



# 2018 ACTIVITY REPORT MUZEIKO FOUNDATION

## PRESENTATION AND GENERAL INFORMATION ON GOALS AND ACTIVITIES

Muzeiko Foundation (the Foundation, Muzeiko) is a Bulgarian non-profit legal entity that performs activities in the public interest. The Foundation was established by a founding act - a statute adopted on 18.02.2014 through a grant of an amount of BGN 1,000 (one thousand) by the Founder Bistra Dobrinova Kirova-Koleva.

The Muzeiko Foundation is registered with the Sofia City Court in company case 137/2014 and is registered in the Central Register for Non-Profit Legal Entities under N 20140415005, with its seat of management and operating address at 6 Malyovitsa Str., Sredets district, Sofia 1000, with BULSTAT (UIC): 176663537 and is represented by Executive Director Bistra Dobrinova Kirova-Koleva.

On July 26, 2018, Muzeiko Foundation was re-registered with the Commercial and Non-Profit Corporate Register, maintained by the Registry Agency. This registration act is the result of the amendments to the Law on Non-Profit Legal Entities promulgated in the State Gazette, issue no. 74 of September 20, 2016, according to which the registered NGOs in the respective district / city courts should be re-registered with the Registry Agency at the Registry Agency from 01.01.2018 to 31.12.2020.

As per the Articles of Association, the Foundation pursues the following objectives:

- To inspire children for knowledge by excitement of their interest in the world, science and art through self-directed complex play;
- To work for improving the quality of education in Bulgaria by supporting communities working in this field;
- To create conditions for improving the well-being of children, by reviving their curiosity and their interest in the educational process;
- To support the high academic achievements of students;
- To establish methods for prevention early leaving the education system;
- To encourage the creativity and thinking of children and create better opportunities for them in the future;
- To positively influence the early development of the youngest (0 to 3 years old) by providing protected environment learning and playing space;

- To support the process of creating the right environment for kids, which takes into account their specific needs in order to have a special place to express themselves in their early childhood;
- To support the process of establishing this place as a center for creative meetings and discussions between parents and specialists dealing with the issues of early childhood development and support its potential by creating conditions for a positive change in thinking about early childhood;
- To influence the local economy, infrastructure and cultural development as a catalyst for economic development in the city;
- To motivate public engagement, to provide families with a unique place to share their talents and perspectives, to be a starting point for action by social groups in Bulgaria and around the world towards problems in the sphere of education and child development;
- To be a catalyst for the convergence of social groups by encouraging and supporting the process of exchanging ideas for the creation of an enlightened, healthy and prosperous living environment.

In order to achieve its objectives the Foundation undertakes the following activities:

- Design, organize and perform programs and activities in order to achieve the scopes of the Children's Science Center Muzeiko;
- Prepare, monitor and organize scientific demonstrations, arts and music classes, creativity and makers' workshops, movie projections, meetings with scientists, businessmen, innovators, various events for children and their families and teachers, etc.;
- Design and organize activities and workshops for children in schools and existing museums in order to support the integration of hands-on learning in those institutions;
- Participate in national and international projects;
- Prepare, monitor, evaluate and organize seminars, conferences, educational courses and meetings;
- Prepare, make publications and issue materials for popularizing the ideas of the Foundation;
- Cooperate and interact with state, municipality, public, business and scientific organizations, scientific institutes and other legal entities and physical persons in the country and abroad, which are related to the ideas and goals of the Foundation.
- In addition to its main non-profit activities related to the fulfillment of the above objectives, the Foundation also carries out additional business activities related to the achievement and achievement of its main goals. This business is mainly focused on providing educational and advisory services; renting out areas to other persons for educational purposes, information and publishing activities; expert support; technical assistance and communication; organizing and conducting cultural and educational events, including the sale (distribution for a fee) of educational games, books, souvenirs and other items thematically related to organized

events and events. The funds generated by the business are used to achieve the goals of the Foundation.

- *The founder may decide to carry out other non-profit activities;*
- *In order to achieve its objectives, the Foundation may carry out the following additional business activities which will solely support its core business, namely:*
  - *Provision of educational and advisory services; information and publishing activities; expert support; technical assistance and communication; organizing and conducting cultural and educational events, including the sale (distribution of payment) of educational games, books, souvenirs and other items thematically related to the organized events and events, the means of which will be used to achieve the objectives of the Foundation; collection of an entrance fee for visits to the sites and events that it supports and hosts "Muzeiko - Children's Science Center"; organizing and conducting events of educational, cultural and recreational nature, the means of which will be used to achieve the objectives of the Foundation; providing the use of separate areas to other persons for a fee (rent), and the proceeds will be used to achieve the goals of the Foundation; and other ancillary activities not prohibited by law and related to the achievement of the Foundation's goals.*

Revenues from additional business activities are used to achieve the objectives of the Foundation and are not distributable as profit.

In 2018, the Museko Foundation continued its work towards developing its team and programs, with a view to realizing the foundation's activity and achieving the organization's goals.

## ACTIVITIES

The main efforts of the Foundation's team during the current reporting period focused on the following activities:

### NATIONAL AND INTERNATIONAL PROJECTS

#### *Project The Inventions Travelling Exhibitions in Gabrovo*

The Inventions Traveling Exhibition (Discover America), which aims to promote and support STEM (Science, Technology, Engineering, Maths) education at schools, had been hosted in Razgrad since April 4, 2017. Initial funding provided free access to the exhibition for visitors - individual and school groups until the end of September 2017. The exhibition was arranged in the Art Gallery in Razgrad and enjoyed great interest among the local people. Due to its popularity, we managed to raise additional funding and the exhibition remained in Razgrad until the end of March 2018.

**Outcome:** The project was very successful and had a positive impact on the whole community in Razgrad. The exhibition provided access to educational information and inspiration for children, parents and teachers from Razgrad and the region. The number of visitors exceeded 6,000. The project was officially closed in March 2018.

From April 1 to October 31, 2018, the "Inventions" traveling exhibition of Muzeiko Children's Science Center visited the House of Humor and Satire in Gabrovo, where it enjoyed success among the local community, students, families and guests of the city.

Along with the exhibition dedicated to the sensational discoveries of the 19th and 20th centuries, the project provided training for museum workers from the House of Humor and Satire. The purpose of the training was to give practical guidance and knowledge to museum professionals on how they could "revive" their exhibits so that they would be interesting and useful for children. A total of 35 experts from the House of Humor and Satire were trained.

**Outcome:** The project was successfully implemented and had a positive impact on the entire community in Gabrovo and the region. The exhibition provided access to educational information and inspiration for children, parents and teachers from Gabrovo and the region. A total of 33,236 visitors, including 15,441 children and students, have visited the exhibition for the entire period of its visit.

The project was officially closed in October 2018 when the exposition was exhibited at Muzeiko Children's Science Center in the city of Sofia until the end of 2018.

#### [The GARDENStoGROW project](#)

In September 2017 the Foundation started the implementation of its first project funded by the by the Erasmus+ Programme of the European Union, headed GARDENStoGROW- Urban Horticulture for Innovative and Inclusive Early Childhood Education ([www.gardenstogrow.eu/en/](http://www.gardenstogrow.eu/en/)). It is a 30-month initiative aiming to create inclusive educational gardens and training courses for early childhood teachers and school managers to develop basic, civic and transversal skills for the 3-6 age group.

The project brought together 11 educational organisations across Europe (Bulgaria, Italy, Spain, UK): 2 children's museums, 1 environmental foundation, 4 universities and research centres and 4 schools. The leading organisation is Explora - the children's museum of Rome.

The GARDENStoGROW project has been created because the improvement of education in the earliest stages of development can reduce disparities and inequalities at their roots, with a considerable socio-economic return in later years.

The project encourages the adoption of innovative and inclusive pedagogical practices at pre-school level, based on urban and social horticulture.

Among the main aims of the project are creating hands-on educational gardens as well as developing practical courses that include methodological instructions for teachers and educators from kindergartens and primary schools that have to do with the setting up and maintenance of hands-on educational gardens on site.

Applying the activities for the project should help children aged between 0 and 6 years acquire basic, civic, and multidisciplinary skills. It is expected that the educational gardens established within the auspices of the partner structures pertaining to the GARDENStoGROW project will become centers

where gardening and the knowledge about it constitute a primary topic for meetings, sharing of experiences, and inspiration for children, teachers, and families.

The idea is to create and appropiate the educational use of a vegetable garden in each of the practice partner organizations to serve as a starting point and motivate the proliferation of the model in various kindergartens across the country. To this end, thematic practical materials would be developed to serve kindergarten teachers to put into practice sustainable early childhood education solutions for educating children in the love of nature and to provide them with knowledge about the origins of food. The knowledge and experience of the experimental edible kindergarten can be transferred to existing kindergartens, and the Muzeiko Foundation will also provide training opportunities for teachers and educators in Bulgaria's kindergartens.

The project is based on four intellectual outputs (IO 1-4):

IO1 GARDENStoGROW Inventory: Inventory of the educational vegetable gardens established in schools and other organizations, including details regarding the requirements and needs for trainings and skill development for teachers and school managers who would be interested in setting up vegetable gardens in their schools;

IO2 GARDENStoGROW Methodology: General methodological guidelines for developing gardening materials for training and gardening courses for teachers who work with children in preschool;

IO3 GARDENStoGROW Educational materials and training course: Gardening materials for training and gardening courses for teachers who work with preschoolers;

IO4 Innovative practices that aid the learning process, at accessible prices, inclusive and open to all educational vegetable gardens for the youngest children (Early Childhood Education and Care ECEC): online catalogue containing recommendations and best practices for the development of educational gardens, which fit into the paradigm for creating friendly and accessible learning spaces.

GARDENStoGROW will also offer two capacity-building activities: one taking place in Italy- Explora and the other in the United Kingdom- South West College; 4 repeatable events for dissemination and popularization of the research outputs, 4 international meetings pertaining to the project, and 5 activities covering the managing and the execution of the project plan.

In 2018, the work on intellectual products 1 and 2 was finalized and work on intellectual product 3 started; an international meeting of project partners in Northern Ireland took place and training for trainers in Italy was conducted, led by experts from the University of Bologna.

[In the frame of Plovdiv 2019 - European Capital of Culture „Eureka! Traveling Exhibition!“](#)

On 09.03.2018 the Muzeiko Foundation signed a contract for financing the "Eureka! Traveling Exhibition" project, which is to take place in Plovdiv in 2019 within the program of Plovdiv - European Capital of Culture 2019. The project is implemented in partnership with the Regional History Museum (RHM) in Plovdiv and Foundation "National Alliance for Work with Volunteers" (NAWV) under contract OP-050/09/03/2018. The Muzeiko Foundation started preparation activities in the second half of 2018.

The project aims to introduce a new cultural product for children and young people in Plovdiv and the region, as well as for visitors to the city in 2019.

Specific objectives of the project are the placement of the traveling exhibition Eureka! in Plovdiv for the period January - December 2019; developing and delivering supplementary programs for the various exhibits of Eureka! and training local museum workers to engage volunteers in the museum.

The exhibition itself consists of interactive modules that recreate the process of making a scientific discovery. The main purpose of the exhibition is to inspire children to discover and to give them the courage and confidence to develop their ideas.

Workshops for school groups and family audiences will be developed within the project, which will also be adapted for foreign language audiences.

The activities carried out by the Muzeiko Foundation project in 2017 include only preliminary meetings with project partners and discussion of its timetables and budget.

The activities carried out by the Muzeiko Foundation under the project in 2018 include:

- adaptation of the chosen location, provision of space for the placement of the exhibition and purchase of the necessary technical equipment and supplies necessary for the work of the team and the installations;
- development of 2 programs for school groups (Inventor Mission, level 1 for 1 - 3rd grade - and level 2 for 4 - 5th grade) and 2 workshops for family visitors ("Young Inventor" - level 1 and level 2 );
- selection and training of a team from RHM - Plovdiv for the duration of the Eureka exhibition: exchange of experience with the team of Muzeiko Children Science Center on methods for organizing museum space and working with children; training to work with volunteers in collaboration with the NAWV;
- design and production of advertising materials: banner, brochures, posters, outdoor advertising;
- communication - creation of a section for the exhibition on the site of RHM - Plovdiv and the site of Muzeiko; create and promote an event on Facebook disseminating information to online and print media and generating publications; preparation for the opening event.

#### [Project SySTEM 2020: Science Education Outside the Classroom](#)

Coordinated by Science Gallery Dublin, the SySTEM 2020 Project aims to tackle scientific literacy and STEM education of children and teenagers, in order to support our future citizens in this world of fast-evolving science and technology. SySTEM 2020 will focus on science learning outside the classroom, mapping the field across Europe, evaluating a number of transdisciplinary programmes to design best principles for educators in this field, and also examining individual learning ecologies by piloting self-evaluation tools for learners which will document science learning outside of the classroom.

Over the last decade, science and technology have evolved at an unprecedented pace and, while benefiting society immensely, these rapid innovations have left some citizens disconnected from the realities of scientific practice and at times overwhelmed and unable to grasp the scientific principles involved in the daily lives of Europeans. This time of technological advancement has also seen the rise of scepticism towards science and questioning of scientifically established facts. Furthermore, the fast-paced progress of technology will induce a dramatic change in the labour market. The World

Economic Forum predicts that 65% of children beginning school now will be working in jobs that don't yet exist. This has led to making the development of a scientifically and technologically literate society a priority in Europe.

In this context, SySTEM 2020 proposes a project that will identify and offer a better understanding of the impact of informal and non-formal science learning practice on young people aged 9 to 20 years old, and will focus on practice in spaces of transdisciplinary learning that have a broad appeal to young people. A better understanding of the former and the development of best practice tools for non-formal practitioners will have the best long term impact on the level of scientific literacy, science capital and engagement amongst Europe's future decision makers.

This study will map practices in 19 EU countries, including in-depth studies in 8 of these countries, covering learners from various backgrounds including those from geographically remote, socio-economically disadvantaged, minority and/or migrant communities.

Combining the expertise and efforts of 22 organizations from 19 European countries, the initiative seeks to identify and "map" effective sources and resources to form the scientific knowledge of the modern young man.

Based on a study of initiatives across Europe and evaluation of a number of transdisciplinary programs, good practices for the work of STEMI trainers with application in the field of non-formal and formal education will be derived. The envisaged studies of the individual educational habits of students from 8 European countries through the pilot introduction of self-assessment tools will document how learning outside the classroom is implemented. This, in turn, will offer a better understanding of the impact of different practices in the field of non-formal education and informal learning for children and young people with an emphasis on a transdisciplinary approach.

SySTEM 2020's ambition is to reach a broad spectrum of learners in terms of geographical regions, socio-economic status, membership of minority and / or migrant communities, marginalized and disadvantaged groups.

A better understanding of existing and the development of new practical tools for non-formal education trainers will increase the level of scientific literacy, scientific capital and commitment of future European citizens and leaders in the long term.

The three-year initiative (May 2018-April 2021) is divided into 5 main groups of activities:

- ASSESS - To generate an overview of non-formal and informal science learning in Europe that contributes to the knowledge base of science with and for society;
- UNDERSTAND AND IDEATE - To involve stakeholders in defining the main challenges regarding science learning outside classroom and to co-design ideas and concepts that support scientific literacy
- DESIGN, DEVELOP AND EXECUTE - New tools and frameworks and practices for implementation in non-formal learning programmes.
- REFLECT AND EVOLVE - To evaluate the success and learnings of the tools developed and improve their efficacy through an iterative design process;

- ENGAGE AND INFORM - To communicate and disseminate the critical findings of this project over the duration of the three years.

Muzeiko Foundation is a Third Party in the project and its commitments are related to conducting a two-stage study on the sources and motivation for learning children and young people aged 9-20, as well as mapping organizations and initiatives working in the field of non-formal education in Bulgaria. In 2018, the opening meeting of the project was held in Dublin and the planning and preparation of the upcoming work was carried out.

The activities are implemented with the financial support of the European Union's Horizon 2020 Research and Innovation Framework Program under Grant Contract # 788317.

*Adventure Kids Festival Project under the Municipal Physical Education and Sports Development Strategy Implementation Program*

MUZEIKO Foundation organized Adventure Kids Children's Festival between October 5 and 7, 2018. The festival aimed to promote sport as an alternative to risky child behaviors. The program presented sports clubs that work with children, films dedicated to extreme sports and adventure, and motivational lectures and workshops aimed at children and their parents, as well as teachers and school groups from Sofia. The festival featured famous athletes who promoted the goals of the event among the teens.

The main goal of the festival was to encourage children and young people between the ages of 9 and 16 to practice outdoor sports in a controlled environment, thus addressing their need to meet challenges, take risks and try new things.

Between the ages of 9 and 16, young people are entering a new phase of development, characterized by the need for social acceptance, the search for mentors and authorities outside the family, and the need to try new things and take risks. Often this leads to unsocial, aggressive or criminal behavior. A number of problems associated with high levels of aggression in and out of school, criminal behavior among juveniles, unsocial acts are rooted in these developmental characteristics of teenagers.

Outdoor sports and meeting young people with motivated and inspiring adults can satisfy the need for social acceptance and trying new things, thus significantly reducing their risky behavior and contacts at this age.

The festival was successfully attended by 5 school classes from several cities on October 5, 2018 and over 1,200 family visitors on October 6-7, 2018. 16 sport clubs participated in the event, attended by nearly 2,000 children and their parents .

**Outcomes:** According to the feedback collected and the observation made during the event, the positive reactions in children, parents and teachers to practicing outdoor sports are indicative of increased understanding and motivation. The planned activities were carried out successfully, and together with the involved sports clubs and other partners, the Muzeiko Foundation ran a motivating and different event that met children with active outdoor sports and motivated them to act and change.



In the long run, opportunities were created for sports clubs to attract participants to courses and various outdoor initiatives, partnerships were created between the participants in the festival and the awareness of children and their parents on the territory of Sofia was raised about the opportunities for practicing outdoor sports.

## PARTNERSHIPS WITH OTHER NGOs AND BUSINESS ORGANIZATIONS ACTIVE IN NON-FORMAL EDUCATION

### *Partnership with museums from all over the country*

In 2018, the Muzeiko Foundation organized an information and discussion meeting for museums across the country, in which experts were presented with various ways and opportunities to work together with schools. During the meeting, programs for funding school visits to museums were presented. Various ideas for programs and educational products that museums could offer to teachers were discussed.

**Outcome:** A network of like-minded people has been created with many opportunities to connect with each other. Ideas for possible collaborations between museums and schools were exchanged and ways in which their activities could be promoted to children.

### *Partnership Circle with Children*

In 2018, the Muzeiko Foundation facilitated a meeting between NGOs, museums and other organizations that work with children within the Circle With Children network. Muzeiko supported the organization and participated in the meeting, which was attended by over 100 organizations, museums and professionals from all over the country who work actively with children and young people. Within two days, representatives of the Foundation participated in the exchange of ideas and opportunities for partnerships related to work with children.

**Result:** A network of like-minded people has been created with many opportunities to connect with each other. Ideas for cooperation between museums and schools were exchanged.

### *Partnership with National Alliance for Work with Volunteers (NAWV)*

In 2018, Muzeiko Foundation also made another extremely useful partnership, namely the National Alliance for Work with Volunteers, Plovdiv (NAWV). Considering that one of the main goals of Muzeiko is to motivate public engagement and to be a starting point for action by public groups in Bulgaria, it was decided to develop a volunteer network in which to attract both young and popular individuals who share the values of the Foundation. Existing volunteering practices were analyzed and, with the expert assistance of NAWV experts, a strategy for working with volunteers in Muzeiko was created. Attracting volunteers to work with children, on the one hand, supports the activity of the Foundation, and on the other - young people learn a lot from the various specialists involved in scientific work at Muzeiko Children's Science Center.

**Outcome:** A strategy for work with volunteers was established at Muzeiko Children's Science Center. More than 40 young people were involved and trained, who, in turn, supported the implementation

of the programs at the museum. The staff of the Regional History Museum in Plovdiv was trained to attract and work with volunteers.

### **ACTIVE SEARCH FOR FINANCING OPPORTUNITIES FOR THE FULFILMENT OF THE FOUNDATION'S GOALS AND MISSION**

In 2018, the active exploration of the opportunities for applying for various programs that could support the work of the Muzeiko Foundation continued. There have been numerous meetings with representatives of business companies interested in supporting the fundraising for Foundation's work strategically. A project proposal was prepared with the Fulbright Specialist program, sponsored by the US Department of State, to enhance the capacity of Bulgarian museum workers in the field of design and manufacture of exhibitions.

The activities of the organization were promoted in various European networks to seek partnerships for the implementation under the European Union's Erasmus + and Horizon 2020 education & science initiatives.

The partnership with the Global Giving Network, which brings together non-profit organizations, individuals and corporate donors from almost every country in the world, to help local non-profit organizations gain access to funding, tools, training and support from which they continue to become more efficient. The cause for which the Muzeiko Foundation is seeking funding through the Global Giving Network is "Every Child Deserves Science." Through the funds raised in the campaign during 2018, as much as 778 children from low-income families and from different regions in Bulgaria were able to visit Muzeiko Children's Science Center.

### **MANAGEMENT STRUCTURE**

According to the Articles of Association, the governing bodies of the Muzeiko Foundation are the Founder, the Board of Directors and the Executive Director. Only a legally capable individual may be elected a member of the Management Board. The members of the Board of Directors are elected and dismissed by the Founder.

As of December 31, 2018, the Foundation's Management Board consists of four members.

The founding act was adopted on 18.02.2014 and was amended by decisions of the Founder dated from 17 October 2014 and 17 June 2015.

### **FINANCIAL INFORMATION**

The Foundation financed its activities in 2018 with donations and income from additional business activities, which were related to its main goals.

In 2018, income from non-profit activity of the Foundation includes income from conditional donations in the amount of BGN 330 thousand and income from non-conditional donations in the amount of BGN 68 thousand.

In 2018, Muzeiko Foundation is a beneficiary of a grant awarded by the America for Bulgaria Foundation for a total value of BGN 200,000 under the Operational and Institutional Support project.

Also in 2018, the America for Bulgaria Foundation provides a grant of BGN 5,000 in connection with the implementation of the following projects - Summer Zoo, Noah Zooclub and educational activities for groups of students at the zoo.

In December 2017, the Foundation concluded a Financing Contract under the Erasmus + program of the EU for the development of a methodology and construction of experimental edible gardens amounting to EUR 32 415, out of which in 2018, a tranche of 19 449 EUR was disbursed.

On 20.06.2018, the Foundation concluded a financing agreement with the Association Européenne des Expositions Scientifiques, Techniques et Industrielles under the SySTEM 2020 project: Education and science outside the classroom of the EU Horizon 2020 program amounting to EUR 14 125 with a down payment in 2018 amounting to 75% of the contract amount (EUR 10 593.75).

The Foundation also received targeted funding of BGN 2 788 for the Adventure Kids Project under the Municipal Strategy for the Development of Physical Education and Sport.

In 2018, to support and achieve the goals, activities and projects it implements, the Foundation received funding from individual and other donors totaling BGN 15 978.36, as well as in-kind funding of BGN 8 500, part of which to develop educational programs for children.

In 2018, the Muzeiko Foundation provided a donation of BGN 50 to the Fundraiser's Club of the Bulgarian Center for Not-for-Profit Law (registered under N 20010821004 with the Ministry of Justice), as well as a donation of EUR 1 555 to Workshop for Civic Initiatives Foundation (registered under N 20011116003 with the Ministry of Justice) by donation contract dated 20/11/2018.

The proceeds from the Foundation's services are generated by advertising and providing premises and equipment for use within various events.

The financial result for the period includes the results of the Foundation's business and non-profit activities. As of December 31, 2018 the result for the period consists of profit from non-profit activity in the amount of BGN 241 thousand and loss from economic activity in the amount of BGN 42 thousand.

Date 19.06.2019

Sofia

Executive Director: .....



Bistra Kirova-Koleva