



Sustaining Science Centers Past, Present, and Future

Abdulaziz Al Hegelan
Executive Director
Abdulaziz.h@mishkat.org.sa



Mishkat is a national initiative of King Abdullah City for Atomic and Renewable Energy (K.A.CARE)



Mishkat open every day during the school semester for booked student groups. It is also a open for family events, festivals, teacher training, summer camps and after school clubs.



Mishkat has an exciting, ever-changing offer illuminating new possibilities for powering our bright future.



Mishkat has developed a vibrant culture for inspiration. It is committed to delivering life enhancing experiences for all visitors and continually striving for excellence.



Our Vision is to be

A leading interactive science center inspiring the next generation of Saudi energy innovators.



Our Mission

To engage our audiences through the delivery of creative, enriching experiences- and so promotes the understanding of the science and Engineering of sustainable energy.

What does Mishkat do?



Raising Public Awareness About Sustainable Energy



Place to learn and enjoy



Enhancing visitor understanding About sustainable energy



Eight common objectives with SDG



A platform for innovators



Full of exciting and interesting information



Experience for everyone!



Not boring



Changing Public Concepts About Sustainable Energy



We inspire the visitors



We raise visitors curiosity about sustainable energy



We share with public the evidence and facts



Transparent discussions with visitors about sustainable energy



We targeting the youth



Learning from the colleagues experiences



We make positive impact



Building National Human Resources



We developing a generation of youth leaders



We firmly believe our ambition has no limits!



We have job opportunities



We firmly believe we are part of our Saudi vision!



We localize knowledge and experience



We do a community service by volunteering



Mishkateers developing plan



We offer a high standard of quality

School Visits in Mishkat



23,514



27,556



33,106



37,468



35,451



41,690



Total

198,785

2013

2014

2015

2016

2017

2018

4,645



3,233



2,592



2,861



773



Total

11,243



Outreach visits



Students

Mishkat Around GCC Area



Total
719,047

Family Events

2015



4,935

2016



6,634

2017



1200

2018



9,405



350



733



760



1,579

Total 24,017

How We Keep Mishkat Glowing!



Awards



New York Festivals film award



Emirates Energy Award



Best Edutainment Center



2013



2016



2017



2018



Saving Joule nominated for the shortlisted Dubai Lynx Festival award 2016 (Dubai International Festival of Creativity).

Mishkat delighted to be selected in Museum and Heritage awards 2013 Shortlist; recognizing the very best in performance museums and celebrating innovation, creativity and success within the industry.



Mishkateers



The Strategy for Realizing Our Vision

Strategic Objectives

We will deliver our mission by concentrating our work and our people on three strategic areas:

Audience engagement

1. We will deliver creative learning experiences across our channels and platforms.
2. We will broaden our visitor profile through targeted initiatives.
3. Our decisions will be guided by insight and evidence.
4. Our work will be inspired by and in support of Vision 2030.

Raising profile

1. We will insist on high standards in how we tell our story, how we work and how we measure our impact.
2. We will seek new platforms to deliver our messages and expertise.
3. We will build our reputation, becoming increasingly respected and admired.
4. We will raise our visibility and positioning through the development of partnerships and reciprocal relationships.

Efficient and effective management

1. We will foster and promote a positive work culture that respects all members of our organization.
2. We will attract talent and develop leaders.
3. We will promote and sustain effective and efficient working practices.
4. We will focus on a culture of reflection, learning from our experience and improving our performance.



@Mishkat_Energy
User: MishkatEnergy
www.Mishkat.org.sa