

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 with you. you have so
much more than my heart.
you have everything it keeps alive.



“ 'Jean-Jacques Rousseau meets Willy Wonka' is how I describe Ger in my book, and I'm standing by it. He's a brilliant education thinker, a champion of true learning and a wise and wonderful human being.



Alex Beard

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



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

We don't normally 'do' standing ovations but @GrausGer @KidZania absolutely merits one at #kidsconf17
26/09/2017, 12:29









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





P. R. BOS / J. F. WOLTERS

AT
DER G
AA

J. F. WOLTERS

P. R. BOS / J. F. WOLTERS

ATI
DER G
AAR

P. R. BOS / J. F. WOLTERS

AT
DER G
AA

J. F. WOLTERS

de
gro
bos

de grote
bos
wolters-no

de grote



**“Se a gente quiser
modificar alguma coisa,
é pelas crianças que se
deve começar, através
da educação.”**





KETTLESHULME

WELCOMES CAREFUL DRIVERS

(Please Drive Slowly)

OLD PEOPLE PLAYING

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

Antoine de Saint-
Exupéry
Author



Childrens' Garden

NO Ball Games
Cycling
Dogs

➔ **Hackney** *Parks Department*



Not all classrooms have four walls

Anon





WIKKERSTRAAT
WATERGRAAFSMEER

'Buiten spelen zou een vak moeten zijn op school'

'In mijn tijd was buiten spelen iets heel normaal, daar dacht je niet over na. Tegenwoordig spelen kinderen meer met hun mobiel of zitten ze achter hun computer. Logisch, maar daardoor zie je steeds meer kinderen met overgewicht en andere problemen. En eigenlijk is de oplossing heel simpel. Je moet kinderen leren om meer te bewegen, op school. Met een paar kleine aanpassingen kunnen we in heel Nederland schoolpleinen creëren waar kinderen meer worden uitgedaagd om samen te spelen en te sporten. Maar dat lukt alleen als we het samen doen. Als het aan mij ligt maken we van elk schoolplein een Schoolplein 14.'

Johan Cruyff





**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*





Hope

NEXT EXIT





Gates A2 B3



EAH





KidZania

is designed to empower and inspire children: “from inspiration to aspiration”

offers fun; real-life careers awareness; role-play 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



Average size
80,000 ft²



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!



Over 60
experiences



Education KidZania

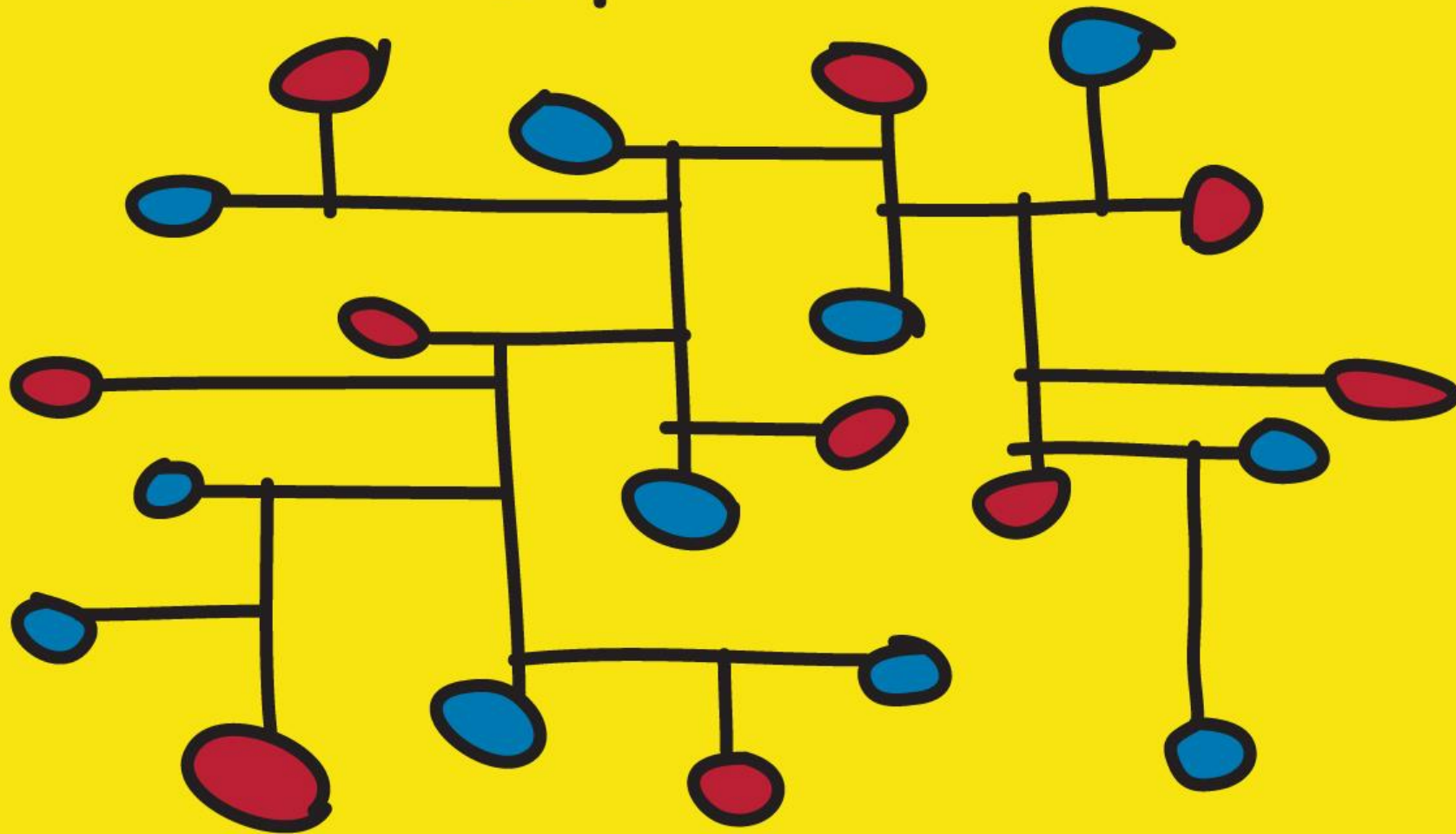
KidZania's global education strategy consist of seven key jigsaw pieces:

- 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



Experience





Critical Thinking
& Problem-Solving



Effective Oral & Written
Communication



Collaboration
& Networking



Initiative, Innovation
& Entrepreneurialism

Skills & Attributes
of Today's Learner



Agility &
Adaptability



Curiosity, Imagination
& Creativity



Resilience & Grit



Hope & Optimism



Self-Regulation



Vision



Empathy &
Global Stewardship



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)
- WISE
- 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 ...





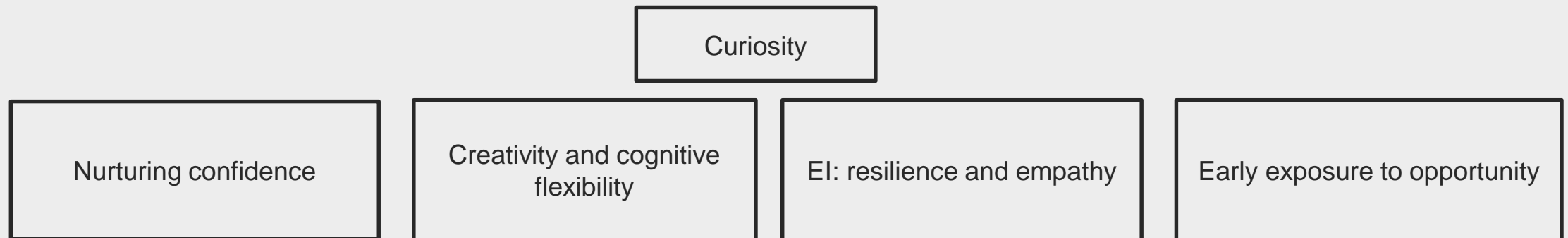
Every child is everyone's responsibility!

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 ...





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:

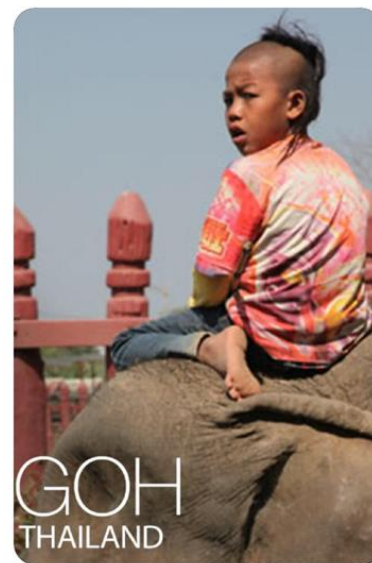
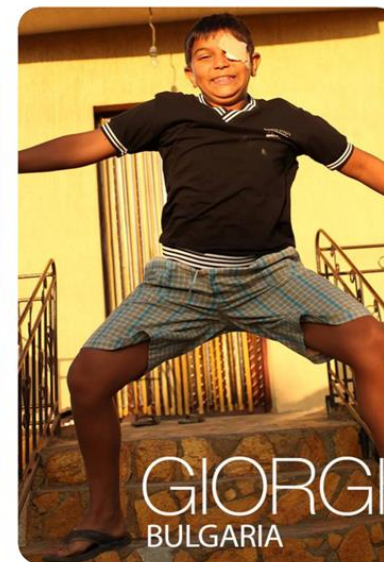
**Weighing vegetables
doesn't make them any
heavier, bigger ... or
taste better!**





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

Haruki Murakami
Author





LEADERS OF TOMORROW EP - 110



Leaders Of Tomorrow - Season 6 | Ibibo + Kidzania | Episode 110
Watch Latest Business News & Updates
▶ <http://bit.ly/2pzlxVe> This episode of Leasers of Tomorrow brings ...see more



29 OCTOBER 2015 | CBI LONDON

NEWS

KidZania London: More than just childs play!

WISE@NY - Learning Revolutions: Creating Educational Environments for Empowerment and Inclusion



KidZania Is Culturally Sensitive To Different Nations

Eventbrite Eventbrite GET — On the App Store [View](#)

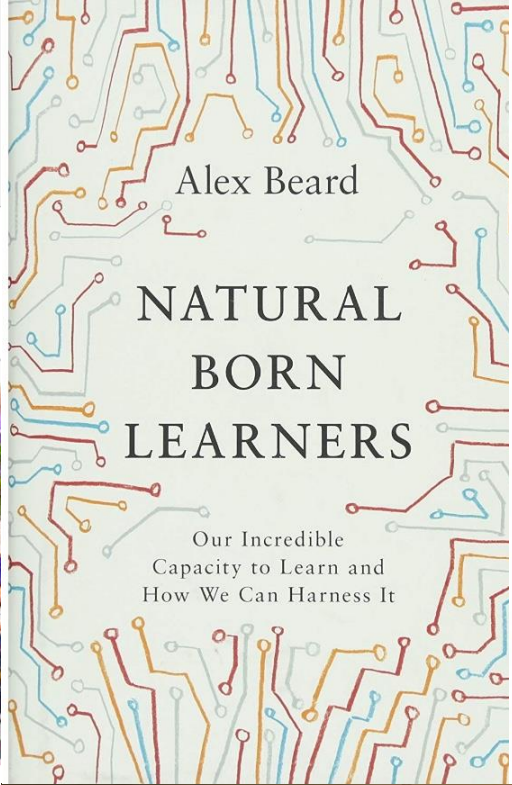
Eventbrite search and menu icons



Kidzania - A Creative Approach to Social Mobility

ABS-CBN SOCIAL MEDIA NEWSROOM

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



COLIN BEARD, JOHN P. WILSON
EXPERIENTIAL LEARNING
A practical guide for training, coaching and education





What next?

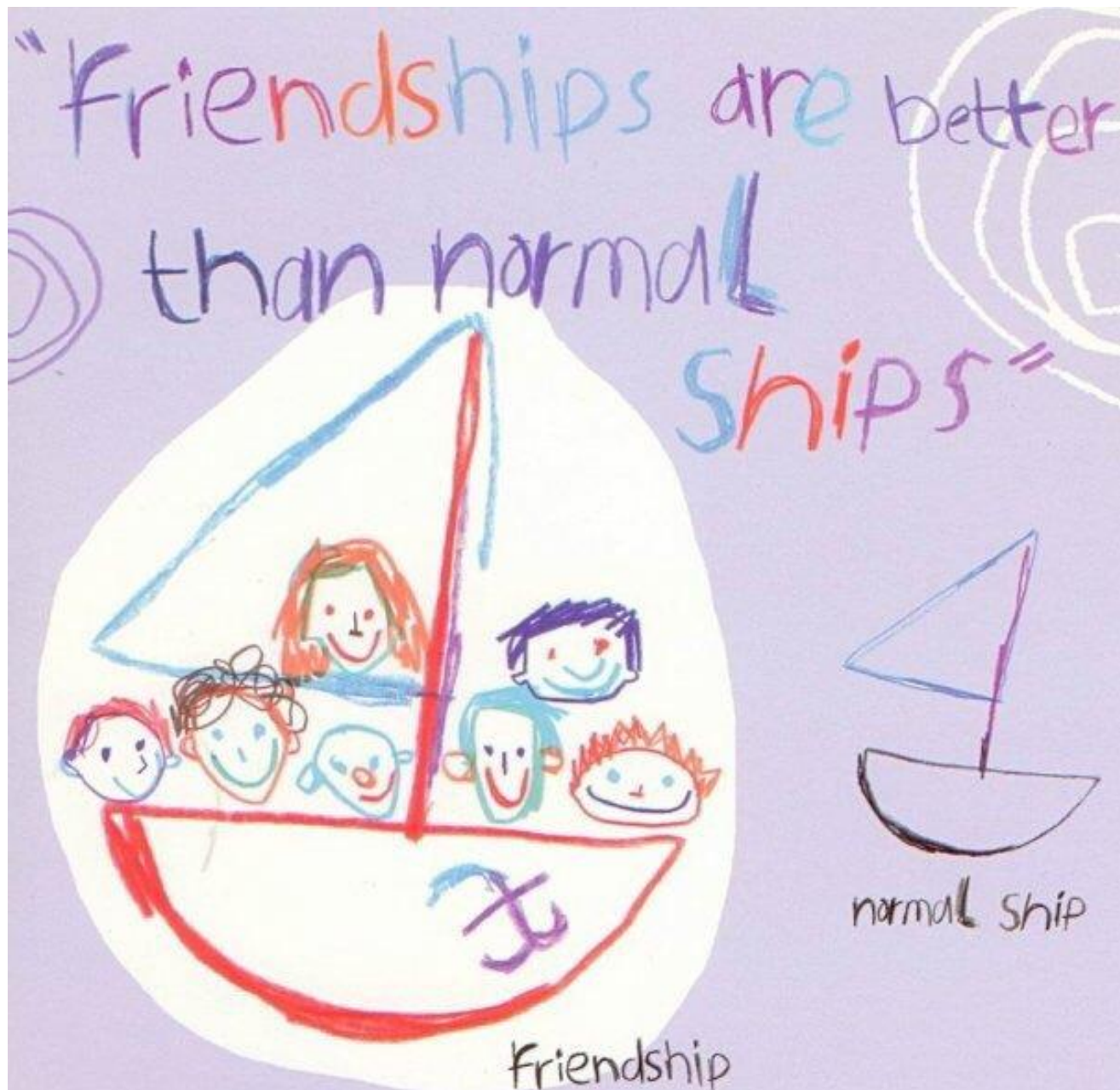
We will be working with Tecnológico de Monterrey and others on further global in-depth analysis and evaluation in order to build a Global Barometer of Children's Aspirations

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*



WWW.TUTUDESK.ORG



ASHOKA Everyone a Changemaker



POWERING LEARNING



Teach For All



ED CRUNCH

ДАННЫЕ, КОТОРЫЕ ТРАНСФОРМИРУЮТ

29-30 СЕНТЯБРЯ WORKSHOPS 1-2 ОКТЯБРЯ КОНФЕРЕНЦИЯ

THE WEEK Junior



Academics



PAVEGEN



Early Childhood Association



WORLD EDUCATION CONGRESS GLOBAL AWARDS (FOR EXCELLENCE IN EDUCATION, LEADERSHIP & TEACHING)

5th July, 2018 Taj Lands End, Mumbai



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.

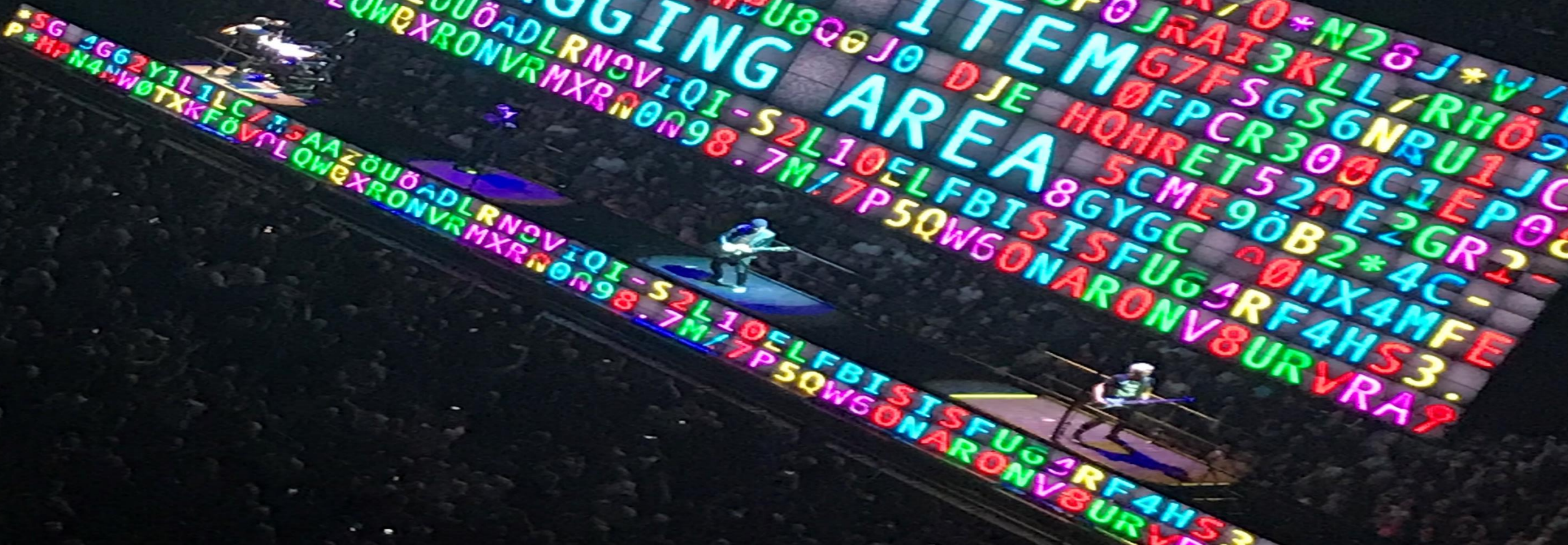
OECD Education 2030 Strategy
The Future We Want





UNEXPECTED ITEM IN BAGGING AREA

3L*5VDXTQTCXC83/x56Q-MF685KD4N I/0KTZIS-036/K/0*N20J*V/L
 0M6CHTGM5JHEU77DRNG PT2F DIEA/G50-0FA0N6UF0JRAI3KLL/RH09
 1P1.806/4I63ES 6IB GR/YO-U5BYQL7THPU8Q0JO DJE HQHRET520C1EP08
 70C*0C2ZUZIZI 6IB GR/YO-U5BYQL7THPU8Q0JO DJE HQHRET520C1EP08
 9QE/2/KOW3 6IB GR/YO-U5BYQL7THPU8Q0JO DJE HQHRET520C1EP08
 E7G4B3A0/BAM8 6IB GR/YO-U5BYQL7THPU8Q0JO DJE HQHRET520C1EP08
 40Y509J0MZDU*P 6IB GR/YO-U5BYQL7THPU8Q0JO DJE HQHRET520C1EP08
 *SG 3G62Y1L1LC/5AAZÖUÖADLRNÖVIOI-S2L10ELFBISISFUG3RF4HS3.
 P*HPN4NW0TXKFÖVPLQWQXRONVRMXR0098.7M/7P5QW60NARONV8URVRA9



10 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 university**
- Visiting a country other than your own and your capital**
- Experience of social networking**



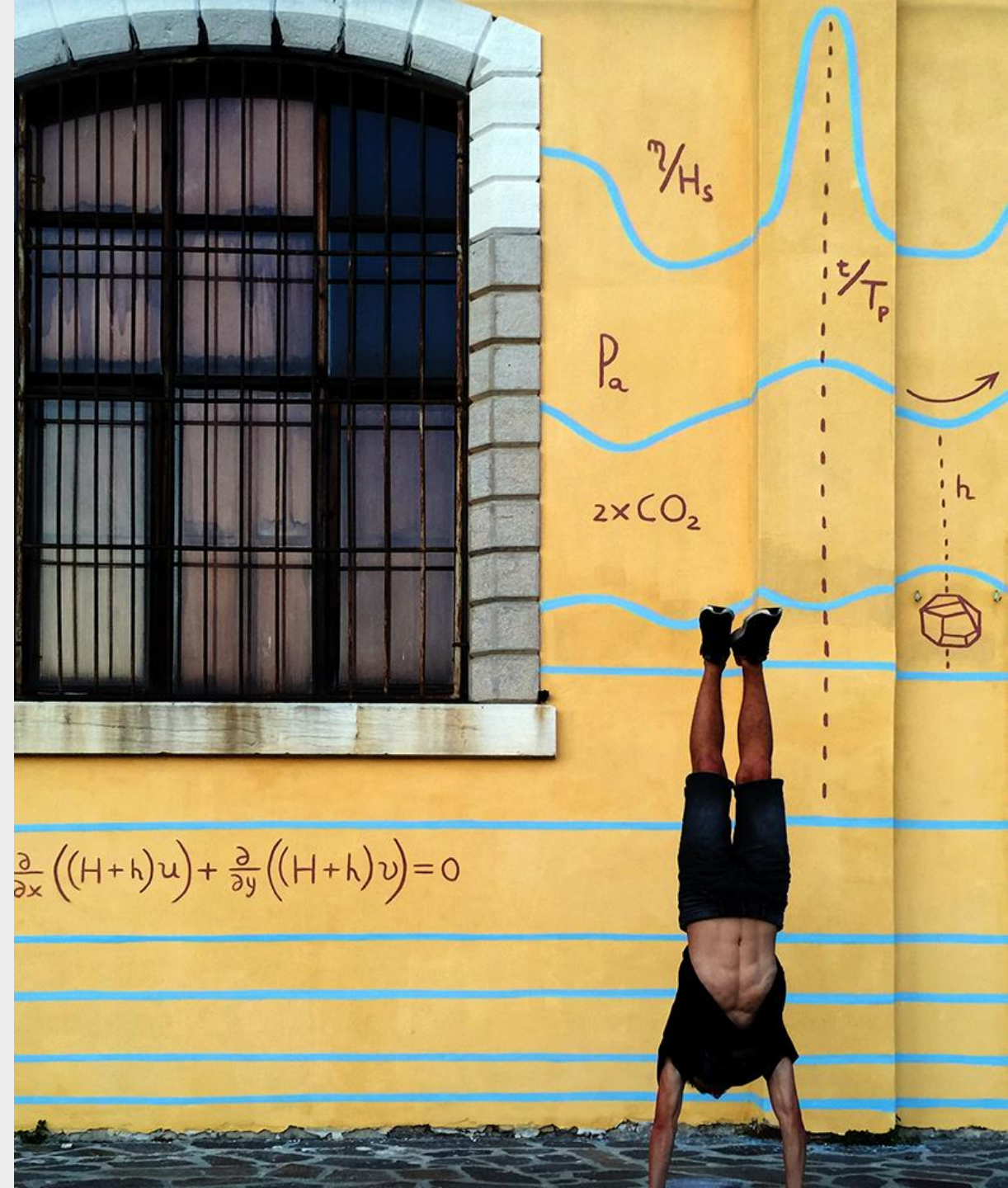




The mind once enlightened cannot again become dark

Thomas Paine

*Political activist, Philosopher, Political
Theorist and Revolutionary*





**ON THE ROAD TO SUCCESS,
THERE ARE NO SHORTCUTS.**

JOIN OUR TEAM
800-669-0322
shaffertrucking.com



**OUR MOST
VALUABLE
RESOURCE SITS
63 FEET AHEAD.**

C240



Hope

NEXT EXIT







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

Anna (aged 6)



CHANGING
PLACE
CHANGING
TIME
CHANGING
THOUGHTS
CHANGING
FUTURE®

Рақмет сізге!

Dr Ger Graus OBE

Global Director of Education KidZania

ger.graus@kidzania.com

+44 (0) 7958876191