

## The role we play

#### Children can only aspire to what they know exists

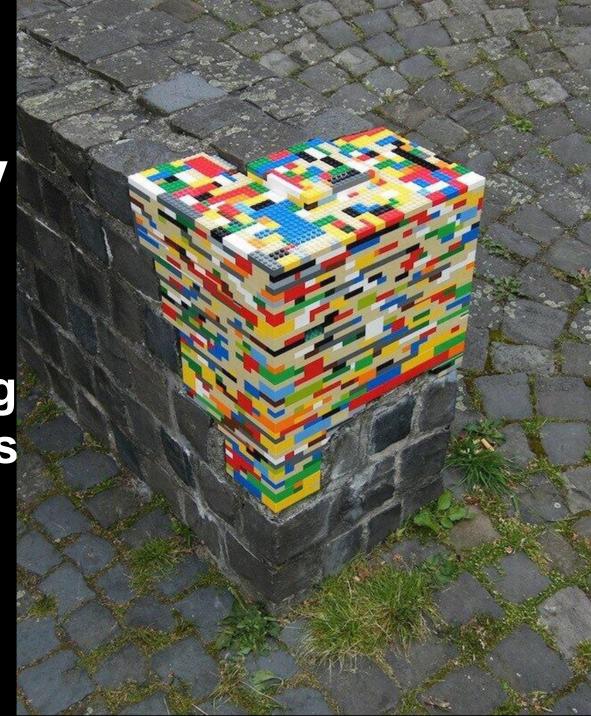
Building a creative approach to social mobility

Dr Ger Graus OBE Global Director of Education KidZania



#### The definition of insanity

To go on doing the same thing and expecting different results







#### "you have my heart"

but you also have my breath caught in my lungs. each bone in my spine, each bone in my body. every muscle aches and surges withyou. you have so much more than my heart.

you have everything it keeps alive.













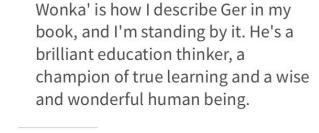
We don't normally 'do' standing ovations but @GrausGer @KidZania absolutely merits one at #kidsconf17

26/09/2017, 12:29





Wow. Perhaps the best opening keynote I've ever heard from Dr Ger Graus OBE.



" 'Jean-Jacques Rousseau meets Willy



**Alex Beard** 

Author, Natural Born Learners Senior Director, Teach For All Nov 16, 2017, Alex worked with Dr Ger but at different companies













When I was six, my grandad always told me that happiness was the most important thing in life. When I went to school they asked me what I wanted to be when I grew up

I said 'Happy'

They told me I didn't understand the question









All grown-ups were once children, but only few of them remember it

Antoine de Saint-Exupéry *Author* 





# Not all classrooms have four walls

Anon







There are three teachers of children: adults, other children and their physical environment

Loris Malaguzzi
Founder of Reggio
Emilia's educational
philosophy

#### **Everyone** deserves a chance to walk with everyone else

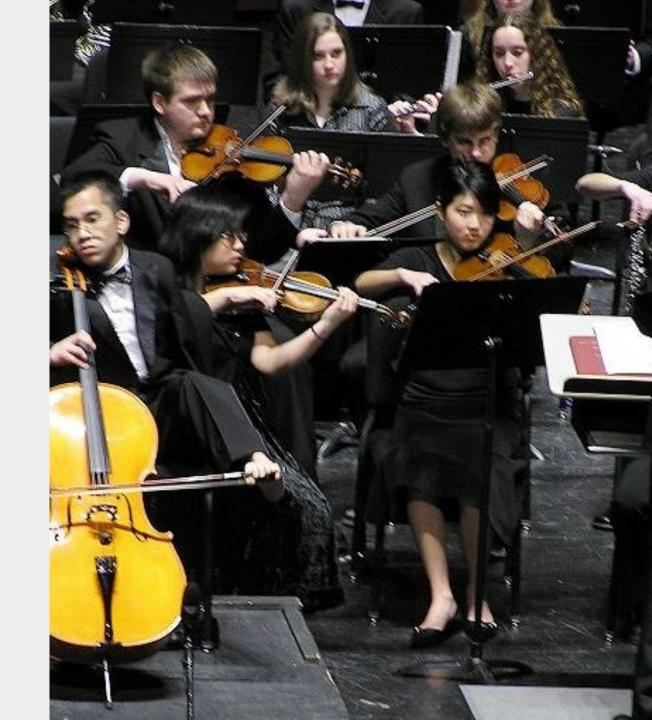
Family of the Year





## Children need to be able to write their own narrative of the possible

Carla Rinaldi
President at Fondazione
Reggio Children









#### **KidZania**

is designed to empower and inspire children: "from inspiration to aspiration"

offers fun; real-life careers awareness; roleplay based experiential learning for 4 (and below) to 14 year olds

first opened in Mexico in 1999, there are now 29 KidZanias in 21 countries with a further 11 developments planned

the number of children visiting in the last 20 years exceeds 80 million





### Where children can choose to role-play

- working in a bank
- performing on stage
- landing an airplane
- presenting the news
- performing a liver transplant
- YouTuber and many many more!

And where grown-ups are there to be seen and not heard!



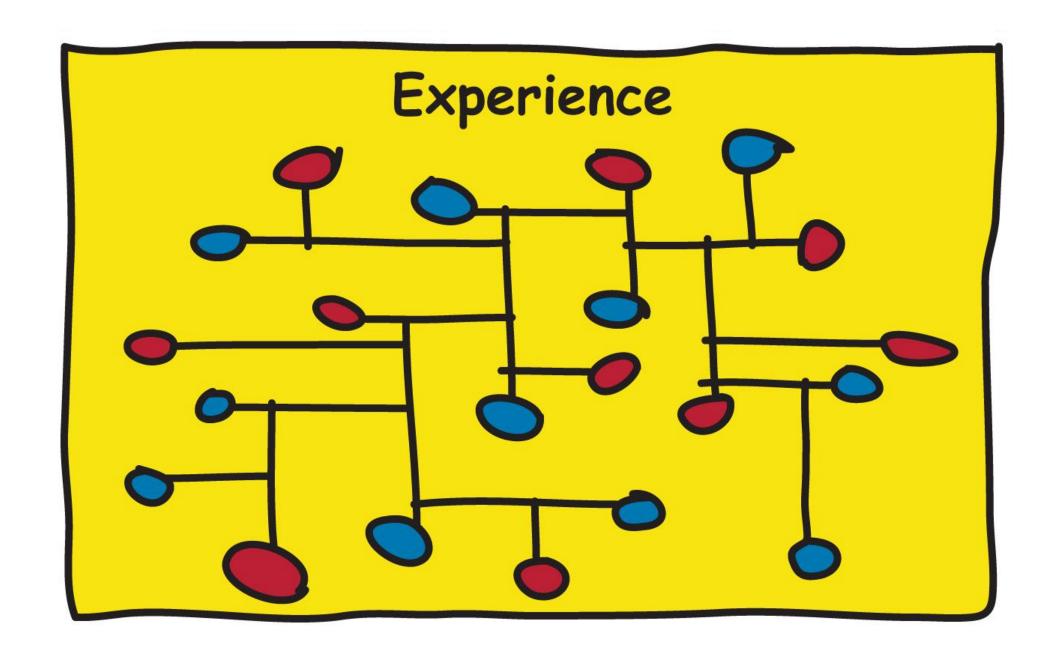


#### **Education KidZania**

KidZania's global education strategy consist of seven key jigsaw pieces:

- Children
- Learning
- Parents, families and schools
- Industry partners and learning partners
- Education Advisory Group or 'Think-Tank'
- Research, evaluation and quality assurance
- Inclusion: a social conscience
- ... And can be nationally adapted



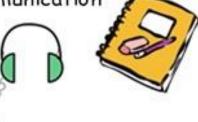
















Initiative, Innovation & Entrepreneurialism











Curiosity, Imagination & Creativity





Self-Regulation







## Research and impact evaluation. How do we know?

#### In partnership with:

- Tecnológico de Monterrey
- Pinsky Centre Moscow
- Government Equality Office UK
- Tribal Planet
- Havas helia
- Bett
- Gess
- EdCrunch
- Sponsors
- Industry Partners
- OECD
- Council of Europe
- IFC (as part of the World Bank)
- WISF

- KidZanias & Think-Tanks
- National Universities
- Schools, Children & families
- Third Sector

and through: surveys, questionnaires, case stories, data analysis, reports, media coverage, projects, endorsements, awards et al





#### Working the data

We analysed the first choices during a KidZania visit of over 61,000 visiting school children from across the United Kingdom, a total of 270,000 from the three Mexican KidZanias in Santa Fe, Monterrey and Cuicuilco and 115,000 school children from KidZania Mumbai in India, all aged 4 to 14

We matched schools against government statistics for indices of deprivation and affluence, and identified correlations between them and the first activities chosen by the children





### Now for the findings... and the gaps

It will come as no surprise to anyone that the gender gap in all its multi-dimensionality is still with us ...

... from the age of 4 until 14, with little or no change

... and with girls almost always choosing activities below their age and boys almost always above

Geography matters with variances nationally! ... And then again it doesn't - is globalisation impacting behaviours?

The data indicates that life experience influences the first activity children choose. Children can only aspire to what they know exists! Everywhere ...





## Every child is everyone's responsibility!

Vanessa Langley
Executive Headteacher
Arbourthorne & Gleadless Primary
Schools
Sheffield
United Kingdom

We need to ask: who is the teacher? Aren't we all ...?!

Private sector and educators need to work hand in glove to drive synergies between the worlds of work and education - building a creative approach to social mobility has to be at the very core. While educators provide the physical space, national coverage and curriculum flexibility, private sectors need to provide "investment" and industry insight, i.e. the "why? answers" and "x-factors"

We need to create an 'education revolution' and nurture an 'education evolution' and encourage our children to stay curious and recognise other key contributory factors ... from a very young age! For example ...

Curiosity

Nurturing confidence

Creativity and cognitive flexibility

EI: resilience and empathy

Early exposure to opportunity



## The role we play equals the involvement we have - vice versa

Numbers vs values we stand for, impact we have, differences we make and can be proud of!

Return on investment vs return on involvement





A message from the KidZania farm:

Weighing vegetables doesn't make them any heavier, bigger ... or taste better!















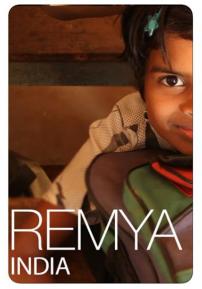


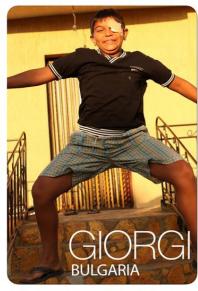




If you only read the books that everyone else is reading, you can only think what everyone else is thinking

Haruki Murakami *Author* 

















#### Gender, careers and stereotypes

ITM talks to Dr. Ger Graus OBE. Director of Education at the London KidZania. His recent research has implications not only for schools in







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14 - 16 Marcl

Women in Business

#### Bias in the talent pipeline starts before school

gender-neutral ethos go in challenging years of ingrained stereotyping? Amy Bell reports

your chosen career? At university? Or as a tous-ager? Think again — it could have been when verwers from Research shows that chilworkplace and of their own intellectual

have more women in high-level you tions, especially in sectors where the ore noticeably lacking, thin it a dounting prospect. "Children can only aspire to what they know exists," gave Ger Grau

re influenced by gender storeotypes he children at the these park cas sum the indoor mini-city and choose commerc than 60 "johr", such as pilot

seency, tracked the first type of job rivity channe by each of the 62,000 Military who visited Rid Zanja's London Kidy' games ocio-comornic budgground. chain KidZan
The study showed the choices reflect-found that

heir experiences and what they were children tend to at familiar with. Girls tended to choose gender seese jobs typically associated with: stereotypical their greader; such an stylist or beauti- 'john'

emic journal Science in Janua US from a range of backgrounds an

ian we ever realised," says Gira Rip—widoquesel. In Augun, Geogle ongineer

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Whily to associate their gender with get-ting good grades and working hard, they technology, sugmerring and mattel

obaviour and aquirations are influ-nced by what they observe during very they are in biological. His important they andly stage development, such as the later the cultural reasons why men out. Dies stures

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and social

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creative departments where there are Geogle memo, "even if well-intentioned, can do successors damage in the workadvertisers]," sho may "But if they don't place" she anya. "Who wants to work in get with the programms they are not childhood, what can business do? Mr. become

irass says the engagement of the private sector is important. "At some point, far — the benefits may not be seen for commanies are existed base to come off decades. he fence and invest time and effort in ... "It has taken as hundreds of years to He believes that teachine about than the lifetime of a government to a

EXCLUSIVE CAREERS

#### Pilot or cabin crew? Gender split fixed before school

Study raises questions over impact of promoting Stem careers to girls

RICHARD VAUGHAN

IT WILL be of little surprise to Reception teachers that boys are more likely to choose firefighter as an occupation, while girls might want to be a nurse. But a major new study also reveals that the gender divide is as strong at age 4 as it is at 14.

The figures, based on responses from hundreds of thousands of children, reveal that

eegder storeetyne about noonts

has to crack down further on advert

Vicki Magaire, joint chief creative

lated storockypes. But the can se

Mr Manuire believes that greater

Mary Bousted, general secretary of the ATL teaching union, said that tackling such stereotypes was difficult for schools and the data was indicative of a wider problem in society.

Children's top picks for future careers

"The tragedy is we are going backwards," she said. "In the 1980s, there was lots of work done around gender stereotypes, getting girls into maths and science, and looking at the curriculum and pedagogy. But I don't think we

BSME (http://bsme.org.uk/)

n. Certainl

Gender, careers, stereotypes and the difference we're not making!

1hour Webinar (4nm Bahrain Time) (/cnd/programmes

**UK social mobility** 

+ Add to myFT

Efforts to raise children's aspirations come too late

KidZania research suggests even the very young hit a class ceiling

66 Andrew Hill





Prince George: a clear path to management © PA



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earlier









connect me on Linked in

Education

+ Add to myFT

Gender and class gaps start early in UK, KidZania data show

Majority of girls would prefer to be cabin crew rather than a pilot



**ENABLING ENVIRONMENTS COLLECTIONS** 

#### Role on!

choices and enhancing role play at one Sheffield school. Nicole Weinstein reports

ory, a window-cleaning taking it very seriously, pany and a courier
ce are just some of ole-play scenarios love the freedom they get from being hat have been set up at able to move from one job to anothe sized city KidZania in west London.

were so taken by the medical cou-tier service – where they had to fol-ow instructions to deliver life-saving own credit card.' blood to the hospital on a trolley Each child wears an electro rice into our daily provision, explains dren over the age of seven can head teacher Vanessa Langley, who be dropped off by parents at the apit stop at KidZania also sits on the KidZania think tank. entrance to the city.

Equipped with a kitchen trolley,
a timer, a clipboard and a role-play
outfit, children now run errands

(Children can only aspire to what they round the school, such as delivering the register to the office, through
the courier service. It's a simple
He continues, 'Sixty per cent of all nhancement that we have made. school visits are from deprived area

ASPIRATION

opened in London in 2015 and is one the children, whether they are visuof 24 such cities worldwide. This ally or audio impaired, autistic or in indoor centre boasts an attractive plaza, pedestrian areas, a road and special schools who come in to train more than 60 shops and businesses our staff,"

Children enter the jobs slone include British Airways Renault Taarher recourse without their accompanying adult, and they are briefed on their role by KidZania 'zupervisors'. While the dren's Hospital. adult watches through the window Dr Graus explains, 'Some activior even steps outside the mini city into the Westfield Centre, the shopping centre in which the site is locat- ity, which was set up following chiled - the children spend on average dren's demand. At the end of the day, 15 to 20 minutes engrossed in role- we want the children to be engaged

following on from their keen interest in this activity at KidZania.' across England, and their main drive is to use it as a career-awareness exercise and as an aspirational tool – for children aged four up to 14. 'We also support children with INFORMATION

KidZania interactivi

Many of the activities are 'partnered with' (i.e. sponsored by) cor-porate businesses, which has caused

kidzania.com/en-u

www.plotr.co.uk/

dors for the London 'city' (of which on the KidZania experience - what

32 NURSERY WORLD 20 FEBRUARY-5 MARCH 2013



Leaders Of Tomorrow - Season 6 | Ibibo + Kidzania | Episode 110

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29 OCTOBER 2015 | CBI LONDON

NEWS

KidZania
London: More
than just
childs play!



#### **Eventbrite**





View



Kidzania - A Creative Approach to Social Mobility

WISE@NY – in 6
Learning
Revolutions: Creating Educational
Environments for Empowerment
and Inclusion

#### **BWEDUC TION**

KidZania Is Culturally Sensitive To Different Nations



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KidZania director of education gives talk on "The Role We Play In Raising 21st Century-Ready Kids"

Alex Beard

NATURAL

BORN

LEARNERS

EXPERIENTIAL LEARNING

A practical guide for training, coaching and education

**COLIN BEARD, JOHN P. WILSON** 

How We Can Harness It

Our Incredible

Capacity to Learn and





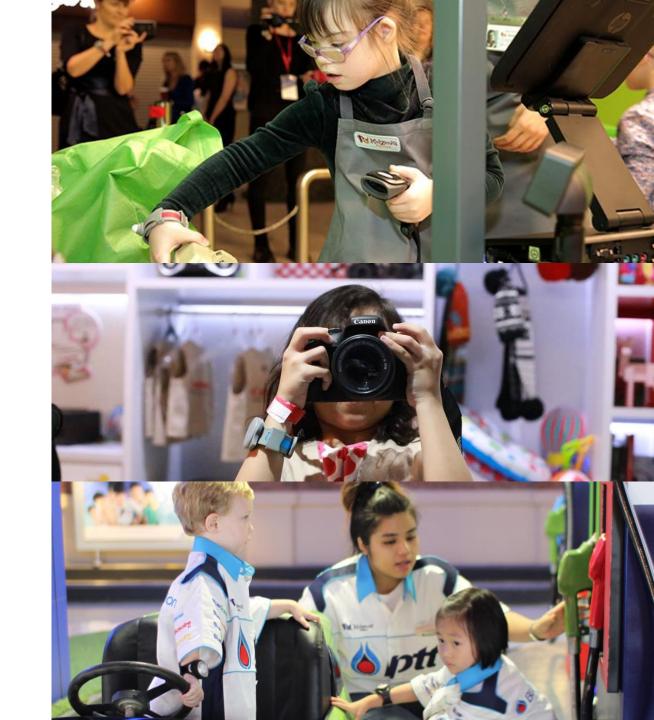
#### What next?

We will be working with Tecnológico de Monterrey and others on further global in-depth analysis and evaluation in order to build a Global Barometer of Children's Aspirations

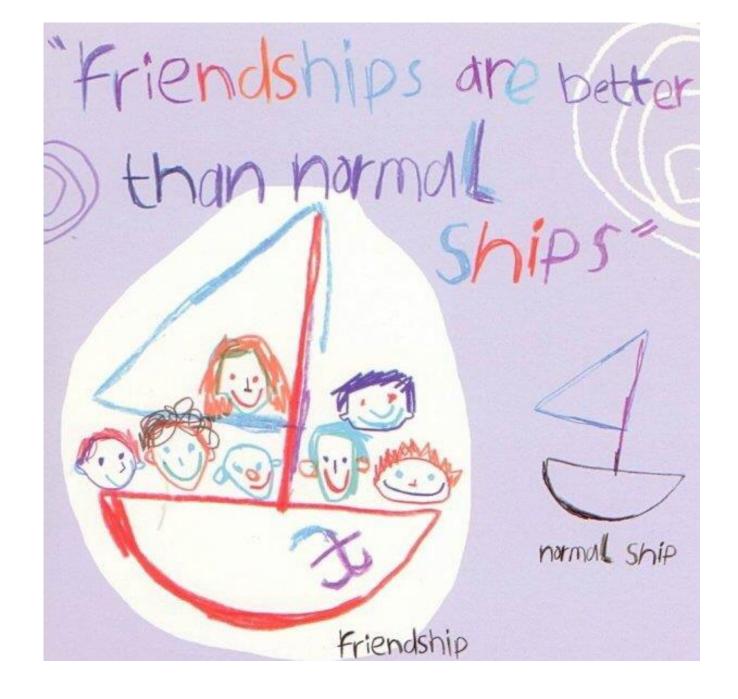
We will, through our global and national Think-Tanks, lobby and consult with policy makers and key influencers

We will explore and consult with private sector, public and third sectors, schools, parents et al about practical ways forward towards better Futures' Awareness, including extending learning experiences beyond the KidZania visit

We aim to affect change for the better through building a creative approach to social mobility (by starting a decade earlier!)









### KidZania's Global Think-Tank (so far)



**Dr Asheesh Advani**CEO at *Junior Achievement*Worldwide



Jackie Cooper
First Global Chair, Creative
Strategy at *Edelman* 



Caroline Casey
Activist and
Management
Consultant



Charles Fadel
Global Education
Thought Leader



**Dr Ger Graus OBE**Global Director
of Education at *KidZania* 



Thandeka Tutu-Gxashe CEO at TutuDesk Campaign



**Bianca Senna**CEO at the Instituto Ayrton
Senna



**Dr Bill Drayton**Founder, Chair & CEO at
Ashoka



**Dr Ameena Hussain**Director Programmes &Summit at WISE



Lord Jim Knight Chief Education Advisor at TES Global



**Dr Swati Popat Vats**President at *Early Childhood Association* 



Professor Andreas Schleicher Director of Education at OECD



#### And there are other friends too



Sir Ken Robinson
Author, Speaker &
International Advisor on
Education in the Arts



Professoressa
Carla Rinaldi
President at Reggio Children
Foundation



**Lydia Cacho**Journalist, Feminist,
Human Rights Activist &
Educator



Shaheen Mistri CEO at Teach for India



Professor John Siraj-Blatchford Founder at SchemaPlay & Visiting Scholar at National Chung Hsing University Taiwan













ASHOKA

ДАННЫЕ

ОТОРЫЕ ГРАНСФОРМИРУЮТ













Department

for Education

COUNCIL OF EUROPE

CONSEIL DE L'EUROPE

Everyone a Changemaker













ABS-CBN



Early Childhood

Association











**International Finance Corporation** 











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1-2 ОКТЯБРЯ КОНФЕРЕНЦИЯ











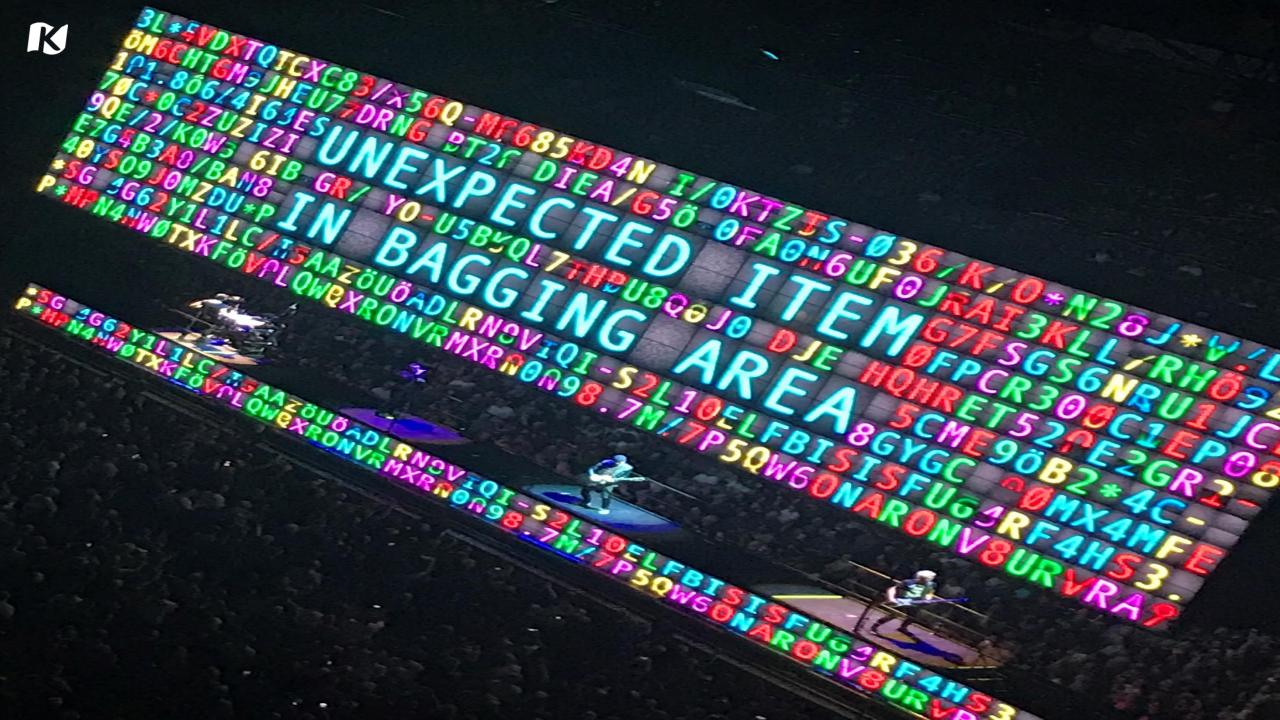


Competencies to shape the future: It is about acting rather than to be acted upon, shaping rather than to be shaped and choosing rather than to accept choices decided by others.

OECD Education 2030 Strategy

The Future We Want





### 0 things to do before you're 11?

Have lots of fun

Multiple use of the internet

A visit to a museum or a gallery

Seeing a theatre or musical performance

Something charitable

Produce something tangible to show and tell

Being part of a team to win and lose

Something entrepreneurial

Experiencing a 'future', like a place of work or a univer

Visiting a country other than your own and your capita

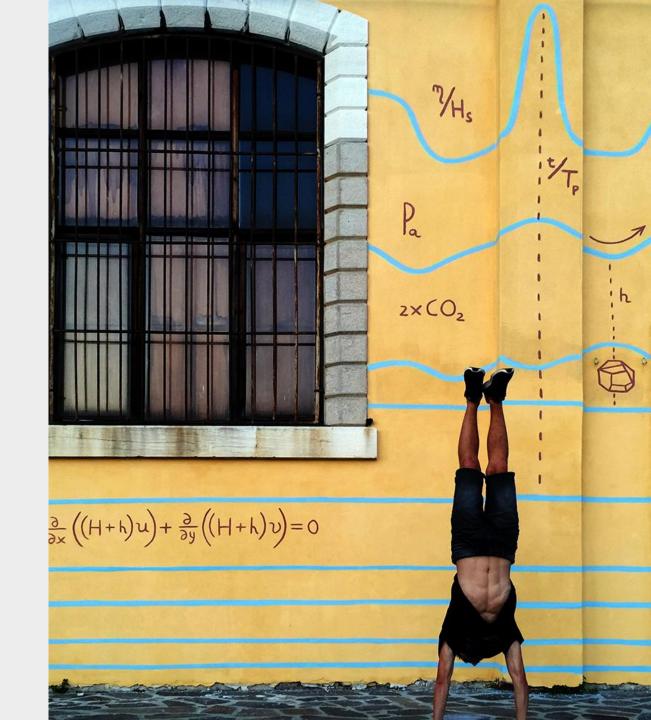
**Experience of social networking** 





# The mind once enlightened cannot again become dark

Thomas Paine
Political activist, Philosopher, Political
Theorist and Revolutionary











## If I could draw stars then I would draw you a special one ...

Anna (aged 6)



### Рақмет сізге!

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