



JUNIOR CAMPUS →

MUSEUMSPÄDAGOGISCHES PROGRAMM ZU MOBILITÄT, NACHHALTIGKEIT UND NATURWISSENSCHAFT
EINE KOOPERATION DES DEUTSCHEN TECHNIKMUSEUMS UND DER BMW GROUP

The Junior Campus and BMW at the Berlin Technical Museum



Joachim Breuninger, Director of the Deutsches Technikmuseum

46th IATM Conference
24 – 27 September 2023
London

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What is the **Junior Campus** about?

What is the **cooperation** with BMW Group about and how does it work?

What are the **challenges**?

What are the **learnings** after more than 10 years of the successful relationship?



The beginning in 2012



The „Mobile Junior Campus“, a project in cooperation with BMW Group, grows into a major educational program.

- Initial project duration: **3 years**
- Funding BMW: **554.411,42 Euro (184.803,80 Euro per year)**

Technical Museum in charge of...

Conceptional design, content, implementation and execution.

(allocating resources: educational staff, work materials, hospitality management ...)

Basic facts



Mobility, Sustainability and Mathematics

Free Workshops for school classes and daycare groups

←
Science and Mathematics

↘
Mobility and Sustainability



Workshops „mobility, sustainability, traffic safety“

What is a car made of –
now and in the future?

What will future cars
look like?



How do I safely arrive
at my destination?



How are cars made?

Additional potential



The Junior Campus as an educational space for children, young people and adults.

Family workshops



Teacher trainings



Next funding rounds 2015-2017 and 2017-2020



Continuation with **new highlights**

- Duration: **3 years**
- Funding BMW: **485.000,00 Euro (161.666,66 per year)**

Technical Museum in charge of:

Continuing previous workshops
and rollout of 2 new „mobility“ workshops

Management of new special events, refugee crisis...



...like new holiday workshops, birthday parties, internships and workshops for refugees



Funding 2020-2023: Continuity

BMW: 375.000,00 Euro (125.000,00 Euro per year)

2021: New challenges - New strategic direction

Duration: 1 year (continued 2022 and 2023)

Funding BMW: 125.000,00 Euro

Technical Museum in charge of:
Continuing previous workshops



Implementation
of the program „digital classroom“
(development of technological solutions)



Digital classroom...



Corona



„Visions of modern mobility“



... and student conferences!

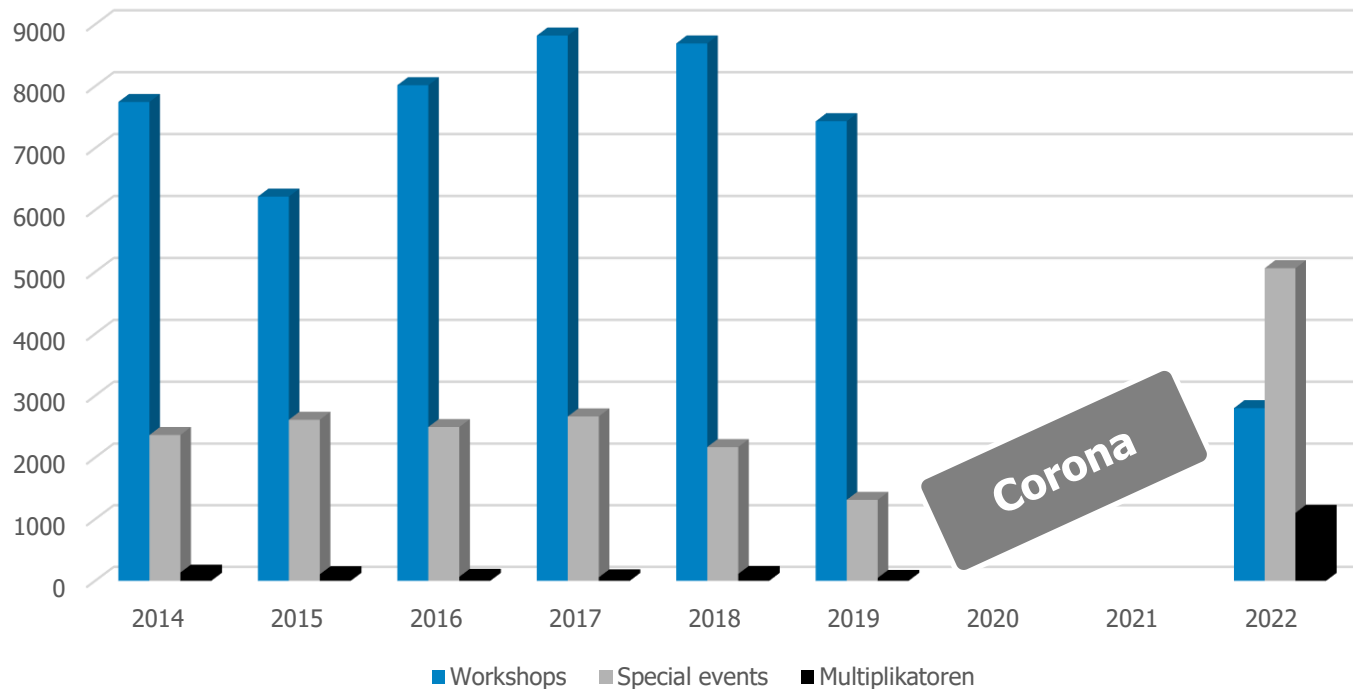


More than 88.000 visitors until July 2023



	Workshops
Visitors	69.779
Groups	3013

Visitors Junior Campus 2014-2022



Challenges and **learnings**



Managing partially diverging goals and shifting expectations

→ **Learning:** Leading and controlling content creation

Managing digital and sustainable transformation trends

→ **Learning:** Embracing change and creating new content

Managing the partnership, managing the brand

→ **Learning:** Analysing the fit constantly with the sponsor

→ Problem: shifting expectations

→ Only short time and declining fundings

→ Sustainability and BMW?



Thank you for your attention.