



Where **curiosity**
is the **currency**.

ABOUT SCIENCE NORTH

Science North brings science to life through storytelling, curiosity, and shared discovery. As a global leader in educational and entertaining exhibits, we offer immersive, hands-on experiences at our two science centres in Greater Sudbury: Science North and Dynamic Earth.

Our impact extends worldwide. We develop and tour award-winning exhibitions and multimedia experiences, and for over 35 years have been a leading creator of high-impact visitor experiences for audiences of all ages.

With a team of over 120 experts—from scientists and technical specialists to exhibit developers, producers, and marketers—we design and deliver innovative educational experiences grounded in strong interpretive planning and operational insight.

We know what draws visitors in and keeps them engaged, creating meaningful, memorable, and fun experiences that also support efficient operations, visitor flow, and organizational goals.



11+ million international
exhibition visitors



8 countries

170+
venues



30 years of
experience



20 exhibitions
activated





ABOUT NATURE EXCHANGE

Nature Exchange is a turnkey, modular experience that fuses real-world discovery with interactive learning and a visitor app—designed to drive repeat visits and memberships.

Explorers of all ages can learn about the great outdoors, trade their discoveries, and swap stories—all in exchange for something new!

Curiosity is the most valuable thing you can bring. Found a cool rock, sketched an insect, or have a great field story? Share it at a Nature Exchange location to earn points to trade for new treasures.

Anyone can swap treasures for points—and the more you learn, the more you earn. Knowledge counts as much as the object. Each trade sparks conversation and discovery, turning exploration into a lasting connection with the natural world.

The Nature Exchange turnkey package includes all training, software, hardware, equipment, and cabinetry to install a complete visitor experience that attracts repeat visits.

FACTS AND FIGURES

- **54,000** traders in the Science North database
- **1 of every 5** Science North visitors engages in trading
- **80%** of traders are 4-15 years of age
- **73%** of Nature Exchange traders return to trade again
- **45%** of these traders are members of Science North
- The average trading experience lasts **10 minutes** and as long as **4 hours**

THE POWER OF NATURE EXCHANGE

NATURE EXCHANGE CULTIVATES ENTHUSIASM FOR NATURE

Nature Exchange is a unique concept founded on the belief that we learn best from our day-to-day activities. Exploring the world outside our doors, picking up and handling real things, and engaging in conversation with meaningful people in our lives – these are fundamental in forming the framework for much of our understanding and respect for the natural world.

NATURE EXCHANGE INSPIRES SELF-MOTIVATED LEARNING

It encourages curiosity, observation, and learning by collecting, studying, and talking about what explorers see and learn about in nature. It helps people connect with the environment and get excited about learning on their own.

NATURE EXCHANGE TEACHES THE VALUE OF KNOWLEDGE

Nature Exchange allows you to trade items and share what you've learned — not with money, but with knowledge. It's about being curious, collecting responsibly, and discovering that the real value lies not with the item itself, but with the experience of learning and sharing.



HOW VISITORS LEARN AT NATURE EXCHANGE

Science North (Canada) and Techniquet (UK) studied how children learn through Nature Exchange. They found that there are eight learning behaviours, which can be grouped into three stages showing how visitors get more involved and interact deeper.

1 Getting Started — Feeling Safe

Visitors need to feel comfortable before jumping in. At this stage, they:

- Try the activity out
- Watch others do it
- Ask staff or other visitors for help

This helps them feel confident enough to take part.

2 Getting Interested — Feeling Excited

Visitors start to enjoy the activity and want to do more. They:

- Repeat the activity
- Show excitement (like smiling or laughing)

This shows they're ready to dig deeper and learn more.

3 Getting Involved — Feeling Connected

Visitors are now fully engaged. They:

- Connect the activity to their own life
- Ask questions and share what they know
- Compare items and test ideas

This is where real learning happens. Visitors often move through the first two stages quickly and reach this deeper level of engagement.

LEARN → **EARN**
MORE ← **MORE**



THE NATURE EXCHANGE PACKAGE

The Nature Exchange turnkey package provides all the training, software, hardware, equipment and cabinetry you need to set up a complete visitor experience, designed to attract repeat visitors.

Development phase

- Preliminary consultation to plan the physical site and identify your content needs

A customized exhibit design and collection (See Appendix A)

- Custom floor plan, including a complete architectural and interior fitting
- Start up inventory of natural items
- Start up library collection

Training, installation and program support

- Staff training visit at your location — one week
- Product installation — one week
- Operations manual
- Ongoing training, including workshops, programming and support
- Brand standards guide

Trading software

- Installation of the Nature Exchange database and computer trading station along with the access to the new app

All You Need

- Committed staff or volunteers to operate the program
- A space prepared according to Nature Exchange specifications



SCALED TO YOUR SPACE. TAILORED TO YOUR MISSION.

Nature Exchange is a modular and scalable experience that fuses real-world discovery with interactive learning. It's adaptable to your goals, so if your focus is inspiring curiosity in early learners, advancing curriculum-linked outcomes, activating conservation action, or showcasing aquatic biodiversity, the experience can be shaped to fit. Nature Exchange supports your mission while encouraging repeat visits and a growing sense of belonging.



WHAT YOU GET

What's Included

- One (1) computer trading station (PC or Macintosh system)
- Access to the Nature Exchange trading database and app
- Computer and database support*

Start-up inventory of natural items including:

- Rocks and Minerals
- Fossils
- Shells
- Preserved Arthropods

*Annual fee applies.

Reference Library Collection

Assorted regional and North American identification guides for rocks and minerals, fossils, plants, insects and shells.

Services

- Custom floor plan
- Design of required cabinetry and furniture

Cabinetry & Graphics

- Graphics package that includes area theming and wall treatments
- Fabrication and installation of cabinetry, furniture, and graphics



NATURE EXCHANGE CONNECTED PLATFORM

When you purchase a Nature Exchange you will get access to a multi-platform interface that includes a trading database for the host and an interactive app for your visitors.

Database

Our Nature Exchange database gives host locations powerful tools to manage and grow their program. This system allows hosts to create and manager user information, manager their inventory and connect to the Nature Exchange community. It offers multilingual support, rich user profiles, and a modern, intuitive interface that simplifies daily operations.

The App

The new Nature Exchange app brings the wonder of the outdoors right to your visitor's phone. Instead of collecting physical objects, users can explore nature, snap photos of what they discover, and earn points.

The app turns every exchange into a game. Users can unlock achievement badges, complete collectible sets, level up their nature knowledge, and even keep a journal with photos and notes. With optional challenges, the app helps users learn about species, ecosystems, and the environment around them.

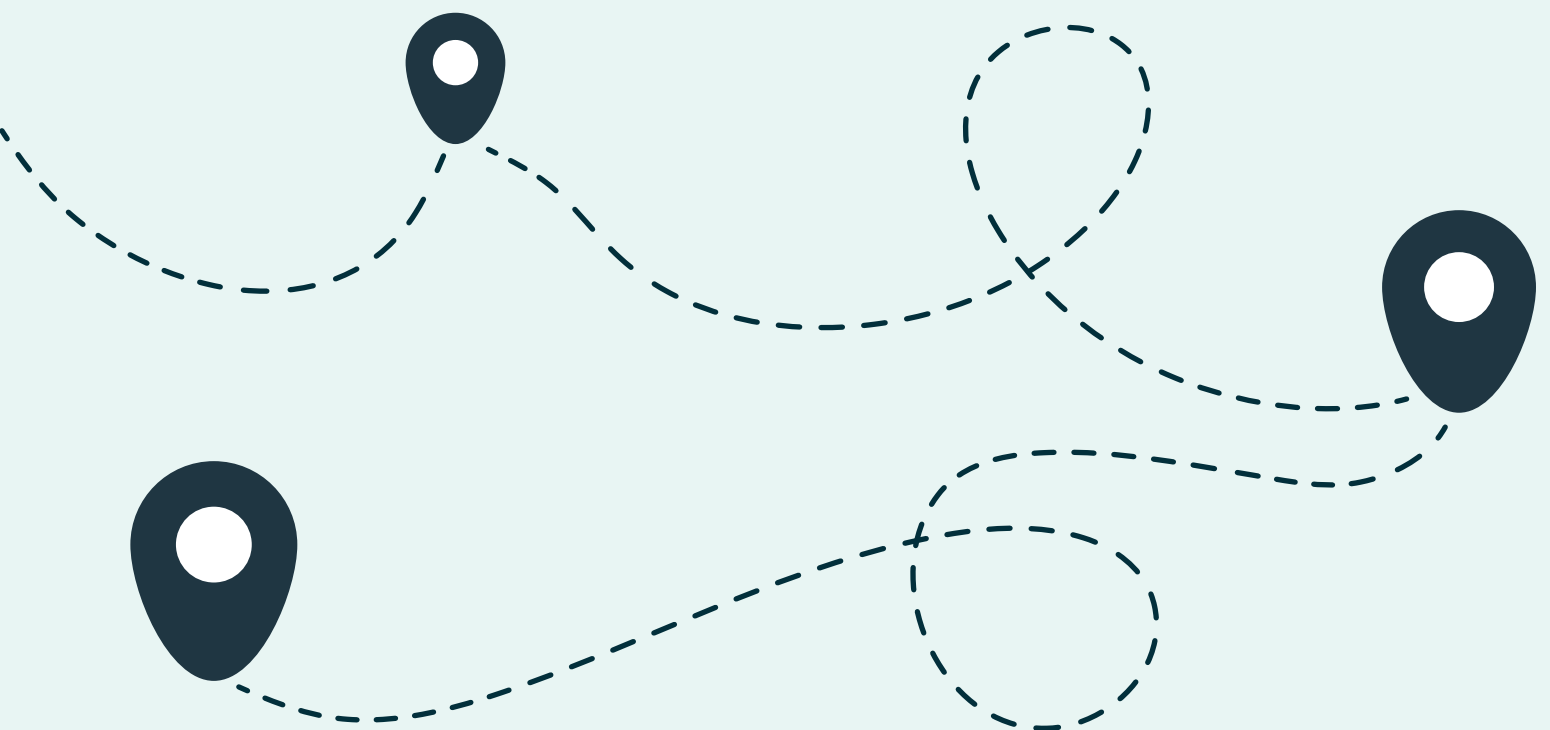
For host locations, the app offers full flexibility: create custom challenges, badges, and point systems. A simple dashboard makes it easy to release new content, track engagement, and access meaningful analytics. **Why it's a game-changer:**

- Encourages exploration and curiosity
- Expands the Nature Exchange program without requiring physical objects
- Supports a "leave no trace" approach
- Builds a connected, engaged community
- Drives visits back to science centres



NATURE EXCHANGE LOCATIONS

- **Niagara Glen Nature Centre** | Niagara Falls, Ontario, CA
- **Telus World of Science Edmonton** | Edmonton, Alberta, CA
- **Gilroy Gardens** | Gilroy, California, USA
- **Chattahoochee Nature Center** | Atlanta, Georgia, USA
- **Las Vegas Springs Preserve** | Las Vegas, Nevada, USA
- **Tulsa Zoo** | Tulsa, Oklahoma, USA
- **Kidspace Children's Museum** | Pasadena, California, USA
- **The Exploration Place** | Prince George, British Columbia, CA
- **Science North** | Sudbury, Ontario, CA
- **Roper Mountain Science Center** | Greenville, South Carolina, USA



WHAT PEOPLE ARE SAYING

“One of the greatest benefits of Nature Exchange is the chance for children to experience natural objects they would not normally encounter in their everyday lives.”

– Alexis Nadeau, Outdoor Education Coordinator

“Nature Exchange allows kids to get into science and it is important to me because I have found a lot of cool stuff to collect and I have learned things that I didn’t know.”

– Gabriel Galicia, 12 years old

“Kidspace have had the Nature Exchange operating for almost two years now and it has been wildly successful. It’s like we’re tricking kids into learning new facts under the guise of fun.”

– André Campbell,
Lead Museum Educator

“What I really love about the Nature Exchange™ is that it encourages the kids to interact with nature. Families get to connect with one another while enjoying all of the opportunities that the Nature Exchange provides.”

–Ted Tegart,
Lead Museum Educator

“Fascination is impossible to teach — it’s too personal. It has to come from exciting experiences and unexpected discoveries and it becomes the ground in which knowledge takes root and grows. The levels of engagement we can see and document in the Nature Exchange are the stepping-stones of fascination and the building blocks of knowledge. I have seen it in my son and I have heard it from countless parents.”

– Dr. David Pearson, Co-Director, Laurentian University & Science North’s Graduate Diploma Program in Science Communication



ETHICAL COLLECTING AND LEAVE NO TRACE POLICY

In order to acknowledge each institution's important philosophical, ethical and legal responsibilities, criteria have been established to facilitate public understanding and daily operations.

Statement of Responsibility

Educational institutions that care about nature and biodiversity should lead by:

- Teaching conservation values and encouraging people to live by them.
- Creating a culture that cares for all living things.
- Supporting laws and agreements about collecting, owning, and trading natural items.

Protect Trees and Plants

- Don't hammer nails into trees, cut them, or tie ropes around trunks.
- Don't carve into trees or cut branches for bedding — it harms them and helps little.

Respect the Natural Site

- Leave the area as you found it. Don't dig, build structures, or make changes.
- If you move items like rocks, sticks, or pinecones, put them back before you leave.
- At heavily used sites, clean up and remove things like extra fire rings or homemade furniture.

Leave What You Find

- Leave rocks, plants, antlers, artifacts, and other natural or cultural items for others to enjoy.
- In many parks, it's illegal to take anything from nature.

Nature Exchange guidelines may differ depending on the institution, its beliefs, and where it's located.

Here's an example of some trading guidelines from The Dallas Zoo's Nature Exchange:

- No items will be traded from the institution's collection, living or dead, plant or animal.
- No items regulated by the U.S. Endangered Species Act, or other local, national or international regulations or agreements, will be traded. Specific requirements for confiscation and reporting will be strictly adhered to (e.g., no eggs, feathers or nests).
- No items that involve taxidermy, whether skins, furs or mounted specimens will be traded.
- "Killed" items will not be accepted for trading; however, points will be awarded for information, sharing and understanding. Items will be sent home with suggestions for disposal.
- "Hunted" items will be accepted for trade; however, fewer points will be awarded than if the item was "found".
- "Found" items will be accepted for trade, based upon legal, ethical and sanitary considerations.



Learn more about Nature Exchange!

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Download the Nature Exchange App





sales.sciencenorth.ca



Science North is an agency of the Government of Ontario and a registered charitable organization #10796 2979 RR0001.