

Beyond Numbers:

Towards a Broader Definition of Economic Impact



Jennifer Martin
President & CEO, TELUS Spark
Canada



Stephanie Ratcliffe
Executive Director, The Wild Center
United States



Silvia Singer
CEO and General Director, MIDE
Museo Interactivo de Economía
Mexico

Introduction

Jennifer Martin

Thank you all for joining us in this discussion today

- Between these three recent museums, we hope you will hear about unique responses to the economic opportunities each centre faces
- Mide, Wild Centre, and TELUS Spark are each less than 15 years old and less encumbered by the expectations of long-established science centres and museums
- The three of them interact with their audiences, not just communicating their content, but offering an opportunity to reflect on daily life, their actions, and the impact in society. They also play active roles in their community, which have a positive impact on the economic development of their region.

Our provocation for this session:

If science centres want to be recognized as key players in a global society, they need to reflect on and better define their role as **engines for economic development**.

This “engine” may be at a neighbourhood level, at a network-based community level, or as an activator for wider regional collaboration.

Importantly - how can we broaden our understanding of economic impact?



<https://drive.google.com/file/d/0B3x6wkFRofIXVGZERxYTz3Wnc>

Google Earth

Part I - Who we are and how we came to be

MIDE, The interactive Museum of Economics

This is the year of 2001 in Mexico, a Country with a wide range of economic and social contrasts,



The Mexican Central Bank, Banco de México, decides to spearhead a project to establish the first Science Center about economics in the world, the aim:

Provide a tool for society to better understand “How society works using the lens of economics, with a special accent on sustainability and wellbeing”.

Project from 2001 -2006

MIDE Open in mid 2006

2,300 square meters of exhibits in
4 permanent halls

11,000 square meters of building

Investment of \$16 million USD



Annual budget of \$2.5 million
USD

80% Self generated income

2,500,000 visitors since opening

247,000 visitors last year

Located in a XVIII Century beautifully restored building, MIDE becomes the first Interactive Museum about Economics in the world. A place that conveys respect for heritage and contemporary tools for approaching every day life from a different perspective: Economy, Sustainability and Wellbeing.





La nuova mostra di
regionalismo e territorio

Avvenimenti e iniziative
dal 10 al 15 ottobre

MUSEUM BOLOGNA

MUSEUM BOLOGNA

MUSEUM BOLOGNA

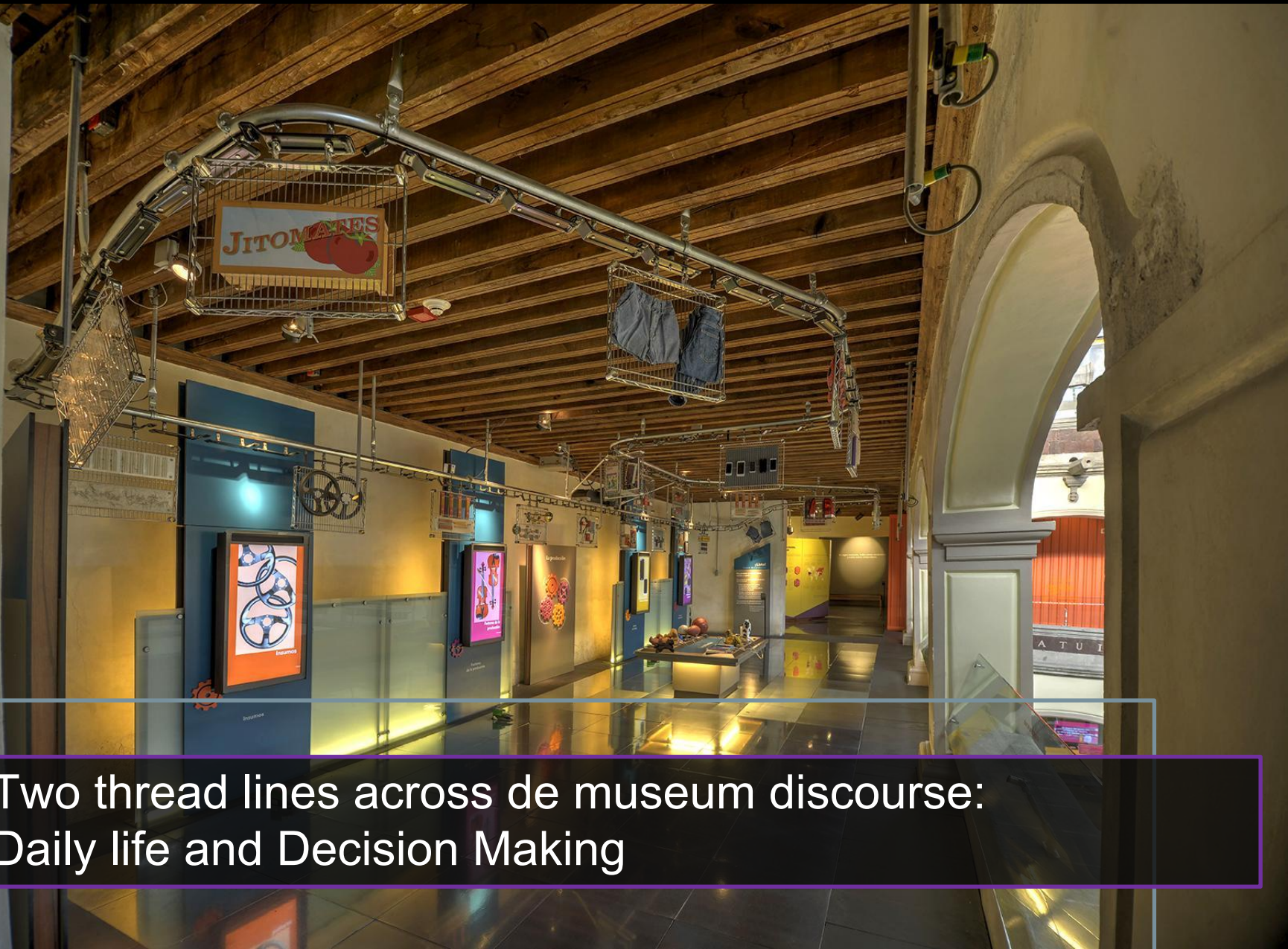
BRODINI



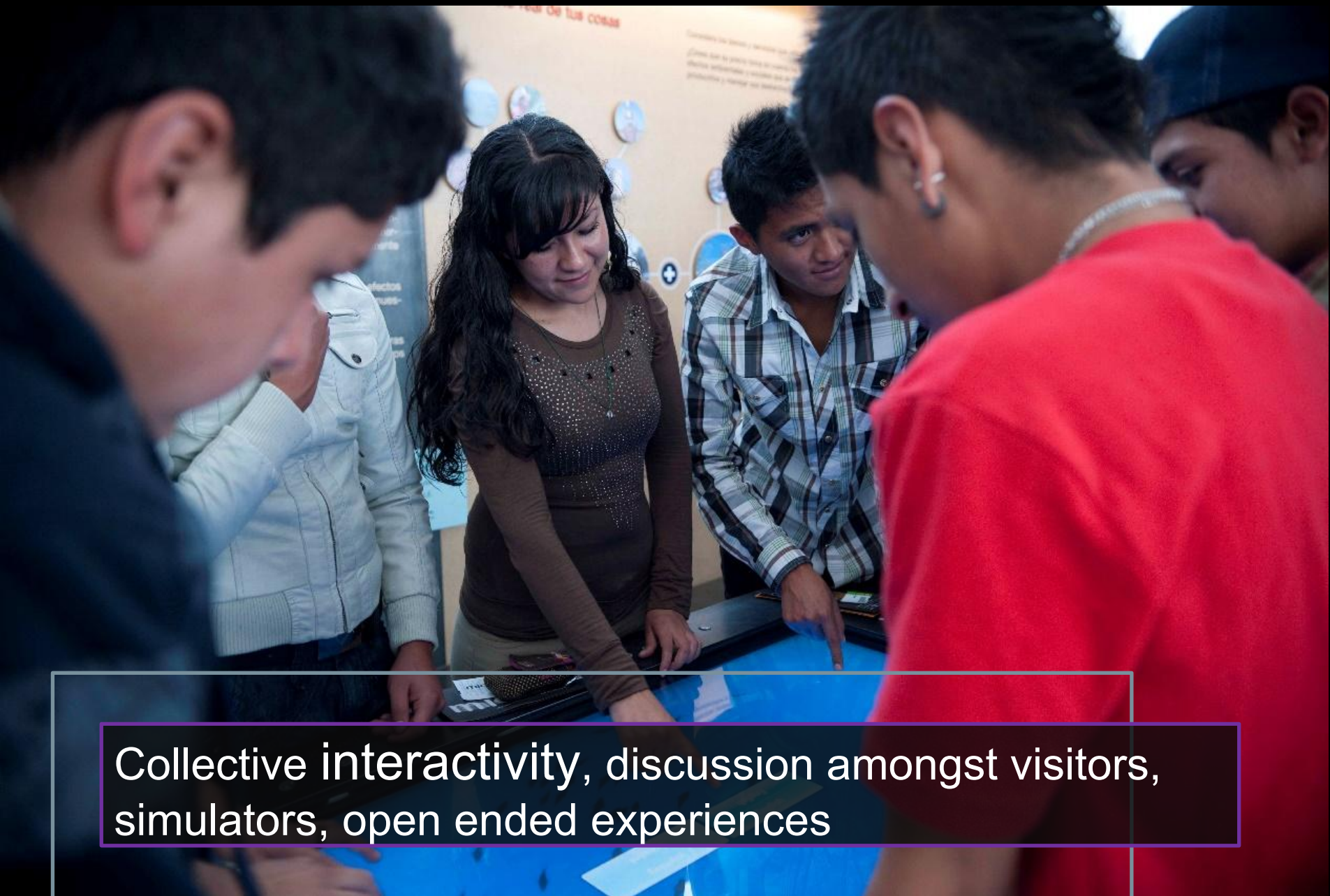
Architectural Heritage brought to life and respectfully used



Open Public Programs, a venue for the community



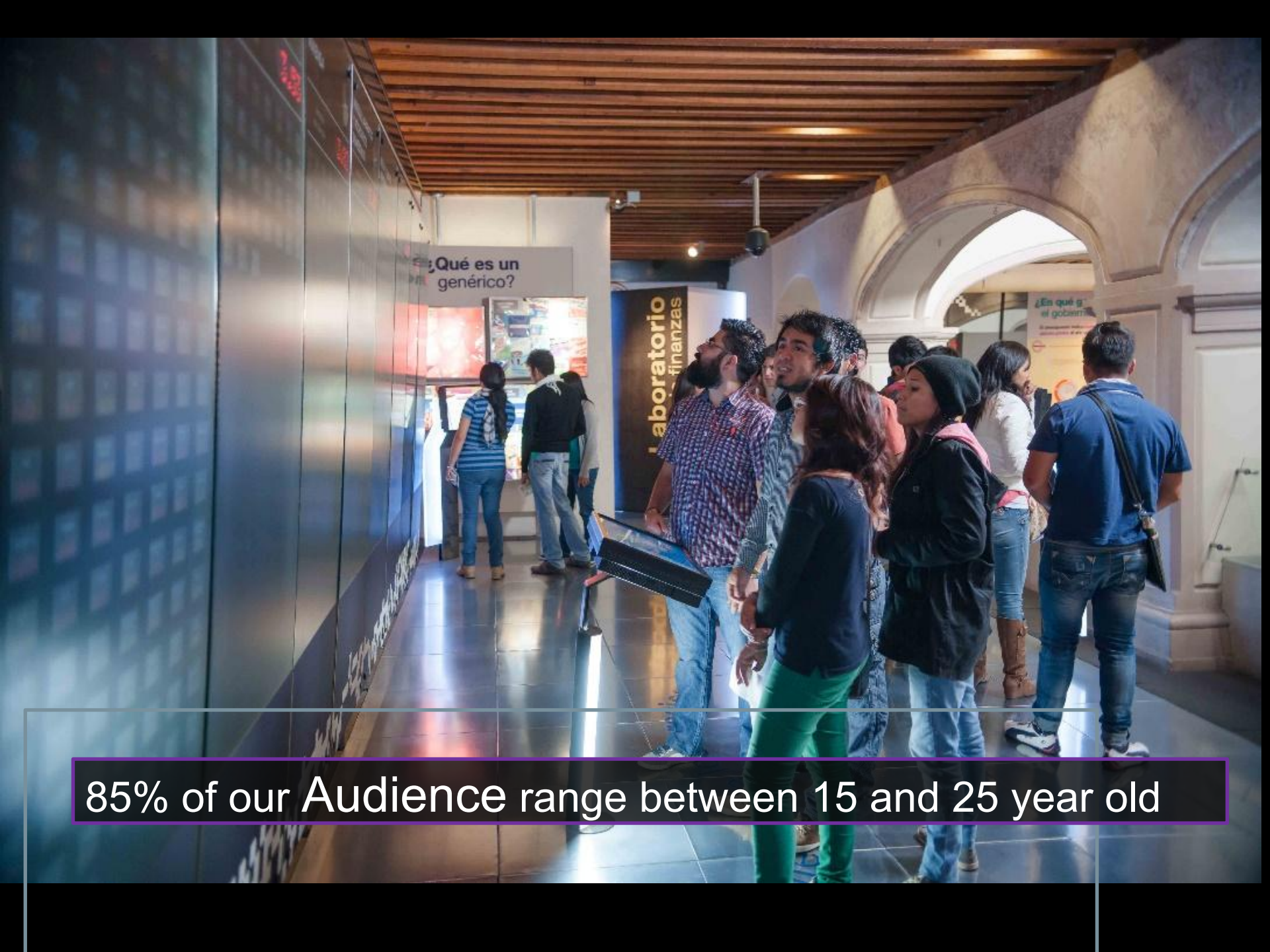
Two thread lines across de museum discourse:
Daily life and Decision Making



Collective interactivity, discussion amongst visitors, simulators, open ended experiences



Group interaction
Social construction of knowledge and meaning



85% of our Audience range between 15 and 25 year old

necesitan **planear** sus **ingresos** y sus **gastos**

Vision

We ignite critical and creative thinking to enhance wellbeing for all

Mission

We use economics as a lens for people to discover how the world works

Our context: Challenges

Located in the City Center of a Megalopolis of 20 million inhabitants with heavy traffic and a museum **topic that sounds dry, foreign and inaccessible.**

Surrounded by **more than 50 museum in the neighborhood**, many of them with free entrance.

Extremely dependent on school groups (80% of our visitors are students) and **most of our topics are not in the school curricula.**

Huge historical building (high maintenance cost). Small exhibition area, **with no space for important temporary exhibitions.**

Our context: Possibilities

A place for the young, with affordable entrance fees and high interactivity, **a world class experience.**

A topic that is essential to effectively thrive in the contemporary world: The basic knowledge about the economic processes, the social processes and the processes of nature.

Presented in an innovative, highly accessible manner, **perceived immediately as pertinent to our own life, relevant.**

Open minded, Inclusive, Controversial, Minds on.

Our context: Topics in 2017

Presented as temporary exhibits, conferences, courses, workshops:

The impact of the Mexico - USA relationship in peoples' life

The wall, NAFTA, Migration, Families, Science

Sustainability

OSDG's, COP 23, Oceans in numbers,

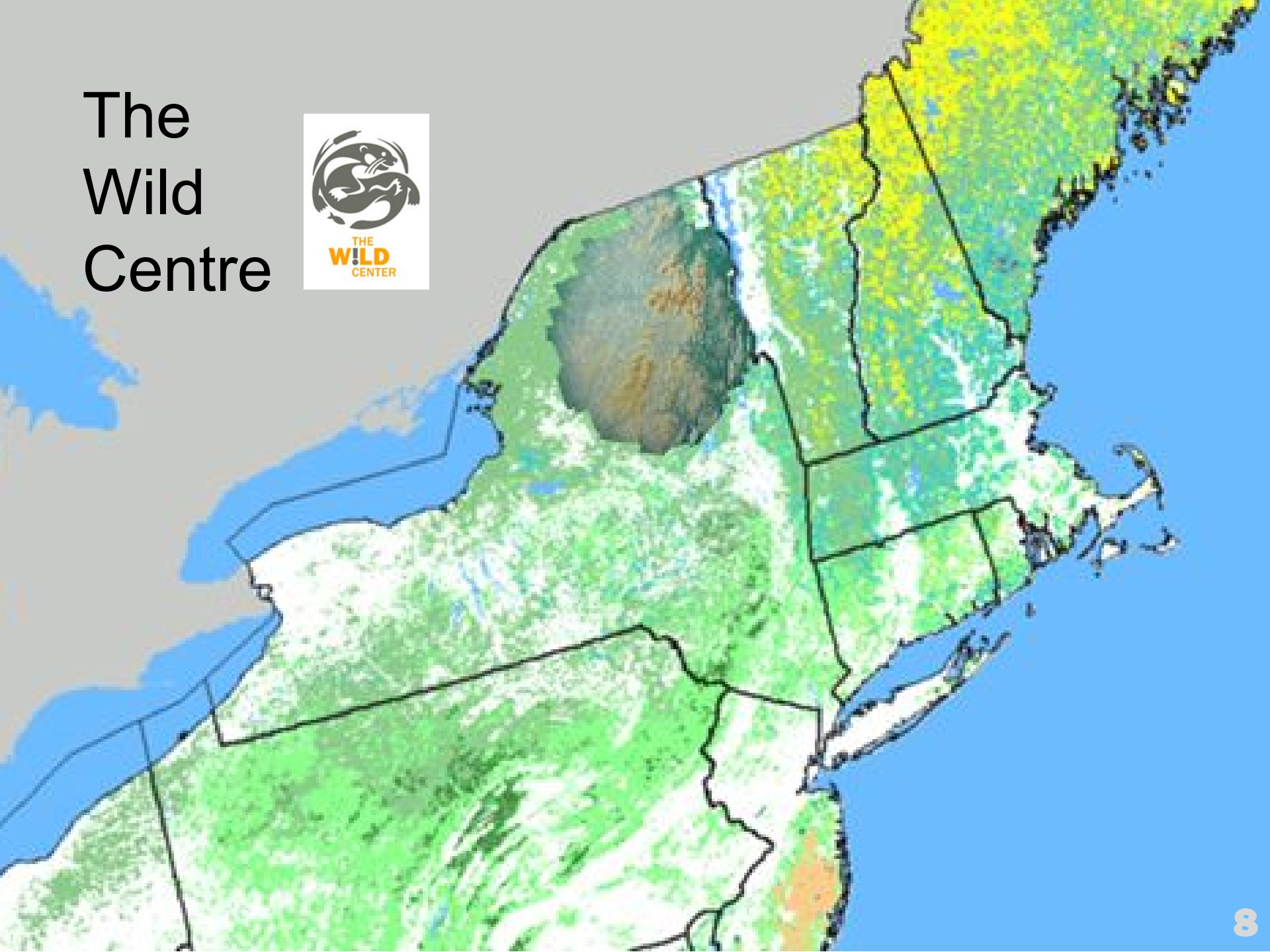
The Knowledge Economy

The value of verifiable information

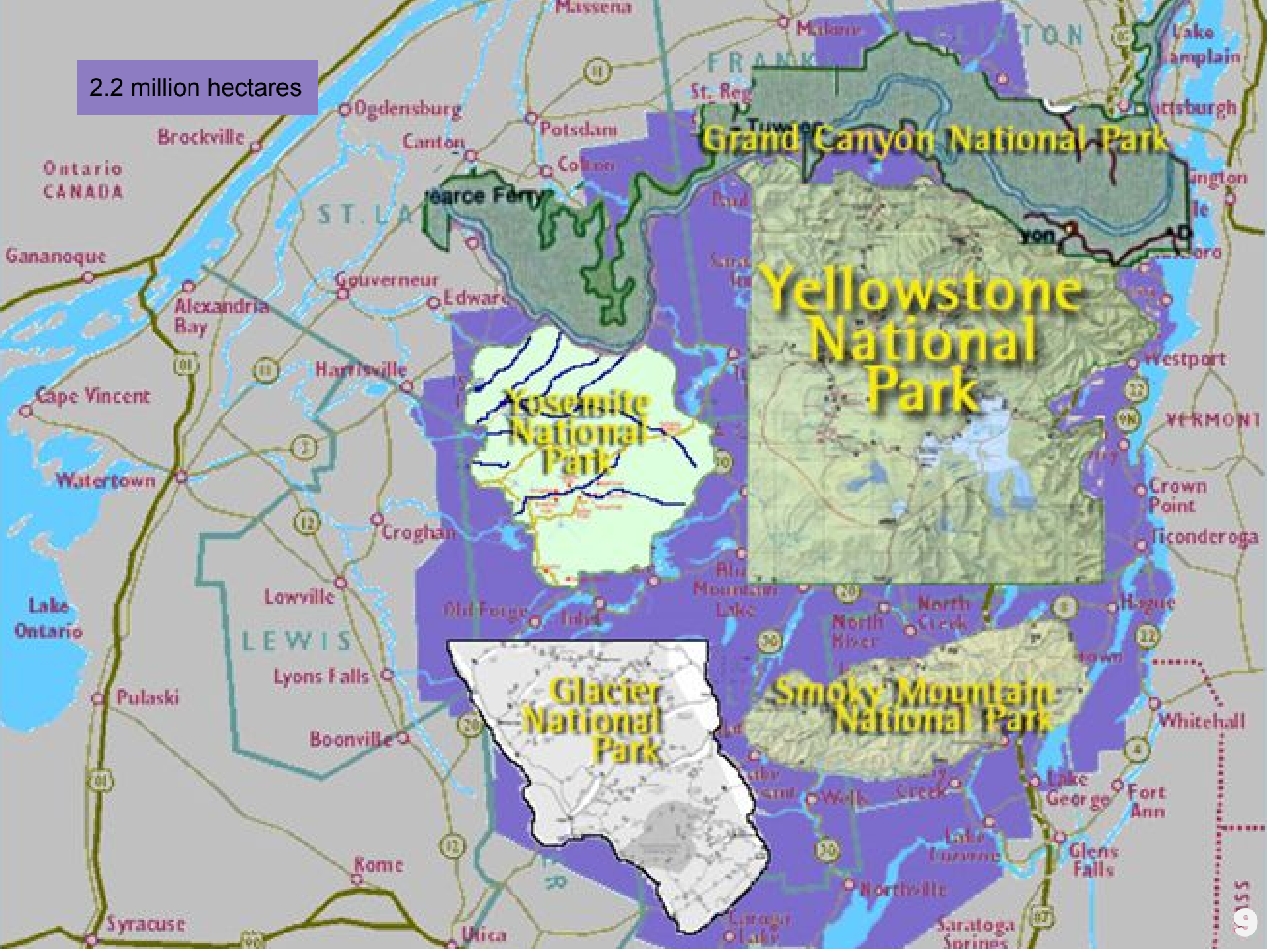
Finance

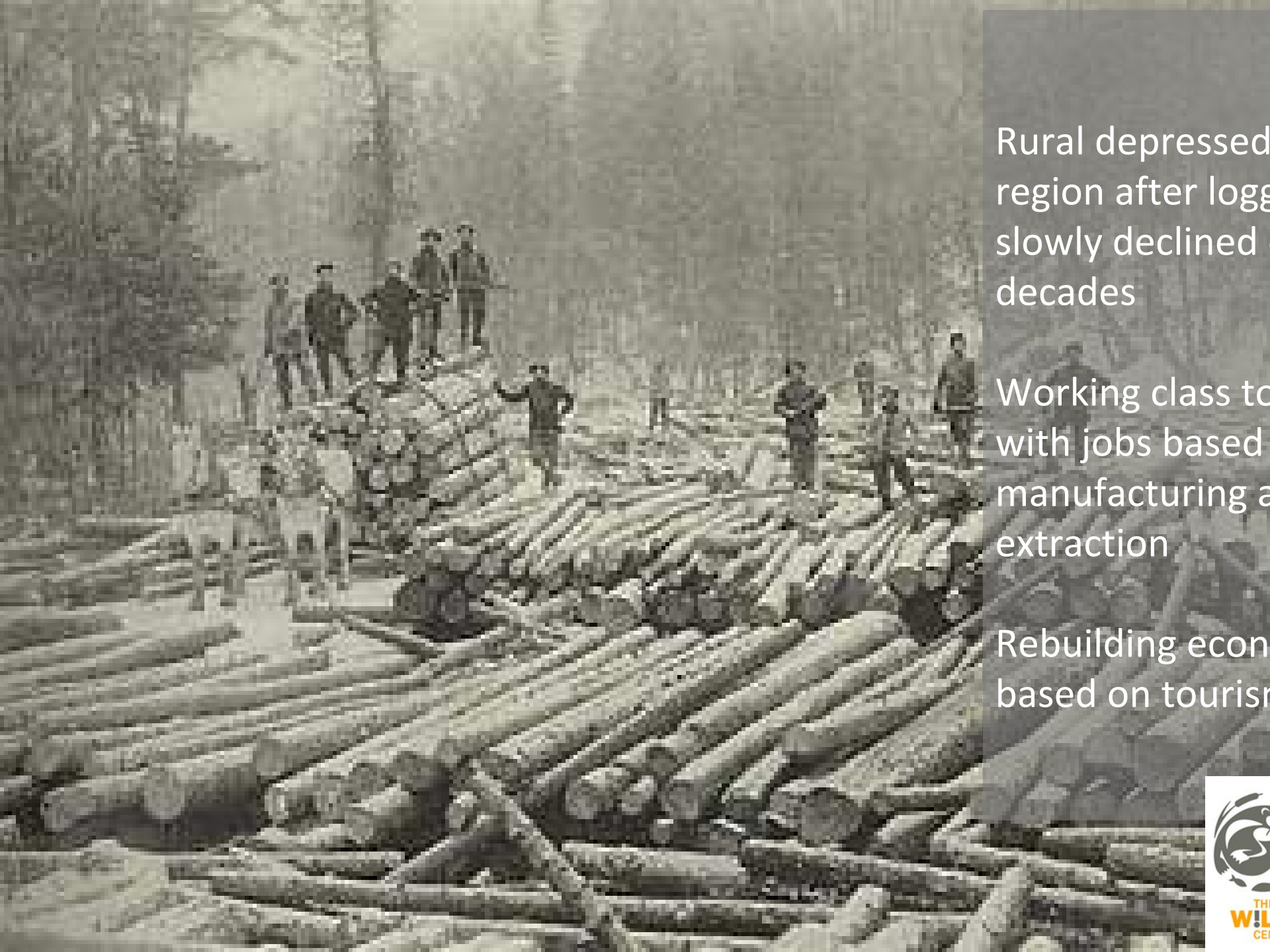
Stability as a necessary condition

The Wild Centre



2.2 million hectares





Rural depressed
region after logging
slowly declined
decades

Working class town
with jobs based
manufacturing and
extraction

Rebuilding economy
based on tourism



115 acres

Indoor & outdoor exhibits & live animals

Trails & riverfront

Opened 2006





Highly seasonal tourism base

Focussed programs for residents in slower season

Built on the promise of the three E's
Education, Environment and Economy



Replaced a 1967 planetarium facility



TELUS
Spark*

General Information

Opened in October 2011

- \$150,000,000 CAD capital project

115 full time staff, 70 part time

14,200 sq m / 5 exhibition galleries

2.4 hectare outdoor exhibits

Annual operating budget \$13,000,000 CAD



Developing personal confidence, taking risks



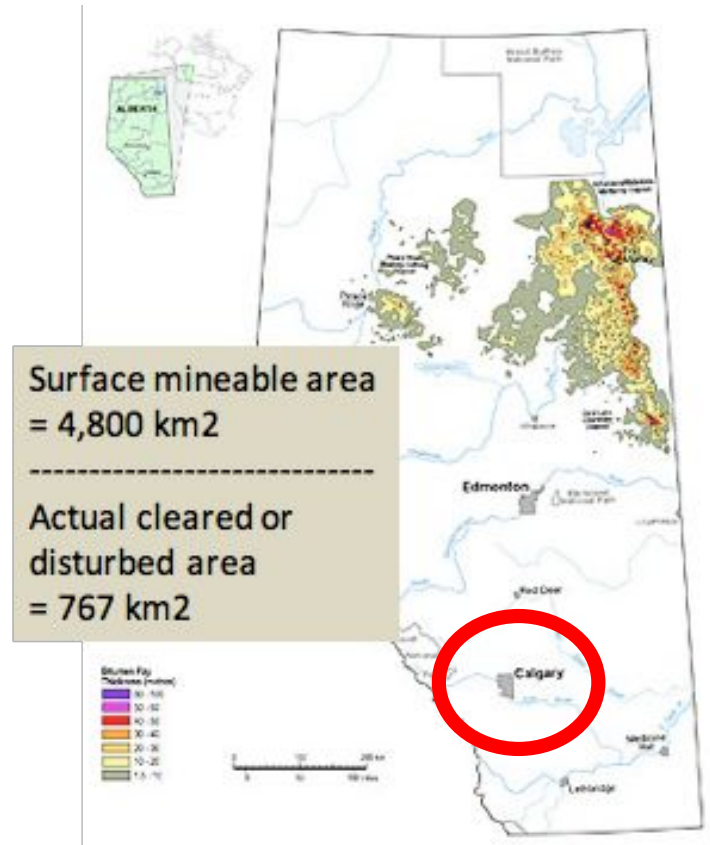
Our local and global context can be very challenging

Oil & Gas extraction economy.

Global perception.

Local economic impact of changes in the energy systems.

2+ years of community recession.



Local Economy - Calgary

- More head offices per capita of any other Canadian city
- Global energy sector centre
- Huge impact of the drop on oil prices in 2015
 - \$100/barrel vs. \$50/barrel
 - Construction
 - Government revenues
 - Wages and employment impact
- Economic Diversification
 - Oil and gas sector will continue
 - Diversify in technology, infrastructure, transportation
 - Innovation Ecosystem

With a local economy in trouble, a regional economy needing diversification, and a national economy dependent on energy, what role can the science centre play?

Part II - Traditional Measures of Impact

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We do what everyone does

Exhibitions

Educational programs

Mediation

Evaluation

Workshops

Shop

Library

Events



...But in our own way

After 11 years in operation MIDE is seen as a model for other Economy and Finance Museums around the world (Canada, Austria, France, Italy, China, amongst others).

A provider of exhibitions, educational programs and training for the Mexican Financial sector.

A forum for discussion of timely and relevant issues, in association with Universities.

A reference for Economic and Financial Education.

In search of future Impact: To influence the National Education Curricula with our topics and learning style.

MIDE by numbers in 2017

The operational model

Income	%
Tickets and fees	30
Rental, Cafeteria and Store	20
Consulting Services	30
Endowment	20

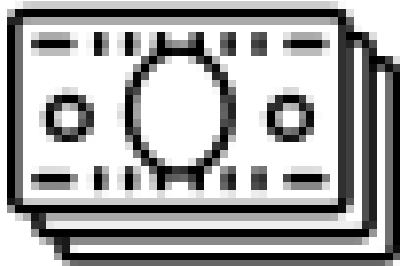
Staff	#
Full time Staff	90
Volunteers and explainers	100
Academia	104
Outsources services	30

Results	#
Visitors to the museum	247,000
Users	350,000
Attendants to 39 different Courses	10,200
Attendants 29 different on site workshops	30,200
Off site courses	4,400

Services	#
Exhibitions and stands design	3
Courses an books	2
Public Fairs	3

Traditional Measures of Economic Impact

- Reached over **1,000,000** people in just over 10 years
- Visitors reported spending **\$893** in the region
- Created **47 new jobs**, and supported 386 indirectly
- Local purchases have a **2.1 million** impact each year



\$27 million

Total Impact per Year



Traditional Measures of Impact

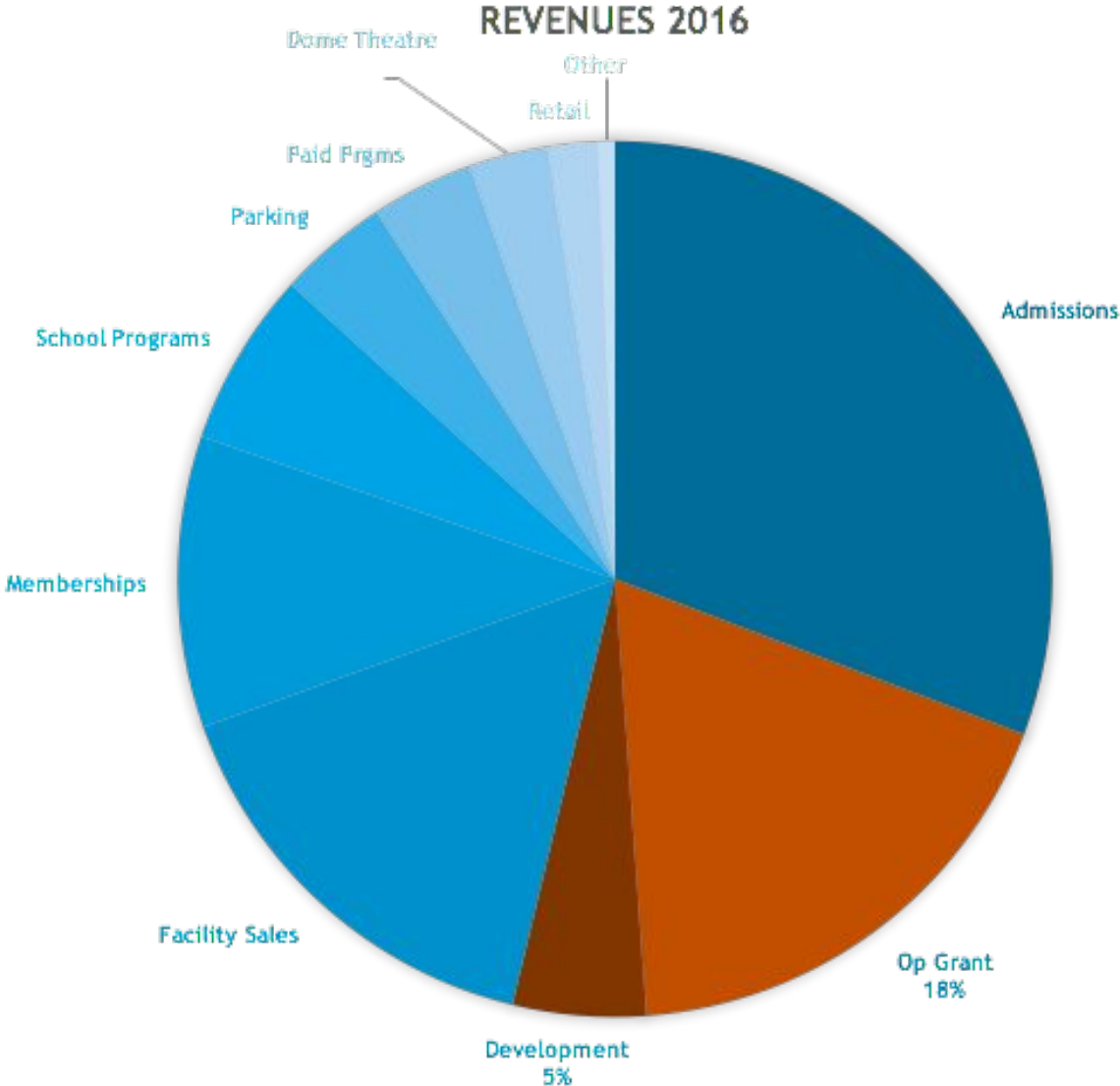
Reached over 2.2M visitors in first 6 years of operations

80% are local, residents of Calgary or Southern Alberta

2016 Highlights:

- \$13,000,000 annual operating costs
- 430,000 overall onsite visits
 - 82,000 school student visits
- \$2,600,000 in facility rental sales (gross)

Earned Revenue bias



Part III - Beyond the typical numbers & impact

MIDE beyond numbers

The museum acts like an empowering tool, a propeller of good ideas, a place to see the world with a different regard, a place where you can place yourself in the shoes of someone different from you.

So, what is really behind MIDE is the possibility of expanding a vision of social wellbeing, achieved by individuals that have the tools to act as participative citizens and members of their communities.

Individuals that are conscious that their decisions impact the world we live in.

Our place facilitates self empowerment by means of dialogue, respect, empathy and knowledge.



**Beyond
Numbers:**

**Weaving the
Fabric of
Community**

=

Social Capital



A Center for Community

Offering free space for community gathering



Weekly Farmer's Markets

Induction into high school honor society

Host local hospital workshop for end of life directives



Being a part of celebrations

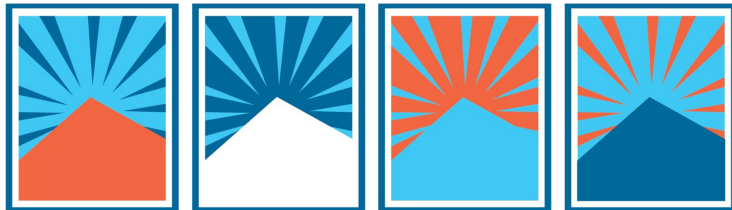
Weddings

Hosting high school prom

Hosting kindergarten graduation



Convening to address challenges locally



YOUTH CLIMATE SUMMITS
empowered by **THE WILD CENTER**

Youth Climate Summit
Green Building Summit & Expo
Food Justice Summit
Regional Diversity Training
Municipal leaders & Climate Resilience



First jobs for local kids



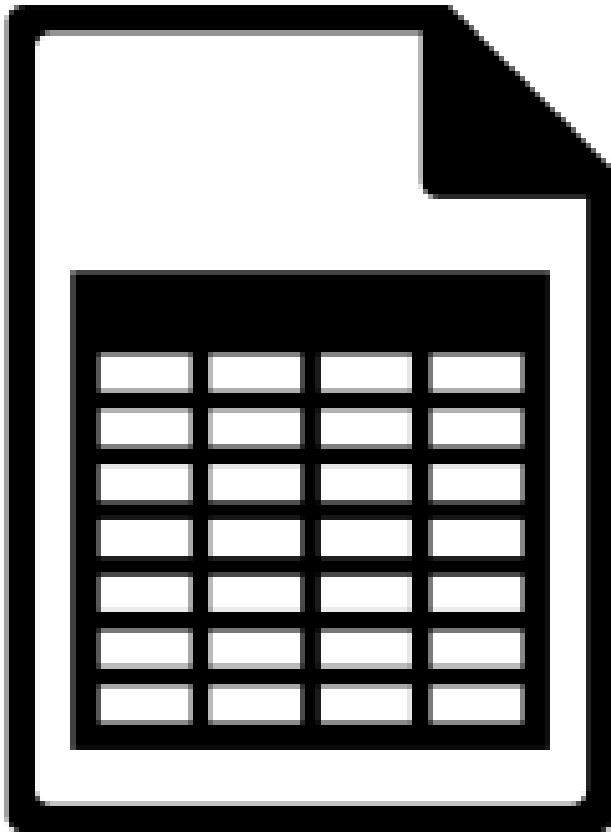
Helping restore a community sense of self

“Tupper Lake has always suffered from low self-esteem from decades of economic depression, businesses and family leaving the area and the closing of the local ski mountain which was the center of community. The Wild Center has changed all of that--we now have a new dimension, real pride and renewed spirit”

“The Wild Center has literally put Tupper Lake on the map. It defines who we are to the outside world. I overhear my grandkids brag to family and friends about how they can come for a visit anytime in the middle of school. In a word--we are all so proud to have it part of our town.”



What if we all had a community building line item in our budgets?



**The Wild Center
4 million U.S.
annual budget**

1% = \$40,000

2% = \$80,000

3% = \$120,000

4% = \$160,000

5% = \$200,000

Facility Sales - our 3rd highest gross revenue


More than replacing a hotel venue - private events with community impact



TELUS
Spark*

Innovation Ecosystem

The image shows a screenshot of the Rainforest Alberta website. The header features the organization's name "RAINFOREST ALBERTA" with a green leaf icon, followed by social media icons for Twitter, Instagram, Facebook, and YouTube. A navigation menu includes "Home", "Meetings", "Who's In", and "Contact". The main content area has a large heading: "Innovation isn't a place. It's a state of mind." Below this, it describes Rainforest Alberta as an informal organization of people working together to improve Alberta's innovation ecosystem. It states their goal is to grow the same invisible infrastructure that underlies successful tech communities like Silicon Valley, right here in Alberta. A call to action asks Albertans to pledge their support and sign their social contract. To the right, there is a social media feed for @RainforestAB, showing two tweets from Wednesday, November 8, 2017. The first tweet promotes a #LunchWOLunch event, and the second welcomes Deloitte to a special #LunchWOLunch tour.

RAINFOREST ALBERTA 

[Home](#) | [Meetings](#) | [Who's In](#) | [Contact](#)

Innovation isn't a place. It's a state of mind.

Rainforest Alberta is an informal organization of people working together to improve Alberta's innovation ecosystem.

We want Albertans to know that they don't have to move away to invent, prosper, and move their ideas forward. To that end, our goal is grow the same invisible infrastructure that underlies successful tech communities like Silicon Valley, right here in Alberta.

We've pledged to do what we can to make this happen. You're welcome to join us. Pledge your support and let us know you're interested by signing our social contract, like so many of Alberta's best and brightest, below.

@RainforestAB

@RainforestAB Wed Nov 08 2017

Every week the room gets louder and louder for #LunchWOLunch as the ecosystem grows! Are you on the ground floor?
<https://t.co/dhjzieFKFd>

@RainforestAB Wed Nov 08 2017

Welcome Deloitte to @NucleusCalgary for a special #LunchWOLunch tour!

Over 900 members in less than 1 year

- TELUS Spark as a showcase for new economic development, connector of ideas, development of innovation skills and thinking

Spark School for Innovation by Design

TELUS
Spark*

In the end...

We are a professional community with a skill set that has positioned ourselves as a leaders in economic, financial and sustainability communication.

MIDE is success story of science communicated in a social context through decision making as the social tool for well being, using trusted information that delivers verifiable facts.

But in the end, the goal is:

To empower visitors to be active participants in society:

In societal decisions, environmental decisions, sustainable decisions

By using the tools provided by scientific and technological knowledge

Shift in Museum's Historical Relationship with Community



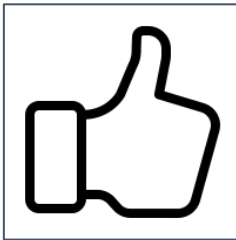
Relinquish Authority



Cannot Control Outcome--Non Prescriptive



Non-Advocacy & self-defined action
Role of catalyst



Say yes



Non-transactional



Push the edges
of our work



In the end . . .

While our mission is **to bring people together to learn, play and create with science, technology, engineering, arts and maths (STEAM)**

- We set our sights on community transformation, which includes economic impact

Our vision:

Our community is transformed through a culture of curiosity, problem-solving and risk-taking



Round table:

What is your organization's **Economic Impact**?

- social impact, outcomes – Social science vs Economic measures
- Anecdotes – systematic harvesting
- Democracy and equity through literacies
- Strategies for sharing out the work we do – through partners, ourselves, 3rd party
- How do we measure our “connector” roles?

Who are the **stakeholders** who would be better engaged by thinking more broadly about economic impact?