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# **ATTENDANCE TRENDS 2002-2011**

- 155 centres participated (90 in US).
- Total on-site attendance increased for most of the decade (by 24%).
- Peaked during 2009/10.
- Very small centres saw highest increase (72% overall).
- Large institutions saw lowest (2.4%).



# INFLUENCES

- Internal exhibit quality marketing customer care amenities
- External economic climate demographics competition societal change



# Megatrends:

MAJOR shifts in environmental, social and economic conditions that will SUBSTANTIALLY change the way people live











Exploratorium, San Francisco, USA (opened 1969)

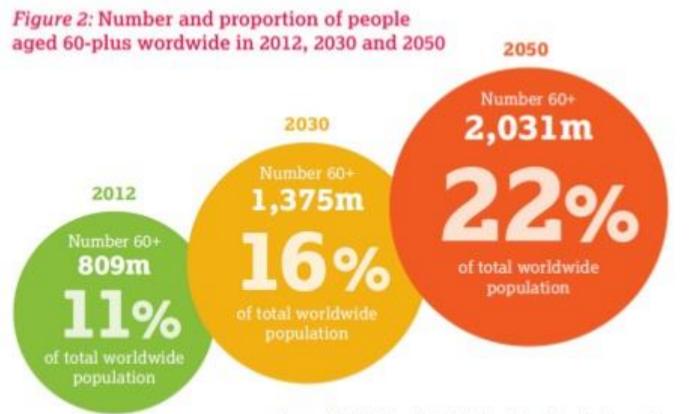
Ontario Science Centre, Toronto, Canada (opened 1969)

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# Changing Demographics

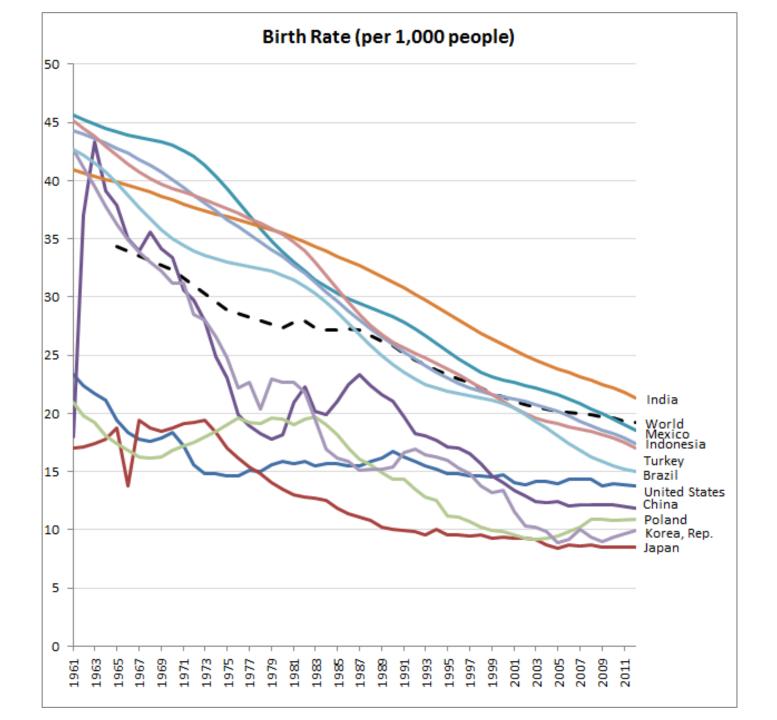
# Scale and rate of global population ageing



Source: UNDESA Population Division, Population Ageing and Development 2012, Wall Chart, 2012; UNDESA Population Division, World Population Prospects: the 2012 Revision, 2013 HelpAge International

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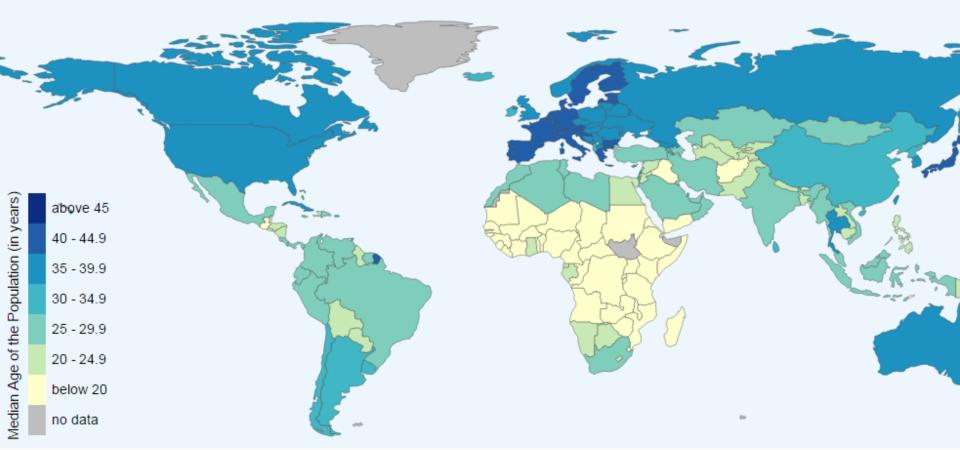
The number of children is not growing any longer in the world. We are still debating peak oil, but we have definitely reached peak child.

Hans Rosling

AZQUOTES



#### Median Age of Population in the year 2010



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#### Introduction

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# Mechelen Declaration

#### PUBLIC ENGAGEMENT FOR A BETTER WORLD

#### Science Centre World Impact

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#### The Science Centre World Summit 2014

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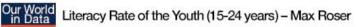
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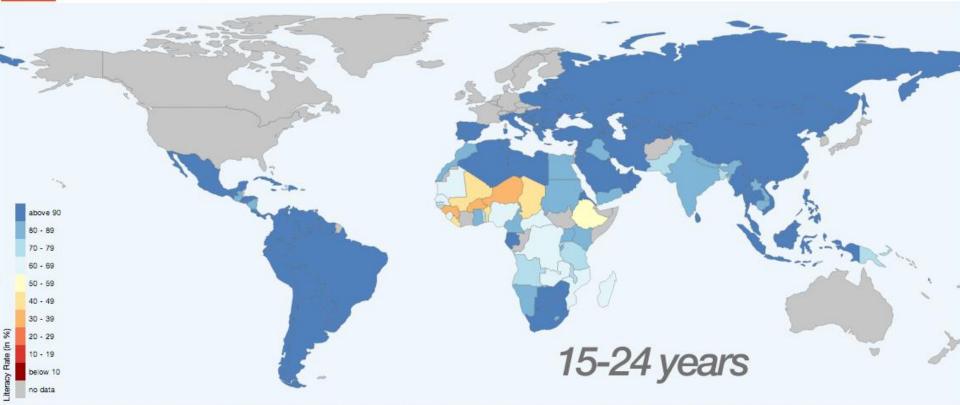
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# The Rise of the Individual





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Data source: UNESCO



#### / self- \ actualization

morality, creativity, spontaneity, acceptance, experience purpose, meaning and inner potential

#### self-esteem

confidence, achievement, respect of others, the need to be a unique individual

#### love and belonging

friendship, family, intimacy, sense of connection

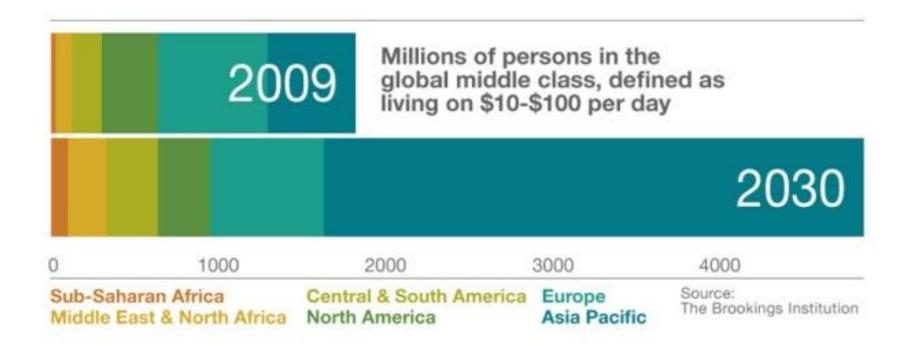
#### safety and security

health, employment, property, family and social stability

#### physiological needs

breathing, food, water, shelter, clothing, sleep

## Growth of the global middle class





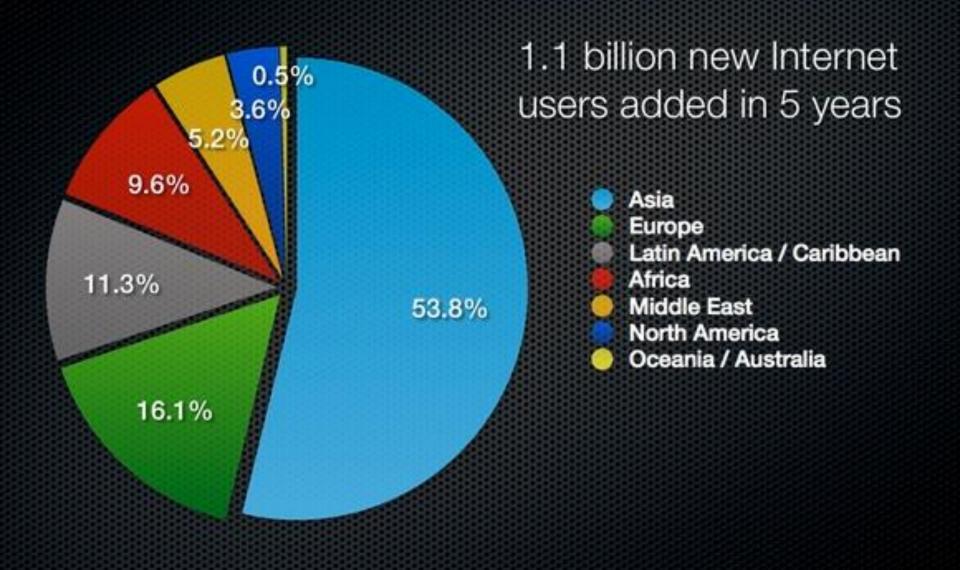
World Tourism Day - 27 September 2015



Island Real Estate, Fl

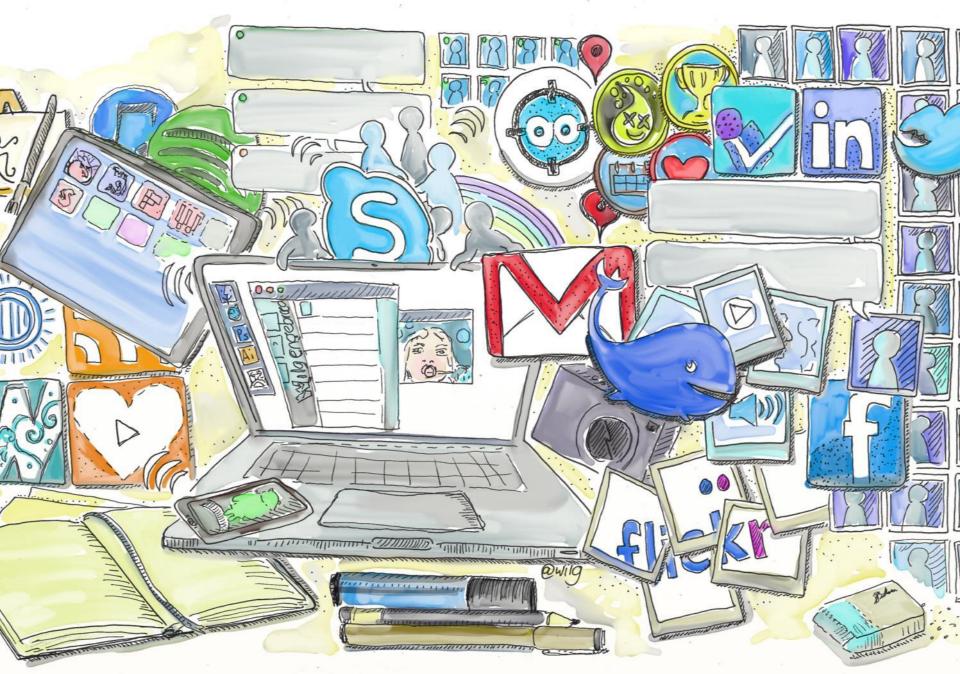
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## Share of Internet population growth, 2007 - 2012



**Data source: Internet World Stats** 

www.pingdom.com

















SCIENCE CENTRES & MUSEUMS

UK Association for Science and Discovery Centres

RED DE POPULARIZACIÓN DE LA **CIENCIA** Y LA **TECNOLOGÍA** EN **AMÉRICA LATINA** Y EL **CARIBE** 

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North Africa and Middle East Science centers network

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SCIENCE & TECHNOLOGY CENTRES

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INTERNATIONAL COUNCIL OF MUSEUMS CONSEIL INTERNATIONAL DES MUSEES CONSEJO INTERNACIONAL DE MUSEOS





### International Science Centre and Museums Day November 10, 2016

## Science Centre World Summit Miraikan, Tokyo November 14-17, 2017

