



## DISCOVERY WORLD: A fresh approach to clean air

### Overview

Discovery World is committed to demonstrating business innovation and environmental sustainability by tackling local issues and providing technical approaches that also can create an engine for economic development.

The institution operates in a 120,000-square foot educational facility that includes interactive science, technology, and freshwater exhibits, learning labs, theaters, television and audio studios, and fresh and saltwater aquariums. One current special exhibit demonstrates how state companies are involved in green technologies.

### Social Responsibility Issue

Discovery World programs explore the relationship between the natural world of environmental sustainability and that of technology, innovation, and economic opportunity. The goal is to motivate informed practical action in the world outside of the Discovery World center. One concern in Southeastern Wisconsin is the impact of transportation on clean air. The challenge is to develop an exhibit and public education program that is engaging while encouraging good driving habits and wise transportation choices that can impact air quality in our region.

### Solutions

Discovery World's Clean Air Trek program, cosponsored by the Wisconsin Department of Natural Resources and the Department of Transportation, is aimed at young drivers but also is applicable to their parents. According to Paul

Krajniak, Discovery World's executive director, "It's all about showing how to get more money, memories, miles, and pleasure out of the driving experience."

With colorful graphics and interactive displays, the exhibit lets guests explore the effect of vehicle emissions on human health and the atmosphere—and the impact on future development. Visitors get a chance to practice eco-driving techniques that save energy and money; learn about air chemistry, alternate fuels, and technologies; as well as explore the need for more walkable neighborhoods and better ways to move through the city.

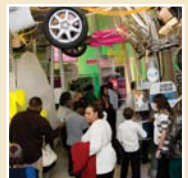
Beyond the exhibit, Discovery World is reaching out to the community through curriculum, bus shelter signs, and radio commercials to encourage people to recognize how their transportation choices affect the environment. A guidebook, *Clean Air Trekker's Handbook for the Pre-Driver*, is aimed at convincing emerging adults to view their communities in a new way.

Museum planners enlisted help from Milwaukee Montessori High School students to round out the public education program. Discovery World educators and area professionals helped students learn the skills needed to develop a Web site and blog, do "on the street" interventions, design a banner, create a booklet, and produce a short video for use on the Web and in the exhibit area.

"This is an exciting time to be a driver. It's also an incredible time to be a young person interested in engineering, biotechnology, and innovation," Krajniak says. "We want them to change their habits and keep clean air in mind as they become the new urbanists."



*This "Air Optimist" panel (top photo), an intervention at a bus shelter, is an example of Discovery World's "Museum on the Street" initiative.*



## SOCIAL RESPONSIBILITY

**Company name:** Discovery World  
**Location:** Milwaukee, Wisconsin  
**Web site:** www.discoveryworld.org  
**Founded:** 1982  
**Scope:** Local  
**Employees:** 70

### Measurement

The Eco-Driving Simulator touch screen captures demographic information, measures knowledge gained from their exhibit experience, and gauges visitors' behavioral intentions after they leave the exhibit floor. Future communications with visitors will track actual driving practice to show how the driving lessons are making a difference in Southeastern Wisconsin air quality.

### Other SR Involvement

Several other exhibits link human innovation and the natural world. Visit [www.cleanairtrek.com](http://www.cleanairtrek.com) for more information.