaurs on the Hunt	25 displays	SE
Oct 2002	Voyage to Mars	17 displays	SE
Feb 2003	CreepyCrawly	28 displays	SE
Jan 2004	Cirkus Fysikus	42 displays	ME
Oct 2004	The Great Sexperiment	49 displays	SE
Oct 2005	Sports & Spinach	28 displays	SE
Jan 2006	Dialogue in the Dark	3 scenarios	SE
Sept 2006	T. Rex – The Killer Question	16 displays	SE
Sept 2007	Xtreme Expedition	25 displays	SE
Jan 2008	Crashbang Driving School	7 displays	SE
Oct 2008	SPY	35 displays	SE

\*ME (Main exhibition), SE (Special exhibition)

## Experimentarium is a large exporter!

### Experimentarium's commercial activities continue in a positive direction:

24 May 2007 saw the opening of CreepyCrawly at Xploorit in Kolding, Denmark, and the exhibition could be seen at the former Library Building until 12 May 2008.

The Brain closed in January 2007 at Millenaris Science Park in Budapest, Hungary.

The exhibition opened at the Departmental Science Forum in Villeneuve d'Ascq, France on 24 March 2007 and closed on 15 August 2007 with more than 130,000 visitors.

The exhibition was adapted to Greek/Turkish and installed at Next Generation in Athens from 1 December 2007.

On 1 April 2008, it was opened in Istanbul, Turkey, where it remained until July 2008.

Sports & Spinach was installed at Xploorit in Kolding, Denmark, in October 2007, where it remained until March 2008. It was then moved to the International Centre for Life Trust in Newcastle, England, where it opened on 4 April 2008. After it closed in September 2008, the exhibition was moved to Warsaw, Poland, where it opened in November 2008.

Approximately 500,000 people in the course of 2008 visited the exhibitions rented out by Experimentarium.

## Increased international cooperation

Experimentarium strives constantly to increase co-operation with other countries because the exhibitions department and other communications projects gain valuable inspiration from suggestions and ideas that come from outside sources.

Experimentarium's Director, Asger Høeg, was for four years Treasurer for ECSITE (The European Network of Science Centres and Museums). From 2002-2004, Asger Høeg was Vice President for ECSITE, and from 2004-2007 he was the organization's President. During that period, he participated in The International Planning Committee, that planned The 5th Science Centre World Congress, which was held in June 2008 in Ontario Science Centre, Toronto, Canada.



*In collaboration with DTU, Experimentarium held the Robocup Junior in the spring, where children and young people, interested in construction and programming, could try out their homemade robots on a specially designed robot track.*

The Norwegian Ministry of Education and Research appointed Asger Høeg a member of the Norway Science Center Committee (Vitensenterutvalget), which secures funding for the development of Norway's seven science centres.

In 2008, Experimentarium entered a joint agreement with India's National Council of Science Museums, which includes an employee exchange programme and the eventual development of joint exhibitions.

International ties have also been strengthened by Experimentarium's participation in EU-sponsored projects. In 2008, Experimentarium participated in the following projects: PENCIL, GAPP and Ideal Cities. More than 20 European institutes took part in these projects.

## Co-operation among the Nordic science centres strengthened by the Nordic Cultural Foundation

The Nordic Cultural Foundation has supported the special exhibition A World at Stake, which opened on 1 April 2009 at Experimentarium. Thanks to this support, A World at Stake will also be exhibited at the Jærmuseet in Rogaland Fylke, Norway, in 2010 and at Teknikens Hus in Lulea, Sweden, in 2011.

Experimentarium's Vice Director, Nils Hornstrup, has been editor of The Nordic Science Center Association's Newsletter for the past 6 years.

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