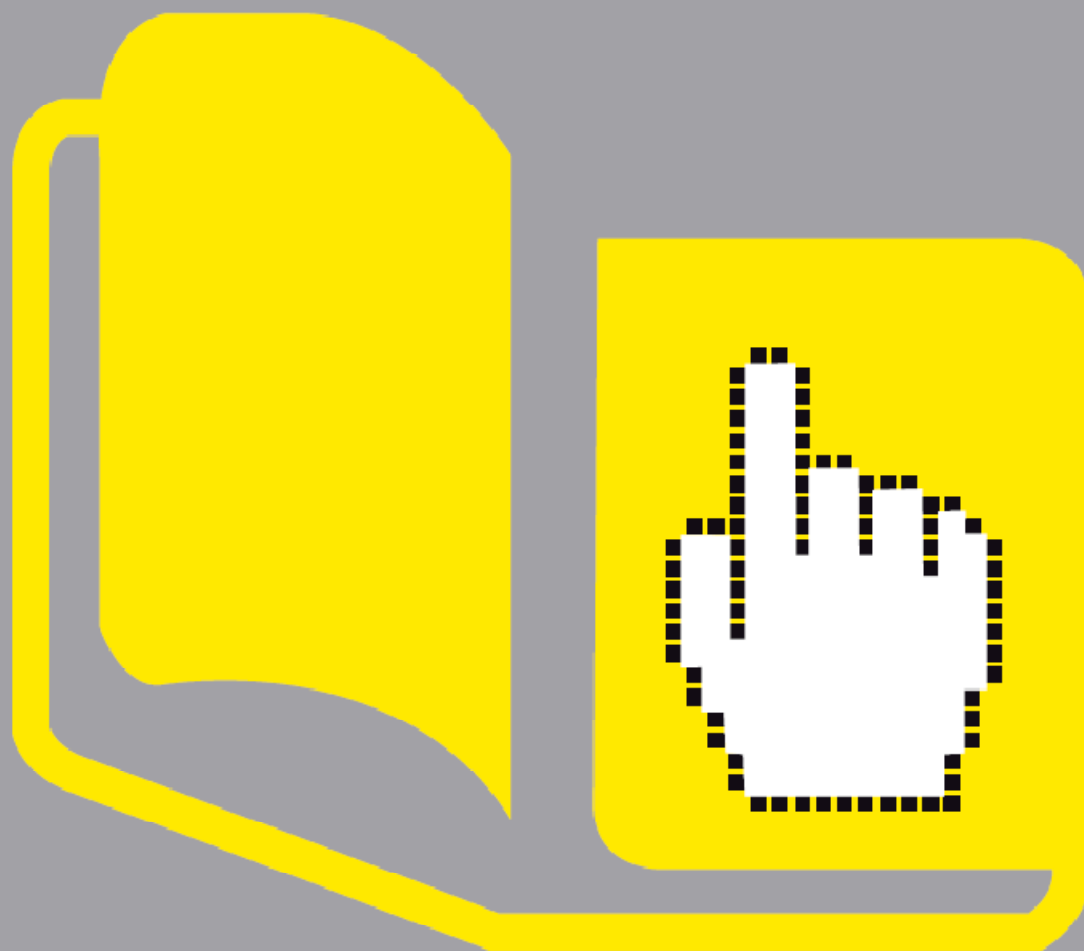


European Congress on E-Inclusion: Delivering Digital Europe in Public Libraries ECEI10 Brussels 20/21 September 2010



Conference Report



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Executive Summary

The European Congress on E-Inclusion 2010: 'Delivering Digital Europe in Public Libraries', an official conference organised by the Belgian Presidency of the Council of the European Union took place on 20th and 21st September 2010 at the Flemish Parliament in Brussels. It attracted 240 delegates over the two days representing 27 European countries, to hear from and participate in discussions with speakers from 14 nations.

Key Calls for Action

The congress set itself the task of developing new ideas and actions for the role of Public Libraries in achieving a Digital and inclusive Europe for all its citizens by debating five key themes. These themes and calls for action and further debate were:

- **A European Policy for Public Libraries, What will it say, what can it do?**

This debate was led by [EBLIDA](#) and [NAPLE](#) who called for further cooperation with the European Union to bring forward a position paper on the role of public Libraries and called for library associations across Europe to participate. This called for Libraries to establish a leading role in becoming a ubiquitous platform across Europe from which the Europe 2020 vision of digitally connected citizens, e-skills training, lifelong learning, poverty reduction, durable and inclusive growth and access for all can be achieved. Innovation, research and education were seen as key elements for a better future. Concerted action guided by a European policy is needed to achieve a transformation for all libraries.

- **New approaches to E-Inclusion, technology and content**

Led by the [Bill & Melinda Gates Foundation](#), who has invested heavily in accessible technology in Libraries in Bulgaria, Latvia, Lithuania, Poland and Romania, the Congress called for the creation of a "European Standard" for Librarians to give them the skills to deliver relevant services to local communities including improving their ICT skills, disability awareness and customer service skills. The Congress also hoped that all European countries will stimulate innovation and will ensure that Library policy is modernised to ensure outdated notions of the information age do not thwart the opportunity Europe has to use Public Libraries to deliver Europe 2020s goals.

- **Public libraries and building new partnerships for the future**

Led by [Europeana](#) the Congress committed itself to work with this exciting pan-European initiative to digitalise Europe's heritage, by developing a new ambitious programme for Public Libraries to create a partnership with it, through which local Public Library content can become interoperable with and available both to all Europeans through Europeana, as well as making all of Europeana's content available within Public Libraries and their local community context. Working with local people and developing new applications and services are essential to create physical and virtual stories and to attract new users to Public Library services.

- **Public libraries in an increasingly competitive market**

The congress debated the role of public libraries in a rapidly changing information world where Google, streaming, eBooks and the 24/7 society provides a head on challenge to traditional book collections and typical Public Library opening hours across Europe. The Congress called for solutions to focus upon their unique selling proposition and the real resources in Libraries: being the Librarians; whose skills needed to be developed and changed to allow Librarians to move from seeming to have outdated skills to being information managers, guiding citizens through the confusing information age. This would refocus their skills to be both user facing and conduits that enable Europe's citizens joining the information age and open up new partnerships with other agencies who are also delivering e-skills, digital literacy and accessibility agendas. This could include new services which will differentiate them from the likes of Google, Kindle and Amazon.

- **Working with communities: social networking, communities of interest and crowd-sourcing**

Led by [Telecentres Europe](#) the Congress concluded that Public Libraries could all become truly e-accessible social spaces. It was acknowledged that public libraries evoke pride and local identity for their communities and offer localised heritage and identity in an increasingly uniform world. Going forward all public libraries should maximise their competitive advantage over other public venues, being their staff, whose skills are in information management. Libraries are nearly always located centrally to their communities and offer safe and trusted environments. However they need to deliver services everywhere, including online and use social media techniques to extend their physical space into the virtual.

An Overview of the Congress

There is clearly the mission to create a European policy framework for the promotion and development of public libraries across Europe. EBLIDA and NAPLE are both strong advocates of this policy and debated a yet to publish position paper on further cooperation with the European Union. The proposed Europeana-based project for public libraries provides a sound mechanism for positioning public libraries within the European policy agenda showing how they can contribute collectively.

Apart from the need for a European policy for Public Libraries, the future of Public Libraries themselves needs to be evaluated. Public libraries and those managing and working with them will have to change in a number of ways. There was no clear agreement on whether the Public Library as a physical space would remain in its present form, but there was strong agreement that the roles and skills of workers had to change dramatically. It was suggested that a much more aggressive attitude should be adopted by those managing libraries to stop being victims of the change and becoming positive role models for Digital Europeans as "knowledge warriors".

New partnerships should now be formed to ensure that the full battery of skills will be available. Frequent re-skilling will be necessary along with the integration of new professional metiers. For example, the bringing together of library workers and computer specialists all working within the shared information space and much more integration of services whether across different types of libraries or libraries within other institutions.

In Conclusion

During the conference a few outcomes reoccurred and made clear that if the Public Library wishes to play a role of importance in a Digital and inclusive Europe, it has to focus on the following themes:

1. The Public Library needs to make itself known to the public and underline its unique service proposition.
2. The role of the librarian is no longer (solely) that of collector (of books). He or she must take up the role of counsellor who guides users and helps them in acquiring new skills.
3. The Public Library should not be afraid to form new partnerships, whose added value benefits not only the Public Library but its users as well.

The Congress concluded that the critical task moving forward is in finding a way of linking these ideas into an integrated and understandable picture.

Introduction

The European Congress on E-Inclusion 2010: 'Delivering Digital Europe in Public Libraries', an official conference organised by the Belgian Presidency of the Council of the European Union, took place on 20th and 21st September 2010 at the Flemish Parliament in Brussels. It attracted over 240 delegates over the two days representing 27 different countries, to hear from and participate in discussions with speakers from 14 countries.

The event was hosted by the Flemish Government in association with Civic Agenda and was the second annual Congress, following up on the inaugural European Congress on E-Inclusion (ECEI09), 'Technology and Beyond in Public Libraries', which took place in October 2009.

The Conference included an evening dinner at the Belgian Comic Strip Museum, at which the International Jodi Awards, sponsored by Intel were held. These awards are for library, archive, museum, gallery, heritage and disability organisations for best use of digital technology in the service of access for disabled people to information, collections and learning.

This conference agenda was planned within the framework of the Belgian EU Presidency by the Flemish Community to consider the vital role of public libraries in delivering a digitally inclusive Europe. Strategically the conference was organised within the framework of the European Year of Combating Poverty and Social Exclusion as well as in the context of the new Digital Agenda for Europe. High on the agenda of both these policies is to look at and respond to the challenges and opportunities brought about by an increasingly digital age and what social, cultural and economic benefits they bring.

The conference also sought to build on the outcomes of ECEI09 in October 2009, which included looking at the existing success of European public libraries in providing direct citizen access to technology and partnerships with other local venues; the need for a European policy for public libraries; and the increasing need for new links with other institutions to share Europe's rich digital content with all citizens.

ECEI10 was focused around five key themes, all seeking to examine the role libraries can play and the steps needed to achieve them in a Digital Europe. These were:

1. European Policy for Public Libraries: What will it say, what can it do?
2. New approaches to E-Inclusion, technology and content
3. Public libraries and building new partnerships for the future
4. Public libraries in an increasingly competitive market
5. Working with communities: social networking, communities of interest and crowd-sourcing

Keynote Addresses

Throughout ECEI10, delegates heard from Keynote speakers who sought to set the tone for the event, to highlight work and actions which were happening across Europe and further afield towards meeting the Digital Agenda.

Opening Address

**Christine Claus,
Secretary General, Department of Culture, Youth, Sports & Media, Flemish Government**

Mrs Claus urged delegates of the importance of public libraries to leave their own buildings, to '*go beyond its walls*' and to establish firm links with their users in the communities in which they operate. She emphasised that the role of the Public Library in Europe should not to be underestimated; but that durable and smart growth is needed to ensure that libraries can fulfil their role in the digital society.

Mrs Claus called upon speakers and delegates to reflect on a number of key areas when considering change. She explained the importance of embracing new technologies and striving for new approaches it e-inclusion, as well as recognising that new innovation in technological infrastructure should not create new divides or forms of exclusion.

She challenged delegates to take into account the important position of public libraries and librarians as trusted local resources and places where access to reliable information and knowledge needs to be available to all in a format which is accessible by them.

In her conclusion, she reiterated that public libraries had a clear role to play in the policy context of the European Year of Combating Poverty and Social Exclusion, and that the challenge moving forwards through the conference and beyond will be to ensure that libraries continue to drive towards becoming accessible community resources both in terms of the physical and digital environments they occupy.

Plenary Session One

**Paul Timmers,
Head of Unit for ICT for Inclusion, European Commission
Directorate General Information Society and Media**

Mr Timmers began by introducing the [Europe 2020](#) agenda, a 'Strategy for Smart, Sustainable and Inclusive Growth' across Europe in light of the economic recession and the changing global pressures impacting upon Europe to rapidly deliver lasting results. The Digital Agenda for Europe provides the legal framework for this role out, to ensure digital accessibility for all; the agenda highlights that there are a number of well-known barriers to access, including a lack of skills and the known underinvestment in innovation, which both must be tackled urgently.

To address these barriers, Mr Timmers suggested that delivery and the creation of content must be focused on where this will lead to an increased take-up of services and the speeding up of the role out of technologies which underpin the digital society. As such the focus should on **every European**, to support the most disadvantaged groups and provide a wide range of support, from work based

training, supporting the *never used group*, to be able to make the most of online services. Mr Timmers commented that by looking at [Riga Indicator](#), can highlight the at risk groups – suggesting that this is not a problem that will go away, but it is becoming increasingly important where more services are available online.

The focus in this sector has moved away from connectivity to empowerment, so as to create the possibilities for Europeans to use ICT to improve their lives. Mr Timmers believes that we must take this into account, particularly given that if we ensure that cheap and fast access is available everywhere, people will be able to to develop their skills, to make them more productive and to be able to use them.

To deliver this agenda Mr Timmers highlighted the importance of collaborations in delivering this agenda with partners from a range of sectors and to deliver a variety of targeted and segmented actions to support groups gain access in the way which is most appropriate to them.

Graham Walker
Director of Government for UK Digital Champion

[Race Online 2012](#) is an initiative of the UK's Digital Champion Martha Lane-Fox, who was appointed by the Government in 2010 as a *'critical friend'* tasked with the challenge to work collaboratively with charities, the government and the private sector to get the remaining 20-30% of individuals online, and digitally included. The ambition of the campaign is to target in the first instance those who are hardest to reach and who will benefit the most from being included, and not those who are likely to become connected anyway.

Mr Walker remarked that Race Online 2012 has focused upon linking with business, as it is not a consumer facing organisation but instead focuses on businesses and stimulates them to pledge to (help) get individuals in their local communities online. Over the past year over 700 organisations have signed up to the campaign to get 1.7 million people online (including 500 thousand from the library sector) - commenting that *"everyone has their role to play"*. In addition to this, Race Online lobbies government for community based support to get people online, and in that vein they have secured £20 million for UK online centres to help meet this agenda.

The case for digital inclusion is threefold, there is a social and moral case to ensure people are included, there is an economic case based on the potential for significant savings for Government, and the user and finally it is achievable – the infrastructure is in place to deliver this campaign.

Mr Walker concluded by highlighting the challenges with this campaign moving forward:

1. To continue to build the momentum for the Race Online 2012 campaign
2. To put government online where people are, rather than making them come to the government
3. The move for digital as the default channel for transactional services with government.

Daniel Ben-Horin
Co-Chief Executive TechSoup Global

Mr Ben-Horin opened by inviting delegates to be disruptive, that is to say to confuse the sector and create disorder, to switch and change their methods of approach and to surprise by presenting new possibilities and opportunities. The web is disruptive, and although certain governments choose to

cancel it, it has presented a significant opportunity to change the model for engagement, particularly in the Obama election campaign and the [Tea Party Movement](#) in the US.

In this increasingly globalised world, physical geography of spaces means less and less, thus making partnerships possible not only across the globe but also with a wider range of partners. Mr Ben-Horin suggested that this approach is more efficient to help improve services and save money at the very highest level.

Mr Ben-Horin ended by suggesting that libraries need to make the most of this changing environment, and to become the very best collaborators around. They need to work in partnership, to consider the physical spaces in which they operate, to access funding sources and they need the right people in place in the sector. It's about sharing information and supporting the common good – two qualities for a truly collaborative environment.

Plenary Session Two

Speakers in the second plenary session at ECEI10 sought to introduce and outline the five key themes of the workshops.

Jill Cousins, Executive Director, Europeana

Ms Cousins began by outlining the development of Europeana as a partnership of nine national libraries, who sought to create a collaborative and shared service between them, which in itself led to the development of the EU Digital Library, spreading culture widely across Europe in a means which was appropriate at a local community level. As a result of this, they are now working on an a wider project, taking into account the lessons of multilingualism and metadata standardisation from the first forays into the establishment of a digital collection of information.

Ms Cousins went on to remark that the objectives of this Europeana network have been to increase the range of services which are available online, and to push the information (both data and ideas) out to where people are, as opposed to *sucking information in*. To aid this process, Europeana works with existing information aggregators. For Ms Cousins the key message from their experience has been to put the information where the user is – people need to be able to see information which relates to them and what they need.

Deborah Jacobs, Director, Global Libraries, Bill & Melinda Gates Foundation

Ms Jacobs began by outlining the work of the Bill & Melinda Gates Foundation, which has worked with libraries based on the fundamental belief that all lives have equal value, and that access to information and knowledge transforms people's lives going on to remark that technology can help to equalise this disparity in access.

Ms Jacobs suggested that although as librarians we know of the importance of libraries, yet our voices aren't being heard at the heart of the government or the funders. To overcome this librarians and library services must advocate the important role they can play with more energy. Indeed this message must also take into account that the benefit of access is not only financial, it has a strong social element as well, giving every European the equal opportunity to be heard.

Libraries need to be thought of as institutions of first response, to reach out to marginalised populations and to deliver strategies in partnership with other organisations. Ms Jacobs ended by quoting Bob McKee, who predicted that **“the biggest gap in the new millennium will be between the information rich and information poor”**, commenting that this is a challenge to overcome through libraries, and that delegates should commit to solving this problem.

Jan Braeckman,
Managing Director Bibnet

Mr Braekman began by suggesting that globalisation, digital shift, cultural diversity and fragmentation all have impacted upon the core identity of Public Libraries, which had been formed in a completely different context. As a result Public Libraries need to re-position themselves to increase their access, and to align themselves with the EU agenda.

There has been a significant change in focus of Public Libraries, given the move over the past decade, which has resulted in Public Libraries being increasingly challenged by competitors in the leisure market. It has changed the orientation of services from collections and internal processes towards the public and their specific preferences and needs.

The second change of perspective is the one people have of their own institution: Public Libraries are increasingly trying to develop a perspective from their stakeholders. This is based upon the position of libraries in society and the space which they occupy both physical and digital. The last one is becoming increasingly important in the age of Google as Public Libraries are beginning to realise that they are the focus on social networks for many.

The final change has been the social value attributed to Public Libraries: it is becoming less and less about collecting books and more and more about working together with their users and attending to their needs.

Mr Braekman went onto comment that unequal countries have more social problems, and so lower social mobility, libraries can play a significant equalising role in this sphere, to work to make society more inclusive and support those who will benefit the most from access.

Gabi Barna,
Co-Chair Telecentres Europe

Ms Barna began by highlighting to delegates the significant changes which have occurred in the e-inclusion area over the past few years and the work of Telecentres to help create public accessible places through which people are able to access technologies.

For Ms Barna there were two key themes, these were working with communities and working through the appropriate networks. Libraries **“must seek to engage all members of their communities, that means seeking to be accessible regardless of the location of the communities – be it physically or online”**. It’s about engaging with those communities most in need, and it is this role which Telecentres seeks to coordinate.

Eppo van Nispen tot Sevenaer
Managing Director, Stichting Collectieve Propaganda van het Nederlandse Boek

Mr van Nispen tot Sevenaer drew the first day of ECEI10 to a close by asking delegates whether there was a future for public libraries. He remarked that they get a lot of money each year, but

questioned why people don't necessarily see them as being important, despite everyone's desire for information. Mr van Nispen tot Sevenaer suggested that libraries need to take into account the changing 24/7 technology market, which has inevitably impacted upon Public Libraries.

Mr van Nispen tot Sevenaer highlighted that libraries have the infrastructure and the presence to meet people's needs and wants, they are physically in a lot of locations, but went on to suggest that they need to be more like Google and make people *feel* like they (libraries) are everywhere as well.

Public Libraries need to partner with organisations to make these changes. These partners are not necessarily the traditional partners, instead they could be organisations that have new and different views and who have access to different markets. They (Public Libraries) need to deliver everything to everyone everywhere and be connected. Mr van Nispen tot Sevenaer enthusiastically stated that libraries need to be 'AC/DC', they need to promote and encourage Access, they need to be Creative, Daring to take risks and make Claims that they will live up to.

Closing Plenary Session

**Dr. Susan Hazan,
Curator of New Media, The Israel Museum, Jerusalem**

The final Keynote presentation at ECEI10 came from Dr. Susan Hazan, who invited delegates to consider whether the terms being brandished around, are buzzwords or post net realities for our cultural heritage. Dr Hazan suggested that emerging technologies in the cultural heritage sector are playing out beyond the net as we know it and these buzzwords are changing the way that we produce and deliver our entertainment, education and information.

Dr Hazan highlighted that [Gartner Research](#) have suggested that by 2014, social networking services will replace email as the primary vehicle for interpersonal communication for 20% of business users, and that within five years, 70% of collaboration and communications applications designed on PCs will be modeled after user experience lessons from smart phone collaboration applications.

As such Dr Hazan suggested that librarians need to be mindful of this and other moves and embrace them – libraries need to embrace the eBook and co-collaboration of information through crowd-sourcing and not fight it.

Dr Hazan suggested that social networking is an increasingly important area for all, with such large number of users, sites like Facebook, which if one counted all the users, would equate to the third largest country in the world, as such Libraries need to be in those spaces where people are wanting to access services in forms they want.

Congress Themes

Workshop One

European Policy for Public Libraries: What will it say, what can it do?

The aim of this theme was to address the European policy context for public libraries, looking at how policy can best respond to the changing social, economic, technological and political landscape in which public libraries now sit. The plenary sessions and workshops highlighted a number of key challenges and opportunities for policymakers.

Contributors included:

- **Gerald Leitner**, President, EBLIDA Secretary General, Austrian Library Association (Chair)
- **Jens Thorhauge**, General Director, Danish Agency for Libraries and Media (Rapporteur)
- **Claudia Lux**, Director General, Central and Regional Library, Berlin
- **María Ramona Domínguez Sanjurjo**, Director, State Public Library, Salamanca
- **Olav Stokkmo**, Chief Executive, International Federation of Reproduction Rights Organisations
- **Nathalie Vallet**, Professor, University of Antwerp

All four speakers commented on the document prepared by NAPLE/EBLIDA on repositioning public libraries.

In her contribution **Claudia Lux** pleaded for a reality check: do not claim what you cannot deliver. But if you claim a position, make sure to express it well. Often, she observes, public librarians are poor communicators of the stake they have in the policy agenda's. The challenges for public libraries is the breadth of their activities. This is extra hard to explain to politicians. Public libraries should partner with for example the EU group of Metropolitan Regions, which have like challenges.

The same goes for the topic of e-inclusion. Public libraries should be a partner of, e.g. the platform against poverty and deliver stories, anecdotal evidence of the results they score.

Additional notes:

- Position one is not a claim but should be a conclusion.
- Integrate this document with the IFLA paper on public libraries.
- Include the importance of public libraries for small companies
- Focus on cases / anecdotal evidence. Make it a EU award?
- Make public libraries part of the knowledge infrastructure
- Public libraries and sustainability?
- Visibility: "we are speechless"
- The funding of public libraries is a subsidy for publishers

Also **Maria Ramona Dominguez Sanjurjo** advised a reality check especially concerning the competences of people working in public libraries. Librarians have to decide carefully on what they can deliver and what is out of scope, or what can only be achieved via partnerships. Concerning the

proposed partnerships with commercial players in new business models, she saw a major difference in attitudes between northern Europe and southern Europe.

Additional notes:

- Position 3 : business models, remark concerning southern EU member states
- Positions 5, 10,11,12,8 OK
- Position 6: not doable for public libraries
- Position 9: only of policy makers and professional education want this
- To add: copyright policy; 24/7 services; more flexible libraries

Nathalie Vallet advised to reconsider the positions in the document and be aware of the fact that public libraries have several roles they full fill. Some roles are explicit, for libraries themselves as for policy makers. Some roles are only explicit for public librarians. And there are also some implicit roles public libraries fulfill. Roles public librarians don't recognize, and often local politicians consider these implicit roles as more important for their policy agenda. On the basis of her research in an urban environment she could distinguish three important roles for public libraries from a local policy viewpoint.

1. The library as an urban landmark, contributing to the city identity.
2. Library as key players in urban development in a certain area of the city.
3. Libraries as a specific instrument to reach out to specific target groups in society. Most often specific social groups (poor etc.) or groups which are vital for the local community, like young people.

She suggested librarians and politicians together have to take all roles into account and make strategic decisions, choose. She noticed most often the lack of debate. People just do.

Additional comments:

- Make a difference between internal and external focus
- External: what are needs of society
- Internal:
 - Differentiate between strategic (copyright) and operational
 - Build platforms for discussion: what to do
 - Don't copy profit business models but develop your own
- Profile yourself differently for each potential partner
- Visibility is an issue / passivity is an issue

From a rights owner perspective **Olav Stokkmo** advised to make the public library part of a more comprehensive debate and comprehensive solutions. He missed the positioning of public libraries towards the rights owners and what both parties could mean for each other. He suggested to start looking for cooperation. It will strengthen the position of public libraries because he is convinced there are opportunities for complementary actions within the whole of the value chain of content.

Additional comments:

- What is the USP of a public library?
- PL have strong competitors
- It's about all types of libraries
- Position 10 & 11: focus: schools, business, policy makers
- Take the whole value chain into account
- Google via the library or the library via Google?
- Be constructive, think globally, think collaboratively
- What is your solution for the whole?
- Positions 16, 18, 15 = collaboration

Extra's from the debate:

- Public domain
- Several levels of policy making: so adapt your positions to each level
- Define the support you want from the EU:
 - Not only support big institutions
 - Concerted actions with the local level

Workshop Two

New approaches to e-inclusion; technology and content

Public libraries are increasingly recognised as being essential tools by practitioners in the field and delivery agents in the skilling of citizens for the knowledge economy. This workshop focused on examining the ways in which libraries can act as agents for change, what can and is being done and how libraries can up-skill themselves in order to deliver this change.

Contributors included:

- **Deborah Jacobs**, Director of Global Libraries Initiative, Bill & Melinda Gates Foundation (Chair)
- **Dr Paul Timmers**, Head of Unit, ICT for E Inclusion, European Commission
- **Peter Van den Brande**, Trainer and Project Leader, Vormingplus Antwerpen
- **Sarah Hamilton Fairley**, Co-Founder and Chief Executive, StartHere
- **Jacek Królikowski**, Specialist, Training and Library system support, Foundation for Development of the Information Society
- **José Ángel Martínez**, Director of International Projects and Relations, Techosite Once foundation
- **Sal Cooke**, Director, JISC TechDis
- **Dr Simon Ball**, Senior Advisor JISC TechDis
- **Dr Shirley Evans**, Associate, JISC TechDis

In her introduction on this theme, **Deborah Jacobs** (Director of the Global Libraries Initiative at the Bill & Melinda Gates Foundation) established the case for libraries as being *trusted places* that are free and open to all with staff who see their role as being in the facilitation of information access in skills development. Ms Jacobs highlighted that a revised approach is needed when considering the promotion of inclusion through libraries. She put forward that to be successful in the context of a new digital age, libraries must:

- Meet user needs – ensuring there is useful digital content, that services stay relevant.
- Provide training for staff and the public so people don't just have physical access, but know how to use it effectively
- Provide inviting public spaces that allow for social interaction and that are designed to allow for new kinds of use and community engagement, free and accessible to all.
- Support advocacy and measure impact to ensure we are receiving the attention and funding we deserve and depend on.
- Have the support of strong library associations and great library education.
- Strong, strategic, powerful partnerships.

The discussion looked at how public libraries today are equipped with better technology and advice for the public, especially in Europe where there is a well developed network. Ms Jacobs explained that when it comes to education, libraries are also seen as front line providers, but questioned the reasons behind the fact that ***“when governments have goals to increase access, they locate the most digital technologies in schools or worse in new institutions?”*** Ms Jacobs suggested that Public libraries need to be thought of as institutions of first response, to reach out to marginalised populations and to deliver strategies to support them. In particular it was suggested that in this European Year of Combating Poverty and Social Exclusion, that libraries should gain the recognition they deserve in supporting this agenda.

Public Libraries as gateway services

The workshop developed this and highlighted that public Libraries are no longer simply seen as places of information provision, as suggested by **Dr Simon Ball, of JISC TechDis**, but rather they are seen as gateway services and means of collating information and can act as places where people can access support and services which they are not able to elsewhere. However, Dr Ball continued to explain that there *“has to be a mind shift”*; as such, there is a need to change the way the librarian works, their focus and their skills.

The workshop debated in more detail the fact that it is not necessarily the case that new and more librarians are needed, rather that they need to be supported formally and informally to be able to regularly re-skill themselves, to improve their ICT skills, their disability awareness and social interaction skills through building their confidence. It was then suggested that this could be underpinned by a more formal structure of learning possibly through a European Curriculum for librarians.

Delegates spoke about the balance between physical and digital collections and agreed that it was an important consideration. Dr Ball remarked that in a European context the proportion of books is still likely to be relatively high, however as elsewhere technological developments have effectively bypassed physical connections in favour of mobile technologies, the same may happen with library collections and services.

Finally, the session was ended by suggesting that delivery in libraries and the current ability to foster innovation is being stifled by outdated policies, and so librarians need to *shout louder* in order to deliver the most appropriate range of services to enable them to support their users.

Workshop Three

Public libraries building new partnerships for the future

The major EU supported [Europeana](#) project has demonstrated the added value which can be achieved through the aggregation of content from a range of collections and formats. This theme focussed on some of the different ways effective partnerships could be build.

Led by **Jill Cousins, Executive Director of Europeana**, the objectives of this theme were to debate how to make Public Library content interoperable and available in the context of Europeana and to make Europeana content available in a local context.

Contributors included:

- **Jill Cousins**, Executive Director, Europeana (Chair)
- **Bas Savenije**, Director General, KB, National Library Service of the Netherlands (Rapporteur)
- **Antonio Rizzo**, Head of Library and Information Service, Lewisham Council, London
- **Rob Davies**, Mdr & Partners
- **Mary Rowlett**, EuropeanaLocal
- **Sally Chambers**, Collections and Metadata Manager, The European Library

Aggregating content & resources

Participants agreed that there must be a focus on content selection, to use existing digital content, focus on thematic digitisations and user based content selection based on use-cases and local user knowledge. In planning such an approach a focus on metadata standardisation and delivery with training and knowledge sharing will be necessary to ensure the smooth flow and two way transition of information.

Through this aggregation of resources across services and user platforms it is possible to create an enhanced range of information and knowledge available to the individual.

Development of affordable accessible learning environments

Delegates discussed the importance of defining what constitute e-learning access points in order to determine and create the *right* content for e-learning. Important to this will be to determine how to support users through encompassing open and equal access to all citizens.

To achieve this ambition the delegates agreed on the following steps of action.

1. Find existing affordable and accessible environments
 - Delivery vehicles available and blended learning
2. Work on the accessibility for all and ensure that tools deliver this
3. Find new technical partners in networking, content creation to ensure that learning environments conform to interoperable metadata standards
4. Training of staff as enablers
5. Create a series demonstrations

Business models for the future sustainability of digital resources

In this era of ever increasing change in the library sector, delegates sought to define different models for the delivery of sustainable digital resources through library services which can help to facilitate greater financial sustainability for their respective organisations.

The tasks agreed to achieve this were threefold:

1. Identify revenue streams to support greater innovation in the library sector, these could potentially include: local funds for the creation of content and its digitization, national support to help with information storage and preservation and finally to use Europeana for its distribution
2. Identify costs categories related to the organisation of services, both initial and structural
3. Take case studies from the other Work Programmes and create new ones

Crowd-sourcing of information on content provided

Delegates discussed the importance of testing out new methods of working with Public Library users, to draw out conclusions and best practice and encourage social inclusion. Delegates believed that this would help to attract new users to Public Library services regardless of their access requirements. To achieve these ambitions delegates believed that there were eight steps necessary to be undertaken first:

1. Working with local people to create physical and virtual stories such as local stories & objects
2. Digitisation of local collections, exhibitions representing local stories and objects
3. Transcribing and improving content, such as through the addition of geo-locations to information, names dates and places.
4. Home videos digitised and contributed
5. Making available the tools of production with training to engage new user groups including the use of Flickr to and other services already available.
6. Work with local disabled users to gain their knowledge and expertise in order to improve Public Library and other digital content such as Europeana to make it useable for other disabled users.
7. Ask the community, getting answers from the local population as a local resource with local knowledge and understanding.
8. Use linked open data to develop new applications and services with an awareness of competitors and facilities available elsewhere.

Workshop Four

Public libraries in an increasingly competitive market

Google, Amazon, e-books, iTunes. How far can the traditional service model of the Public Library continue in the face of competition from major global institutions such as Google, Wikipedia and Amazon? Will services such as iTunes and eBooks undermine the core business of the Public Library? As the boundaries between public and private goods and between different public institutions blur, how can the Public Library find a unique and defining role? This workshop debated a strategic challenge that must be faced by every Public Library in Europe and beyond.

Contributors included:

- **Chris Batt**, Senior Research Fellow, CIBER, University College London (Chair)
- **Adie Batt**, Chris Batt Consulting (Rapporteur)
- **Johan Mijs**, Team Leader, Internet Applications and Emerging Technologies, Bibnet
- **Vigdis Moe Skarstein**, National Librarian, National Library of Norway
- **Frederic Martin**, National Library of France
- **Sylvia Van Peteghem**, Chief Librarian, Ghent University Library
- **Diana Edmonds**, Assistant Director, Culture, Libraries and Learning, Haringey Council, London
- **Chris Yapp**, Independent Consultant

In an era of Google, Amazon, iTunes and the Kindle, how far can the traditional service model of the Public Library continue in the face of competition from these major institutions? This theme, introduced by Eppo van Nispen tot Sevenaer (Managing Director, CPNB) challenged delegates to think about *“What will be left after the library, are they doomed? The question is, are they in or out?”*

The theme looked at the cost of running libraries versus their perception in society. Mr van Nispen tot Sevenaer suggested that people are instantly negative about libraries, but then highlighting that everyone is *into information*; and therefore their place in society needs to be considered.

The plenary and workshop sessions debated that while libraries *“are important and big treasures”* they do not fit in with the 24/7 digital society that wants information when and where they want it. Mr van Nispen tot Sevenaer highlighted that libraries are everywhere, in good locations and they need to *feel* like they’re everywhere like Google does. A key part of the discussion looked at how libraries need to make the most of social networks and other mechanisms to increase their visibility and importance online, and to be the *rock* of knowledge societies, to be bold and show users what they really can do. Mr van Nispen tot Sevenaer enthusiastically stated that libraries need to be ‘AC/DC’, they need to promote and encourage Access, they need to be Creative, Daring to take risks and make Claims that they will live up to.

Dealing with the pace of change

The first issue delegates considered was the sheer pace of the change which was occurring in the market place, particularly in the face of Google, streaming, eBooks and the 24/7 society. Indeed as highlighted by **Chris Yapp**, the pace of change is not just a surprise for libraries as shown when iTunes launched iTunes U in 2007. These structural market changes are likely to lead to the re-evaluation of the physical spaces where libraries are present – they’re unlikely to go but they will no longer be restricted to their buildings.

Focusing on Professional Roles

Reporting back on the workshop, **Adie Batt** told libraries to “*Stop being the victim, to get on and change management*” in order to deal with the changes which are facing the library sector. Delegates discussed how a focus on the professional roles which libraries take is key to differentiating library services from other sources. **Frederic Martin** recommended that libraries need to focus on their unique service proposition, which is assisted through personal experience whereby they are able to guide people through the information. They don’t need to have the most information, rather the most reliable information specialists.

They do however need to constantly develop and market these skills to ensure that both libraries and librarians move with the pace of change. As such, delegates agreed that re-skilling will be constant in order for them to guide users to the information they are looking for at a pace and methods which is appropriate to them

Delegates agreed that library services must be proactive in this mission.

Approaches to service delivery

The final element discussed was the approach taken towards service delivery across Library Services. The ambition of this is to integrate different types of libraries in order to develop integrated services geographically. Delegates agreed that this must be a priority and in these discussions agreed that there must be a focus on:

- Partnerships, not just organisations that they are used to working with, but a range of providers who are in the knowledge business.
- User as the core priority – in both ensuring access is as simple as possible, but also in the generation of library information and content as well as skills.
- New business models for services.

Workshop Five

Working with communities: social networking, communities of interest, crowd-sourcing

Gabi Barna (Co-Chair of Telecentres Europe and Director of Fundatia EOS Romania) in her introduction to this theme emphasised that public libraries ***“must seek to engage all members of their communities that means seeking to be accessible regardless of the location of the communities – be it physically or online”***. Over recent years there has been a shift change in the approach libraries have taken in organising how they collate and distribute knowledge and service. Ms Barna suggested that they are no longer seen as being custodians and distributors of information – increasingly they are seeking to extend their reach out into the communities in which they operate in order to encourage maximum participation and interaction with their services.

To this end, the debate around this theme was focused around the following key areas:

- How to make services inclusive and accessible for all
- Encouraging participation and co-collaboration in the collection and interpretation of archival resources.
- Ensuring libraries remain relevant local concerns through delivering the best possible services.

Contributors included:

- **Ian Clifford**, Head of Business Development, UK online centres, Co-Chair, Telecentre-Europe (Chair)
- **Inge Moris**, Project Coordinator, Itinera Nova
- **Alun Edwards**, Manager, RunCoCo
- **Ibrahim Kushchu**, Associate Professor and Founding Director, Mobile Government Consortium International
- **Marcus Weisen**, Director, Jodi Mattes Trust for Accessible Digital Culture
- **James Kemp**, Trustee, Nominet Trust
- **Inga Lundén**, City Librarian, Stockholm Public Library

Making Services Accessible

The debate here was organised around two key areas: the accessibility of information in appropriate formats and the method of distributing information to service users in a format / technology which is most accessible to them in the communities in which they operate.

In terms of **access for those with additional requirements** it was established that access through public libraries is not universal, **Marcus Weisen** (Director of the Jodi Mattes Trust) highlighted although there are a significant number of people in the EU and worldwide who are disabled, services and information available to them is minimal. In an ideal world, Mr Weisen proposed that all information would be available to all individuals regardless of their access issues.

Delegates discussing this issue broadly agreed that the ambition should be to progress to a point where all information is available to all, suggesting that this could be through a step process, making a concerted effort to ensure that at least one library in each service makes all its information accessible to all.

In a similar vein, the second aspect here focused on the format of information access, to use available technologies to ensure all have access, **Professor Ibrahim Kushchu** discussed the idea of the **“world going mobile”**, pointing out that it is the fastest growing technological sectors and that these devices were the natural progression in encouraging greater participation and integration of communities where fixed services are not available. It demonstrated the need for library services to think even beyond traditional internet based methods of engagement, and to consider the multiplicity of platform available to engage their communities.

It was remarked that whilst developing the range of services available through digital libraries, it is still important to maintain a physical space. Delegates concluded that it is equally important that both are accessible to communities depending upon the reason they wish to access the space, not – everyone has access to an e-Reader for example. As such, the physical space provides a space for interaction between people, helping to promote greater community cohesion.

As in the movement of online services to portals and pages which people are most likely to access **Inga Lundén** (City Librarian, Stockholm Public Library) highlighted how Stockholm Libraries are trying to build libraries in points where people are likely to go to – such as their innovative Subway Library which has proved very popular – and a good example of the ways in which Libraries can bring services to the points at which people want to access them.

Knowledge is a *Two Way Street*

The second key area of debate in this theme was the idea of working with communities through co-creative and co-collaborative environments to create and enhance the availability of knowledge and information through differing library services. These included the use of volunteer support in the digitisation and transcription and crowd-sourcing, showing how information and knowledge can be shared through a two-way collaboration between the institution and the public.

Inga Lundén suggested that **“there has to be a cultural shift to a more progressive, open and participative environment”** in Public Library Services, and going further proposed that crowd-sourcing is a perfect example of a participative culture – we can’t know everything ourselves, so in many cases it is vital to expand the breadth of the knowledge base through the sharing of information between libraries and the public.

Key actions for libraries

Through the workstream delegate began to consider the key actions for the future, these included:

1. Advocate the co-creation of information with users from the beginning, with technology to be used to ensure that the experience of the use and accessing of information is as simple and pleasant as it can be
2. Use of local communities to enhance communications
3. The promotion where possible of mobile technologies
4. To offer services which are available to **all** groups, regardless of (dis)ability, or locale



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